

Mediadata 2018



Magazin

INDUSTRIE • HANDEL • MARKETING • VERTRIEB

International Magazine for the confectionery and snack business

published by  SWEETS GLOBAL NETWORK

SHORT PROFILE

For more than fifty years the SG Magazine, published by SWEETS GLOBAL NETWORK, has been the most influential confectionery sector journal in German-speaking countries. Meanwhile it is the leading publication of its kind in Europe and further afield. Originally a basic information bulletin for the German confectionery wholesale and import trade, it has developed into an internationally established specialist journal embracing all aspects of the confectionery business with a key emphasis on sales, marketing and confectionery retailing. Articles and features about the national and international confectionery business are widely read by decision makers in marketing, sales, retailing and manufacturing as well as by leading buyers.

Due to the broad sweep of topics featured and numerous articles in English as well as German, core readership has grown considerably at home and abroad.

SG Magazine is currently dispatched to subscribers in over 60 countries. The magazine is thus not only regularly read by leading decision makers in Germany and German-speaking countries, but also by key sector professionals in neighbouring countries such as Italy, Spain, the UK, Benelux states, Scandinavia, central and eastern Europe. Numerous executives overseas also subscribe to SG Magazine.

National and international confectionery concern proprietors and executives rank among SG subscribers along with import and distribution company managers. Buyers, marketing executives and sales managers serving confectionery wholesalers, specialist retailers, department stores, retail chains or C+C businesses also count as regular readers. But not only do confectionery manufacturers and retailers benefit from the profound and diligently researched articles which appear in the magazine. Manufacturers of packaging and POS material as well as service companies and agencies of all kinds also value the in-depth reports.

The scope of SG Magazine covers all aspects along the value chain, with a particular emphasis on marketing and sales. Category management, CRM, online marketing, social media, market analysis and the latest POS trends are a focus - along with the retailing, export and import of confectionery brands and products.

The SWEETS GLOBAL NETWORK magazine SG features regular reports on all product segments – chocolate, sugar confectionery, fine pastries, salty snacks and ice cream – and examines specific, segment-related issues, including trends, market developments, company profiles, new products, campaigns, and reviews of all major confectionery sector shows.

SCHEDULE AND SPECIAL TOPICS 2018

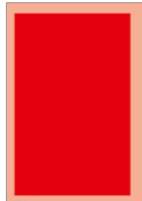
Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data	Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data
01/2018	ISM 2018 preview Bonus circulation: ISM 2018	02.01.2018	15.12.2017	18.12.2017	07/2018	Seasonal products Market development in North America Review of Sweets & Snacks Expo 2018	02.07.2018	15.06.2018	19.06.2018
02/2018	ISM special issue featuring list of new products and innovations European chocolate trends Nutrition trends Bonus circulation: ISM 2018	26.01.2018	10.01.2018	16.01.2018	08/2018	Children's confectionery and Licensed products	01.08.2018	16.07.2018	18.07.2018
03/2018	ISM 2018: background reports, company news, presentations	01.03.2018	13.02.2018	16.02.2018	09/2018	Pastries and biscuits Market development in Germany, Austria and Switzerland Bonus circulation: yummex Middle East 2017	03.09.2018	14.08.2018	17.08.2018
04/2018	ISM 2018 review and new products shown by exhibitors	03.04.2018	16.03.2018	20.03.2018	10/2018	Chocolate and chocolate products	01.10.2018	17.09.2018	21.09.2018
05/2018	Snacks and nuts Market development in Great Britain	02.05.2018	17.04.2018	20.04.2018	11/2018	Marzipan and Nougat 2018 Review of yummex Middle East 2018	01.11.2018	16.10.2018	19.10.2018
06/2018	Sugar confectionery Bonus circulation: Sweets & Snacks Expo 2018	01.06.2018	15.05.2018	18.05.2018	12/2018	Sales Promotion at POS	03.12.2018	16.11.2018	20.11.2018

ADVERTISEMENT SIZES AND PRICES

Full page

Type area: 166 mm (width) x 265 mm (depth)
Bleed: 210 mm (width) x 297 mm (depth)*

four colour	3,200.00 €
b/w	2,130.00 €



One third page, vertical

Type area: 52 mm (width) x 265 mm (depth)
Bleed: 80 mm (width) x 297 mm (depth)*

four colour	1,710.00 €
b/w	850.00 €



One eighth page, vertical

Type area: 52 mm (width) x 109 mm (depth)

four colour	1,040.00 €
b/w	350.00 €



Half page, vertical

Type area: 80 mm (width) x 265 mm (depth)
Bleed: 108 mm (width) x 297 mm (depth)*

four colour	2,110.00 €
b/w	1,090.00 €



One third page, horizontal

Type area: 166 mm (width) x 80 mm (depth)
Bleed: 210 mm (width) x 97 mm (depth)*

four colour	1,710.00 €
b/w	850.00 €



One eighth page, horizontal

Type area: 109 mm (width) x 52 mm (depth)

four colour	1,040.00 €
b/w	350.00 €



Half page, horizontal

Type area: 166 mm (width) x 131 mm (depth)
Bleed: 210 mm (width) x 148 mm (depth)*

four colour	2,110.00 €
b/w	1,090.00 €



One quarter page, vertical

Type area: 80 mm (width) x 131 mm (depth)
Bleed: 108 mm (width) x 148 mm (depth)*

four colour	1,330.00 €
b/w	650.00 €



Front cover

Type area: 124 mm (width) x 176 mm (depth)

four colour	3,200.00 €**
-------------	--------------



Two thirds page

Type area: 109 mm (width) x 265 mm (depth)
Bleed: 137 mm (width) x 297 mm (depth)*

four colour	2,470.00 €
b/w	1,450.00 €



One quarter page, horizontal

Type area: 166 mm (width) x 55 mm (depth)
Bleed: 210 mm (width) x 72 mm (depth)*

four colour	1,330.00 €
b/w	650.00 €



* All bleed ads include 3 mm trim (outer edges).

** separate agreement

All prices quoted are net and subject to VAT at prevailing rate.

TECHNICAL SPECIFICATIONS

Magazine format:

210 mm (width) x 297 mm (depth)

Type area:

166 mm (width) x 265 mm (depth)

No charge for bleed**Inserts:**

maximum size

200 mm (width) x 290 mm (depth)

maximum weight 75 g

(Prices available upon request)

Bound inserts:

folded, untrimmed - allow 3 mm head trim,
side trim, bottom trim

(Prices available upon request)

Glued inserts:

only possible together with a
full page advert

(Prices and specifications available on request)

Printing process:

Offset, CTP

70 l/cm

Colour scale: Euro scale

Closing date for adverts:

see schedule

Closing date for printing data:

see schedule

Printing materials:

in digital form,

including proofs

PUBLISHER, SUBSCRIPTION RATES, GENERAL INFORMATION ABOUT SG

Publisher:

SWEETS GLOBAL NETWORK e. V.

Grillparzerstraße 38

81675 München

Fon +49 (0) 89 / 45 7690 88 - 0

Fax +49 (0) 89 / 45 7690 88 - 88

info@sg-network.org

Chairman of the Board of Directors:

Hans Strohmaier,

h.strohmaier@sg-network.org

Editors:

Albert Angerer,

a.angerer@sg-network.org

Anja Ashauer,

a.ashauer@sg-network.org

Alfons Strohmaier,

a.strohmaier@sg-network.org

Karin Prokes (Assistent),

k.prokes@sg-network.org

Board Assistant/Advertising:

Martina Wolfermann,

m.wolfermann@sg-network.org

Subscription Management:

Ingrid Scherpink,

i.scherpink@sg-network.org

Subscription rates (incl. p&p):

Annual subscription (Germany):

30.00 Euro plus 7 % VAT

Annual subscription (international):

55.00 Euro plus 7 % VAT

Online (E-Paper und online version):

25.00 Euro plus 7 % VAT

Number of copies sold:

5.970

Total number of copies printed:

6.250

Layout/Design:

trurnit Publishers GmbH

Verena Wörle

Putzbrunner Straße 38

85521 Ottobrunn

Fon +49 (0) 89 / 60 80 01 - 5 88

verena.woerle@publishers.de

Printed by:

Bosch-Druck GmbH

Anton Müller

Festplatzstraße 6

84030 Ergolding

Fon +49 (0) 8 71 / 76 05 11

Anton.Mueller@bosch-druck.de

SG-Magazin appears monthly

TERMS OF BUSINESS, PAYMENT

Discount rates:

3 ads: 5 %

6 ads: 10 %

12 ads: 15 %

Valid only for ad placement
during 2018

Agency commission:

15 %

Payment:

All invoices payable net
within 14 days, without deduction

Banking information:

HypoVereinsbank München
IBAN: DE24700202706860071345
SWIFT-BIC: HYVEDEMM



SWEETS GLOBAL NETWORK E.V.

Grillparzerstraße 38 • 81675 München • Germany

Fon +49 (0) 89 / 45 76 90 88 - 0 • Fax +49 (0) 89 / 45 76 90 88 - 88

info@sg-network.org www.sg-network.org

