

Sweets processing

www.sweets-processing.com

International magazine
for the confectionery, bakery
and snack industries



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 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. 8, valid from 1 January 2018
9th edition

TOPICS AND DATES 2019

Issue	Topics	Publication date	Deadline ads	Deadline printing material
1 - 2/2019	ProSweets Cologne, Cologne Review: Choco Tec Sugar confectionery manufacturing Bonus edition: ProSweets Cologne	02.01.2019	14.12.2018	17.12.2018
3 - 4/2019	Review: ProSweets Cologne Innovative production technology Hygiene	01.03.2019	12.02.2019	15.02.2019
5 - 6/2019	Snackex, Barcelona Bakery and snack production Inspection technology	02.05.2019	16.04.2019	18.04.2019
7 - 8/2019	New technologies and market trends Chocolate manufacturing Storing and transporting	01.07.2019	14.06.2019	19.06.2019
9 - 10/2019	FachPack, Nuremberg Packaging technology Bonus edition: FachPack	02.09.2019	16.08.2019	20.08.2019
11 - 12/2019	Fi Europe & Ni, Paris Review: FachPack Flavours and additives Bonusauflage: Fi Europe & Ni	01.11.2019	16.10.2019	21.10.2019

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

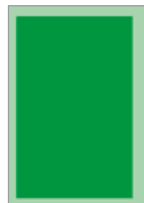
4-colour 780.00 €
b/w 350.00 €



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.sweets-processing.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

Newsletter: 1x German, 1x English
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

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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.

App:

on request

Number of copies sold:

5,970

Total number of copies:

6,250

Layout:

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

CONDITIONS AND BANK DETAILS

Discount rate:

Valid only for ad placement during 2019:

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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