

Getränke!

www.getraenke-tm.de
www.harnisch.com



TECHNOLOGIE & MARKETING

Media Information 2021



Trade magazine for the beverage industry

Media Information 2021

1.

Aim and scope

Getränke! Technologie & Marketing Magazine for the entire drinks industry, is the specialist publication for executives in the German-speaking part of Europe. We report on technological developments in processing and filling, the use of raw materials and ingredients on market conditions and strategies. Besides actual topics, trends and solutions for the industry we focus on specials which cover the entire spectrum.

Readers are executives and decision-makers in the brewing, dairy and mineral water industries, manufacturers of alcoholic and non-alcoholic drinks, wine growers and bottlers. All readers are personalized with their functions. **Getränke! Technologie & Marketing** is distributed in controlled circulation according to editorial features.

Getränke! Technologie & Marketing reaches managing directors, factory managers, brewmasters, production engineers, product managers, experts in the field of product development, research & development and executives in commercial departments, especially in purchasing and marketing.

Dr. Harnisch Publications offers other magazines in the field: *drinkworld* **Technology+ Marketing**, **Food Marketing+Technology** with worldwide circulation; **Wellness Foods & Supplements** with focus on Europe and **Food Technologie**, **Hygiene Report** and **fng** (food, nonfood & getränke-magazine) for the German speaking area.



Publisher

Postal address

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E-Mail

gtm@harnisch.com

Internet

www.harnisch.com und
www.getraenke-tm.de

Total print run

9.000 copies

Actual circulation

8.653 copies



Circulation audit IVW II / 2020:
Total print run: 9.000 copies
Distribution: 8.653 copies

Place of publication

Nuremberg

Volume|Year

vol. 26/2021

Number of issue

5 times per year

Publication schedule

see page 5–6

Magazine format

DIN A 4, W 210 x H 297 mm

Subscription rate

Annual subscription (5 issues):
€ 67,- incl. p+h
€ 85,- incl. p+h/air mail

Your partners

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Media Information 2021

3.

Circulation details with readership breakdown

Total print run*

Total print run	9,000 copies
Distribution	8,653 copies
Specimen and archive copies	347 copies

Geographic circulation breakdown**

Germany	7,787 copies
Austria	356 copies
Switzerland	329 copies
Europe other countries	162 copies
Overseas	19 copies

Circulation breakdown by function**

Owners, directors	2,688 copies
Factory managers	2,196 copies
Production / quality control	1,372 copies
Product development, R + D	1,183 copies
Administration, Marketing	1,214 copies

Circulation breakdown by product area**

Non-alcoholic (Soft drinks, carbonated water and mineral springs, juices, bottlers)	2,661 copies
Wine, sparkling wine, spirits	1,288 copies
Beer	1,396 copies
Beverage: Wholesale and Trade	817 copies
Component supplier	751 copies
Milk	355 copies
Associations, universities, special colleges	146 copies
Others	197 copies
Raw materials, additives suppliers	176 copies
Overseas	866 copies
Total	8,653 copies

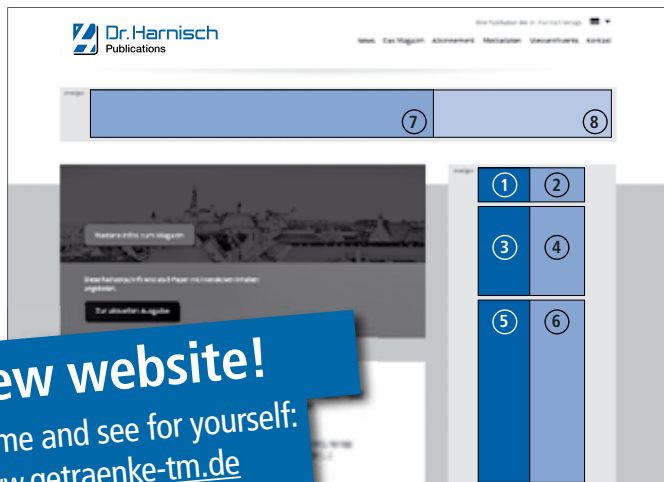
* According to Circulation audit IVW II / 2020

** Reference data analyses publisher, quarter II / 2020

4.

Online advertising – our digital portfolio at a glance

Standard Display Ads: Banners at www.getraenke-tm.de



New website!
Come and see for yourself:
www.getraenke-tm.de

Banner type	Size (W x H)	Insertion for four weeks
① Button	120 x 90 Pixel	€ 105.– (\$ 120.–)
② Button XL	240 x 90 Pixel	€ 160.– (\$ 185.–)
③ Vertical Banner	120 x 240 Pixel	€ 150.– (\$ 175.–)
④ Vertical Banner XL	240 x 240 Pixel	€ 230.– (\$ 265.–)
⑤ Skyscraper	120 x 600 Pixel	€ 350.– (\$ 400.–)
⑥ Skyscraper XL	240 x 600 Pixel	€ 650.– (\$ 750.–)
⑦ Leaderboard	728 x 90 Pixel	€ 365.– (\$ 420.–)
⑧ Leaderboard XL	1.040 x 90 Pixel	€ 495.– (\$ 570.–)

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 www.getraenke-tm.de



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 five 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) € 2,000.– (\$ 2,300.–)

Digital edition branding for the complete issue € 990.– (\$ 1,139.–)

Sponsored contend, combined with social media

At www.getraenke-tm.de you have the possibility to place a story/report at the top of the „NEWS“ section for one week. Additionally it is possible to post the story on the publisher's social media page.

Sponsored posts € 450.– (\$ 520.–)

Sponsored posts in combination with social media € 600.– (\$ 690.–)

Media Information 2021

5.

List of topics and publication schedule*

Issue 1 | 2021

Closing date for ads and editorial contributions: **18.01.2021** | Publication date: **22.02.2021**

Ingredients

- ▶ Flavours
- ▶ Sports drinks
- ▶ Proteins
- ▶ Tea
- ▶ Enzymes
- ▶ Colors
- ▶ Dairy drinks

Processing

- ▶ Sustainability, energy
- ▶ Processing technology and optimisation
- ▶ Heating and cooling technology
- ▶ Filtration and separation

AUTOMATION Special

- ▶ Drives and systems
- ▶ Process automation
- ▶ Measuring and control equipment

Packaging

- ▶ Aseptic filling
- ▶ Packaging machines and plants
- ▶ Packaging materials

Logistic and Storage

- ▶ Transport- and conveying
- ▶ Intralogistics
- ▶ Material flow, Storage systems
- ▶ Bottle sorting

Marketing

- ▶ Presentation of beverage
- ▶ Promotion materials for the beverage industry
- ▶ Company management

Trade Fairs

- ▶ Filtech
- ▶ Interpack
- ▶ LogiMat
- ▶ Anuga FoodTec
- ▶ Vitafoods

Issue 2 | 2021

Closing date for ads and editorial contributions: **12.04.2021** | Publication date: **18.05.2021**

Ingredients

- ▶ Raw materials alc-free
- ▶ Beverage trends
- ▶ Sweetening
- ▶ Juices and concentrates
- ▶ Functional drinks
- ▶ Minerals

Processing

- ▶ Software & IT solutions
- ▶ Plant engineering
- ▶ Analytics, lab and measuring
- ▶ Water, wastewater
- ▶ Waste management, environment

Packaging

- ▶ Labelling & coding
- ▶ Packaging machines
- ▶ Closures and sealing technology
- ▶ Packing materials and aids
- ▶ Glass, PET, can, carton
- ▶ Returnables, final packaging

Logistic and Storage

- ▶ Material flow / RFID
- ▶ Palletising- and picking technology
- ▶ Storage and logistics

Marketing

- ▶ Presentation of beverage
- ▶ Promotion materials for the beverage industry
- ▶ Company management

Trade Fairs

- ▶ Hannover Messe

Issue 3 | 2021Closing date for ads and editorial contributions: **07.06.2021** | Publication date: **12.07.2021****Ingredients**

- ▶ Wellnessdrinks
- ▶ Dairy mix drinks
- ▶ Acidulants
- ▶ Flavours
- ▶ Colours
- ▶ Vitamins

Processing

- ▶ Filtration, separation
- ▶ Plant technology, maintenance
- ▶ Water and wastewater management

AUTOMATION Special

- ▶ Robotics
- ▶ Drives and accessories
- ▶ Process control

Packaging

- ▶ Filling and aseptic filling
- ▶ Final packaging, transport packaging
- ▶ Recycling, Waste handling

Logistic and Storage

- ▶ Storage and picking systems
- ▶ Forklifts and industrial trucks
- ▶ Load restraint
- ▶ Software and IT solutions

Marketing

- ▶ Sponsoring
- ▶ Promotions
- ▶ Transport media

Trade Fairs

- ▶ Achema

Issue 4 | 2021Closing date for ads and editorial contributions: **09.08.2021** | Publication date: **21.09.2021****Ingredients**

- ▶ Sports drinks
- ▶ Alcoholic beverages
- ▶ Sweetening
- ▶ Enzymes
- ▶ Concentrates
- ▶ Stabilizers
- ▶ Tea

Processing

- ▶ Supply technology
- ▶ Steam and steam generation
- ▶ Analytics, quality
- ▶ Wine, sparkling wine and spirits production
- ▶ Pumps, compressors, Fittings and valves

Packaging

- ▶ Glass, PET, can, Beverage Cartons
- ▶ Returnables, end packaging
- ▶ Transport packaging
- ▶ Packaging- and Filling lines
- ▶ Sorting equipment

Logistic and Storage

- ▶ Pallets and palletising
- ▶ Labeling and ID technology
- ▶ Transportation- and conveying systems
- ▶ Storage facilities

Marketing

- ▶ Presentations on infoscreen
- ▶ Sales promotion
- ▶ Produkt staging with pack design

Trade Fairs

- ▶ FachPack
- ▶ drinktec

Issue 5 | 2021Closing date for ads and editorial contributions: **11.10.2021** | Publication date: **15.11.2021****Ingredients**

- ▶ Vitamins and minerals
- ▶ Hops, malt
- ▶ Ready mixes
- ▶ Functional ingredients
- ▶ Beverage trends
- ▶ Tea

Processing

- ▶ Rinsing and filling technology
- ▶ CIP- & SIP equipment
- ▶ Water and wastewater management
- ▶ Auxiliaries

AUTOMATION Special

- ▶ Process systemes, sensors
- ▶ Energy efficiency, drives
- ▶ Safety engineering

Packaging

- ▶ KEG technology, tanks containers
- ▶ Barrels and crates
- ▶ Transportation packaging
- ▶ Bottle washing and, sorting plants

Logistic and Storage

- ▶ Bottle transportation
- ▶ Loading installations
- ▶ Transport fleet
- ▶ Material flow & storage systemes
- ▶ Tanks and silos

Marketing

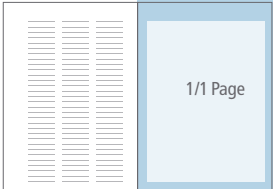
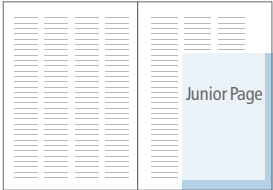
- ▶ Glass design
- ▶ Dispensing equipment
- ▶ Consumption markets

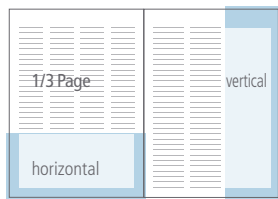
Trade Fairs

- ▶ Chillventa
- ▶ SPS
- ▶ Fi Europe

Advertisement: format and pricing | Price list valid from 1 January 2021

Format: W 210 x H 297 mm | Type area: W 189 mm x H 250 mm | All advertisements positioned within bleed area* 3 mm

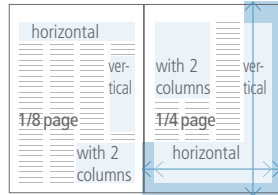
		Basic price print version	Price incl. link in our E-Paper (App + Browser)
	Cover Package The package includes: ▶ cover: W 216 mm x H 216 mm, incl. 3 mm bleed ▶ cover story: 8,000–9,000 characters and images	4c € 6,990.–	4c € 7,340.–
	Special Positioning 2 nd cover page inside cover page 3 next to the index of contents 4 th cover page back cover	4c € 6,325.– 4c € 6,050.– 4c € 6,850.–	4c € 6,675.– 4c € 6,400.– 4c € 7,200.–
	1/1 Page L*: W 189 mm x H 250 mm B**: W 216 mm x H 303 mm 2/1 Page L*: W 396 mm x H 250 mm B**: W 426 mm x H 303 mm	4c € 5,490.– 4c € 8,250.–	4c € 5,840.– 4c € 8,600.–
	Junior Page L*: W 135 mm x H 175 mm B**: W 150 mm x H 195 mm	4c € 3,530.–	4c € 3,880.–
	1/2 Page horizontal L*: W 189 mm x H 125 mm B**: W 216 mm x H 143 mm vertical L*: W 92 mm x H 250 mm B**: W 107 mm x H 303 mm	4c € 3,300.–	4c € 3,650.–
	2 x 1/2 Page across the spine horizontal L*: W 396 mm x H 128 mm B**: W 426 mm x H 143 mm	4c € 5,670.–	4c € 6,020.–



1/3 Seite

4c | € 2,550.– 4c | € 2,900.–

horizontal | L*: W 189 mm x H 82 mm | B**: W 216 mm x H 85 mm
 vertical | L*: W 74 mm x H 250 mm | B**: W 89 mm x H 303 mm



1/4 page

4c | € 1,815.– 4c | € 2,165.–

horizontal | L*: W 189 mm x H 62 mm | B**: W 216 mm x H 66 mm
 vertical | L*: W 44 mm x H 250 mm | B**: W 59 mm x H 303 mm
 with 2 columns | L*: W 92 mm x H 123 mm

1/8 page

4c | € 1,090.– 4c | € 1,440.–

horizontal | L*: W 189 mm x H 31 mm
 vertical | L*: W 49 mm x H 122 mm
 with 2 columns | L*: W 92 mm x H 62 mm

L* | positioned within live area
 B** | positioned within bleed area
 Special colours | Special colours are not eligible for discount, euroscale colours apply

Special ad format | price upon request

Job offers

Price upon request

7.

Discounts

Quantity discounts (within one year)

– or –

For one order of:

3 Ads 5 %
 5 Ads 10 %

Combination discounts (within one year)

For one order of:

3 Ads 5 %
 5 Ads 10 %
 10 Ads 15 %

Combinations discounts apply for ads ordered at the same time in other publications:

German: ▶ Getränke! Technologie & Marketing

- ▶ Food Technologie
- ▶ Hygiene Report

English: ▶ drink world Technology + Marketing

- ▶ food Marketing & Technology
- ▶ Wellness Foods & Supplements

Technical requirements

Printing materials for CTP (Computer to plate)

- ▶ high resolution PDF-files

Text Documents

- ▶ .DOC (Word-Document), .RTF (Rich Text Format)

Graphics and Images (CMYK, 300 dpi)

- ▶ .TIFF / .JPG or .EPS (with embedded fonts, pictures, graphics and logos)

Data transfer

- ▶ E-Mail to: haulena@harnisch.com or getraenke-tm@harnisch.com.

Giving the issue as reference.

Please supply printed proof for digital ads.

Rates

Supplier Listing

In all issues of **Getränke! Technologie & Marketing** we offer a department of supplier listings.

Layout

- ▶ 3-columns
- ▶ Width 60 mm
- ▶ Hight to be ordered



Price per issue

- ▶ € 5.50 per Millimeter **Hight**
Always for five issues (12 Months)

Headlines | to be defined by the customer

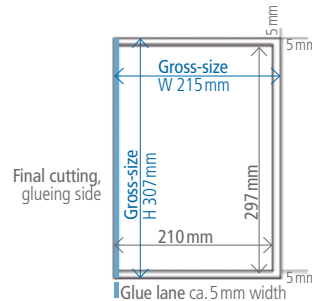
Inserts | bound

up to journal size (DIN A 4)

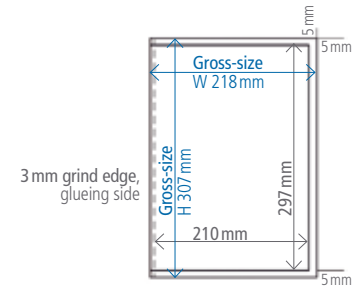
- ▶ 2 pages (1 sheet)
- ▶ 4 pages (2 sheets)
- ▶ 6 pages (3 sheets)
- ▶ 6 pages with fold (3 sheets)

€ 2,600.–
€ 3,020.–
€ 3,480.–
€ 3,880.–

Exact size for Stitching



Exact size for glue binding



Inserts | loose

- ▶ up to 20 g
- ▶ up to 40 g
- ▶ up to 60 g

€ 240.– per thousand
€ 360.– per thousand
€ 500.– per thousand

Inserts, loose or bound, with higher weight or size, glued-in cards etc.:
Price upon request.

Annual subscription | 5 issues

Getränke! Technologie & Marketing

- ▶ **Germany**
€ 62.– incl. p+h,
- ▶ **Abroad**
€ 67.– incl. p+h
€ 85.– incl. p+h/air mail

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 fulfilment also in respect of bills of exchange and cheques made out in connection with the order.
15. Referencing to GDPR our privacy policy can be found at:
<https://www.harnisch.com/datenschutzerklaerung/>

Our magazines and journals

 INTERNATIONAL
Marketing &
Technology

food Marketing & Technology
www.food-mt.com

International magazine for the
entire food industry worldwide.

17,700 copies

foodTECHNOLOGIE

Food Technologie
www.food-technologie.de

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

12,000 copies

 **GENUSS
ATELIER**

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

The independent publication for
supermarket managers in Germany.

23,500 copies

dedica

dedica
www.dedica.de

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

21,000 copies

drinkworld
Technology+Marketing

drinkworld Technology + Marketing
www.drink-tm.com

Magazine for the entire
drink industry worldwide.

11,800 copies

Getränke!
Technologie + Marketing

**Getränke!
Technologie & Marketing**
www.getraenke-tm.de

German language magazine for
the entire beverage industry.

9,000 copies

PK

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

In German and English language.

24,500 copies

PK

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

In Russian language.

12,000 copies

Wellness Foods & Supplements

Wellness Foods & Supplements
www.wfs-mag.com

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

8,400 copies

**HYGIENE
REPORT**

Hygiene Report
www.hygiene-report-magazin.de

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

17,800 copies

dihw
MAGAZIN

dihw
www.dihw-magazin.de

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

9,000 copies

Journal of
hp tooling

hp tooling
www.hptooling-mag.com

New international magazine
for high precision machining
processes.

13,000 copies


Technology & Marketing

petfood pro
www.petfoodpro-mag.com

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

9,600 copies

 Beverage : **Brewing**

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

Suppliers' Guide
for the beverage industry.

15,500 copies


INTERNATIONAL

WiN woodworking INTERNATIONAL
www.woodworking-international.com

International magazine for the
woodworking industry worldwide.

9,100 copies

 **BAU**

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

The magazine for architects:
facility construction in
German language.

6,800 copies