

Getränke!

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



TECHNOLOGIE & MARKETING

Media Information 2024



Trade magazine for
the beverage industry

Chosen by people - Packaged by nature

ELOPAK



Media Information 2024

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.

Dr. Harnisch Publications offers other magazines in the field:

- ▶ drinkworld Technology + Marketing, international magazine published in English language for the beverage industry worldwide,
- ▶ food Marketing & Technology, international magazine published in English language for the food industry worldwide,
- ▶ Food Technologie, magazine for the food industry published in German language.



Publisher data

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

Total print run 9.000 copies
Actual circulation 8.661 copies

Circulation audit IVW II / 2023:
 Total print run: **9.000 copies**
 Distribution: **8.661 copies**

Place of publication Nuremberg
Volume|Year 29th year | 2024
Number of issue 5 times per year
Publication schedule see page 3 onwards
Magazine format DIN A4 (W 210 x H 297 mm)
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 € 85,- incl. p+h/air mail

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Media Information 2024

3.

List of topics and publication schedule*

Issue 1 | 2024** Closing date for ads and editorial contributions: **01/02/2024** | Publication date: **12/03/2024**

Ingredients

- ▶ Flavours and natural flavours
- ▶ Sports drinks
- ▶ Proteins
- ▶ Beverage trends (bio, wellness)
- ▶ Tea
- ▶ Enzymes
- ▶ Colors and natural colors
- ▶ Dairy drinks
- ▶ Alcoholic beverages

Processing and Automation

- ▶ Sustainability, energy
- ▶ Heating and cooling technology
- ▶ Filtration and separation
- ▶ Wine, sparkling wine and spirits production
- ▶ 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

Trade Fairs

- ▶ Anuga FoodTec (Exhibition part special and trade fair reports)
- ▶ PUMPS & VALVES
- ▶ Eurovino
- ▶ RECYCLING TECHNIK
- ▶ LogiMat

Issue 2 | 2024** Closing date for ads and editorial contributions: **03/04/2024** | Publication date: **06/05/2024**

Ingredients

- ▶ Raw materials
- ▶ Flavours and natural flavours
- ▶ Beverage trends (bio, wellness)
- ▶ 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
- ▶ Retournables, final packaging

Logistic and Storage

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

Trade Fairs

- ▶ IFAT
- ▶ Hannover Messe
- ▶ Vitafoods Europe
- ▶ EMPACK
- ▶ ACHEMA

Issue 3 | 2024** Closing date for ads and editorial contributions: **03/06/2024** | Publication date: **02/07/2024**

Ingredients

- ▶ Beverage trends (bio, wellness)
- ▶ Dairy mix drinks
- ▶ Acidulants
- ▶ Flavours and natural flavours
- ▶ Colors and natural colors
- ▶ Vitamins

Processing and Automation

- ▶ Filtration, separation
- ▶ Plant technology, maintenance
- ▶ Water and wastewater management
- ▶ Robotics
- ▶ Drives and accessories
- ▶ Process automation

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

Trade Fairs

Issue 4 | 2024** Closing date for ads and editorial contributions: **15/08/2024** | Publication date: **18/09/2024**

Ingredients

- ▶ Sports drinks
- ▶ Alcoholic beverages
- ▶ Flavours and natural flavours
- ▶ 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

Trade Fairs

- ▶ Fachpack (Exhibition part special and trade fair reports)
- ▶ POWTECH
- ▶ SOLIDS

Issue 5 | 2024** Closing date for ads and editorial contributions: **01/10/2024** | Publication date: **05/11/2023**

Ingredients

- ▶ Vitamins, minerals
- ▶ Hops, malt
- ▶ Flavours and natural flavours
- ▶ Ready mixes
- ▶ Functional ingredients
- ▶ Beverage trends (bio, wellness)
- ▶ Tea

Processing and Automation

- ▶ Rinsing and filling technology
- ▶ Water and wastewater management
- ▶ Auxiliaries
- ▶ Process systems, sensors
- ▶ Energy efficiency, drives
- ▶ Safety engineering
- ▶ Process automation
- ▶ Filtration and separation

Packaging

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

Logistic and Storage

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

Trade Fairs

- ▶ BrauBeviale (Exhibition part special and trade fair reports)
- ▶ SPS (Exhibition part special and trade fair reports)
- ▶ Filtech
- ▶ Fi Europe

* Subject to change without notice

** Topic not found? Please contact us, we will be happy to offer a suitable option for your campaign.

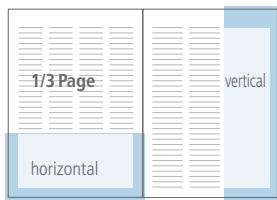
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4.

Advertisement: format and pricing | Price list valid from 01/01/2024

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, 4 c	Print ad + additional link in the 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	€ 7,340.–	€ 7,690.–
	Special Positioning 2 nd cover page inside cover page 5 next to the index of contents 3 th cover page back cover 4 th cover page back cover		Prices on request
1/1 Page L*: W 189 mm x H 250 mm B**: W 216 mm x H 303 mm		€ 5,940.–	€ 6,290.–
	Junior Page L*: W 135 mm x H 175 mm B**: W 150 mm x H 195 mm	€ 3,940.–	€ 4,290.–
	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	€ 3,690.–	€ 4,040.–



1/3 Seite

horizontal
vertical

| L*: W 189 mm x H 82 mm | B**.: W 216 mm x H 105 mm
| L*: W 74 mm x H 250 mm | B**.: W 89 mm x H 303 mm

€ 2,840.–

€ 3,190.–

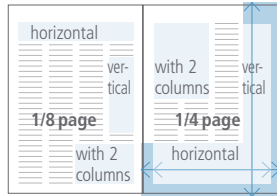
1/4 page

horizontal
vertical
with 2 columns

| L*: W 189 mm x H 62 mm | B**.: W 216 mm x H 66 mm
| L*: W 44 mm x H 250 mm | B**.: W 59 mm x H 303 mm
| L*: W 92 mm x H 123 mm

€ 2,040.–

€ 2,390.–



1/8 page

horizontal
vertical
with 2 columns

| L*: W 189 mm x H 31 mm
| L*: W 49 mm x H 122 mm
| L*: W 92 mm x H 62 mm

€ 1,240.–

€ 1,590.–

Job offers

Price on request

*At bleed: Format including 3 mm bleed on the edges falling off. 15 % surcharge on the basic price.
Special colours and formats: Price on request, not discountable

5.

Supplier listing | inserts | bound

Supplier Listing – rubric as desired

- ▶ Width 60 mm, height to be ordered
- ▶ Acceptance period: 5 issues (12 month), per millimeter in height € 5.50

Bound inserts | Glue-in – up to a maximum of DIN A 4 final format

- ▶ 2 pages (1 sheet) € 2,650.–
- ▶ 4 pages (2 sheets) € 3,080.–

Inserts | loose

- ▶ up to 20 g, per thousand € 260.–
- ▶ up to 40 g, per thousand € 380.–
- ▶ up to 60 g, per thousand € 530.–

Loose inserts and bound inserts: other formats price on request

Discounts

Quantity discounts or 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: ▶ drinkworld Technology + Marketing

▶ food Marketing & Technology

▶ Wellness Foods & Supplements

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6.

Circulation details with readership breakdown

Total distribution overview

YOUR BENEFIT!

Print run*
8,661 Copies

Total distribution
15,161 Copies

Digital distribution**
6,500 Copies



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

Total print run*

Total print run	9,000 copies
Distribution	8,661 copies
Specimen and archive copies	339 copies

Geographic circulation breakdown**

Germany	7,639 copies
Austria	458 copies
Switzerland	363 copies
Europe other countries	182 copies
Overseas	19 copies

Circulation breakdown by function**

Owners, directors	2,693 copies
Factory managers	2,191 copies
Production / quality control	1,374 copies
Product development, R + D	1,184 copies
Administration, Marketing	1,219 copies

Circulation breakdown by product area**

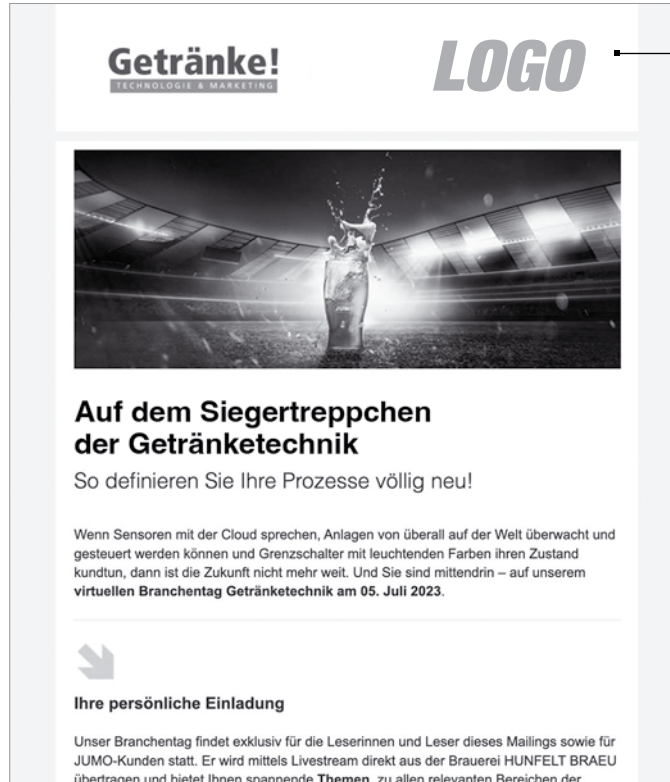
Non-alcoholic (Soft drinks, carbonated water and mineral springs, juices, bottlers)	2,650 copies
Wine, sparkling wine, spirits	1,182 copies
Beer	1,383 copies
Beverage: Wholesale and Trade	811 copies
Component supplier	755 copies
Milk	354 copies
Associations, universities, special colleges	134 copies
Others	191 copies
Raw materials, additives suppliers	179 copies
Overseas	1,022 copies
Total	8,661 copies

* According to Circulation audit IVW II / 2023

** Reference analyses publisher, quarter II / 2023

Advertising with the digital standalone newsletter | Price list valid from 01/01/2024

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



The image shows a preview of a standalone newsletter. At the top left is the 'Getränke! TECHNOLOGIE & MARKETING' logo. To its right is a large 'LOGO' placeholder. Below the logo is a black and white photograph of a champagne bottle being opened, with liquid spraying out, set against a background of stadium lights. Below the image is the headline 'Auf dem Siegereppchen der Getränketechnik' and the sub-headline 'So definieren Sie Ihre Prozesse völlig neu!'. A short paragraph of text follows, mentioning sensors and cloud technology. At the bottom left, there is a downward-pointing arrow icon and the text 'Ihre persönliche Einladung'. Below that, another paragraph of text is visible, mentioning a virtual branch day.

Standalone newsletter

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

GTM dispatch „D-A-CH“

approx. 6,500 copies:

€ 1,900.–

FT & Getränke! combined dispatch „D-A-CH“

approx. 13,500 copies:

€ 2,500.–

Transmission International:

– 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!

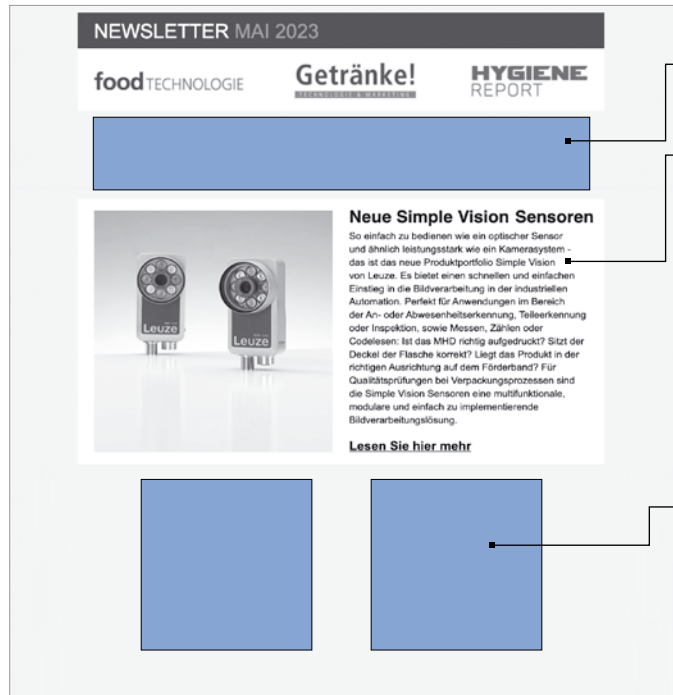


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7.2.

Advertising in the general newsletter | Price list valid from 01/01/2024

Your sponsored News + Banner in the general Food & Beverage newsletter. (Transmission in the D-A-CH region to approx. 12,700 addresses)



Leaderboard (600 x 100px)

€ 780.–

Sponsored News

- Text (700 characters)
- Bild (290 x 290 px)
- Link

€ 650.–

Sponsored News + Square

- Text (approx. 700 characters)
- Image (290 x 290 px)
- Link
- Square (240 x 240 px)

€ 980.–

Square (240 x 240 px)

€ 550.–

Publication schedule: Food & Beverage Newsletter 2024*

Week 6	Week 11	Week 18	Week 22	Week 25
Week 37	Week 42	Week 45	Week 47	

* Subject to change

Advertising in digital magazine mailing

Exclusive sponsorship banner (600 x 100 px)

€ 990.-



Getränke! Technologie & Marketing
2/2023
Die digitale Ausgabe ist erschienen.

Rasanter Wandel benötigt schnelle Lösung
Ganzheitliche Automatisierungslösung für den aseptischen Bereich

Hier kostenlos ansehen!

Getränke! Technologie & Marketing
Mit einer stetig wachsenden Reichweite positioniert sich die digitale Plattform der Getränke! Technologie & Marketing als starker Werbepartner. Rund 40% der Online-User kommen dabei aus dem deutschsprachigen Raum.

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

E-paper linking (technical article / advert)

€ 350.-

E-paper branding throughout the entire issue

€ 1.190.-

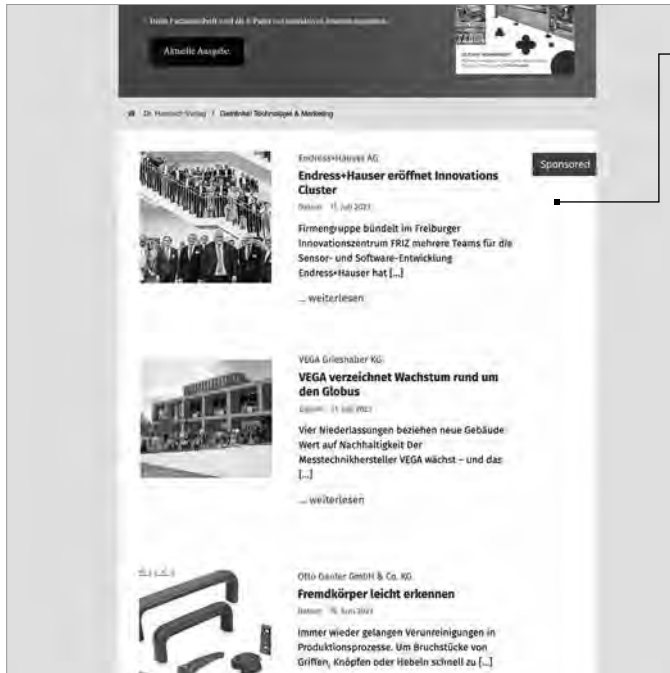
Digital ad placement only in the e-paper
incl. linking (Positioning by arrangement)

1/1 page € 1.290,-

2/1 page € 1.990,-

Advertising with news reports on www.getraenke-tm.de | Price list valid from 01/01/2024

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



Sponsored News

News on www.getraenke-tm.de

incl. linking:

€ 700.–

incl. social media linking:

Surcharge:

€ 250.–

incl. video-/YouTube integration:

Surcharge:

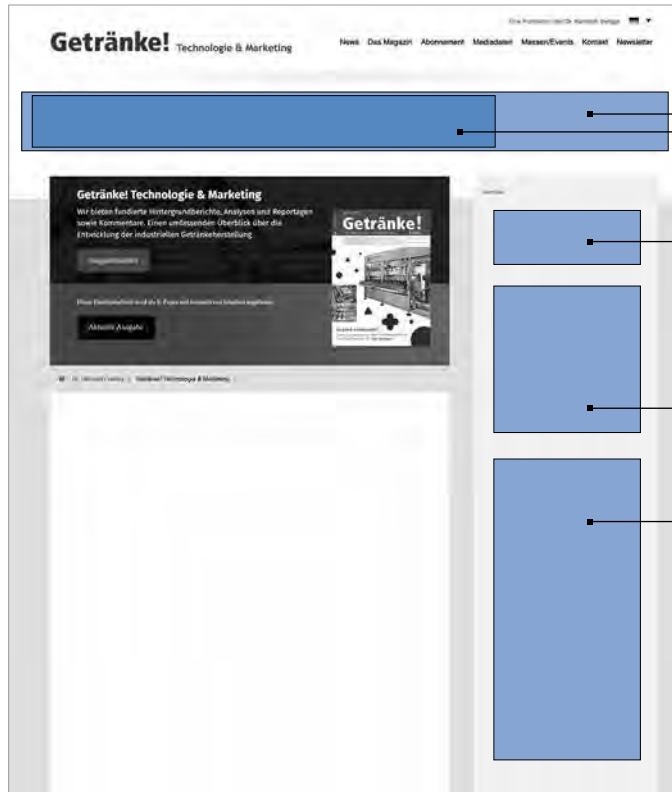
€ 250.–

incl. integration of a detailed article
as PDF (Whitepaper):

Surcharge:

€ 250.–

Advertising with banners on www.getraenke-tm.de | Price list valid from 01/01/2024



Leaderboard XL

1040 x 90 px

€ 690.–

Leaderboard

728 x 90 px

€ 590.–

Button

240 x 90 px

€ 290.–

Square (website)

240 x 240 px

€ 550.–

Skyscraper

240 x 600 px

€ 850.–

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

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8.

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.

9.

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.
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.

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.
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/>



Our magazines and journals

 INTERNATIONAL
Marketing &
Technology

food Marketing & Technology

www.food-tm.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


Technology+Marketing

drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 10,500 printed copies
Approx. 18,000 digital copies


GETRÄNKE TECHNOLOGIE & MARKETING

Getränke! Technologie & 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

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


Technology & Marketing

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

 Beverage · Brewing

bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 14,500 printed copies
Approx. 19,000 digital copies

 GENUSS
ATELIER

fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO

www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 23,500 printed copies
Approx. 9,200 digital copies



PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

Approx. 12,750 printed copies
Approx. 111,450 digital copies



dedica

www.dedica.de

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

Approx. 19,600 printed copies
Approx. 39,000 digital copies



GET – Green Efficient Technologies

www.get-mag.com

In German and English language.

Approx. 5,500 printed copies GER
Approx. 80,000 digital copies


MAGAZIN

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

journal of


hp tooling

www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 22,000 digital copies


INTERNATIONAL

WiN woodworking INTERNATIONAL

www.woodworking-international.com

International magazine for the woodworking industry worldwide.

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

 **BAU**

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