


SG

Magazin

INDUSTRIE • HANDEL • MARKETING • VERTRIEB

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 2017

EDITION DATE	SPECIAL TOPICS	PUBLICATION DATE	CLOSING DATE FOR ADVERTS	CLOSING DATE FOR PRINTING DATA
01/2017	ISM 2016 preview Bonus circulation: ISM 2017	2 January 2017	14 December 2016	19 December 2016
02/2017	ISM special issue featuring list of new products and innovations European chocolate trends Nutrition trends Bonus circulation: ISM 2017	27 January 2017	10 January 2017	16 January 2017
03/2017	ISM 2017: background reports, company news, presentations	1 March 2017	13 February 2017	17 February 2017
04/2017	ISM 2017 review and new products shown by exhibitors	3 April 2017	16 March 2017	20 March 2017
05/2017	Sugar confectionery Bonus circulation: Sweets & Snacks Expo 2017	2 May 2017	18 April 2017	21 April 2017
06/2017	Snacks and nuts Market development in Great Britain Bonus circulation: Snackex 2017	1 June 2017	16 May 2017	19 May 2017
07/2017	Seasonal products Market development in North America Review of Sweets & Snacks Expo 2017	3 July 2017	16 June 2017	21 June 2017
08/2017	Children's confectionery and Licensed products Market development in France	1 August 2017	17 July 2017	21 July 2017
09/2017	Pastries and biscuits Market development in Germany, Austria and Switzerland in the first half of 2017 Bonus circulation: yummex Middle East 2017	1 September 2017	15 August 2017	18 August 2017
10/2017	Chocolate and chocolate products Market development in Poland	4 October 2017	18 September 2017	22 September 2017
11/2017	Ingredients and semi-finished products Market development in Benelux Review of yummex Middle East 2017	1 November 2017	16 October 2017	20 October 2017
12/2017	Sales Promotion at POS	1 December 2017	16 November 2017	20 November 2017

Regular features: innovations • company portraits • reports • national and international shows • market research • sales promotion • nationwide advertising campaigns

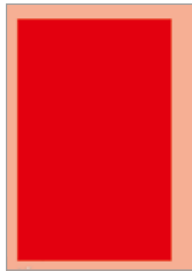
We reserve the right to make changes regarding content and special topics and will inform you in a timely fashion.

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 €



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 €



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 €



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 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 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 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 €



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 €



One eighth page, vertical

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

four colour 1.040,00 €
b/w 350,00 €



One eighth page, horizontal

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

four colour 1.040,00 €
b/w 350,00 €



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

Front coveradvert format:
124 mm (width) x 176 mm (depth),
not including bleed
(Prices available upon request)

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:
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TERMS OF BUSINESS, PAYMENT

Discount rates:
3 ads: 5 %
6 ads: 10 %
12 ads: 15 %
Valid only for ad placement
during 2017

Agency commission:
15 %

Payment:
All invoices payable net
within 14 days, without deduction

Banking information:
HypoVereinsbank München
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