

# drinkworld

Technology + Marketing

## 2020 Media Information

All about print + web



## Aims and Scope

**drinkworld** is the leading magazine for the entire drinks industry worldwide. Feature articles and short communications cover the whole spectrum of processing, bottling, raw materials, logistics, packaging and marketing of beverages. We also report on special topics of regional interest and the trends in the beverage industries worldwide. Readers are executives and decision-makers in the brewing, dairy and mineral water industries, manufacturers of non-alcoholic drinks, wine growers and bottlers.

**drinkworld** is published in English. Covering the entire sector, it offers the possibility of large-scale communication, especially as it reaches the fast developing regions worldwide. With one single magazine you can reach all areas of the drinks industry worldwide. A reader service is offered.

With its publications **Food Marketing & Technology**, **Food Technologie Magazin**, **Getränke! Technologie & Marketing** (German), **Wellness Foods & Supplements** and **Food Nonfood & Getränke** and the new **PetFood Pro**, Dr. Harnisch Verlag is already one of the world's leading specialist publishing companies in the food and drinks sectors.

## Magazines in English



## Magazines in German



## Publishing company

**Publishing company:** Dr. Harnisch Verlagsgesellschaft mbH  
drinkworld  
Po Box 90328  
Nuremberg, Germany

**Telephone:** +49 (0) 911 2018 - 0  
**Telefax:** +49 (0) 911 2018 - 100  
**E-mail:** drink@harnisch.com  
**Internet:** www.drink-tm.com  
**FTP** On request

**Actual circulation** 11,200 copies  
**Place of publication:** Nuremberg  
**Volume/Year:** Vol. 24 / 2020  
**Number of issues:** 4 times per year  
**Type area:** 244 x 184 mm  
**Rates:** See Advertisement Rates  
No. 23 / 2020

**Printing process:** Offset, CTP (Computer to Plate)  
**Printing materials:** Digital as PDF, TIF, JPG in 300 dpi

## Your partners

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## Circulation details with readership breakdown

Total print run:	11,800 copies
Actual circulation:	11,250 copies
Specimen copies, file copies:	550 copies

### Geographic circulation breakdown\*

Germany	1,860 copies
Western Europe	2,089 copies
Eastern Europe, Russia	522 copies
USA/Canada	4,173 copies
Latin America	809 copies
Africa	361 copies
Australia/Oceania	225 copies
Asia	1,037 copies
Middle East	224 copies
Total	11,250 copies

### Circulation breakdown by function\*

Managing directors, factory managers	15.9 %
Process engineers, technologists, including R&D, product development	62.3 %
Product manager	15.8 %
Others (buying departments etc.)	6.0 %

### Circulation breakdown by product area\*

<b>Beverage:</b>		
• Beer	2,903 copies	25.3%
• Non-alcoholic (Softdrinks, carbonated water & mineral springs, juices, bottlers)	3,635 copies	31.5%
• Wine, sparkling wine, spirits	1,089 copies	10.2%
<b>Milk</b>	1,013 copies	8.7%
<b>Beverage: Wholesale + Trade (partly with drink processing)</b>	793 copies	7.2%
<b>Raw materials, additives suppliers</b>	734 copies	6.7%
<b>Component supplier</b>	483 copies	5.3%
<b>Associations, universities, special colleges</b>	330 copies	2.9%
<b>Others</b>	220 copies	2.2%

## Suppliers' guide

All issues include a list of supply sources which is also intended as an alternative to small size advertisements.

### Selection Terms; Key Words:

Selection terms and key words figure as headings.

This service is free of charge.

**Layout:** 3 columns, column width 57 mm

**Price:** € 5.- /US\$ 6.- per millimeter, discount: 10% if all four issues of one volume are covered. Text type setting costs and translations are included.

**Internet:** At the same time the supply sources can be booked on the internet. For more information please refer to "Online advertising".



## Technical specifications

Printing materials in digital form for CTP (Computer to plate)  
print ready PDF-X3-files (with bleed and incl. embedded fonts, pictures and logos)  
EPS-files

DOC (Word documents); RTF (Rich Text Format)

TIFF/JPG (high resolution)

EPS

Adobe CS4 (Please supply fonts and links)

By FTP: Information on request.

By E-mail: [drink@harnisch.com](mailto:drink@harnisch.com) (reference to issue requested).

We strongly recommend providing a proof along with your digital data.

With b/w adverts a fax or enclosed copy is sufficient.

By CD-ROM: All digital data on CD-ROM need to be provided no later than by the closing deadline.

(Annual subscription, 4 issues)

Domestic:	€ 57.- incl. p+h + VAT.
Abroad: Surface mail	€ 69.-/US\$ 90 incl. p+h
Airmail	€ 85.-/US\$ 110 incl. p+h

List of Topics and Publication Schedule\*

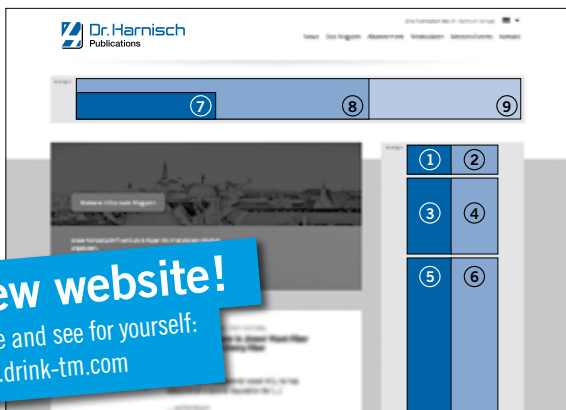
Issue Closing date ads/editorial Publication date	Trade Fairs Special Topics	Ingredients	Processing	Packaging
1/2020 07. February 2020 06. March 2020	<b>Interpack, Düsseldorf</b> 07. - 13. May  <b>Vitafoods Europe, Geneva</b> 12. - 14. May	Functional Ingredients Sports Beverages Sweeteners Water + Near Water Trends Colors	Automation Pumps Carbonation Robotics Filling Systems	Aseptic Packaging Bottles Canning Recycling Conveying + Logistics
2/2020 18. May 2020 15. June 2020	<b>IFT Food Expo, Chicago</b> 12. - 15. July	Beverage Ingredients Tea Trends Dairy Beverages Dietary Fiber Acidifiers	Filtration & Separation Cooling Sterilization Color Testing Quality Control	Labelling Storage & Handling Carton Packaging PET update Cleaning
3/2020 21. August 2020 14. September 2020	<b>Gulfood Manufacturing, Dubai, UAE</b> October  <b>PackExpo International, Chicago</b> 08. - 11. October	Flavors + Natural Flavors Sweeteners Natural Colors Vitamins + Minerals Sports Drinks	Pumps Hygiene Sterilization Carbonation Quality Control	Aseptic Packaging Logistics Glass Packaging Conveying Canning
4/2020 09. October 2020 06. November 2020	<b>Brau Bevale, Nuremberg</b> 10. - 12. November  <b>FiEurope, Frankfurt</b> 01. - 03. December	Spirits & Liqueur Beer Flavors Fruits + Concentrates Malt + Hops Water with Flavors	Separation & Filtration Automation Cooling Filling Color Testing	Labelling Carton Recycling Palletizing PET update

\*Subject to change

# Online advertising – Our digital portfolio at a glance

With a continually growing outreach, drinkworld digital platform is proving itself a strong advertising tool. Around 40 % of the users are from German-speaking countries. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

## Standard Display Ads: Banners at [www.drink-tm.com](http://www.drink-tm.com)



Banner type	Size (WxH)	Insertion for four weeks
① Button	120 x 90 px	€ 105.– (\$ 120.–)
② Button XL	240 x 90 px	€ 160.– (\$ 185.–)
③ Vertical Banner	120 x 240 px	€ 150.– (\$ 175.–)
④ Vert. Banner XL	240 x 240 px	€ 230.– (\$ 265.–)
⑤ Skyscraper	120 x 600 px	€ 295.– (\$ 340.–)
⑥ Skyscraper XL	240 x 600 px	€ 450.– (\$ 520.–)
⑦ Fullsize-Banner	468 x 60 px	€ 165.– (\$ 190.–)
⑧ Leaderboard	728 x 90 px	€ 265.– (\$ 305.–)
⑨ Leaderboard XL	1.040 x 90 px	€ 395.– (\$ 455.–)

All banner prices are for a complete four week period.  
Display and placement may vary on mobile devices.

## E-Paper in the app and on [drink-tm.com](http://drink-tm.com)



The booked advertisement appears in the digital edition as well as in the print edition. Each E-paper can also contain additional interactive elements such as links (e.g. linking the ad to a specific landing page, images/picture galleries, videos, etc.).

In the app “**Dr. Harnisch Publications**“ and on our **new website** our E-Paper can be read and searched free of charge anytime and anywhere on PC/MAC and all mobile devices. (App available in the App Stores)

**Additional link to advert per issue in the digital edition** € 350.– (\$ 400.–)

A link to a specialist editorial contribution, which will of course also appear in the E-Paper in addition to the print edition, can be realised for at least 5 months.

**Additional link per feature article in the digital edition** € 350.– (\$ 400.–)

It is possible to sponsor an entire edition of E-Paper. The prominent placement of an advertising space above or below each single or double page places the company or product in the focus of the app user and the e-paper reader.

**2/1 page only in the digital edition (incl. link)** € 2000.– (\$ 2300.–)

**Digital edition branding for the complete issue** € 990.– (\$ 1139.–)

## Sponsored content, combined with social media (Facebook)

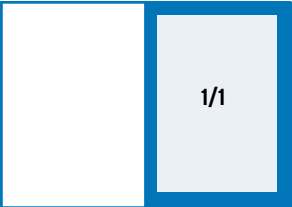
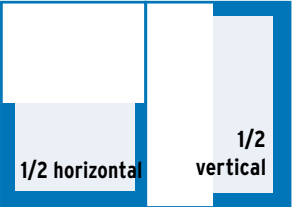
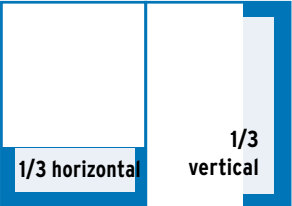
On [www.drink-tm.com](http://www.drink-tm.com) it is now possible to publish a story/message under “NEWS“ for one week, which will also be featured on the publisher’s Facebook page

**Sponsored posts** € 350.– (\$ 400.–)

**Sponsored posts in combination with social media (Facebook)** € 500.– (\$ 575.–)

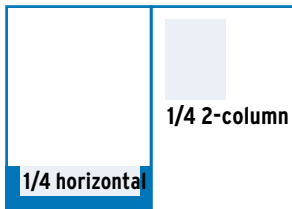
**Cover story as sponsored news** € 1.500.– (\$ 1.725.–)

Advertisement sizes and prices from 01.01.2020

Format	black/white	full color
	<p>€ 3.800,-    US\$ 4,375,75.-</p> <p>Type area: W 184 mm x H 244 mm Bleed*: W 216 mm x H 303 mm (Trim size 210 x 297 mm)</p>	<p>€ 5.500,-    US\$ 6,325.-</p>
	<p>€ 5.730,-    US\$ 6,589,50.-</p> <p>Type area: W 394 mm x H 244 mm Bleed*: W 426 mm x H 303 mm (Trim size 420 x 297 mm)</p>	<p>€ 7.650,-    US\$ 8,797,50.-    2/1 page spread</p>
	<p>€ 2.010,-    US\$ 2,311,50.-</p> <p>vertical    Type area: W 92 mm x H 244 mm Bleed*: W 108,5 mm x H 303 mm (Trim size 102,5 x 297 mm)</p> <p>horizontal    Type area: W 184 mm x H 122 mm Bleed*: W 216 mm x H 154,5 mm (Trim size 210 x 148,5 mm)</p>	<p>€ 3.120,-    US\$ 3,588.-</p>
	<p>€ 1.410,-    US\$ 1,621,50.-</p> <p>vertical    Type area: W 57 mm x H 244 mm Bleed*: W 76 mm x H 303 mm (Trim size 70 x 297 mm)</p> <p>horizontal    Type area: W 184 mm x H 81,5 mm Bleed*: W 216 mm x H 105 mm (Trim size 210 x 99 mm)</p>	<p>€ 2.365,-    US\$ 2,719,75.-</p>

\*\*Surcharge for digital link: € 350,- / US\$ 400,-





€ 1.090,-

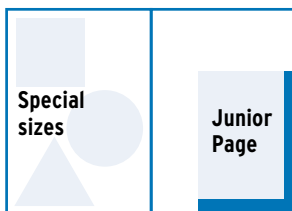
US\$ 1,253,30.

€ 1.730,-

US\$ 1,989,50-

horizontal Type area: W 184 mm x H 61 mm  
Bleed\*: B 216 mm x H 80,25 mm (Trim size 210 x 74,25 mm)

2-column Type area: W 89,5 mm x H 122 mm  
Bleed\*: B 108,5 mm x H 154,5 mm (Trim size 102,5 x 148,5 mm)



€ 2.220,-

US\$ 2,547,25.-

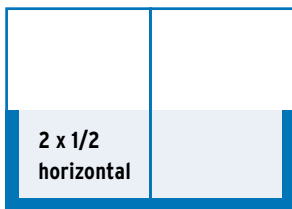
€ 3.330,-

US\$ 3829,50-

Junior Page

Bleed\*: W 139,5 mm x H 194 mm

Special sizes: (Circle, Square...) on request

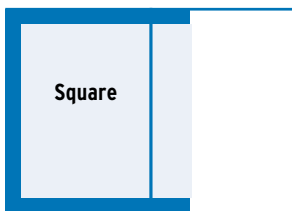


Special size: 1/2-double page spread

€ 5.300,- (4c)

US\$ 6,095.-

horizontal Type area: W 394 mm x H 122 mm  
Bleed\*: W 426 mm x H 154,5 mm (Trim size 420 x 148,5 mm)



Special size: Square (2nd cover page plus overrun into editorial)

€ 6.530 (4c)

Bleed\*: W 273 mm x H 303 mm

US\$ 7,509,50.-

\*Bleed surcharge: 10% of the basic rate; W = Width, H = Height

Please note: Prices in US\$ are based on an exchange rate of € 1 : US\$ 1.15 which is subject to change.

\*\*Surcharge for digital link: € 350,- / US\$ 400,-

## Discounts

### • Quantity discounts

On advertisements ordered at the same time:

- 3 adverts 5%
- 5 adverts 10%
- 10 adverts 15%

Adverts to be published within 3 years.

### • Combination discounts

Combination discounts are valid for all our Food and Beverage publications.

On advertisements ordered at the same time:

- 3 adverts 5%
- 5 adverts 10%
- 10 adverts 15%

These discounts are valid for one year and can be combined with quantity discounts.

Discounts are calculated from the basic (b/w) price.

For example:

Booking of three adverts each in two different Dr. Harnisch magazines qualifies for 5% discount in each magazine plus an additional 10% combination discount. This gives 15% discount in total.

## Advertisement prices from 01.01.2020



### Cover page

W 200 x H 210 mm. Price on request.

### 2<sup>nd</sup> cover page

Add 10% to basic rate. € 5,720.- / US\$ 6,578,00.-

### 4<sup>th</sup> cover page (4c only)

Add 25% to basic rate. € 6,270.- / US\$ 7,210,50.-

### 3<sup>rd</sup> page (next to table of contents)

Add 10% to basic rate. € 3,225.- / US\$ 3,708,75.-

### • Bound inserts: (including p+h)

DIN A4 untrimmed, format: 303 x 216 mm (incl. 3 mm bleed)

- 2 pages € 2,990.- / US\$ 3,438,50-
- 4 pages € 3,350.- / US\$ 4,623.-
- 6 pages € 3,700.- / US\$ 4,255.-

### • Loose inserts: (including p+h)

- up to 20 g € 280.- / US\$ 322.- / thousand
- up to 40 g € 410.- / US\$ 471,50.- / thousand
- up to 60 g € 515.- / US\$ 592,25.- / thousand

Bigger inserts on request.

Postal address: publishing house.

## General Terms of Business Dr. Harnisch Verlags GmbH

1. These General Terms and Conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.
2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print but dependent on the time and printing location.
3. For any mistakes in the publication, for which the publishing company can be held responsible, the orderer shall be entitled to replacement in the form of free advertising space to the extent to which the purpose of the advertisement has been affected.
4. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
5. The publishing company shall reserve the right to reject orders for advertisements or inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.
6. The customer will furnish the publishing house with the printing templates according to its specifications. The specification of the printing templates and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed to advertisements. Ordered advertisements which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.
7. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied in good time by the set date, this shall be considered as approval for printing. After the publication, the publisher will send the customer a specimen copy free of charge or a copy of the page with reference to the advertisement.
8. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in the odd case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5%. The publishing company can hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published.
9. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.
10. Changes in advertising and insert rates which may occur within four months after the signing of the contract shall be borne by the orderer, this even being applicable to running orders.
11. Printing material will only be returned at the express demand of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement has been published.
12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal or different issues is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
13. The publisher will store all customer data disclosed to him within the context of the business relation and required for the performance of the contract. These data will only be used for the fulfillment of the contract.
14. The seat of the publishing company is the sole place of jurisdiction and fulfillment also in respect of bills of exchange and cheques made out in connection with the order.
15. Referring to GDPR our privacy policy can be found at: <https://www.harnisch.com/en/datenschutzerklaerung/>

## food ISSUE 3

food Marketing & Technology  
[www.food-nt.com](http://www.food-nt.com)  
International magazine for the  
entire food industry worldwide.  
17,700 copies

## food TECHNOLOGIE

Food Technologie  
[www.food-technologie.de](http://www.food-technologie.de)  
German magazine for the food  
industry: Ingredients, Processing  
and Packaging.  
12,000 copies

## fmg GLASST WÄRMEN

fmg MAGAZIN  
FOOD · NONFOOD · GETRÄNKE · TOBACCO  
[www.fmg-magazin.de](http://www.fmg-magazin.de)  
The independent publication for  
supermarket managers in Germany.  
23,000 copies

## dedica

dedica  
[www.dedica.de](http://www.dedica.de)  
German language magazine  
for business gifts, incentives &  
promotions.  
21,000 copies

## drinkworld The world of beverages

drinkworld T-M  
[www.drink-tm.com](http://www.drink-tm.com)  
Magazine for the entire drink  
industry worldwide.  
11,800 copies

## Getränke!

Getränketal  
Technologie & Marketing  
[www.getranke-tm.de](http://www.getranke-tm.de)  
German language magazine for  
the entire beverage industry.  
9,000 copies

## PK

PuK – Process Technology &  
Components  
[www.puk-mag.com](http://www.puk-mag.com)  
In German and English language.  
24,500 copies

## PK

PuK – Process Technology &  
Components  
[www.puk-mag.com](http://www.puk-mag.com)  
In Russian language.  
12,000 copies

## Wellness Foods & Supplements

Wellness Foods & Supplements  
[www.wf-mag.com](http://www.wf-mag.com)  
The European magazine for  
health ingredients, nutraceutical  
foods and beverages.  
8,400 copies

## HYGIENE REPORT

Hygiene Report  
[www.hygiene-report-magazin.de](http://www.hygiene-report-magazin.de)  
German publication for quality manage-  
ment in the food and beverage industry.  
17,800 copies

## dihw

dihw  
[www.dihw-magazin.de](http://www.dihw-magazin.de)  
German Magazine for the manufacture,  
processing and application of  
diamond high performance tools.  
9,000 copies

## ip tooling

Journal of ip tooling  
[www.ipooling-mag.com](http://www.ipooling-mag.com)  
New international magazine  
for high precision machining  
processes.  
13,000 copies

## petfood PRO

petfood pro  
[www.petfoodpro-mag.com](http://www.petfoodpro-mag.com)  
petfood pro is the international  
magazine for the manufacture of  
food for domestic animals.  
9,600 copies

## bb beverage brewing

bb guide – Beverage & Brewing  
[www.beverage-brewing.com](http://www.beverage-brewing.com)  
Suppliers' Guide  
for the beverage industry.  
15,500 copies

## woodworking

WNI woodworking INTERNATIONAL  
[www.woodworking-international.com](http://www.woodworking-international.com)  
International magazine for the  
woodworking industry worldwide.  
9,100 copies

## BAU

element + BAU  
[www.element-und-bau.de](http://www.element-und-bau.de)  
The magazine for architects: facility  
construction in German language.  
6,800 copies