

# Sweets Processing

www.sweets-processing.com

International magazine  
for the confectionery industry



## BRIEF DESCRIPTION

Since 2011, the specialist journal *sweets processing (sp)* informs professionals of the confectionery, bakery and snack industries about new developments and industry news in the entire sector of supply and reports on international companies and suppliers in this area. *sweets processing* is the sister publication of SG Magazine, the highly regarded and well established international confectionery business journal published by SWEETS GLOBAL NETWORK, the international confectionery trade association. With more than 300 member companies (wholesalers and retailers, importers, agencies and manufacturers) from ten countries and about 40 supporting members from the confectionery supplier industry, this organization is the established network and the leading communication platform for all confectionery experts in the German-speaking area (D-A-CH) and beyond.

*sweets processing* focuses on the entire value added chain. The variety of topics ranges from the cultivation of the raw materials to ingredients, the production and packaging technology with all their facets up to the packaging materials.

The readership of *sweets processing* comprises all persons in the companies that decide on investments and purchasing – in addition to the managers, in particular the managers in production, research and development as well as in quality management, purchasing and supply chain management.

Advertising rates list No. 8, valid from 1st January  
8th edition

## TOPICS AND DATES 2018

Edition	Topics	Publication date	Deadline ads	Deadline printing material
1 - 2/2018	ProSweets Cologne, Cologne Review: Fi Europe & Ni Flavours and additives Bonus edition: ProSweets Cologne	02.01.2018	15.12.2017	18.12.2017
3 - 4/2018	Anuga FoodTec, Cologne World Cocoa Conference, Berlin Review: ProSweets Cologne Inspection systems	01.03.2018	13.02.2018	16.02.2018
5 - 6/2018	Review: Anuga FoodTec Review: World Cocoa Conference Chocolate production	02.05.2018	17.04.2018	20.04.2018
7 - 8/2018	New technologies and market trends Hygiene IT/logistics	02.07.2018	15.06.2018	19.06.2018
9 - 10/2018	iba, Munich Bakery and snack production FachPack, Nuremberg Packaging trends Bonus edition: FachPack	03.09.2018	14.08.2018	17.08.2018
11 - 12/2018	Hi Europe & Ni, Frankfurt Choco Tec, Cologne Review: iba Review: FachPack Bonus edition: Hi Europe & Ni	01.11.2018	16.10.2018	19.10.2018

## ADVERTISEMENTS AND PRICES

### Cover

Format: 148 mm wide x 210 mm high  
4-colour 3,390.00 €



### 1/3 page, vertical

Type area: 52 mm wide x 265 mm high  
Bleed: 80 mm wide x 297 mm high\*

4-colour 1,390.00 €  
b/w 965.00 €



### 1/8 page, vertical

Type area: 109 mm wide x 52 mm high

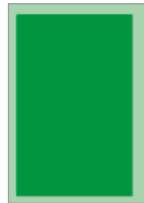
4-colour 780.00 €  
b/w 350.00 €



### Full page

Type area: 166 mm wide x 265 mm high  
Bleed: 210 mm wide x 297 mm high\*

4-colour 2,680.00 €  
b/w 1,850.00 €



### 1/3 page, horizontal

Type area: 166 mm wide x 80 mm high  
Bleed: 210 mm wide x 97 mm high\*

4-colour 1,390.00 €  
b/w 965.00 €



### 1/8 page, horizontal

Type area: 52 mm wide x 109 mm high

4-colour 780.00 €  
b/w 350.00 €



### 1/2 page, vertical

Type area: 80 mm wide x 265 mm high  
Bleed: 108 mm wide x 297 mm high\*

4-colour 1,780.00 €  
b/w 1,230.00 €



### 1/4 page, vertical

Type area: 80 mm wide x 131 mm high  
Bleed: 108 mm wide x 148 mm high\*

4-colour 1,080.00 €  
b/w 725.00 €



### 1/2 page, horizontal

Type area: 166 mm wide x 131 mm high  
Bleed: 210 mm wide x 148 mm high\*

4-colour 1,780.00 €  
b/w 1,230.00 €



### 1/4 page, horizontal

Type area: 166 mm wide x 55 mm high  
Bleed: 210 mm wide x 72 mm high\*

4-colour 1,080.00 €  
b/w 725.00 €



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

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

## ADVERTISING FORM „ADVERTORIAL“ (GERMAN & ENGLISH)

An advertorial offers you the opportunity to present your novelties and innovations according to your wishes in the „look & feel“ of our magazine to our specialist readership. Texts in German and English, as well as pictures, will be delivered by you ready to use. We will take over the layout for you.

**Full page advertorial** Price: 2,680.00 €  
*(German or English)*

### Our recommendation based on our bilingualism:

**Double page advertorial** Price: 3,940.00 €  
*(1 page in German & 1 page in English)*

**Full page advertorial** Price: 2,680.00 €  
*(½ page in German & ½ page in English)*

## ONLINE MARKETING

### Advertising forms on our homepage [www.sweetsprocessing.com](http://www.sweetsprocessing.com):

**Top banner:**  
812 px wide x 140 px high Price: 800.00 € / month  
file size max. 50 kB  
file format: GIF or JPG

**Skyscraper:**  
160 px wide x 600 px high Price: 680.00 € / month  
file size max. 50 kB  
file format: GIF or JPG

### Advertising forms in our newsletter:

**Full banner:**  
468 px wide x 80 px high Price: 250.00 € / issue  
file size max. 50 kB  
file format: GIF or JPG

Appearance: biweekly  
Recipients: approx. 2,650

## MARKET + CONTACTS

### Format of the category:

52 mm wide x 25 mm high  
52 mm wide x 30 mm high  
every further mm

Price: 580.00 € / category for 6 issues

Price: 690.00 € / category for 6 issues

Price: 19.60 € / category for 6 issues

### Discounts:

from 3 categories 5 %

from 6 categories 10 %

from 10 categories 15 %

### Contract period:

6 issues

### Deadline:

Please observe deadline for printed material.

### Conditions:

Contract valid for 6 issues. Termination required 6 weeks before end of contract period. Without timely termination, the contract will be automatically renewed for further 6 issues. Payment required for 6 issues in advance.

## INSERTS

Maximum size: 200 mm wide x 290 mm high

Weight up to 25 g

Weight up to 50 g

Weight up to 75 g

Price: 1,590.00 €

Price: 1,980.00 €

Price: 2,380.00 €

## SPECIAL ADVERTISING FORMS

We would be glad to advise you individually about our special advertising forms such as sleeve, booklet, gatefolder, insert, etc.

Use special advertising forms to attract a high level of attention and thus place your advertising in the focus of our readers.

*(Prices on request)*

## TECHNICAL SPECIFICATIONS

### Magazine format:

210 mm wide x 297 mm high

### Type area:

166 mm wide x 265 mm high

### No charge for bleed.

### Inserts:

Maximum size:

200 mm wide x 290 mm high

Maximum weight: 75 g

*(Prices on request)*

### Bound inserts:

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

*(Prices on request)*

### Printing process:

Offset, CTP

178 lpi (70 l/cm)

Colours: Euro scale

### Printing materials:

in digital form,  
including proofs



## PUBLISHER DATA

**Publisher:**

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

**Chairman of the Board of Directors:**

Hans Strohmaier  
h.strohmaier@sg-network.org

**Editor in Chief/Project management (responsible):**

Dr Bernhard Reichenbach  
b.reichenbach@sg-network.org

**Editor:**

Alfons Strohmaier  
a.strohmaier@sg-network.org

**Advertising (responsible):**

Stefi Rosenlöcher  
s.rosenloecher@sg-network.org

**Subscriptions:**

Ingrid Scherpink  
i.scherpink@sg-network.org

**sweets processing appears every two months.**

**Annual subscription Germany:**

20.00 € + 7% VAT (incl. p&p)

**Annual subscription Abroad:**

40.00 € + 7% USt. inklusive Versand

**Online (E-Paper):**

15.00 € + 7% USt.

**Number of copies sold:**

5,970

**Total number of copies:**

6,250

**Layout:**

KonzeptQuartier GmbH  
Schwabacher Straße 261  
90763 Fürth  
Germany  
Fon +49 (0)9 11 / 9 99 97- 0  
mail@konzeptquartier.de

**Printed by:**

Bosch-Druck GmbH  
Anton Müller  
Festplatzstraße 6  
84030 Ergolding  
Germany  
Fon +49 (0)8 71 / 76 05 11  
Anton.Mueller@bosch-druck.de

## CONDITIONS AND BANK DETAILS

**Discount rate:**

Valid only for ad placement during 2018:

from 3 ads 5 %

from 6 ads 10 %

**Agency commission:**

15 %

**Payment terms:**

All invoices payable within 14 days, without deduction.

**Bank details:**

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