

# Sweets Processing

www.sweets-processing.com

International magazine  
for the confectionery, bakery  
and snack industries



## BRIEF DESCRIPTION

Since 2011, the specialist magazine *sweets processing (sp)* has informed 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 as well as the production and packaging technologies with all their facets, right through to IT and logistics.

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. 9, valid from 1st January 2021 / Vol. 11

## TOPICS AND DATES 2021

Edition	Topics	Publication date	Deadline ads	Deadline printing material
1 - 2/2021	ProSweets Cologne, Cologne Review: Fi Europe & Hi Europe Review: Choco Tec Raw materials and ingredients Bonus edition: ProSweets Cologne	04.01.2021	10.12.2020	14.12.2020
3 - 4/2021	interpack, Düsseldorf Anuga FoodTec, Köln Review: ProSweets Cologne Chocolate production Bonus edition: interpack, Anuga FoodTec	19.02.2021	04.02.2021	08.02.2021
5 - 6/2021	Snackex, Hamburg Review: interpack Review: Anuga FoodTec Quality management	03.05.2021	15.04.2021	19.04.2021
7 - 8/2021	Review: Snackex Bakery and snack production Inspection technology Sustainable packaging	01.07.2021	15.06.2021	17.06.2021
9 - 10/2021	iba, Munich FachPack, Nuremberg Sugar confectionery production Labelling and marking Bonus edition: iba, FachPack	01.09.2021	16.08.2021	18.08.2021
11 - 12/2021	Fi Europe & Hi, Paris Review: iba Review: FachPack Bonus edition: Fi Europe & Hi Europe	01.11.2021	14.10.2021	18.10.2021

## ADVERTISEMENTS AND PRICES

### Cover

Format: 148 mm wide x 210 mm high  
4-colour 3,500.00 €



### 1/3 page, vertical

Type area: 52 mm wide x 265 mm high  
Bleed: 80 mm wide x 297 mm high\*  
4-colour 1,430.00 €



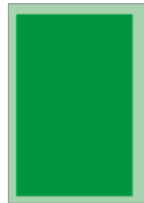
### 1/8 page, vertical

Type area: 109 mm wide x 52 mm high  
4-colour 800.00 €



### Full page

Type area: 166 mm wide x 265 mm high  
Bleed: 210 mm wide x 297 mm high\*  
4-colour 2,760.00 €



### 1/3 page, horizontal

Type area: 166 mm wide x 80 mm high  
Bleed: 210 mm wide x 97 mm high\*  
4-colour 1,430.00 €



### 1/8 page, horizontal

Type area: 52 mm wide x 109 mm high  
4-colour 800.00 €



### 1/2 page, vertical

Type area: 80 mm wide x 265 mm high  
Bleed: 108 mm wide x 297 mm high\*  
4-colour 1,830.00 €



### 1/4 page, vertical

Type area: 80 mm wide x 131 mm high  
Bleed: 108 mm wide x 148 mm high\*  
4-colour 1,110.00 €



### 1/2 page, horizontal

Type area: 166 mm wide x 131 mm high  
Bleed: 210 mm wide x 148 mm high\*  
4-colour 1,830.00 €



### 1/4 page, horizontal

Type area: 166 mm wide x 55 mm high  
Bleed: 210 mm wide x 72 mm high\*  
4-colour 1,110.00 €



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

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

B/w advertisements on request.

## 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: 2,760.00 €  
*(German or English)*

### Our recommendation based on our bilingualism:

**Double page advertorial** Price: 4,050.00 €  
*(1 page in German & 1 page in English)*

**Full page advertorial** Price: 2,760.00 €  
*(½ page in German & ½ page in English)*

## ONLINE MARKETING

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

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

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

### Advertising forms in our newsletter:

**Full banner** Price: 300.00 € / issue\*  
468 px wide x 80 px high  
file size max. 50 kB;  
file format: GIF or JPG

**Advertorial** Price: 500.00 € / issue\*  
Maximum amount of characters for text:  
500, incl. blanks  
Image: 800 px wide x 800 px high  
file size max. 50 kB  
file format: GIF or JPG

\* Appearance: biweekly; recipients: approx. 2,500

## 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: 1,630.00 €

Price: 2,030.00 €

Price: 2,450.00 €

## 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

### 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  
D-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

### **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:**

Rainer Lapp (responsible)  
Fon +49 (0) 89 18 92 19 00  
r.lapp@sg-network.org  
Monika von Bassewitz  
m.bassewitz@sg-network.org

### **Subscriptions:**

Ingrid Scherpink  
i.scherpink@sg-network.org

### **Annual subscription Germany:**

20.00 € + 7% VAT (incl. p&p)

### **Annual subscription Abroad:**

40.00 € + 7% VAT (incl. p&p)

### **Online (E-Paper):**

15.00 € + 19% VAT

**App:** Included in Online Premium Package or SG Membership Package. For detailed information, please refer to: [www.sweets-processing.com/en/login?ref=abo](http://www.sweets-processing.com/en/login?ref=abo)

### **Number of copies:**

6,050

### **Layout:**

Trend Werbung | Ernst Blumrodt  
Ledernes Käppchen 2a  
D-99974 Mühlhausen/Germany  
Fon +49 (0) 36 01 / 48 42 - 0  
info@trend-werbung.de

### **Printed by:**

Aumüller Druck GmbH & Co. KG  
Anton Müller  
Weidener Straße 2  
D-93057 Regensburg  
Fon +49 (0)9 41 / 6 95 40 - 27  
Anton.Mueller@aumueller-druck.de

**sweets processing** appears every two months.

## CONDITIONS AND BANK DETAILS

### **Discount rate:**

Valid only for ad placement during 2020:  
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



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