

19  
2020  
100 years SG  
SWEETS GLOBAL  
NETWORK

Mediadata 2020



**SG**

*Magazin*

INDUSTRIE • HANDEL • MARKETING • VERTRIEB

International Magazine for the confectionery and snack business

published by  SWEETS GLOBAL NETWORK

## SHORT PROFILE

For 56 years now SG-Magazine from SWEETS GLOBAL NETWORK has been the opinion-making organ of the confectionery business in the German-language territories, and meanwhile in Europe and beyond as well. Originally founded in 1920 as the German confectionery wholesalers professional association and celebrating its 100th anniversary this year, right from the start this international confectionery trade association has supplied its members with published information on a regular basis. Over the last few decades SG-Magazine has developed from a purely subscription-based mail-order publication for the confectionery wholesale industry in Germany into an internationally recognised specialist trade magazine highlighting every issue associated with the sweets industry. Along with current news and company portraits, the magazine focuses primarily on sales, marketing and the presentation of confectionery in all of the available sales channels. SG-Magazine is available in print, as an app and as an online E-paper.

The magazine's reporting and articles on the domestic German-language territories and the international confectionery business are read across the board everywhere today by the heads of purchasing, marketing and sales departments in the sweets commercial and industrial sectors. SG-Magazine's circle of readers has steadily expanded both domestically and abroad thanks to our broad range of topics and our reporting in English. At present SG-Magazine readers in over 60 countries subscribe to the publication. Along with our readers in the German-language territories who make up the majority of our subscribers, many sweets industry managers and decision-makers in neighbouring countries including Italy, Spain, Great Britain, the Benelux countries, in Scandinavia and increasingly in Central and Eastern Europe appreciate the magazine as the central specialist

organ for the confectionery business. Additionally, many industry managers outside of Europe are also subscribers.

SG-Magazine is appreciated by owners at domestic and international confectionery manufacturing enterprises and managers at international import and distribution companies. Our readers equally include numerous purchasing agents, marketing and sales managers in the confectionery industry's wholesale and specialist trade segments, department stores, retail chains and at C+C businesses. And confectionery manufacturers and suppliers are not the only beneficiaries of SG-Magazine's profound, carefully researched information: Others who profit include manufacturers of packaging and POS materials, trade and marketing agencies as well as wholesalers and all kinds of service companies who rely on the extensive range of information of all issues related to the sweets industry.

SG-Magazine reports on all of the relevant topics in the product segments chocolate, sweets, fine baked products, savoury snacks and ice cream. The reporting here focuses on trend and market reports, company portraits, the presentation of new products and actions along with reporting on the industry's important industry's trade fairs and conventions. The spectrum of themes comprises all areas of the value-added chain beginning with finished products, in particular as they relate to marketing, sales and presentation at the POS. This covers category management, CRM, online marketing and social media, market observation and current POS trends as well as the import and export of international confectionery business products and brands. Domestic and foreign confectionery trade is also a central focus of SG-Magazine.

## SCHEDULE AND SPECIAL TOPICS 2020



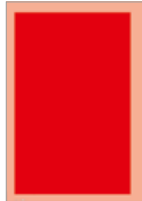
Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data	Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data
01/2020	<b>Jubilee Edition 100 Years of SG</b> ISM 2020 preview Bonus circulation: ISM 2020	09.01.2020	29.11.2019	06.12.2019	07/2020	Seasonal products Market report North America Review of Sweets & Snacks Expo 2020	01.07.2020	15.06.2020	18.06.2020
02/2020	<b>100 Year Jubilee SG in words and images</b> ISM special issue featuring list of new products and innovations Bonus circulation: ISM 2020	01.02.2020	13.01.2020	17.01.2020	08/2020	Children's products Market report Spain	03.08.2020	16.07.2020	20.07.2020
03/2020	Current news from ISM 2020 Background reports, company news, presentations	05.03.2020	17.02.2020	21.02.2020	09/2020	Fine pastries and biscuits	01.09.2020	14.08.2020	18.08.2020
04/2020	ISM highlights with new products shown by exhibitors Market report Italy	01.04.2020	16.03.2020	19.03.2020	10/2020	Chocolate and chocolate products Market report Austria and Switzerland Bonus circulation: yummex Middle East 2020	01.10.2020	15.09.2020	18.09.2020
05/2020	Salty snacks and nuts Bonus circulation: Sweets & Snacks Expo 2020	04.05.2020	15.04.2020	20.04.2020	11/2020	Vegetarian and vegan sweets and snacks	02.11.2020	15.10.2020	19.10.2020
06/2020	Sugar confectionery Market report Benelux	02.06.2020	15.05.2020	19.05.2020	12/2020	Sales promotion at POS Protein in sweets and snacks Review of yummex Middle East 2020	01.12.2020	16.11.2020	19.11.2020

## 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 3,400.00 €



### One third page, vertical

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

four colour 1,810.00 €



### One eighth page, vertical

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

four colour 1,100.00 €



### Half page, vertical

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

four colour 2,230.00 €



### One third page, horizontal

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

four colour 1,810.00 €



### One eighth page, horizontal

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

four colour 1,100.00 €



### Half page, horizontal

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

four colour 2,230.00 €



### One quarter page, vertical

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

four colour 1,410.00 €



### Front cover

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

four colour 3,400.00 €\*\*



### Two thirds page

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

four colour 2,620.00 €



### One quarter page, horizontal

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

four colour 1,410.00 €



### 1/1 Advertorial

Type area: 210 mm breit x 297 mm hoch\*

four colour 3,400.00 €



\* All bleed ads include 3 mm trim (outer edges), \*\* separate agreement, All prices quoted are net and subject to VAT at prevailing rate, B/w advertisements on request.

## 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  
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### 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)

### SG-Magazin appears monthly

### Total number of copies printed:

6.090

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Fon +49 (0) 89 / 60 80 01 - 5 79  
elisabeth.pergelt@publishers.de

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Germany  
Fon +49 (0)9 41 / 6 95 40 - 27  
anton.mueller@aumueller-druck.de



## TERMS OF BUSINESS, PAYMENT

**Discount rates:**

3 ads: 5 %

6 ads: 10 %

12 ads: 15 %

Valid only for ad placement  
during 2020

**Agency commission:**

15 %

**Cancellation terms:**

Advertisements may be cancelled free  
of charge up to eight weeks before the  
publication date of the particular issue.

**Payment:**

All invoices payable net  
within 14 days, without deduction

**Banking information:**

HypoVereinsbank München  
IBAN: DE24700202706860071345  
SWIFT-BIC: HYVEDEMM



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