

Getränke!

30 years!

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



TECHNOLOGIE & MARKETING

Mediainformation 2025



Trade magazine for the beverage industry

www.getraenke-tm.de

30 years!

Getränke!

TECHNOLOGIE & MARKETING

Media Information 2025

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

Postal address	Dr. Harnisch Verlagsgesellschaft mbH „Getränke! Technologie & Marketing“ Eschenstr. 25 90441 Nuremberg GERMANY
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E-Mail	getraenke-tm(at)harnisch.com
Internet	www.harnisch.com und www.getraenke-tm.de
Total print run	9.000 copies
Actual circulation	8.615 copies
Place of publication	Nuremberg
Volume Year	30th year 2025
Number of issue	5 times per year
Publication schedule	see page 3 onwards
Magazine format	DIN A4 (W 210 x H 297 mm) Annual subscription for 5 issues:
Subscription rate	€ 67,- incl. p+h € 85,- incl. p+h/air mail

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Media Information 2025

3.

List of topics and publication schedule*

Issue 1 | 2025** Closing date for ads and editorial contributions: **03/02/2025** | Publication date: **06/03/2025**

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

- ▶ PUMPS & VALVES
- ▶ LogiMat
- ▶ EMPACK Dortmund

Issue 2 | 2025** Closing date for ads and editorial contributions: **10/04/2025** | Publication date: **13/05/2025**

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

- ▶ Vitafoods Europe
- ▶ EMPACK Hamburg

Issue 3 | 2025** Closing date for ads and editorial contributions: **02/06/2025** | Publication date: **01/07/2025** +++ with drinktec preview +++

Ingredients <ul style="list-style-type: none">▶ Beverage trends (bio, wellness)▶ Dairy mix drinks▶ Acidulants▶ Flavours and natural flavours▶ Colors and natural colors▶ Vitamins	Processing and Automation <ul style="list-style-type: none">▶ Filtration, separation▶ Plant technology, maintenance▶ Water and wastewater management▶ Robotics▶ Drives and accessories▶ Process automation	Packaging <ul style="list-style-type: none">▶ Filling and aseptic filling▶ Final packaging▶ Transport packaging▶ Recycling, waste handling	Logistic and Storage <ul style="list-style-type: none">▶ Storage and picking systems▶ Forklifts and industrial trucks▶ Load restraint▶ Software and IT solutions	Trade Fairs
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Issue 4 | 2025** Closing date for ads and editorial contributions: **11/08/2025** | Publication date: **08/09/2025** +++ drinktec edition +++

Ingredients <ul style="list-style-type: none">▶ Sports drinks▶ Alcoholic beverages▶ Flavours and natural flavours▶ Enzymes▶ Concentrates▶ Stabilizers▶ Tea	Processing <ul style="list-style-type: none">▶ Supply technology▶ Steam and steam generation▶ Analytics, quality▶ Wine, sparkling wine and spirits production▶ Pumps, compressors, Fittings and valves	Packaging <ul style="list-style-type: none">▶ Glass, PET, can, Beverage Cartons▶ Returnables, end packaging▶ Transport packaging▶ Packaging- and Filling lines▶ Sorting equipment	Logistic and Storage <ul style="list-style-type: none">▶ Pallets and palletising▶ Labeling and ID technology▶ Transportation- and conveying systems▶ Storage facilities	Trade Fairs <ul style="list-style-type: none">▶ drinktec▶ FACHPACK▶ POWTECH▶ SOLIDS
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Issue 5 | 2025** Closing date for ads and editorial contributions: **13/10/2025** | Publication date: **18/11/2025**

Ingredients <ul style="list-style-type: none">▶ Vitamins, minerals▶ Hops, malt▶ Flavours and natural flavours▶ Ready mixes▶ Functional ingredients▶ Beverage trends (bio, wellness)▶ Tea	Processing and Automation <ul style="list-style-type: none">▶ Rinsing and filling technology▶ Water and wastewater management▶ Auxiliaries▶ Process systems, sensors▶ Energy efficiency, drives▶ Safety engineering▶ Process automation▶ Filtration and separation	Packaging <ul style="list-style-type: none">▶ KEG technology, tanks containers▶ Barrels and crates▶ Transportation packaging▶ Bottle washing and sorting plants▶ Filling and aseptic filling	Logistic and Storage <ul style="list-style-type: none">▶ Bottle transportation▶ Loading installations▶ Transport fleet▶ Material flow and storage systems▶ Tanks and silos	Trade Fairs <ul style="list-style-type: none">▶ SPS▶ Fi Europe
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* Subject to change without notice

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

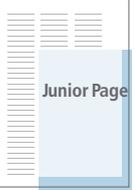
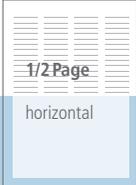


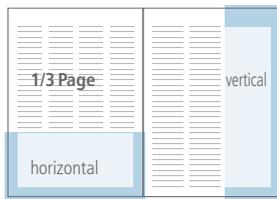
Media Information 2025

4.

Advertisement: format and pricing

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

 <p>Cover</p>	 <p>Cover Story</p>	 <p>Cover Story</p>	<p>Cover Package The package includes:</p> <ul style="list-style-type: none"> ▶ cover: W 216 mm x H 216 mm, incl. 3 mm bleed ▶ cover story: 8,500–9,000 characters and images (on pages 6-7 in the magazine) 	<p>Basic price, 4 c</p>	<p>Print ad + additional link in the e-paper (App + Browser)</p>								
<p>Special Positioning</p> <table border="0"> <tr> <td> 2nd cover page</td> <td> inside cover</td> </tr> <tr> <td> page 5</td> <td> next to the index of contents</td> </tr> <tr> <td> 3th cover page</td> <td> back cover</td> </tr> <tr> <td> 4th cover page</td> <td> back cover</td> </tr> </table>				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		<p>Prices on request</p>
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												
	 <p>1/1 Page</p>		<p>1/1 Page L*: W 189 mm x H 250 mm B**: W 216 mm x H 303 mm</p>	<p>€ 5,940.–</p>	<p>€ 6,290.–</p>								
	 <p>Junior Page</p>		<p>Junior Page L*: W 135 mm x H 175 mm B**: W 150 mm x H 195 mm</p>	<p>€ 3,940.–</p>	<p>€ 4,290.–</p>								
 <p>1/2 Page horizontal</p>	 <p>vertical</p>		<p>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</p>	<p>€ 3,690.–</p>	<p>€ 4,040.–</p>								



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.–

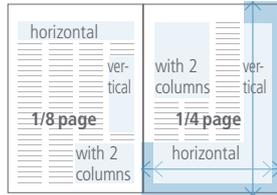
1/4 page

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 € 285.–
- ▶ up to 40 g, per thousand € 415.–
- ▶ up to 60 g, per thousand € 580.–

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



Media Information 2025

6.

Circulation details with readership breakdown

Total distribution overview



Total print run*

Total print run	9,000 copies
Distribution	8,615 copies
Specimen and archive copies	385 copies

Geographic circulation breakdown*

Germany	7,781 copies
Austria	367 copies
Switzerland	281 copies
Europe other countries	167 copies
Overseas	19 copies

Circulation breakdown by function*

Owners, directors	2,672 copies
Factory managers	2,187 copies
Production / quality control	1,368 copies
Product development, R + D	1,175 copies
Administration, Marketing	1,213 copies

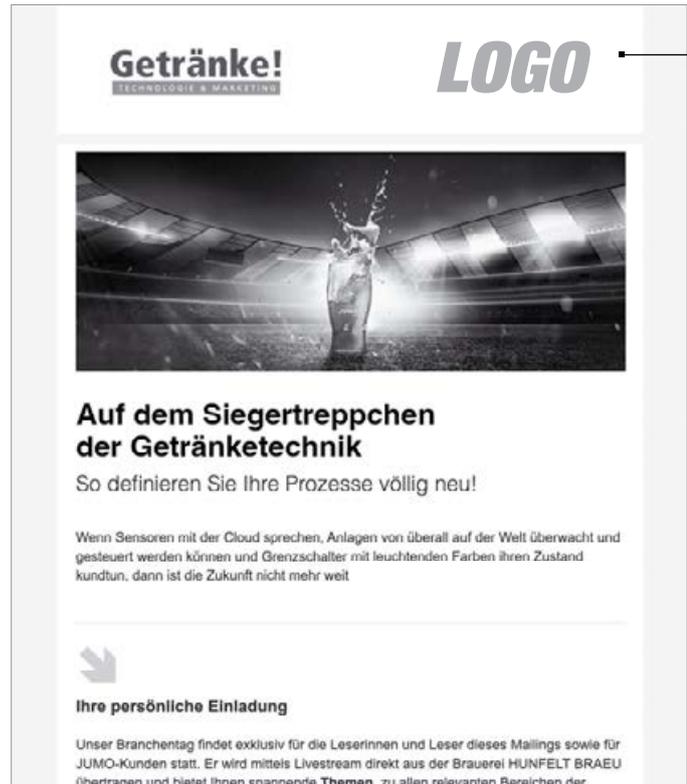
Circulation breakdown by product area*

Non-alcoholic (Soft drinks, carbonated water and mineral springs, juices, bottlers)	2,685 copies
Wine, sparkling wine, spirits	1,198 copies
Beer	1,392 copies
Beverage: Wholesale and Trade	835 copies
Component supplier	762 copies
Milk	378 copies
Associations, universities, special colleges	154 copies
Others	191 copies
Raw materials, additives suppliers	186 copies
Overseas	834 copies
Total	8,615 copies

* Reference analyses publisher, quarter II / 2024

Standalone newsletter

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



Standalone newsletter

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

Beverage dispatch „D-A-CH“
approx. 6,500 copies: € 2,100.–

Beverage & Food 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: beverage & food, pharmaceuticals, process technology, precision and machining processes, wood processing, building and constructing and food retailing.

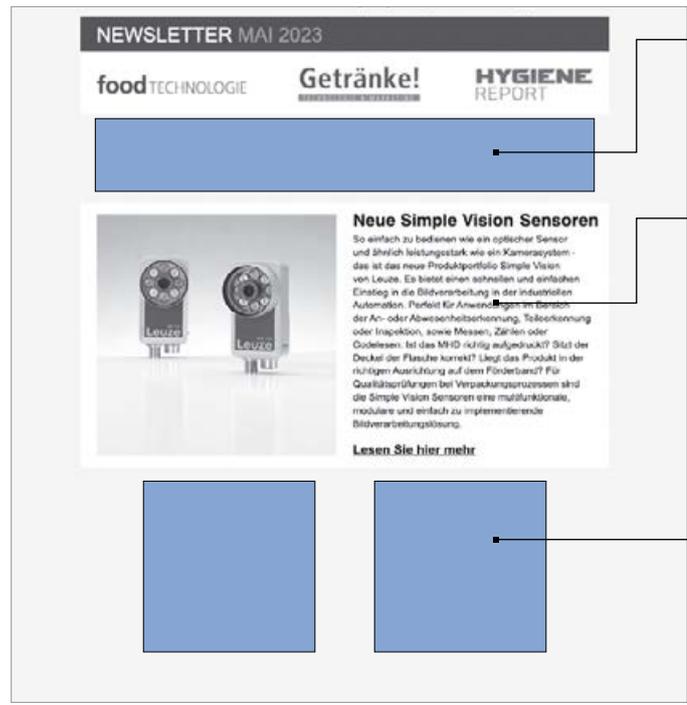
Please contact us!





General Beverage & Food-Newsletter

Your Sponsored News + Banner in the General Beverage & Food-Newsletter. (Transmission in the D-A-CH region to approx. 13,500 addresses)



Leaderboard (600 x 100px)	€ 900.–
Leaderboard XL (600 x 200px)	€ 1,200.–
Horizontal (600 x 100px)	€ 800.–
Horizontal XL (600 x 200px)	€ 1,000.–
Sponsored News	€ 750.–
- Text (approx. 500 characters)	
- Image (290 x 290px)	
- Link	
Sponsored News + Square	€ 1.090.–
- Text (approx. 500 characters)	
- Image (290 x 290px)	
- Link	
- Square (240 x 240px)	
Square (240 x 240px)	€ 650.–

Publication schedule 2025: Beverage & Food-Newsletter*
Week 7
Week 13
Week 18
Week 20
Week 26
Week 35
Week 37
Week 42
Week 47

* Subject to change

Digital magazine mailing

Cover Banner (600 x 100 px)

€ 990,-

Cover-Banner XL (600 x 200 px)

€ 1.290,-



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.

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,-

Digital magazines of Dr. Hamisch Verlag read by:



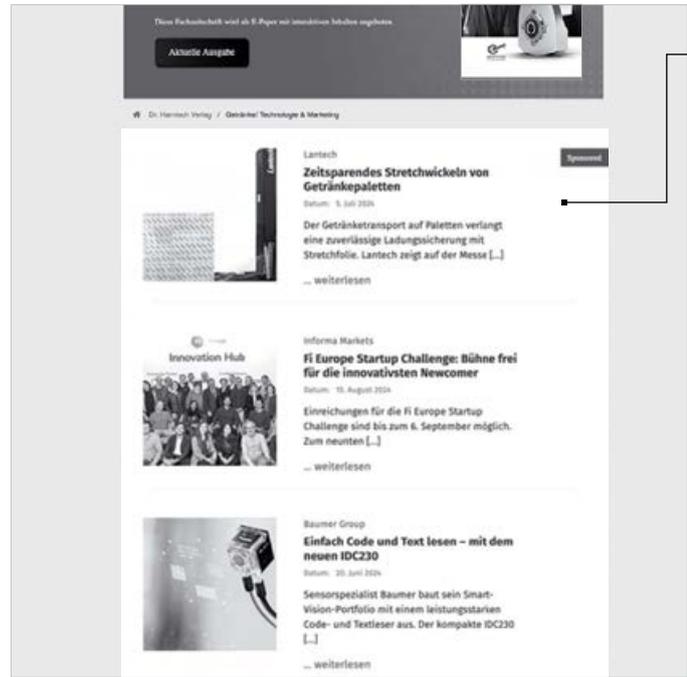


Media Information 2025

7.4.

News reports on www.getraenke-tm.de

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.–

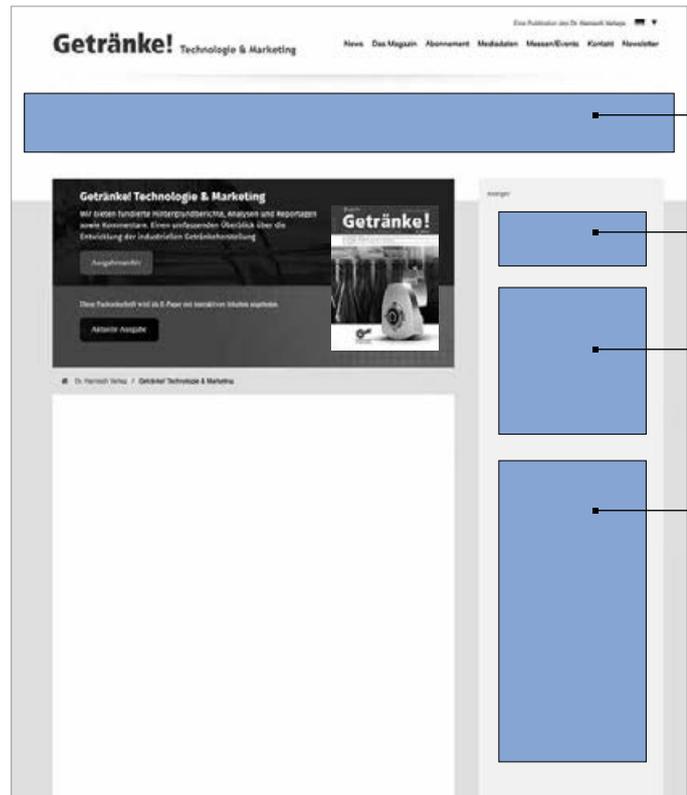
incl. integration of a detailed article as PDF (Whitepaper):

Surcharge:

€ 250.–



Banners on www.getraenke-tm.de



Leaderboard XL
1040 x 90 px
€ 750.-

Button
240 x 90 px
€ 350.-

Square (website)
240 x 240 px
€ 650.-

Skyscraper
240 x 600 px
€ 900.-

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



Technical requirements

Printing materials for CTP (Computer to plate)

- ▶ high resolution PDF-files

Text Documents

- ▶ .DOC / .DOCX (Word-Dokument), .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: getraenke-tm@harnisch.com.
- ▶ Please send the digital data carrier to the publisher's address in good time

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/>





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

foodTECHNOLOGIE

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



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

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



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!
Technologie & Marketing
www.getraenke-tm.de

German language magazine for the entire beverage industry.

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



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

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



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



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



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