

Mediadata 2019



Magazin

INDUSTRIE • HANDEL • MARKETING • VERTRIEB

International Magazine for the confectionery and snack business

published by  SWEETS GLOBAL NETWORK

SHORT PROFILE

For almost sixty 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 2019

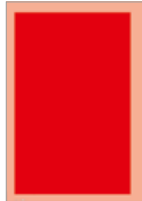
Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data	Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data
01/2019	ISM 2018 preview Bonus circulation: ISM 2019	02.01.2019	14.12.2018	17.12.2018	07/2019	Seasonal products Market report North America Sweets & Snacks Expo 2019: review	01.07.2019	14.06.2019	19.06.2019
02/2019	ISM special issue featuring list of new products and innovations European confectionery price barometer Market report Canada Bonus circulation: ISM 2019	25.01.2019	11.01.2019	15.01.2019	08/2019	Children's confectionery Market report Poland	01.08.2019	19.07.2019	22.07.2019
03/2019	ISM 2019: background reports, company news, presentations	01.03.2019	12.02.2019	15.02.2019	09/2019	Fine pastries and biscuits	02.09.2019	16.08.2019	20.08.2019
04/2019	ISM 2019: review and new products shown by exhibitors Market report United Kingdom	01.04.2019	18.03.2019	20.03.2019	10/2019	Chocolate and chocolate products Market report Austria and Switzerland Bonus circulation: Anuga 2019 Bonus circulation: yummex Middle East 2019	01.10.2019	17.09.2019	19.09.2019
05/2019	Salty snacks and nuts Bonus circulation: Sweets & Snacks Expo 2019	02.05.2019	16.04.2019	18.04.2019	11/2019	Raw materials and semi-finished products Anuga 2019: review	01.11.2019	16.10.2019	21.10.2019
06/2019	Sugar confectionery Market report France	03.06.2019	17.05.2019	22.05.2019	12/2019	Sales Promotion at POS yummex Middle East 2019: review	02.12.2019	15.11.2019	19.11.2019

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)

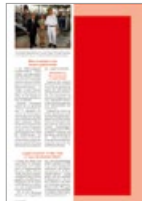
four colour	1,040.00 €
b/w	350.00 €



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)

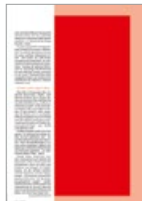
four colour	3,200.00 €**
-------------	--------------



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 €



1/1 Advertorial

Type area: 210 mm breit x 297 mm hoch*

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



* All bleed ads include 3 mm trim (outer edges), ** separate agreement, All prices quoted are net and subject to VAT at prevailing rate.

ONLINE-MARKETING

Advertising forms in our Newsletter:

Full-Banner:
 468 px wide x 80 px high
 Maximum size 50 kB
 Format: GIF or JPG
 Price: 250,00 € / Issue
 ab 10 x 200,00 € / Issue
 ab 50 x 150,00 € / Issue

Appearance: 2–5 x weekly
 Recipients: approx. 1,500

Advertising forms in our App:

Full-Banner:
 1280 px wide x 320 px high
 Maximum size 5 MB
 Format: GIF, PNG or JPG
 Issue: 250,00 € / week

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 Wolferrmann,
 m.wolferrmann@sg-network.org

Subscription Management:

Ingrid Scherpink,
 i.scherpink@sg-network.org

SG-Magazin appears monthly

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
 SG-Magazin-App (full use with membership or
 online-premium access only)

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

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

