

# BRAUWELT<sup>®</sup>

## Online MEDIA DATA 2023

PRICE LIST FROM 1-JAN-2023



## 01 LEADERBOARD



Format	728 x 90 pixels
File Size	50 kb maximum
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, placement in rotation
Price	975.- € per month

## 02 SKYSCRAPER

Format	160 x 600 pixels
File Size	50 kb maximum
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, placement in rotation
Price	890.- € per month

## 03 HOCKEY STICK

Format	728 x 90 pixels (top), 160 x 600 pixels (right)
File Size	50 kb maximum per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, Exclusive placement without rotation
Price	1,050.- € per month

## 04 WALLPAPER

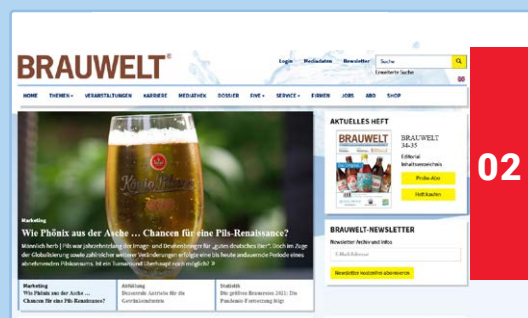
Format	728 x 90 pixels (top), 160 x 600 pixels (right), including background colouring of your choice
File Size	50 kb maximum per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, Exclusive placement without rotation
Price	1,275.- € per month

## 05 BANDEROLE

Format	770 x 250 pixels
File Size	4 MB maximum
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, Exclusive placement without rotation
Price	1,500.- € per month



Only the banners marked with this symbol can be played on mobile. Your desktop advertising material will be scaled down to the appropriate mobile format. Your ads will randomly rotate all pages.



# BRAUWELT<sup>®</sup> BANNER

brauwelt.com/de

## 06 MEDIUM RECTANGLE

Format	300 x 250 pixels
File Size	50 kb maximum
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages with sidebar (right), placement in rotation
Price	1,200.- € per month

## 07 VIDEO AD

Format	300 pixels (wide)
File Size	50 kb maximum
Image File Format	Mp4, FLV, WMV, AVI, MPG, MPEG
Placement	on all pages with sidebar (right), Exclusive placement without rotation
Price	1,200.- € per month

## 08 MAIN CONTENT AD

Format	600 x 220 pixels
File Size	50 kb maximum
Image File Format	jpg, gif, png (other file formats on request)
Placement	only on start page, Exclusive placement without rotation
Price	1,300.- € per month

## 09 FLOOR AD

Format	1200 x 200 pixels
File Size	50 kb maximum
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, placement in rotation
Price	1,200.- € per month

All prices are subject to VAT as currently applicable.  
Exclusive placements (without rotation) possible, price on request.



### CO<sub>2</sub>-Neutralität in der Brauwirtschaft – Welchen Einfluss hat die Digitalisierung?

Stefan Qiu und Zoltan J. Die aktuelle Seite „06“, Neutralität in der Brauwirtschaft hat in den vergangenen BRAUWELT Ausgaben einen besonderen Stellenwert. Sie ist die zentrale Informationsquelle, die die technischen Möglichkeiten der Brauwirtschaft in der Digitalisierung darstellt. Sie ist die zentrale Informationsquelle, die die technischen Möglichkeiten der Brauwirtschaft in der Digitalisierung darstellt.

### Neue Drucktanks in der Schlossbrauerei Eggenberg

Drucktanks in der Schlossbrauerei Eggenberg in Österreich, die in den vergangenen Jahren ausgetauscht wurden, sind nun durch neue Drucktanks ersetzt worden. Die neuen Drucktanks sind von der Firma B. Kuhn & Co. aus Deutschland geliefert worden.

### Moderne Anforderungen an Gasthausbrauereien

Die Firma B. Kuhn & Co. hat für die Gasthausbrauereien eine neue Serie von Drucktanks entwickelt. Diese Drucktanks sind moderner und effizienter als die alten Drucktanks.

### 06

#### MEISTGELESEN

Qualitätsbewertung  
Schwammqualität von Bier, Teil 1: Faktoren der Schwammqualität und Schwammqualitätsverfahren

Qualitätsbewertung  
Schwammqualität von Bier, Teil 2: Faktoren der Schwammqualität und Schwammqualitätsverfahren

Qualitätsbewertung  
Schwammqualität von Bier, Teil 3: Faktoren der Schwammqualität und Schwammqualitätsverfahren

### Smarte Brauwasserfiltration – Puroit BMF – Das Smart 38

Die Brauwasserfiltration ist ein wichtiger Bestandteil der Brauwirtschaft. Die Puroit BMF ist eine smarte Brauwasserfiltration, die die Brauwasserfiltration verbessert.

### Brauwasser-Verfahren: Ihre digitale Brau-Data: Brewdata

Die Brauwasser-Verfahren sind ein wichtiger Bestandteil der Brauwirtschaft. Die Brewdata ist eine digitale Brauwasser-Verfahren, die die Brauwasser-Verfahren verbessert.

### Gut gerichtet für neue Herausforderungen

Die Brauwirtschaft ist in der Lage, sich an neue Herausforderungen anzupassen. Die Brauwirtschaft ist in der Lage, sich an neue Herausforderungen anzupassen.

### 07

#### BRAUWELT UNTERWEGS

Die Brauwelt ist in der Lage, sich an neue Herausforderungen anzupassen. Die Brauwelt ist in der Lage, sich an neue Herausforderungen anzupassen.

### 08

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### 08

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### 09

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### DISCOUNTS (for repeats within a 12-month period):

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[brauwelt.com/de](http://brauwelt.com/de)

## PRESENT YOUR COMPANY

Your company entry including contact information, links to social media channels, products, messages, picture galleries, videos, events and a header graphic including your logo.

## EXPAND YOUR VISIBILITY

Generate potential new customers and receive more qualified inquiries by presenting your company here. This is supported by teaser boxes in the sidebar on [www.brauwelt.com/de](http://www.brauwelt.com/de)



Unsere Firmeneinträge fungieren als ideale Plattform für alle, die Zulieferer zu einem bestimmten Bereich der Brau- und Getränkeindustrie suchen. Hier finden Sie Einzelheiten zum Unternehmen wie Firmen- und Kontaktinformationen, Nachrichten, Bilder, Videos, Produkte und Veranstaltungen.

Suchen und finden Sie Firmenadressen anhand von Firmennamen oder Services, um den passenden Dienstleister oder Anbieter für Ihr Anliegen aufzuspüren - und das weltweit!

Sie haben selbst eine Firma und möchten gerne bei der Firmensuche gefunden werden? Kein Problem: Tragen Sie sich jetzt ein und sichern Sie sich Ihren **Einsteiger-, Standard- oder Premiumeintrag!**

[Preise](#) | [FAQ](#) | [AGB](#)

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**FIRMENSUCHE**

Suchbegriff eingeben - Land Auswählen -

Suchen Zurücksetzen

## PACKAGES AND PRICES

<div>E</div> <b>NEWCOMER</b>	<div>S</div> <b>STANDARD</b>	<div>P</div> <b>PREMIUM</b>
<p>Basic company entry</p> <ul style="list-style-type: none"> <li>✓ Company name</li> <li>✓ Address</li> </ul>	<p>Company profile and features</p> <ul style="list-style-type: none"> <li>✓ Basic entry as in NEWCOMER</li> <li>✓ Logo</li> <li>✓ Company profile</li> <li>✓ Contact + social media</li> <li>✓ Teaser box main page</li> </ul>	<p>Additional features and high range</p> <ul style="list-style-type: none"> <li>✓ Same features as in STANDARD</li> <li>✓ Logo, pictures, videos</li> <li>✓ News</li> <li>✓ Events</li> <li>✓ Products</li> <li>✓ Logo scroll bar</li> </ul>
<p>► 0.00 EUR</p>	<p>► 39.00 EUR* per month</p>	<p>► 79.00 EUR* per month</p>

The respective legally valid VAT rate is to be added to all prices.

\* Duration 12 months. After that the contract is automatically extended for an indefinite period, but can be terminated at any time during this contract period with a notice period of 1 month.

Invoicing:  
Entries are not eligible for discount or commission.  
Entries are invoiced in advance for the entire booking period (1year).



## PREMIUM SAMPLE ENTRY

HOME > FIRMEN > Firmeneintrag > Fachverlag Hans Carl GmbH

Firmeneintrag

**BRAUWELT INTERNATIONAL**  
EN ESPAÑOL 中文版

FACHVERLAG  
HANS CARL

Fachverlag Hans Carl GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

Geçerli oldu Fachverlag Hans Carl im Jahr 1861 von Johann Carl und ist einer der ältesten Fachverlage in Deutschland. Er war Motor zur Gründung des Deutschen Brauer-Bund und wird mittlerweile in der sechsten Generation als Familienunternehmen geführt.

Der Fachverlag Hans Carl, Nürnberg, steht für ein weltweites Informationsnetz für die gesamte Brau- und Getränkebranche. Er ist Informationsdienstleister und Mittler für die gesamte Branche und bedient seine Kunden weltweit im Printbereich mit Büchern und Zeitschriften, im Online-Bereich mit verschiedenen Internetangeboten, Newslettern und Archiven.

Seine Leser - das sind alle an Wissenschaft und Forschung im Brauereibereich Interessierte. Neben Forschern aus den verschiedenen Institutionen auch die Technischen Leiter der Brauereien national und international, vor allem die Verantwortlichen in den Bereichen Technik, Technologie, Qualitätsicherung sowie Forschung und Entwicklung.

Mit seinen Fachzeitschriften deckt der Fachverlag Hans Carl thematisch die Bereiche der Brau- und Getränkebranche ab, von der Herstellung über Vertrieb bis zum Marketing. Mit den verschiedenen Titeln werden alle Zielgruppen angesprochen, die mit Bier und Getränken zu tun haben.

Über die Fachbuchhandlung Hans Carl sind wir in der Lage, alle Bücher und Publikationen über Bier und Getränke bis hin zur Belieferung in kürzester Zeit weltweit zu beschaffen und auszuliefern. Neben den klassischen Methoden der Buchbestellung per Fax oder Telefon bietet der BRAUWELT-Shop umfangreichen Service.

Kontakt  
Fachverlag Hans Carl GmbH  
Arendtstrasse 23a  
90411 Nürnberg  
Deutschland  
+49 (0) 9 117 9 52 85-0  
+49 (0) 9 117 9 52 85-48  
info@hanscarl.com  
www.hanscarl.com

Ansprechpartner  
Michael Schmitt  
Geschäftsführer  
+49 (0) 9 117 9 52 85-20  
m.schmitt@hanscarl.com

Zurück zu Firmen

- ▶ Use the company site to present your products and services
- ▶ Link your own messages with articles from the BRAUWELT
- ▶ Layout of the contents on www.brauwelt.com/de

BE PRESENT WHERE YOUR TARGET GROUP SPENDS TIME AND REMAIN IN MEMORY!

### Teaser box

#### NEUE FIRMENEINTRÄGE

Eintrag schalten

**Katz GmbH & Co.KG**  
76599 Weisenbach

**CUSS Chriwa Umwelt-Systemtechnik und Service GmbH**  
29313 Hambühren

**Bavaria Getränkemaschinen GmbH**  
24963 Tarp

**Redl GmbH**  
2020 Hollabrunn

### Pictures and videos

**BRAUWELT<sup>®</sup>**

HOME THEMEN VERANSTALTUNGEN KARRIERE MEDIATHEK FIVE SERVICE FIRMEN

Home > Mediathek > Bildergalerie > Brauereiale 2018

Brauereiale 2018

13.-15. November 2018, Nürnberg

Zurück zu Firmen

### Search result

**BRAUWELT<sup>®</sup>**

HOME THEMEN VERANSTALTUNGEN KARRIERE MEDIATHEK DOSSIER FIVE SERVICE FIRMEN

Home > Firmen

Firmensuche

CUSS

Land auswählen

Suchen Zurücksetzen

Ihre Suche lieferte 1 Ergebnisse

**CUSS Chriwa Umwelt-Systemtechnik und Service GmbH**  
CUSS hat eine auf Wasser- und Abwasserbehandlung sowie Biogas-Anlagentechnik spezialisierte, weltweit agierende Firmen-Holding

### Events

2019 Jan Feb Mär Apr Mai Jun Jul Aug Sep Okt Nov Dez

14.-16.01.2019  
Der Mineralwasserexperte  
Schulungszentrum Fohnsdorf, Hauptstr. 68, Fohnsdorf/Österreich

15.-16.01.2019  
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränkelieferungsverträge“  
Dorniers Academy GmbH, Stefanstraße 6, Gröfelfing

18.-27.01.2019  
Internationale Grüne Woche  
Weitere Informationen unter www.gruenewoche.de

20.-23.01.2019  
Getränke Impuls Tage  
Kongresshotel „Der Krallenhof“, Raitz 6, Saalfelden-Leopoldsdorf/Österreich

21.-24.01.2019  
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränkelieferungsverträge“  
Dorniers Academy GmbH, Stefanstraße 6, Gröfelfing

25.-27.01.2019  
Brauer-Ski-Cup  
Brettenberg

31.01.-02.02.2019

### Products

Fachverlag Hans Carl GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

**BRAUWELT**  
Die Print-Ausgabe der wöchentlich erscheinenden BRAUWELT, dem internationalen, unabhängigen Fachorgan für die gesamte Getränkebranche, bietet topaktuelle Berichte, Meldungen und Nachrichten aus der ganzen Welt der Brau- und Getränkeindustrie.

BRAUWELT berichtet über neueste Technik und Technologien von den Rohstoffen über das Sudhaus, den Gär- und Lagerkeller etc. bis hin zu Qualitätsicherung, Energie-Wasser-Umweltfragen und Logistik. Sie präsentiert Anzeigengestaltung, Unternehmensportraits, Interviews, Marketing- und Verkaufsstrategien, Berichte über Kongresse, Workshops und Seminare, Messen, Messenberichte, aktuelle Termine und Veranstaltungshinweise, Unternehmens- und Verbindungsberichte und Personalnachrichten.

99% des Schwerpunktes (je 1-mal pro Monat) Brauereietechnik, Getränkeindustrie sowie Marketing und Managementpraxis deckt BRAUWELT alle Wissensbereiche ab, in denen Fachleute und Führungskräfte aus der Brau- und Getränkeindustrie im beruflichen Alltag zu tun haben müssen.

Die BRAUWELT bietet eine geeignete Plattform für einen umfassenden Wissensaustausch innerhalb der Brau- und Getränkeindustrie.

**BRAUWELT INTERNATIONAL**  
Die Print-Ausgabe der BRAUWELT International enthält ausgearbeitete Berichte und Fachartikel von namhaften Autoren aus der internationalen Brau- und Getränkeindustrie, der Zulieferindustrie sowie der Forschung und Entwicklung.

**BRAUWELT**  
Die Publikationspraxis ist Englisch. Alle Wissensbereiche der internationalen Getränkeindustrie werden abgedeckt von Rohstoffen und Herstellung über Bier- und Getränkeproduktion, Mälzung und Verpackung, Logistik, Energie, Wasser und Nachhaltigkeit bis zur Erschließung internationaler Märkte. Die BRAUWELT International bietet eine geeignete Plattform für einen weltweiten Wissensaustausch innerhalb der Brau- und Getränkeindustrie.

## BRAUWELT-NEWSLETTER PUBLICATION DATES

Be ahead of time and present yourself in our BRAUWELT newsletter, which is sent out 2 days before the print edition is published.

**Number of recipients: 5,293**  
(status: October 2022)

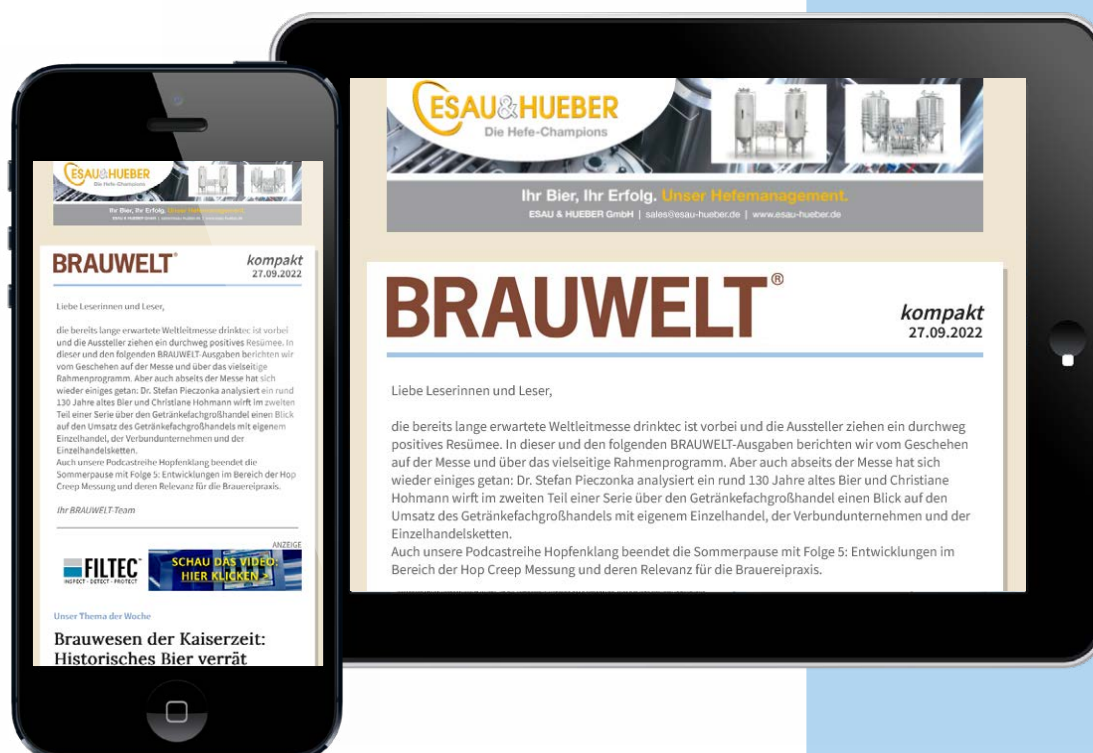
**Open rate:**  
Annual average 23%

## PUBLICATION DATES:

January	February	March	April	May	June
10-Jan-2023	07-Feb-2023	14-Mar-2023	04-Apr-2023	02-May-2023	06-June-2023
17-Jan-2023	21-Feb-2023	21-Mar-2023	18-Apr-2023	16-May-2023	13-June-2023
24-Jan-2023	28-Feb-2023		25-Apr-2023	23-May-2023	27-June-2023
31-Jan-2023					

July	August	September	October	November	December
04-July-2023	08-Aug-2023	05-Sep-2023	10-Oct-2023	07-Nov-2023	05-Dec-2023
18-July-2023	15-Aug-2023	12-Sep-2023	17-Oct-2023	21-Nov-2023	12-Dec-2023
25-July-2023	22-Aug-2023	26-Sep-2023	24-Oct-2023	28-Nov-2023	19-Dec-2023



## BANNER IN BRAUWELT-NEWSLETTER

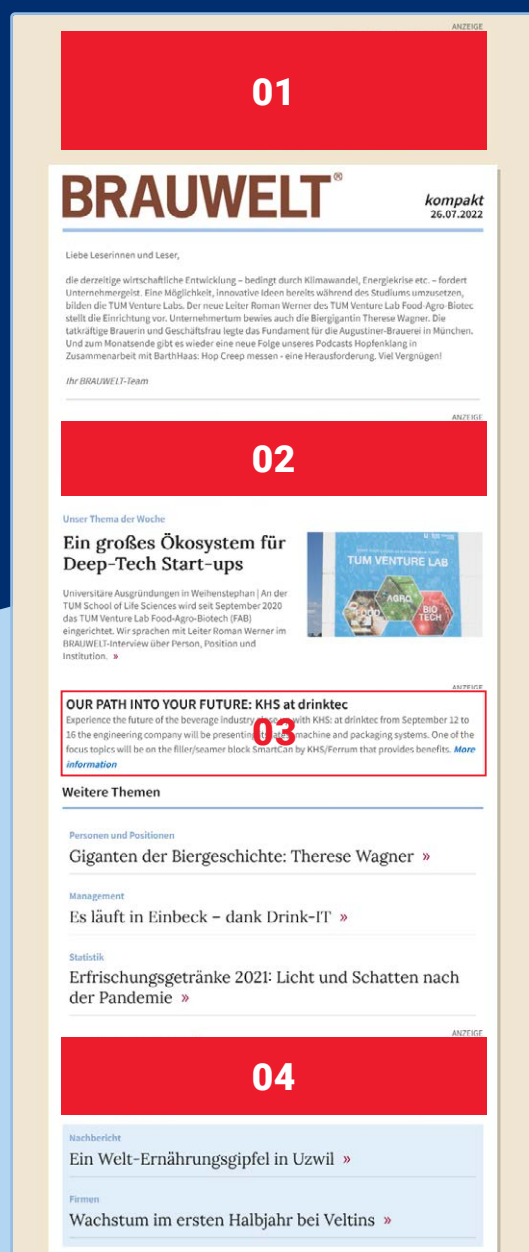
- 01 PREMIUM**  
Size: 600x160 pixels
- 02 TOP**  
Size: 600x100 pixels
- 03 TEXT DISPLAY**  
Maximum text size: 300 characters
- 04 STANDARD**  
Size: 600x100 pixels

PLACEMENT	PRICE PER ISSUE
PREMIUM	460.- €
TOP	360.- €
STANDARD	310.- €
TEXT DISPLAY	330.- €

## TECHNICAL REQUIREMENTS

Data delivery	1 week prior to publication to: anzeigen@hanscarl.com
File size	50 kb maximum
Formats	jpg, gif, png

Please tell us the URL you want to link your banner to.



## DISCOUNTS

(for repeats within a 12-month period):

3 appearances:	5%
6 appearances:	10%
9 appearances:	15%
12 appearances:	20%

## FREQUENCY

36 ISSUES PER YEAR

All prices are subject to VAT as currently applicable.

brauwelt.com/de

## VIDEOS

Get even more attention from your target group with a video about your product, your company or the service you provide.

Video Formats	mp4, m4a
File Size	max. 128 MB
Headline	max. 90 characters incl. spaces
Description	text max. 580 characters incl. spaces
Reporting	4 weeks after publication
Placement	in the BRAUWELT media ressources under videos
Running Time	1 month

## PROMOTION OF THE VIDEO



### IN THE BRAUWELT-NEWSLETTER

1 broadcast



### IN THE MAGAZINE BRAUWELT

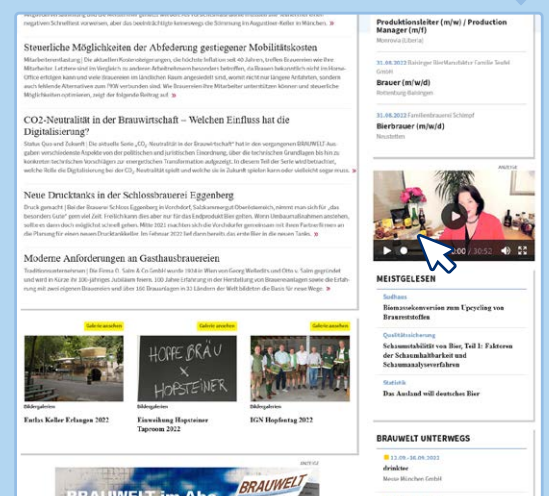
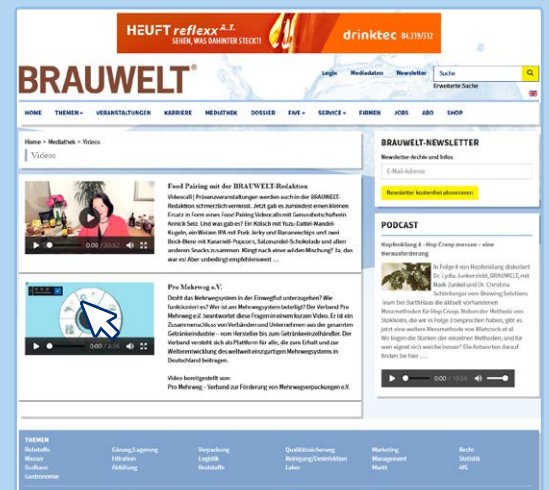
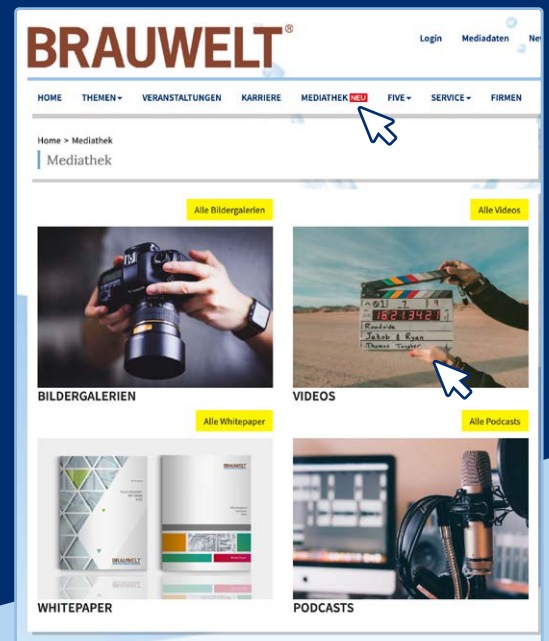
1 issue



### SOCIAL MEDIA CHANNEL



1 WEEKLY  
insertion of the video in the sidebar on  
www.brauwelt.com/de



Price on delivery	1,450 € Not discountable
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All prices are subject to VAT as currently applicable.



## WHITEPAPER

With the whitepaper, you present yourself as a competent solution provider in the industry. Your whitepaper will be integrated into our BRAUWELT environment and thus draw the attention of your potential customers to the range of services you offer.

USE YOUR KNOW-HOW TO GENERATE HIGH-QUALITY BUSINESS CONTACTS.

## PRODUCT PERFORMANCE

File Format	Whitepaper delivery as PDF
File Size	max. 128 MB
Teaser	max. 60 characters incl. spaces
Text Teaser	max. 200 characters incl. spaces
Short Description	max. 1,500 characters incl. spaces
Placement	in the BRAUWELT media resources under Whitepaper
Running Time	3 months

Lead generation included in the booking period. After expiry of the campaign period 25,- EUR per lead

Archiving of the whitepaper: After expiry of the booking period the whitepaper will remain in our media resources and can be found via the search function.

## PROMOTION



**TEASERBOX**  
on homepage of [www.brauwelt.com/de](http://www.brauwelt.com/de)  
Running period 1 month



**BANNER**  
in the BRAUWELT-Newsletter  
2 postings

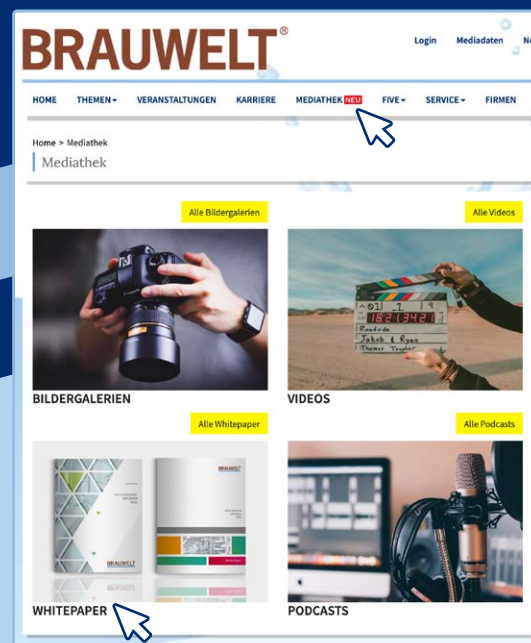


**IN THE MAGAZINE BRAUWELT**  
1 issue

Price on delivery	1,950 € Not discountable (delivery of a completed PDF)
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## YOUR ADVANTAGES

- ▶ Generation of valuable leads
- ▶ Strengthening your brand building
- ▶ Target group expansion and reach increase



### Gut gerüstet für neue Herausforderungen

Bereitgestellt von: Siemens AG  
Datum: 25.01.2021



Die aktuellen Herausforderungen der Covid-19-Pandemie erfordern von Unternehmen der Lebensmittel- und Getränkeindustrie höchste Flexibilität bei der Anpassung an neue Gegebenheiten. Diese Themenreihe untersucht die 'neue Normalität' in der globalen Nahrungs- und Genussmittelindustrie, insbesondere die Rolle der intelligenten Finanzierung und agiler Technologien für Produktionsunternehmen.

#### Schwerpunkte der Studie

- Unternehmen, die in Automatisierung, Digitalisierung und Modernisierung investieren, sind für neue Marktanforderungen bestens gerüstet.
- Investitionsvorteile sind messbar in Form von quantifizierbaren Produktivitätsgewinnen, Effizienzvorteilen und Qualitätsverbesserungen.
- Über die nächsten fünf Jahre sind in der globalen Lebensmittel- und Getränkeindustrie Digitalisierungsinvestitionen in Höhe von 567 Mrd. € erforderlich.

- Mit intelligenter Finanzierung können Sie selbst in diesen herausfordernden Zeiten Investitionen vornehmen.

Um das Whitepaper herunterzuladen, müssen Sie registrierter Benutzer sein.

Registrieren

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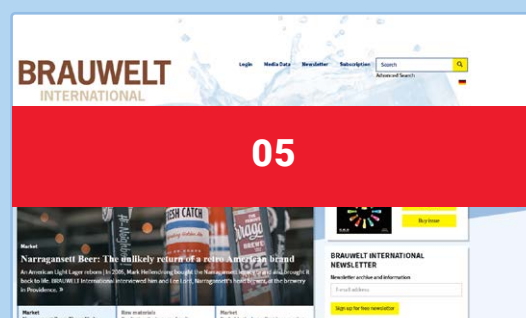
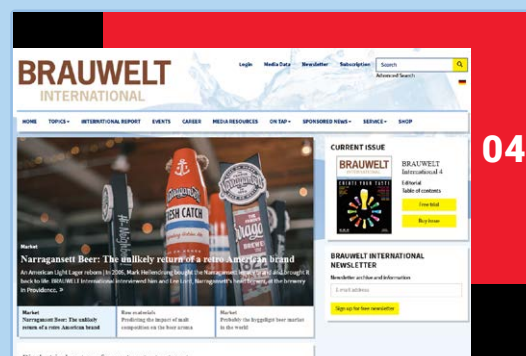
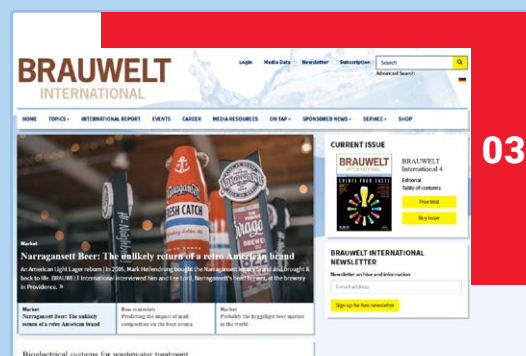
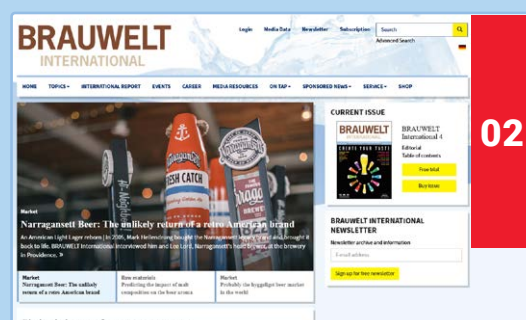
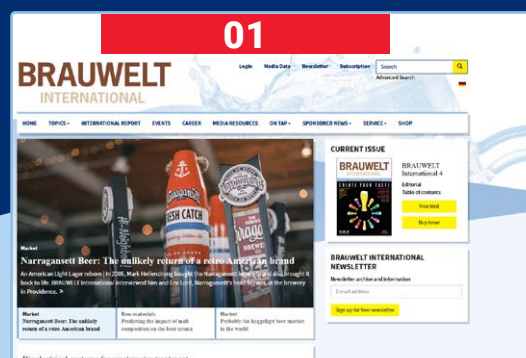
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brauwelt.com/en

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Exclusive placements (without rotation) possible, price on request.

**Market**  
New report: The utility  
renew of a river American brand

**Raw materials**  
Predicting the impact of  
competition on the beer arena

**Market**  
Predicting the biggest beer market  
in the world

**Sign up for the newsletter**

**Bioelectrical systems for wastewater treatment**  
The development of bioelectrochemical systems for the recovery of precious water permits  
integrated media and energy generation while simultaneously treating wastewater. The topic is addressed in a project entitled  
"Intelligent Hybrid Systems for the generation of energy and media in the brewing industry" (0\_14010\_18)

**A new organization for organic hop cultivation**  
Promoting organic hops (A new organization devoted to marketing hops has been created in Tettnang. What sets it apart from  
existing organizations is that it focuses entirely on the promotion of organic hops. With a separate organization, why now, and  
why "Tettnang"? The founders: Lukas Lohrer, Charlotte Huber and Johann Schmid present their questions in the exclusive  
interview with BREWERY International. 0\_14010\_18)

**Flocculation of Brewing Yeasts**  
Molecular biology (Flocculation is an important factor of yeast behavior which is widely exploited in the brewing industry as an  
effective, low cost and natural mechanism for yeast separation from beer. However, yeast flocculation is a complex process with an  
understanding of the underlying molecular biology involved in flocculation, as a consequence various of the review article  
"Molecular Basis and Regulation of Flocculation in Saccharomyces cerevisiae and Saccharomyces pastorianus - a review"  
originally published in Brewing Science, 30 (March/April 2022). 0\_14010\_18)

**TOPICS**

**Raw materials**

**Market**

**Management**

**Most Read**

**Environmental impact of hop varieties**

**Chemoecologically based hop polyphenols of the  
active hard resin fraction and their  
occurrence in hops, hop products, and beer**

**Belgian - Hopsteiner's recent answer to  
climate change**

**2021 United States hop crop & hop average  
report**

**PODCAST**

**Beer increasingly produced in 3. The brewing industry is  
an age of disruptions**

**Brauwelt International is launching a new series of podcasts.**

**Packaging**

**2nd VLB Packaging Conference**  
Packaging trends: What are the current trends in beer and beverage packaging? What will be next? Further, who drives the  
market change and what does it mean for the industry? These are some of the questions that will be discussed at the 2nd VLB Packaging  
Conference (VPC) taking place from 14 September to 15 September 2022 online at the VLB 1st Congress (and 2 weeks before the  
deadline 22 to 26 September in Munich). 0\_14010\_18)

**Raw materials**

**Spring barley report for Europe 2022**  
Molecular biology (The spring barley report for the 2022 season was published by the EU's national crop office. What is the  
situation for the market for the new season without any surprises from the old harvest? 0\_14010\_18)

**Previews**

**drinkee 2022: Preview - Solutions for Every Process**  
The long it's been hard enough to identify the industry's risks for the upcoming drinks, the world's largest  
trade fair for food and beverage packaging is back. The trade fair will finally be able to open its doors to attendees and exhibitors  
from September 13 to 15, 2022. 0\_14010\_18)

**Brewhouse**

**Molson Coors awards major contract to Ziemann Holvrieka**  
New project: As part of the modernization of the Golden Brewery, Molson Coors Beverage Company, USA, has placed a major  
order with Ziemann Holvrieka GmbH. The Lithuanian-based company will manufacture 114 tanks and most of them at the  
Molten, Colson, Lithuanian Brewery. In addition to the tanks, the project includes further components, such as their installation  
and welding systems. Ziemann Holvrieka will handle these projects for Molson Coors at a factory level. 0\_14010\_18)

**Filing**

**Flexible, efficient and hygienic: InnoFill Can C filler has British craft brewery  
Tiny Rebel convinced**  
KVEI Truly craft beer, multiple beverages such as hard seltzer, plus wine, sparkling wine, still water and soft drinks. The range  
of beverages that InnoFill Can C can fill from 500 ml to 1.5 l. In addition, it is not only a filling machine, but also a filling  
line. Since its launch a few years ago, over 100 have been sold to date worldwide.  
Customers like British craft brewery Tiny Rebel are convinced of its efficiency, reliability and hygienic filling  
systems. Thanks to a new addition to the series that speeds up to up to 600 cans per hour, the filler can now also  
integrate into lines with higher outputs even more effectively. 0\_14010\_18)

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**Brauwelt International is launching a new series of podcasts.**

## DISCOUNTS (for repeats within a 12-month period):

3 appearances:	5%
6 appearances:	10%
9 appearances:	15%
12 appearances:	20%



## BRAUWELT INTERNATIONAL-NEWSLETTER PUBLICATION DATES

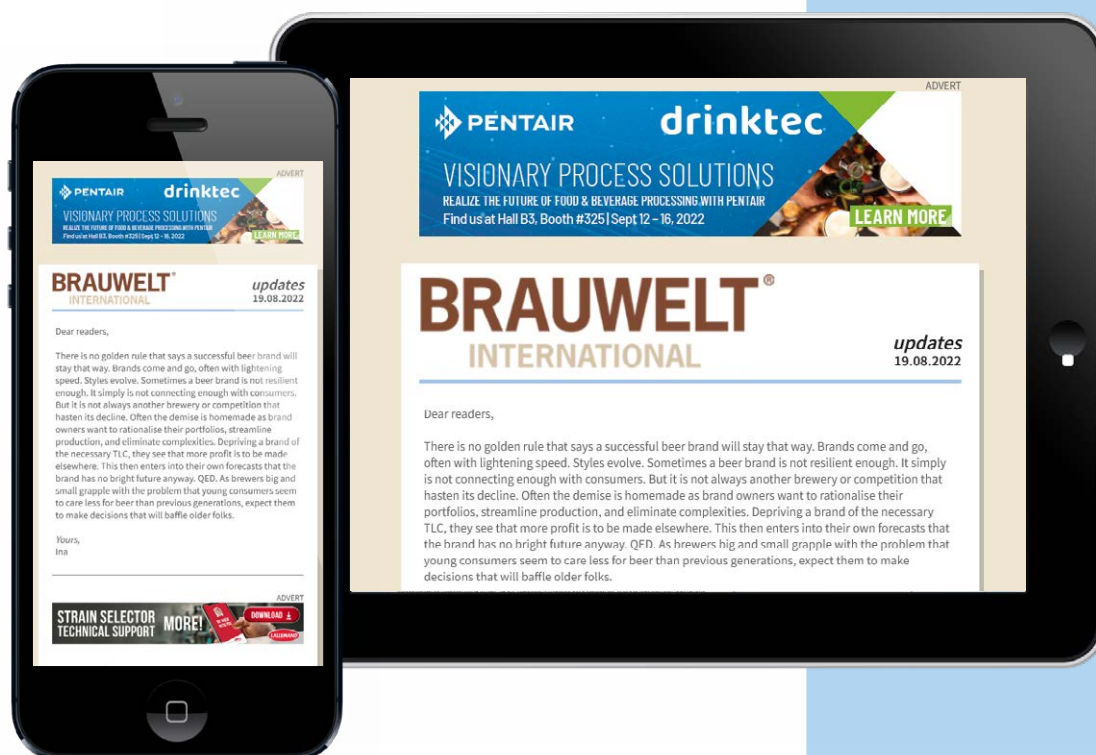
Be ahead of time and present yourself in our BRAUWELT International newsletter, which is published 3 times per month and contains the latest developments in the brewing and beverage industry.

**Number of recipients: 8,264**  
(status: October 2022)

**Open rate:**  
Annual average 21%

## PUBLICATION DATES:

January	February	March	April	May	June
13-Jan-2023	03-Feb-2023	03-Mar-2023	14-Apr-2023	05-May-2023	16-June-2023
20-Jan-2023	10-Feb-2023	10-Mar-2023	21-Apr-2023	12-May-2023	23-June-2023
27-Jan-2023	17-Feb-2023	17-Mar-2023	28-Apr-2023	26-May-2023	30-June-2023
July	August	September	October	November	December
07-July-2023	04-Aug-2023	15-Sep-2023	06-Oct-2023	10-Nov-2023	01-Dec-2023
14-July-2023	11-Aug-2023	22-Sep-2023	13-Oct-2023	17-Nov-2023	08-Dec-2023
21-July-2023	18-Aug-2023	29-Sep-2023	27-Oct-2023	24-Nov-2023	15-Dec-2023





## BANNER IN BRAUWELT INTERNATIONAL-NEWSLETTER

**01 PREMIUM**  
Size: 600x160 pixels

**02 TOP**  
Size: 600x100 pixels

**03 TEXT DISPLAY**  
Maximum text size: 300 characters

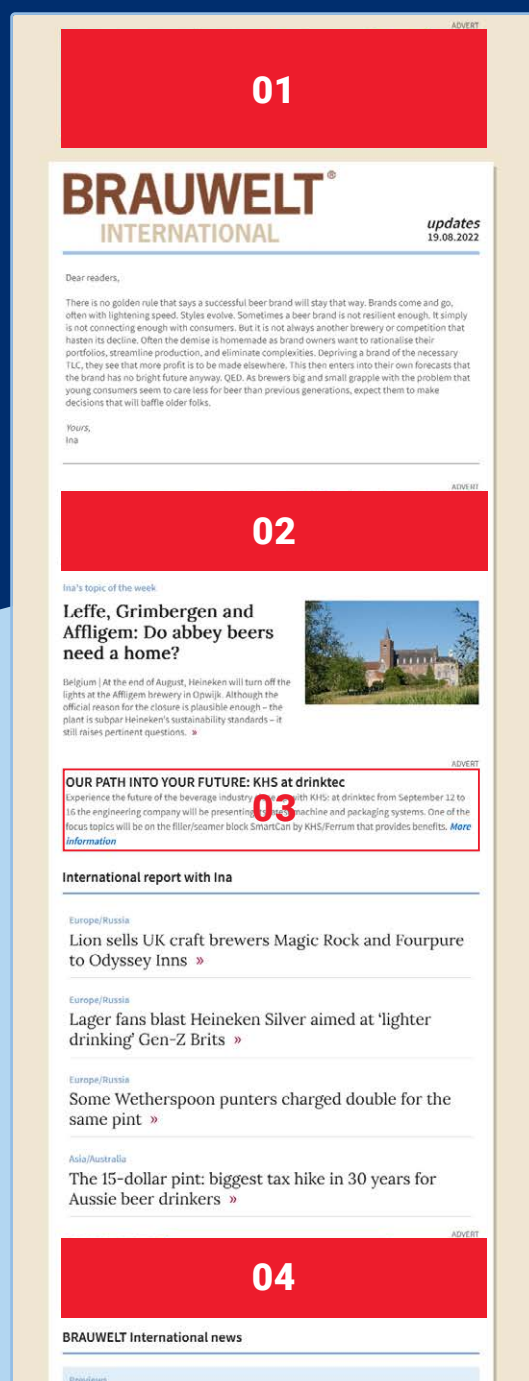
**04 STANDARD**  
Size: 600x100 pixels

PLACEMENT	PRICE PER ISSUE
PREMIUM	600.- €
TOP	500.- €
STANDARD	460.- €
TEXT DISPLAY	480.- €

## TECHNICAL REQUIREMENTS

Data delivery	1 week before publication date
File size	50 kb maximum
Formats	jpg, gif, png

Please tell us the URL you want to link your banner to.



## DISCOUNTS

(for repeats within a 12-month period):

3 appearances:	5%
6 appearances:	10%
9 appearances:	15%
12 appearances:	20%

## FREQUENCY

41 ISSUES PER YEAR

All prices are subject to VAT as currently applicable.

brauwelt.com/en

## VIDEOS

Get even more attention with a video about your product, your company or the service you provide.

Video Formats	mp4, m4a
File Size	max. 128 MB
Headline	max. 90 characters incl. spaces
Description	text max. 580 characters incl. spaces
Reporting	4 weeks after publication
Placement	in the BRAUWELT INTERNATIONAL media resources under videos
Running Time	1 month

## PROMOTION OF THE VIDEO



### IN THE BRAUWELT INTERNATIONAL NEWSLETTER

1 broadcast



### IN THE MAGAZINE BRAUWELT INTERNATIONAL

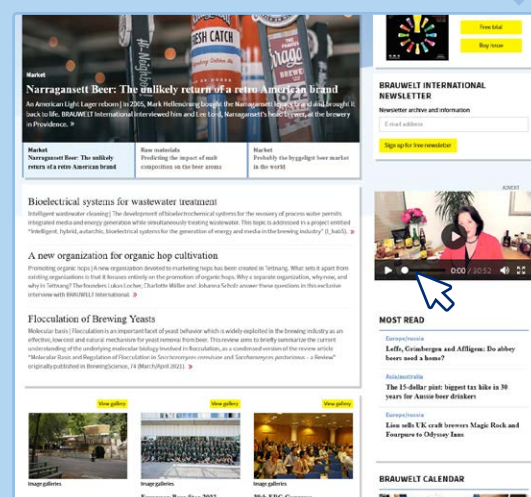
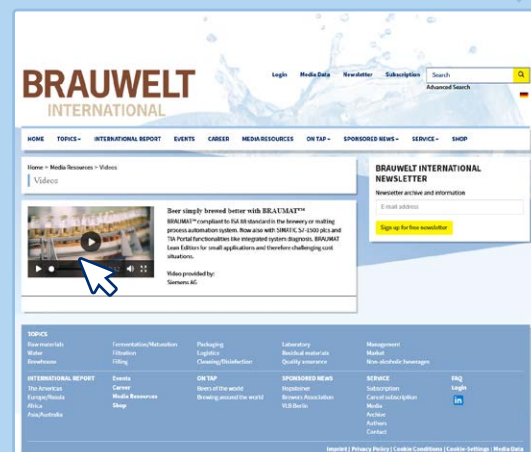
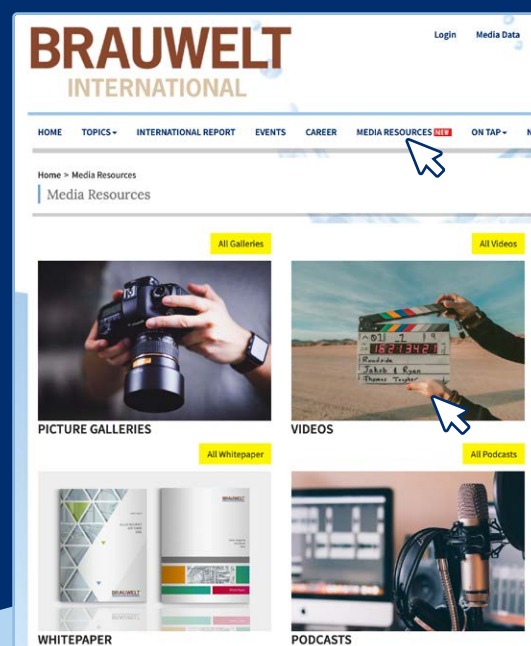
1 issue



### SOCIAL MEDIA CHANNEL



1 WEEKLY insertion of the video in the sidebar on [www.brauwelt.com/en](http://www.brauwelt.com/en)



Price on delivery 1,450 € Not discountable

All prices are subject to VAT as currently applicable.

## WHITEPAPER

With the whitepaper, you present yourself as a competent solution provider in the industry. Your whitepaper will be integrated into our BRAUWELT environment and thus draw the attention of your potential customers to the range of services you offer.

USE YOUR KNOW-HOW TO GENERATE HIGH-QUALITY BUSINESS CONTACTS.

## PRODUCT PERFORMANCE

File Format	Whitepaper delivery as PDF
File Size	max. 128 MB
Teaser	max. 60 characters incl. spaces
Text Teaser	max. 200 characters incl. spaces
Short Description	max. 1,500 characters incl. spaces
Placement	in the BRAUWELT INTERNATIONAL media resources under Whitepaper
Running Time	3 months

Lead generation included in the booking period. After expiry of the campaign period 25,- EUR per lead

Archiving of the whitepaper: After expiry of the booking period the whitepaper will remain in our media resources and can be found via the search function.

## PROMOTION



**TEASERBOX**  
on homepage of [www.brauwelt.com/en](http://www.brauwelt.com/en)

Running time 1 month



**BANNER**  
in the BRAUWELT INTERNATIONAL  
-Newsletter

2 postings



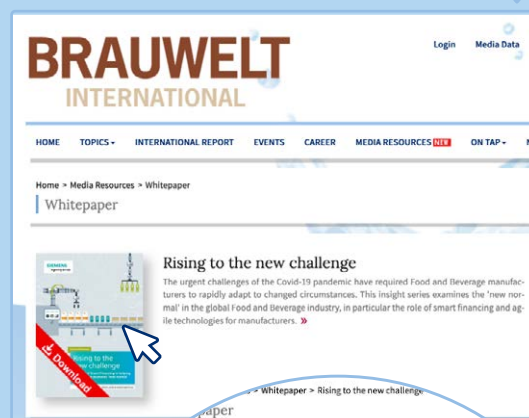
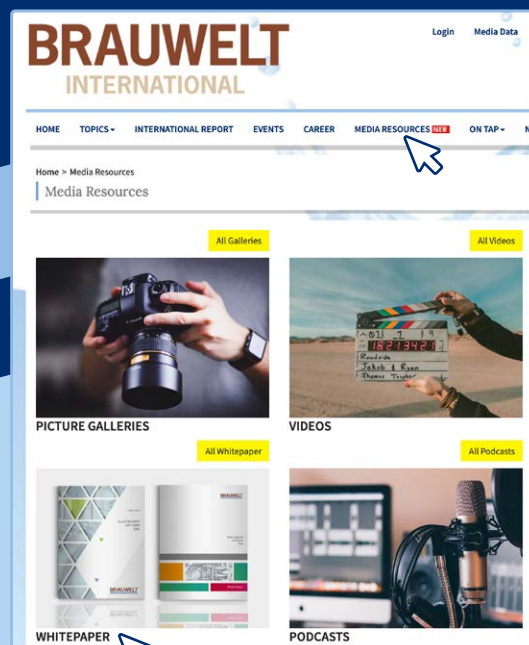
**IN THE MAGAZINE**  
BRAUWELT INTERNATIONAL

1 issue

Price on delivery 1,950 € Not discountable  
(delivery of a completed PDF)

## YOUR ADVANTAGES

- ▶ Generation of valuable leads
- ▶ Strengthening your brand building
- ▶ Target group expansion and reach increase



### Rising to the new challenge

Supplied by: Siemens AG  
Date: 23 January 2021



The urgent challenges of the Covid-19 pandemic have required Food and Beverage manufacturers to rapidly adapt to changed circumstances. This insight series examines the 'new normal' in the global Food and Beverage industry, in particular the role of smart financing and agile technologies for manufacturers.

#### Key points from the study

- Companies that invest in automation, digitalization and retrofit projects are best placed to react to shifting market demands.
- Investment benefits are measurable, with quantifiable productivity improvements, efficiency benefits and quality gains.
- The global digitalization investment challenge for Food and Beverage is 5567 billion over the next five years.
- Smart finance can enable business outcomes without any loss of flexibility, agility and commercial sustainability in these challenging times.

You have to register to download this whitepaper.

Login Register

All prices are subject to VAT as currently applicable.

## BRAUWEL EN ESPAÑOL-NEWSLETTER PUBLICATION DATES

The BRAUWEL En Español-Newsletter contains all the contents of the Friday ePaper edition.

**Number of recipients: 411**  
(status: October 2022)

**Open rate:**  
Annual average 25%

## PUBLICATION DATES:

February	May	August	November
28-Feb-2023	23-May-2023	29-Aug-2023	07-Nov-2023





# BRAUWELT NEWSLETTER

EN ESPAÑOL

## BANNER IN BRAUWELT EN ESPAÑOL-NEWSLETTER

**01 PREMIUM**  
Size: 600x160 pixels

**02 TOP**  
Size: 600x100 pixels

**03 TEXT DISPLAY**  
Maximum text size: 300 characters

**04 STANDARD**  
Size: 600x100 pixels

PLACEMENT	PRICE PER ISSUE
PREMIUM	310.- €
TOP	210.- €
STANDARD	125.- €
TEXT DISPLAY	145.- €

## TECHNICAL REQUIREMENTS

Data delivery	1 week before publication date
File size	50 kb maximum
Formats	jpg, gif, png

Please tell us the URL you want to link your banner to.



## DISCOUNTS

(for repeats within a 12-month period):

2 appearances:	5%
4 appearances:	10%

## FREQUENCY

4 ISSUES PER YEAR

All prices are subject to VAT as currently applicable.

# TERMS AND CONDITIONS FOR ADVERTISING BANNERS AND PUBLICATION OF CONTENT

General Terms and Conditions for the Placement of whitepapers, podcasts, videos and advertising banners on the [www.brauwelt.com/de](http://www.brauwelt.com/de) und [www.brauwelt.com/en](http://www.brauwelt.com/en)

## §1 General, validity of the General Terms and Conditions

1.1. The following General Terms and Conditions („GTC“) conclusively regulate the publication of whitepapers, advertising banner, podcasts and videos on the website [www.brauwelt.com](http://www.brauwelt.com) between you (hereafter referred to as „Client“) and the specialist publisher Fachverlag Hans Carl GmbH, Andernacher Str. 33a, 90411 Nuremberg, Germany („Fachverlag Hans Carl“). All services are performed exclusively on the basis of these GTC in the respective current version. Unless expressly agreed, any deviating terms and conditions do not apply.

1.2. Clients within the meaning of these terms and conditions can only be entrepreneurs (Section 14 BGB - German Civil Code), legal persons under public law and special funds under public law. Entrepreneurs within the meaning of the terms and conditions are natural or legal persons or partnerships having legal capacity, which in concluding the contract with the seller exercise their commercial or independent professional activity.

1.3. According to Section 312 i para. 2 sentence 2 BGB, it is agreed that the Client waives the fulfilment of informational duties in electronic commerce according to Section 312 i para. 1 No. 1 - 3 BGB.

## §2 Scope of services

2.1. Fachverlag Hans Carl shall make available to the Client the placing of whitepapers, advertising banner, podcasts and videos on the website [www.brauwelt.com](http://www.brauwelt.com). The specific service content is determined by the respective offer and the order confirmation.

2.2. The respective service content results from the respective article description on the website. If technical specifications are to be observed, these can be found in the respective „Technical Requirements“.

2.3. Fachverlag Hans Carl is entitled, for technical or other reasons, to change the scope and design of the content on [www.brauwelt.com](http://www.brauwelt.com) and to postpone the publication date.

2.4. Fachverlag Hans Carl does not guarantee the inclusion of content for whitepapers, podcasts and videos in particular spots on the website and reserves the right to make changes to the previous placement.

2.5. An exclusion of the Client's competitors is not possible.

2.6. Fachverlag Hans Carl is entitled to designate with „ADVERTORIAL“, „ADVERTISEMENT“ or „ADVERT“ commissioned banners clearly and separately from other content.

## §3 Conclusion of contract

3.1. Our offer is not binding but represents an invitation to the Client to submit an offer. An offer to publish whitepapers, podcasts, videos and banner can be submitted by sending a request by e-mail to [anzeigen\[at\]hanscarl.com](mailto:anzeigen[at]hanscarl.com).

3.2. Offers are deemed to have been accepted by Fachverlag Hans Carl if they are not rejected in writing within two weeks after receipt of the order or if an order confirmation is sent.

3.3. No right or obligation exists for the publication of a whitepaper, podcasts, video or an advertising banner. Fachverlag Hans Carl may accept or reject orders at its discretion and without stating reasons.

## §4 Storage of the contract text

The Client shall receive by e-mail a confirmation of receipt of his offer and then an order confirmation when the offer is accepted. The order confirmation contains the contract terms with details of the booked advertising order including these General Terms and Conditions. Fachverlag Hans Carl does not store the contract text.

## §5 Prices and terms of payment

5.1. The costs for publishing ads are based on the current price list. The prices indicated in the price lists are exclusive of VAT.

5.2. Payment shall be made per invoice. If payment is made by invoice, payment shall be due on receipt of the invoice and must be paid within 10 days by bank transfer or, if desired, by credit card payment to the account specified in the invoice. Should the Client wish to pay by credit card after invoicing, the Client will be sent a link to an external payment service provider, on whose website the payment can be made. The credit card or the specified account will be charged upon completion of the local payment process.

## §6 Contract period, termination

6.1. Company entries: the contract is concluded for a term of one year. At the end of this year, the contract is automatically extended for an indefinite period; however, during this term it can be terminated at any time with a period of notice of one month. On extension of the contract the price list valid at the time of extension shall apply. The contract is terminated by sending an email to [anzeigen@hanscarl.com](mailto:anzeigen@hanscarl.com).

6.2. Whitepaper, podcasts and videos: The contract is concluded for a period of one month and ends automatically thereafter. At the end of the contract period, the respective content will be moved to the archive of the website [www.brauwelt.com](http://www.brauwelt.com) and can still be found via the search function.

6.3. Banner: The contract is concluded for a period of one month and ends automatically thereafter.

6.4. Each party's right of extraordinary termination without notice for good cause remains unaffected. A good cause is deemed to be the case, in particular, if:

- The Client is in default with a payment despite a reminder and deadline for a period of more than 2 months;
- The Client violates his obligations according to § 7.1.

## §7 Client obligations

7.1. The Client is responsible for ensuring that the content does not violate any laws, third-party rights, common decency or the interests of Fachverlag Hans Carl. The Client also assures that the content is not intentionally misleading. The aforementioned obligations are essential contractual obligations.

7.2. Insofar as contents of the Client contain recordings of persons, in particular video, image or voice recordings, the Client shall ensure that the legal requirements for publication are met. This includes in particular the transfer of the necessary copyrights to the content to Fachverlag Hans Carl and the permissibility of the processing of the

data under data protection law. If consent is required for this in accordance with the German Art Copyright Act (KUG) or the Basic Data Protection Regulation (GDPR), the Client shall obtain and document the necessary consents. Upon request, the Client shall immediately submit the documentation of the consents to Fachverlag Hans Carl.

7.3. If the content of the Client contains personal data, for example in the case of video or voice recordings of persons, the Client shall ensure that the persons concerned have been informed in accordance with Art. 13 DSGVO about the data processing in the context of the publication of the content at Fachverlag Hans Carl before content is transmitted to Fachverlag Hans Carl. Upon request, the Client shall immediately submit proof of the information to Fachverlag Hans Carl.

7.4. Insofar as claims are asserted against Fachverlag Hans Carl by third parties with reference to the infringement of their own rights by content of the customer, the customer shall indemnify Fachverlag Hans Carl against all justified claims. This also includes the assumption of reasonable costs of a legal defense against the claims raised upon first request.

7.5. The client is obliged to provide the data for the creation of whitepapers, podcasts, videos and advertising banners no later than four working days before the agreed publication date. The current „Technical Requirements“ of Fachverlag Hans Carl must be observed in this regard. If the data is provided late or does not comply with the publisher's specifications and if, as a result, publication cannot take place in an orderly and timely manner, the client's payment obligation shall remain unaffected.

7.6. The client undertakes to ensure that the transmitted data is free of harmful code, such as viruses and Trojans, by means of state-of-the-art protection programs.

## **§8 Rights of use**

The Client grants Fachverlag Hans Carl all rights necessary for the use and order-related publication of the content, in particular the right of storage, duplication, publication, digitization, public accessibility as well as the right to edit, as far as is necessary for the execution of the contract. This also includes the advertising right for the purpose of self-promotion, such as in the context of a reference archive or for presentations.

## **§9 Deletion, interruption of content, other measures**

9.1. If concrete evidence exists that

- content is in violation of the General Terms and Conditions or legal provisions,
- content is being used for improper purposes,

Fachverlag Hans Carl shall be entitled to delete all or part of the published content or to interrupt, delay or not execute the publication. The Client has no right to performance or reimbursement of costs.

9.2. Fachverlag Hans Carl reserves the right to make the content

available only within the scope of technical and operational possibilities. Fachverlag Hans Carl is committed to providing its services in a manner that is as disruption-free as possible. However, temporary restrictions or interruptions may occur due to technical disruptions (such as loss of power, hardware and software errors, or technical problems with the data lines).

## **§10 Liability**

10.1. Fachverlag Hans Carl shall be liable for intent and gross negligence. If the claims are based on a grossly negligent breach of duty, liability shall be limited to foreseeable losses that typically occur.

10.2. Furthermore, Fachverlag Hans Carl shall be liable for the negligent breach of duties, the fulfilment of which is essential for the proper execution of the contract, the breach of which endangers the achievement of the contractual purpose and the compliance with which the users as clients may regularly rely on.

10.3. In the case of a grossly negligent breach of duty as well as in the event of a violation of cardinal obligations, however, Fachverlag Hans Carl shall only be liable for the foreseeable, contract-type damage.

10.4. Fachverlag Hans Carl shall not be liable for the slightly negligent violation of obligations other than those specified in the preceding sentences.

10.5. The above exclusions of liability shall not apply in the event of injury to life, limb or health.

10.6. As far as Fachverlag Hans Carl's liability is excluded or limited, this shall also apply to the personal liability of its employees, representatives and vicarious agents.

## **§11 Customer service**

If you have any questions, complaints or claims, please contact us.

You can reach us Monday - Thursday from 8 a.m. to 5 p.m. and Friday from 8 a.m. to 2 p.m. by calling +49-(0) 911/95285-0 oder by e-mailing [anzeigen\[at\]hanscarl.com](mailto:anzeigen[at]hanscarl.com).

## **§12 Legal system and venue**

12.1. German law applies to the exclusion of the UN Sales Convention.

12.2. For any and all disputes arising from the contractual relationship, if the Client is a merchant, a legal entity under public law or a special fund under public law, the place of jurisdiction is the registered office of our company in 90411 Nuremberg.

## **§13 Miscellaneous**

13.1. The contract language is German.

13.2. If one or more provisions of these terms and conditions are invalid, the remainder of the contract shall remain valid. If provisions are invalid, the content of the contract shall be governed in accordance with statutory regulations.

**Fachverlag Hans Carl GmbH**

Andernacher Str. 33a

90411 Nuremberg

Phone +49 911 / 9 52 85-26

[anzeigen@hanscarl.com](mailto:anzeigen@hanscarl.com)

[www.brauwelt.com/de](http://www.brauwelt.com/de)

[www.brauwelt.com/en](http://www.brauwelt.com/en)

