

drinkworld
Technology + Marketing



2025 Media Information

All about print + web



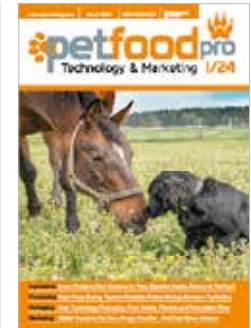
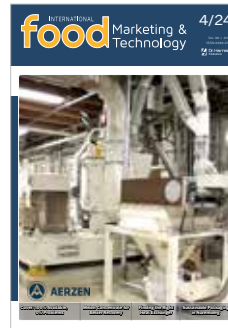
Aims and Scope

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 Verlags GmbH
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Eschenstr. 25
90441 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: 10.500 copies
Place of publication: Nuremberg
Volume/Year: Vol. 29 / 2025
Number of issues: 4 times per year
Type area: 244 x 184 mm
Rates: See Advertisement Rates
No. 26 / 2025

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

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Distribution overview total

Print run
10.500 copies

Total distribution
26.500 copies

Digital distribution
16.000 copies



Other digital distribution channels
(Website/Social Media/E-Paper/Newsletter)

Circulation details with readership breakdown

Total print run:	11,000 copies
Actual circulation:	10,500 copies
Specimen copies, file copies:	500 copies

Geographic circulation breakdown*

Germany	1,790 copies
Western Europe	2,119 copies
Eastern Europe, Russia	340 copies
USA/Canada	3,564 copies
Latin America	760 copies
Africa	403 copies
Australia/Oceania	220 copies
Asia	1,037 copies
Middle East	216 copies
Total	10,500 copies

Circulation breakdown by function*

Managing directors, factory managers	15.8 %
Process engineers, technologists, including R&D, product development	62.5 %
Product manager	15.9 %
Others (buying departments etc.)	5,8 %

Circulation breakdown by product area*

Beverage:		
• Beer	2,872 copies	25.3%
• Non-alcoholic (Softdrinks, carbonated water & mineral springs, juices, bottlers)	3,103 copies	31.5%
• Wine, sparkling wine, spirits	1,053 copies	10.2%
Milk	980 copies	8.7%
Beverage: Wholesale + Trade (partly with drink processing)	720 copies	7.2%
Raw materials, additives suppliers	754 copies	6.7%
Component supplier	468 copies	5.3%
Associations, universities, special colleges	330 copies	2.9%
Others	220 copies	2.2%

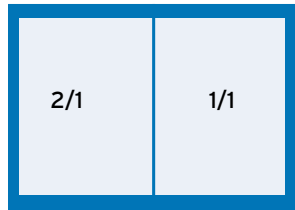
List of Topics and Publication Schedule*

Issue Closing date ads/ editorial Publication date	Trade Fairs Special Topics	Ingredients	Processing	Packaging
1/2025 14 February 14 March	Vitafoods Europe, Barcelona 20. - 22. May	Water + Near Water Sweeteners Functional Ingredients Sports Beverages Colors	Carbonation Automation Pumps Robotics Filling Systems	Conveying + Logistics Aseptic Packaging Bottles Canning
2/2025 19 May 18 June	IFT Food Expo, Chicago, IL 13. - 16. July	Dairy Beverages Dietary Fiber Beverage Ingredients Tea Trends Acidifiers	Sterilization Filtration & Separation Cooling Color Testing Quality Control	Carton Packaging Labelling Storage & Handling PET update Cleaning
3/2025 01 August 05 September	drinktec, Munich 15. - 19. September	Vitamins + Minerals Natural Colors Flavors + Natural Flavors Sweeteners Sports Drinks	Quality Control Pumps Hygiene Sterilization Carbonation	Glass Packaging Aseptic Packaging Logistics Conveying Canning
4/2025 17 October 17 November	SPS, Nuremberg 25. - 27. November Food Ingredients Europe, Paris 2.- 4. December	Fruits + Concentrates Water with Flavors Spirits & Liqueur Beer Flavors Malt + Hops	Cooling Separation & Filtration Automation Filling Color Testing	Recycling Labelling Carton Palletizing PET update

*Subject to change

Advertisement sizes and prices from 01.01.2025

Format



black/white

full color

€ 4.250,-

US\$ 4.675,-

€ 5.940,-

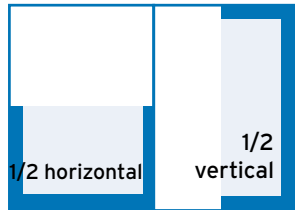
US\$ 6.540,-

Type area: W 184 mm x H 244 mm
Bleed*: W 216 mm x H 303 mm (Trim size 210 x 297 mm)

2/1 page spread

on request

Type area: W 394 mm x H 244 mm
Bleed*: W 426 mm x H 303 mm (Trim size 420 x 297 mm)



€ 2.550,-

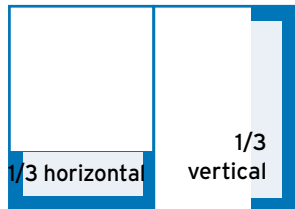
US\$ 2.805,-

€ 3.690,-

US\$ 4.059,-

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)

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)



€ 1.750,-

US\$ 1.925,-

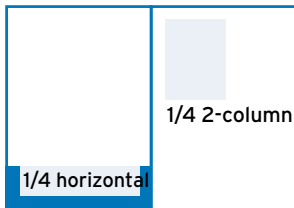
€ 2.840,-

US\$ 3.124,-

vertical Type area: W 57 mm x H 244 mm
Bleed*: W 76 mm x H 303 mm (Trim size 70 x 297 mm)

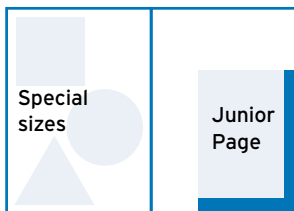
horizontal Type area: W 184 mm x H 81,5 mm
Bleed*: W 216 mm x H 105 mm (Trim size 210 x 99 mm)

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



€ 1.350,- US\$ 1.485,- € 2.040,- US\$ 2.244,-

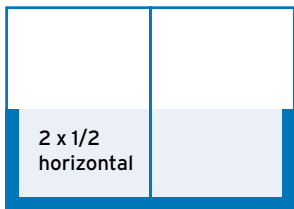
horizontal Type area: W 184 mm x H 61 mm
 Bleed*: B 216 mm x H 80,25 mm (Trim size 210 x 74,25 mm)
 2-column Type area: W 89,5 mm x H 122 mm
 Bleed*: B 108,5 mm x H 154,5 mm (Trim size 102,5 x 148,5 mm)



€ 2.550,- US\$ 2.805,- € 3.940,- US\$ 4.334,- Junior Page

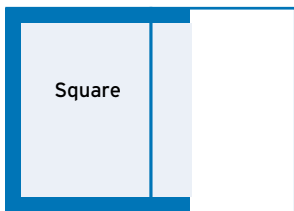
Bleed*: W 139,5 mm x H 194 mm

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



Special size: 1/2-double page spread on request

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) € 7.500,- (4c)
 Bleed*: W 273 mm x H 303 mm US\$ 8.250,-

*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\$ 1.10 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 01.01.2025



Cover page

W 200 x H 210 mm. € 7.990,-/US\$ 8.780.-

2nd cover page

Add 10% to basic rate. € 6.850,-/US\$ 7.535.-

4th cover page (4c only)

Add 25% to basic rate. € 7.200,-/US\$ 7.920.-

3rd page (next to table of contents)

Add 10% to basic rate. € 3.990,-/US\$ 4.389.-

• Bound inserts: (including p+h)

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

- 2 pages € 2,990.-/ US\$ 3.280,-
- 4 pages € 3,350.- / US\$ 3.680,-
- 6 pages € 3,700.-/ US\$ 4.050,-

• Loose inserts: (including p+h)

- up to 20 g € 350.- / US\$ 385,-/thousand
- up to 40 g € 480.- / US\$ 480,-/thousand
- up to 60 g € 590.- / US\$ 649,-/thousand

Bigger inserts on request.

Postal address: publishing house.

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:

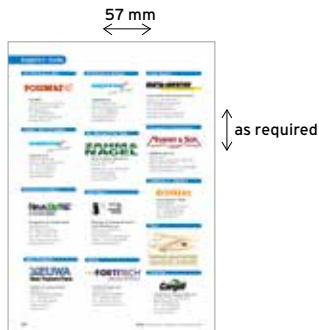
Selection terms and key words figure as headings.

This service is free of charge.

Layout: 3 columns, column width 57 mm

Price: € 6.- /US\$ 6,60.- 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 (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

Banner advertising on www.drink-tm.com



Leaderboard XL

1040 x 90 px

€ 750.-

Button

240 x 90 px

€ 350.-

Square

240 x 240 px

€ 650.-

Skyscraper

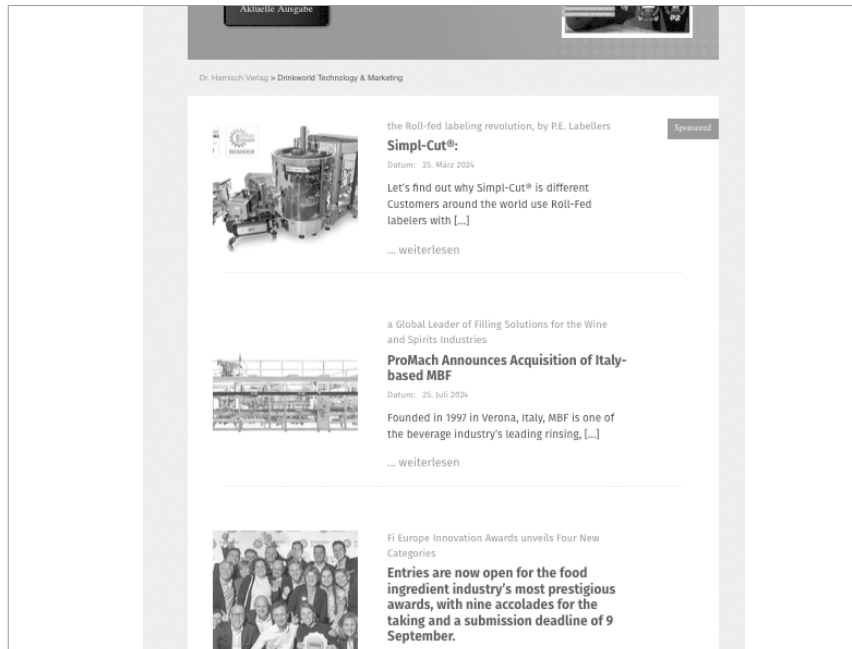
240 x 500 px

€ 900.-

All banner prices are for a period of four weeks. Other formats on request.
Display and placement may vary on mobile devices.

Advertising with news reports on www.drink-tm.com

In addition to classic banner advertising, there is also the possibility to place **sponsored news** on www.drink-tm.com



The screenshot shows a news article on the website www.drink-tm.com. The article is titled "the Roll-fed labeling revolution, by P.E. Labellers" and is sponsored. The main headline is "Simpl-Cut®: Let's find out why Simpl-Cut® is different Customers around the world use Roll-Fed labelers with [...]". Below this, there is a sub-headline "a Global Leader of Filling Solutions for the Wine and Spirits Industries" and another headline "ProMach Announces Acquisition of Italy-based MBF". The article also mentions "FI Europe Innovation Awards unveils Four New Categories" and "Entries are now open for the food ingredient industry's most prestigious awards, with nine accolades for the taking and a submission deadline of 9 September."

Sponsored News

News on www.drink-tm.com

incl. linking:

€ 700,-

incl. social media linking:

Surcharge: € 250,-

incl. video/YouTube integration:

Surcharge: € 250,-

incl. integration of a detailed

Article as PDF (Whitepaper):

Surcharge: € 250,-

Advertising in digital magazine mailing

Cover banner 600 x 100 px

€ 990.-

Cover banner XL 600 x 200 px

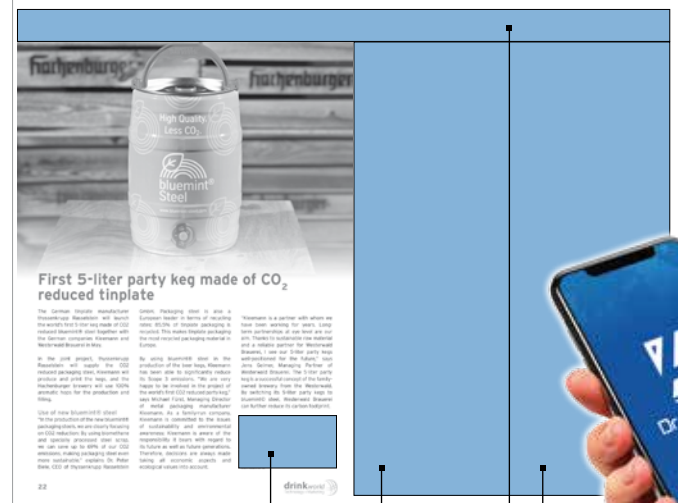
€ 1,290.-



drinkworld Technology + Marketing

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.

Advertising in the digital magazine (E-Paper/App)



E-paper linking (advert/technical article)

€ 350.-

E-paper branding throughout the entire issue

€ 1,190.-

Digital ad placement only in the e-paper incl. linking. (Positioning by arrangement)

1/1 page € 1,290.-

2/1 page € 1,990.-

Digital magazines of Dr. Harnisch Verlag read by:



Advertising in the general newsletter

Your Sponsored News + banner in the **general Food & Beverage newsletter**.



- Leaderboard 600 x 100 px € 900.-
- Leaderboard XL 600 x 200 px € 1,200.-
- Horizontal 600 x 100 px € 800.-
- Horizontal XL 600 x 200 px € 1,000.-

- | Sponsored News | Spons. News + Square |
|-----------------------|-----------------------|
| - Text 500 characters | - Text 500 characters |
| - Image 290x290 px | - Image 290x290 px |
| - Link | - Link |
| € 750.- | - Square 240x240 px |
| | € 1,090.- |

- Square 240 x 240 px
- € 650.-

Publication schedule: Food & Beverage Newsletter 2025**

bi-weekly, second and fourth Tuesday

Advertising with the digital standalone newsletter

The dispatch of an individually designed **standalone newsletter** offers you the opportunity for a target group communication. The focus is on your company, your products or your know-how.

Newsletter gesponsert von:

Sicherheit in Sachen Süßstoff



Natürliche, pflanzliche und weitere Trends auf den Süßstoffmärkten

Angesichts des wachsenden Verbraucherbewusstseins für Gesundheit und Wellness ist es wichtig, einen Süßstoffanbieter zu wählen, der fundierte Marktkenntnisse und Stabilität in dieser unbeständigen Produktkategorie bieten kann. Durch hohe globale Lagerbestände und langjährige Herstellerbeziehungen können wir beispiellose Sicherheit in der Lieferkette bieten. Unsere hauseigenen Experten beraten Sie gern, um den richtigen Süßstoff zu finden mit dem Sie wohlschmeckende, gesündere Produkte liefern können.

Standalone newsletter

(Text approx. 2,500 characters +
2-4 images/logos + links)

Food dispatch "D-A-CH"

approx. 7,100 copies:

€ 2,100.-

Food&Beverage-combined dispatch "D-A-CH"

approx. 13,500 copies:

€ 2,500.-

International dispatch:

– On request –

As Dr. Harnisch Publications, we offer newsletter opportunities for you in various specialist areas: food & beverage, pharmaceuticals, process technology, precision and machining processes, wood processing, building and constructing and food retailing.

Please contact us!



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 and as a digital promotion tool.
3. A digital promotion can be made up of one or more elements such as photos and/or text, sound sequences and moving images: an area or space can be reserved by the customer as a clickable link to a further online address or mobile site to feature additional information.
4. For any errors in publication for which the publisher is responsible, the client shall receive compensation in the form of free replacement advertising or digital advertising space to the extent that the purpose of the advertisement/digital advertising which was impaired.
5. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
6. The publishing company shall reserve the right to reject bookings for advertisements, digital promotions or printed or digital 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.
7. The customer will furnish the publishing house with the printing templates/digital materials according to its specifications. The specification of the printing templates/digital materials 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 advertisements. Ordered advertisements/digital promotion 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.
8. 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 to him in good time by the set date, this shall be considered as approval for printing/publishing. After publication, the publisher will send the customer a specimen copy free of charge/link or a copy of the page with reference to the advertisement/digital promotion.
9. 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 a specific 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 payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.
10. 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 advertisement/digital promotion 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.
11. Printing material will only be returned at the express request of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement/digital promotion 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 of different issues/digital promotion 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 relationship 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. Please refer to our data protection statement on our site: <https://www.harnisch.com/en/datenschutzerklaerung/>



food Marketing & Technology www.food-mt.com

International magazine for the entire food industry worldwide.

Approx. 16,500 printed copies
Approx. 22,000 digital copies

food TECHNOLOGIE

Food Technologie www.food-technologie.de

German magazine for the food industry: Ingredients, Processing and Packaging.

Approx. 12,000 printed copies
Approx. 6,500 digital copies



drinkworld Technology + Marketing www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 10,500 printed copies
Approx. 16,000 digital copies



Getränke! Technology & Marketing www.getraenke-tm.de

German language magazine for the entire beverage industry.

Approx. 9,000 printed copies
Approx. 6,500 digital copies

Wellness Foods & Supplements

Wellness Foods & Supplements www.wfs-mag.com

The European magazine for health ingredients, nutraceutical foods and beverages.

Approx. 8,400 printed copies
Approx. 10,500 digital copies

HYGIENE REPORT

Hygiene Report www.hygiene-report-magazin.de

German publication for quality management in the food and beverage industry.

Approx. 12,000 printed copies
Approx. 12,700 digital copies



petfood pro www.petfoodpro-mag.com

petfood pro is the international magazine for the manufacture of food for domestic animals.

Approx. 9,600 printed copies
Approx. 8,800 digital copies



bb guide – Beverage & Brewing www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 14,500 printed copies
Approx. 16,000 digital copies



fng MAGAZIN FOOD · NONFOOD · GETRÄNKE · TOBACCO www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 21,000 printed copies
Approx. 9,600 digital copies



PuK – Process Technology & Components www.puk-mag.com

In German and English language.

Approx. 10,750 printed copies
Approx. 111,450 digital copies

dedica

dedica www.dedica.de

Trade magazine for trends and lifestyle in the field of promotional products.

Approx. 19,300 printed copies
Approx. 20,000 digital copies



GET – Green Efficient Technologies www.get-mag.com

In German and English language.

DE: Approx. 5,500 printed copies & Approx. 72,000 digital copies
EN: Approx. 40,000 digital copies



dihw www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.

Approx. 9,000 printed copies
Approx. 7,000 digital copies



hp tooling www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 26,000 digital copies



WiN woodworking INTERNATIONAL www.woodworking-international.com

International magazine for the woodworking industry worldwide.

Approx. 9,100 printed copies
Approx. 10,000 digital copies



element + BAU www.element-und-bau.de

The magazine for architects: facility construction in German language.

Approx. 6,000 printed copies
Approx. 7,300 digital copies