

**SG**

# Directory

„DER SÜSSWARENMARKT“

Media Information 2018

## SHORT PROFILE

The essential guide to companies, facts and figures of the confectionery business in Germany, Austria, Switzerland and other European countries: **SG-Directory „DER SÜSSWARENMARKT“** is – in addition to the print edition – also available online: [www.sg-directory.com](http://www.sg-directory.com)

Manufacturers, importers, wholesalers, specialist retailers and brokers in the confectionery business feature as well as suppliers of raw materials, vending machines and packaging manufacturers, production line specialists and the whole supply sector including associations.

Since 2017 issue, **SG-Directory is available online**, offering you even more opportunities to present your company, your products and services – always up-to-date in German and in English. **You will reach an even greater target group – worldwide.**



## BASIC INFORMATION

### Print edition

<b>Format:</b>	148 mm x 210 mm (width x height)
<b>Publication date:</b>	September 27, 2017
<b>Frequency of publication:</b>	Once per year
<b>Deadline entries:</b>	July 21, 2017
<b>Deadline ads:</b>	August 14, 2017
<b>Publisher:</b>	SWEETS GLOBAL NETWORK e. V.
<b>Responsible for the contents:</b>	Hans Strohmaier

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### Online edition

<b>Period entries:</b>	October 1, 2017 - September 30, 2018
<b>Period banners:</b>	3 months min.
<b>Deadline entries:</b>	July 21, 2017
<b>Deadline banners:</b>	September 18, 2017
<b>Publisher:</b>	SWEETS GLOBAL NETWORK e. V.
<b>Responsible for the contents:</b>	Hans Strohmaier

## DETAILED INFORMATION PRINT-EDITION

### BASIC ENTRY

- Company name
- Contact person/s
- Contact info
- Type of company

**free of charge**  
(incl. online edition)

### ADVANCED ENTRY

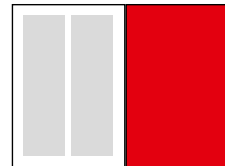
- Company name
- Contact person/s
- Contact info
- Type of company
- Company logo  
(TIF/JPG format, 300 dpi  
minimum resolution)

**50.00 €**  
(incl. online edition)

### ADS

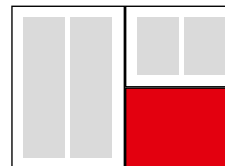
- Ad 1/1 page – 4C:  
148 mm wide x 210 mm  
high + 3 mm trim

**3,100.00 €**



- Ad 1/2 page – 4C:  
148 mm wide x 210 mm  
high + 3 mm trim

**1,985.00 €**



**Printed copies:**  
5,500 Exemplare

#### Technical specifications:

Printing process: CTP (digital print)  
Colour scale: Euro scale  
Print raster: 70 l/cm  
Colour row: blue – yellow – red – black  
blue/yellow, blue/red,  
black/yellow

#### Printing materials logos:

Please send your company logo in  
digital form to:

SWEETS GLOBAL NETWORK e. V.  
Karin Prokes, k.prokes@sg-network.org  
Deadline: **July 21, 2017**

#### Printing materials ads:

Please send your ads in digital form to:

SWEETS GLOBAL NETWORK e. V.  
Martina Wolfermann,  
m.wolfermann@sg-network.org  
Deadline: **August 21, 2017**

## DETAILED INFORMATION ONLINE-EDITION

(German and English)

### BASIC ENTRY

- Company name
- Contact person/s
- Contact info
- Type of company

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**free of charge**  
(incl. print edition)

### SPECIAL

- Image video
- 12 months period

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**180.00 €**

### ADVANCED ENTRY

- Company name
- Contact person/s
- Contact info
- Type of company
- Company logo  
(TIF/JPG format, 300 dpi  
minimum resolution)

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**50.00 €**  
(incl. print edition)

### PREMIUM ENTRY

- Company name
- Contact person/s
- Contact info
- Type of company
- Company logo
- Company description  
(500 signs max.)
- up to 10 product pictures  
(TIF/JPG format, 300 dpi  
min. res.)

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**200.00 €**

#### Deadline entry:

Please fill in the entry form by July 21, 2017,  
at the latest:

[www.sg-network.org/directory](http://www.sg-network.org/directory)

#### Period entries:

October 1, 2017 - September 30, 2018  
(The entry may be cancelled four weeks  
before the end of publication period)

#### Top banner:

Format: 812 px wide x 140 px high  
50 KB max. – GIF/JPG format  
500.00 €/month – min. period 3 months

#### Side banner:

Format: 160 px wide x 600 px high  
50 KB max. – GIF/JPG format  
500.00 €/month – min. period 3 months

## MISCELLANEOUS

**Agency commission ads:**  
15 %

**Prices:**  
All prices quoted are net and  
subject to VAT at prevailing rate

**Contact company entries:**  
Karin Prokes  
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k.prokes@sg-network.org

**Contact ads:**  
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m.wolfermann@sg-network.org



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