

# bb

guide

## Beverage & Brewing

Suppliers' Guide

Dr. Harnisch  
Publications

# 2023



SEEPEX



# Media Information

## Aims and Scope

The bb guide is a suppliers' guide for the worldwide beverage and brewing industry in English and German. A comprehensive reference work, the guide provides an A–Z of products, equipment and processes throughout the beverage industry and gives numerous useful tips covering the entire supply chain from ingredients through the complete production process up to bottling and filling, packaging and logistics.

### The guide convinces through:

- the specific information
- the logical, clear overview in 11 categories
- the content in English and German
- targeted circulation through the publishing house

### Advantages for suppliers:

- The precise headings of the suppliers listing enable an extremely varied product presentation. Products and services are excellently presented and easy to find.
- You can select search words from our extensive list or use also your own keywords.
- The bb guide guarantees an area-wide circulation in printed form as well as on the internet throughout the year.

## Classification

The bb guide is subdivided in 11 categories:

Category 01: Raw Materials, Ingredients

Category 02: Beer Production

Category 03: Alcoholic and Non-alcoholic Beverage Production

Category 04: Process Technology, Automation

Category 05: Filling, Packaging, Labeling

Category 06: Storage and Logistics, Transport

Category 07: Components and Suppliers, Accessories

Category 08: Control Technology, Laboratory Equipment

Category 09: Hygiene, Quality Management

Category 10: Energy, Safety, Maintenance, Environment, Recycling

Category 11: Gastronomy, Catering, Marketing, Service, Consulting, Planning, Conventions, Exhibitions, Institutes

## Publishing company

**Publishing company:** Dr. Harnisch Verlagsgesellschaft GmbH  
bb guide | Beverage & Brewing  
Eschenstr. 25  
90441 Nuremberg, Germany

www.beverage-brewing.com

**Phone:** +49 (0) 911 2018-0  
**Telefax:** +49 (0) 911 2018-100  
**E-mail:** bb-guide@harnisch.com

**Print run:** 15,500 copies  
**Actual circulation:** 14,700 copies  
**Digital distribution:** 19,000 copies  
**Place of publication:** Nuremberg  
**Number of issues:** 1 per year  
**Journal format:** 210 mm x 297 mm (DIN A4)  
**Type area:** 182 mm x 251 mm (W x H)  
**Printing process:** Offset CTP (Computer to Plate)  
**Printing materials:** Digital as PDF, TIF, JPG in 300 dpi

## Your partners

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Benno Keller

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## Information for advertisers

With the bb guide, your advertisement will be distributed all over the world (see circulation details). For this period your ad will be on our homepage as an e-paper and may be downloaded with our App. Every advertising customer gets free product entries according to his advertisement size.

### Product listings:

Present your address with your colorful company logo under the selected keywords. The logo highlights your entry and will allow the prospective buyer to quickly find your information. Your E-mail and web address will be indicated next to the company address.

### Single product listing:

Here you have the possibility to place your company address including your E-mail and web address under your selected keyword.

### Free product listing for advertisers:

2/1 advertisement	=	15 product listings free of charge
1/1 advertisement	=	10 product listings free of charge
1/2 advertisement	=	5 product listings free of charge
1/3 advertisement	=	2 product listings free of charge
1/4 advertisement	=	1 product listing free of charge

## Technical specifications

### Printing materials in digital form for CTP (Computer to Plate)

- ◆ print ready PDF-files (with bleed)
- ◆ EPS-files

### Data forms for text documents:

- ◆ DOC (Word-Document)

### Data forms for photos and graphs:

- ◆ TIFF/JPG (high resolution)
- ◆ EPS (with embedded fonts, pictures and logos)

### Layout program (Please supply fonts and links):

- ◆ Adobe InDesign CS4

### Data transfer:

- ◆ E-mail: [bb-guide@harnisch.com](mailto:bb-guide@harnisch.com)

## Product listing

**Discount:** 5 listings = 10% discount, 10 listings = 20% discount

**Endress+Hauser**   
People for Process Automation

**Endress+Hauser AG**  
Kägenstr. 2  
4153 Reinach/BL  
Switzerland  
Tel: +41 61 715-7700  
Fax: +41 61 715-2888  
www.endress.com  
info@endress.com

Product listing **with logo & link**

1 year

3 years

8 lines with logo

EUR 230,-

EUR 200,- per year

Column width: 57 mm

**KHS GmbH**  
Juchostr. 20  
44143 Dortmund  
Germany  
Tel: +49 231 569-0  
Fax: +49 231 569-1541  
www.khs.com  
info@khs.com

Basic listing

1 year

3 years

8 lines

EUR 180,-

EUR 160,- per year

Column width: 57 mm

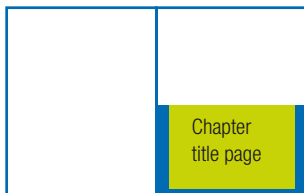
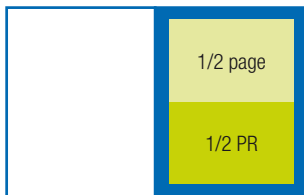
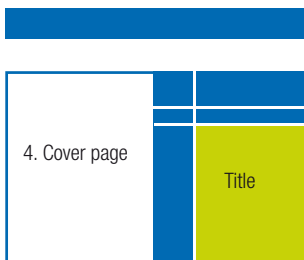
## Advertising sizes and prices

journal format: 210 x 297 mm

type area: 182 x 251 mm

Closing date: 31.08.2023

Publication date: 31.10.2023



Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
<b>Title</b>	183 x 224 mm	189 x 230 mm	EUR 5.900,-	EUR 6.250,-
<b>2. Cover page</b>			EUR 4.950,-	EUR 5.300,-
<b>3. Cover page</b>			EUR 4.600,-	EUR 4.950,-
<b>4. Cover page</b>			EUR 5.400,-	EUR 5.750,-
<b>Kombi-Page</b>	182 x 130 mm	188 x 136 mm	EUR 3.100,-	EUR 3.450,-
<b>Chapter title page</b>	182 x 130 mm	188 x 136 mm	EUR 3.200,-	EUR 3.550,-

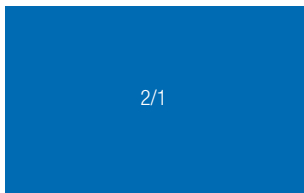
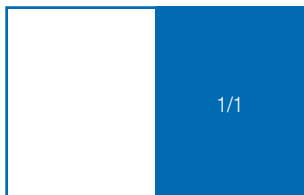
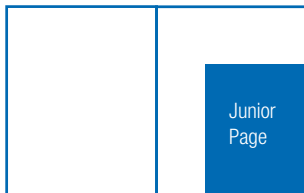
Advertisement sizes and prices

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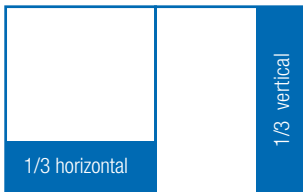
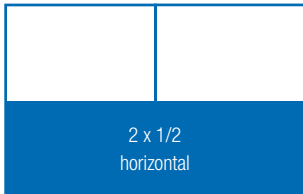
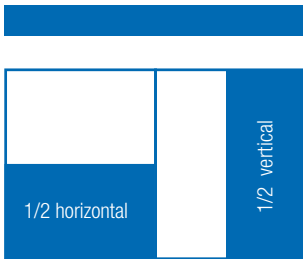


Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
Junior Page	132 x 190 mm	138 x 196 mm	EUR 2.900,-	EUR 3.250,-
1/1 page	210 x 297 mm	216 x 303 mm	EUR 4.400,-	EUR 4.750,-
2/1 page spread	420 x 297 mm	426 x 303 mm	EUR 6.400,-	EUR 6.750,-

Advertisement sizes and prices

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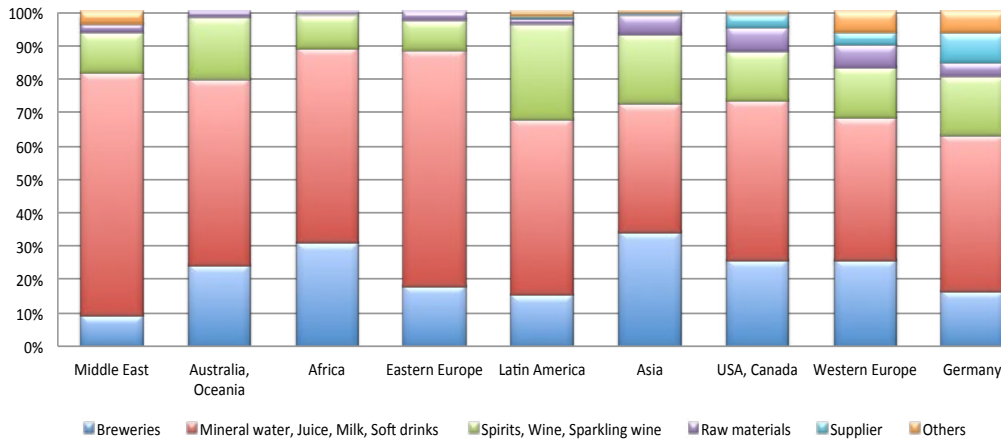


Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
1/2 page horizontal	210 x 149 mm	216 x 155 mm	EUR 2.750,—	EUR 3.100,—
1/2 page vertical	100 x 297 mm	106 x 303 mm		
2 x 1/2 page spread	420 x 125 mm	426 x 131 mm	EUR 4.500,—	EUR 4.850,—
1/3 page horizontal	210 x 100 mm	216 x 106 mm	EUR 2.100,—	EUR 2.450,—
1/3 page vertical	69 x 297 mm	75 x 303 mm		

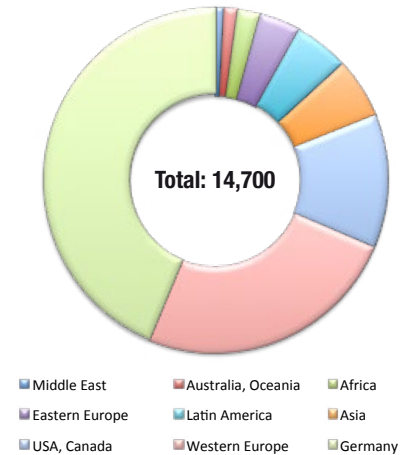


## Analysis of Circulation and Distribution

Market penetration for each industry



Geographical distribution



## Distribution overview total

Print run  
15,500 copies

Total distribution  
34,500 copies

Digital distribution  
19,000 copies



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

**YOUR BENEFIT!**

Banner advertising on the magazine website [www.beverage-brewing.com](http://www.beverage-brewing.com)

The image shows a screenshot of the magazine website with several banner ad placements highlighted in blue boxes. The placements are as follows:

- Leaderboard:** A horizontal banner at the top left of the page.
- Leaderboard XL:** A horizontal banner at the top right of the page.
- Button:** A small rectangular banner below the main article header.
- Square:** A square banner below the main article header.
- Skyscraper:** A tall, narrow vertical banner on the right side of the page.

Callouts on the left and right describe the ad formats:

- Leaderboard:** 728 x 90 px, € 490.-
- Leaderboard XL:** 1040 x 90 px, € 590.-
- Button:** 240 x 90 px, € 200.-
- Square:** 240 x 240 px, € 390.-
- Skyscraper:** 240 x 600 px, € 740.-

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

## News on [www.beverage-brewing.com](http://www.beverage-brewing.com) and social media

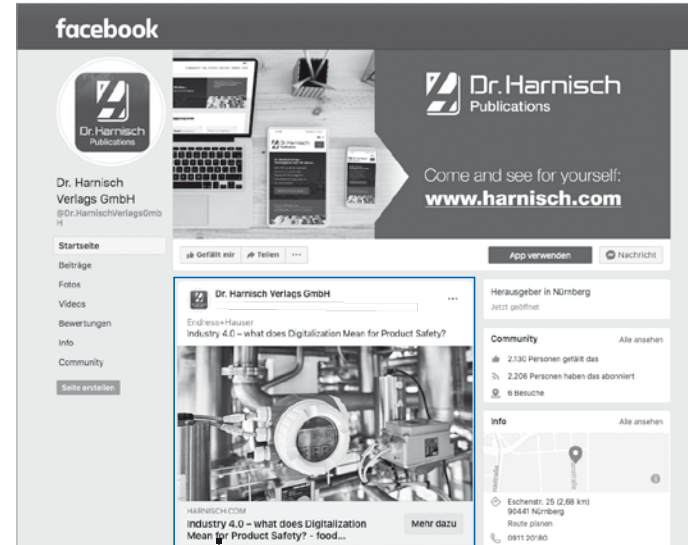
The magazine website [www.beverage-brewing.com](http://www.beverage-brewing.com) offers the possibility to place a story/announcement at the top of the „NEWS“ section for a period of four weeks. In addition, it is possible that a story can be posted on the publisher's social media pages.

### Sponsored news + social media notices

News item on [www.beverage-brewing.com](http://www.beverage-brewing.com) incl. linking  
(Video/YouTube integration possible)  
€ 700.-

### Individual Paper with direct link

Integration of a detailed article (PDF)  
on the magazine website [www.beverage-brewing.com](http://www.beverage-brewing.com)  
€ 950.-



### Social media post with link (facebook/Twitter/LinkedIn)

Post a news item on our social media channels  
with a direct link to your homepage.

€ 600.-

## Digital delivery options

The possibility of sending an individual Standalone Newsletter as well as the placement of banner advertising or Sponsored News in a general magazine newsletter are primary communication tools for information and advertising. In addition, the issue is published parallel to the publication dates of the print edition in the digital magazine dispatch with the possibility of integrating a Sponsorship Banner.

### Standalone Newsletter



**Individual Newsletter**  
(Text + images/logos + links)

Dispatch:  
 „World“ € 3500.-  
 „Europe“ € 2900.-  
 „German-sp. Europe“ € 2500.-

### Digital magazine dispatch (Newsletter)

**Sponsorship Banner for digital magazine dispatch**  
 600 x 100 px  
 € 1290.-



# General drinkworld Newsletter



## The Editor's Focus

Reliable information today is a premium good. At Dr. Harnisch Publications we are right at the source of a whole range of subjects, including the latest in ingredients, processing and packaging throughout the food and beverage industries. This newsletter is a selection of the most up to date and forward looking topics. Our focus for you. Feel free to learn, share, enjoy and please come back to us with your comments, so that we can do more for you next time around.

Sincerely, Ian D. Hesley

## Plant Boom in Colors and Flavors



### Plant Boom in Colors and Flavors

Now we are into 2020, Christlene Lippert, Head of Marketing for Food at Lyondell gives her thoughts on the big trends influencing color choices for manufacturers...

...continue reading here



### Stevia Innovation

Saqib Ramday, Category Director at Tate & Lyle, discusses the evolution of stevia applications, from early formulations to new usages as a flavoring substance with modifying properties...

...continue reading here

**Leaderboard**  
600 x 100 px  
€ 700.-

**Sponsored News**  
(Text + image)  
€ 600.-

**Sponsored News + Square**  
(Text + image + banner)  
€ 900.-

**Square**  
240 x 240 px  
€ 500.-

[Click here for the latest issue!](#)



## bb Guide – Beverage & Brewing

is a suppliers' guide for the worldwide beverage and brewing industry in English and German. A comprehensive reference work, the guide provides an A–Z of products, equipment and processes throughout the beverage industry and gives numerous useful tips covering the entire supply chain from ingredients through the complete production process up to bottling and filling, packaging and logistics.

## You don't want to miss anything?

[Get the free Newsletter here](#)

## More Information about our Magazines:

[Read more here](#)



# Newsletter

Aktuelles +++ Informationen +++ Nachrichten +++ Aktuelles +++ Informationen +

Digital magazine as e-paper in the app and on [www.beverage-brewing.com](http://www.beverage-brewing.com)



E-paper branding over entire issue  
€ 1190.-

Digital ad placement  
only in the e-paper incl. linking.  
(Positioning by arrangement)  
1/1 page € 1290.-  
2/1 page € 1990.-

E-paper link (advertisement/article)  
€ 350.-

Read digital magazines from Dr. Harnisch Publications per:



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/>

# Our magazines and journals



## food Marketing & Technology

[www.food-tm.com](http://www.food-tm.com)

International magazine for the entire food industry worldwide.

Approx. 17,700 printed copies  
Approx. 22,000 digital copies

## foodTECHNOLOGIE

### Food Technologie

[www.food-technologie.de](http://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](http://www.fng-magazin.de)

The independent publication for supermarket managers in Germany.

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

## dedica

### dedica

[www.dedica.de](http://www.dedica.de)

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

Approx. 19,600 printed copies  
Approx. 43,000 digital copies



## drinkworld Technology + Marketing

[www.drink-tm.com](http://www.drink-tm.com)

Magazine for the entire drink industry worldwide.

Approx. 11,800 printed copies  
Approx. 17,000 digital copies



## Getränke! Technologie & Marketing

[www.getraenke-tm.de](http://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](http://www.puk-mag.com)

In German and English language.

Approx. 24,500 printed copies  
Approx. 90,000 digital copies



## GET – Green Efficient Technologies

[www.get-mag.com](http://www.get-mag.com)

In German and English language.

Approx. 5,500 printed copies GER  
Approx. 40,000 digital copies

## Wellness Foods & Supplements

### Wellness Foods & Supplements

[www.wfs-mag.com](http://www.wfs-mag.com)

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

Approx. 8,400 printed copies  
Approx. 11,000 digital copies



### Hygiene Report

[www.hygiene-report-magazin.de](http://www.hygiene-report-magazin.de)

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

Approx. 14,000 printed copies  
Approx. 12,700 digital copies



### dihw

[www.dihw-magazin.de](http://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](http://www.hptooling-mag.com)

International magazine for high precision machining processes.

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



### petfood pro

[www.petfoodpro-mag.com](http://www.petfoodpro-mag.com)

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

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



### bb guide – Beverage & Brewing

[www.beverage-brewing.com](http://www.beverage-brewing.com)

Suppliers' Guide for the beverage industry.

Approx. 15,500 printed copies  
Approx. 19,000 digital copies



### WiN woodworking INTERNATIONAL

[www.woodworking-international.com](http://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](http://www.element-und-bau.de)

The magazine for architects: facility construction in German language.

Approx. 6,600 printed copies  
Approx. 7,300 digital copies