

Sweets Processing

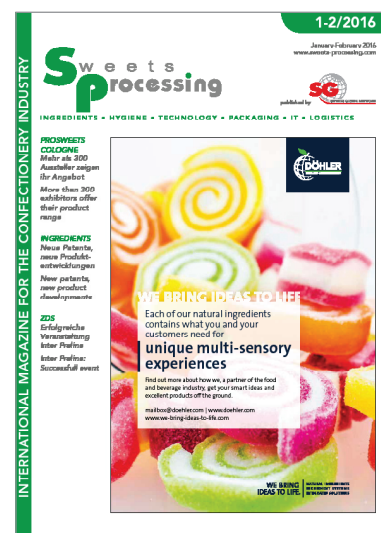


INTERNATIONAL MAGAZINE FOR THE CONFECTIONERY INDUSTRY

Advertising rates list no. 7 valid from January 1st 2017

7th edition

Launched in 2011, specialist journal sweets processing (sp) keeps confectionery business professionals informed about all the latest confectionery industry supply sector developments and features detailed articles about international companies and suppliers. sp is the sister publication of SWEETS GLOBAL NETWORK's SG Magazine, the highly regarded and well established international confectionery business journal. sp covers all stages and aspects of the value added chain from material sourcing to production and packaging. sp readership includes leaders and decision makers in charge of production, R&D, QM, purchasing and supply chain management, as well as chief executives and senior managing partners. sp appears every two months in English and German. Circulation currently stands at 5,500. 3,000 of our subscribers are based abroad, mostly in other European countries. sp is now also available as an E-paper.



TOPICS AND DATES 2017

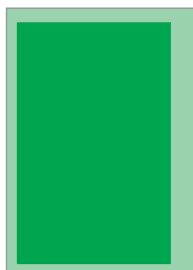
EDITION	TOPICS	PUBLICATION DATE	DEADLINE ADS	DEADLINE PRINTED MATERIAL
1-2/2017	ProSweets Cologne, Cologne 29.01. – 01.02.2017	16.01.2017	14.12.2016	16.12.2016
3-4/2017	Review ProSweets Cologne Challenges in hygiene	01.03.2017	13.02.2017	17.02.2017
5-6/2017	interpack, Düsseldorf, 04. – 10.05.2017	02.05.2017	18.04.2017	21.04.2017
7-8/2017	Review interpack New technologies	03.07.2017	16.06.2017	21.06.2017
9-10/2017	Supply chain, warehousing and transport Packaging materials	01.09.2017	15.08.2017	18.08.2017
11-12/2017	HI Europe, Frankfurt 28. – 30.11.2017 Flavours and ingredients	01.11.2017	16.10.2017	20.10.2017

ADVERTISEMENT AND PRICES

Full page

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

four-colour 2,630.00 €
black-and-white 1,850.00 €



One third page, horizontal

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

four-colour 1,380.00 €
black-and-white 965.00 €

Half page, vertical

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

four-colour 1,760.00 €
black-and-white 1,230.00 €



One quarter page, vertical

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

four-colour 1,055.00 €
black-and-white 725.00 €

Half page, horizontal

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

four-colour 1,760.00 €
black-and-white 1,230.00 €



One quarter page, horizontal

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

four-colour 1,055.00 €
black-and-white 725.00 €

One third page, vertical

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

four-colour 1,380.00 €
black-and-white 965.00 €



Cover

Type area: 148 mm wide x 210 mm high
four-colour 3,350.00 €

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

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

MARKET AND CONTACTS

Format of the category:

52 mm wide x 25 mm high 550.00 €*
52 mm wide x 30 mm high 648.00 €*
each other mm 18.60 €*

*category for 6 issues

Discounts:

3 categories 5 %
6 categories 10 %
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. Payment required for 6 issues in advance.

BANNERS

TOP-Banner:

812 px wide x 140 px high
File size: 50 KB max.
File format: GIF/JPG

800.00 €/month
min. 3 months

All banners will rotate.

Skyscraper:

160 px wide x 600 px high
File size: 50 KB max.
File format: GIF/JPG

650.00 €/month
min. 3 months

Banner for Newsletter

Fullbanner
468 px wide x 80 px high
220.00 €/issue
Monthly in English
Distribution: 2,650 readers

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 available upon request)

Bound inserts:

folded, untrimmed - allow 3 mm
head trim, side trim, bottom trim
(Prices available upon request)

Printing process:

Offset, CTP
70 l/cm
Colour scale: Euro scale

Printing materials:

In digital form, including proofs

TERMS OF BUSINESS, PAYMENT

Discount rates:

Valid only for ad placement
during 2016:

3 ads: 5 %
6 ads: 10 %

Agency commission:

15 %

Payment:

All invoices payable net within
14 days, without deduction

Banking information:

HypoVereinsbank München
IBAN: DE24700202706860071345
SWIFT-BIC: HYVEDEMM

GENERAL INFORMATION

Publisher:

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**sweets processing appears every
two months.**

Annual subscription (including p&p):

Germany 20.00 € + 7% VAT
International 40.00 € + 7% VAT
E-Paper 15.00 € + 7% VAT

Number of copies sold:

5,970

Total number of copies printed:

6,250

Layout:

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