

# BRAUWELT®

## Online MEDIA DATA 2024

PRICE LIST FROM 1-JAN-2024



# BRAUWELT<sup>®</sup> BANNER

brauwelt.com/de

## 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

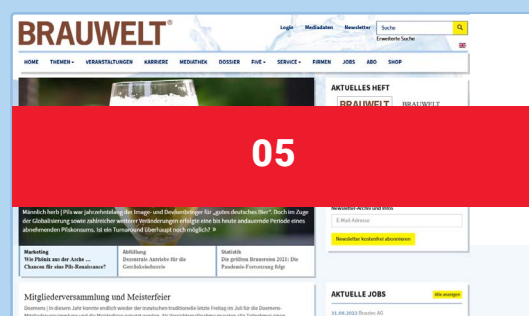
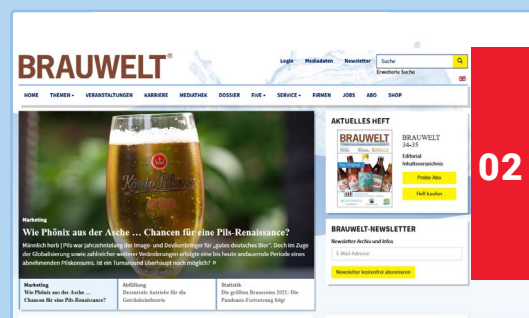
Format	728 x 90 pixels (top), 160 x 600 pixels (right), including background colouring of your choice
File Size	50 kb maximum per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, Exclusive placement without rotation
Price	1,275.- € per month

## 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.com/de**

## 06 MEDIUM RECTANGLE

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

## 07 VIDEO AD

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

## 08 MAIN CONTENT AD

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

## 09 FLOOR AD

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

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





**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.**

**C02-Neutralität in der Brauwirtschaft – Welchen Einfluss hat die Digitalisierung?**  
 Jochen Kott und Lutz Kretz (ZfL Akademie Essen, ZfL) „Neutralität in der Brauwirtschaft“ hat in den vergangenen BRAUWELT-Jahren verschiedene Aspekte von der politischen und gesellschaftlichen Einordnung, über die ökonomischen Grundlagen bis hin zu aktuellen technischen Entwicklungen umgriffen. In der nächsten Transformation wird dieses „Z“ der Serie „Neutralität“ in eine weitere Reihe der Digitalisierung für die ZfL-Beitragenden und weitere Leser\*innen der Brauwirtschaft sowie der Öffentlichkeit einbringen. »

**Neue Drinks in der Schlossbrauerei Eggenstein**  
 David Griesmayer (ZfL der Brauwirtschaft Eggenstein) „Schlossbrauerei Eggenstein, nennt man sich für das Bier bewundern?“ ganz und gut. Fastlich kann aber nur das Endprodukt Bier sein. Welche Umkreisumstände antreiben, sollte es dann doch vielleicht schnell klären. Im Jahr 2022 merkten sich die Verantwortlichen mit neuen Positionen auf die Planung für einen neuen Druckaltbier. Im Februar 2022 hat dann bereits das erste Bier in der neuen Tanks. »

**Moderne Anforderungen an Gasthausbrauereien**  
 Sachverständigenkommission (Dr. Franziska C. Sauer, Dr. Carola-Maria Wöhrle und Oliver K. Garg) gegründet und mit 6 Kilometern im 100-jährigen Jubiläum heraus. 100 Jahre Erfahrung in der Herstellung von Brauereiprodukten und der Erfahrung mit neuen Anlagen. Brauereien sind aber im Brauwirtschaften in 100 Jahren der Welt. Die Basis für neue Wege. »

[illegible]

**Kette Koffer Felagen 2022**


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**Führung Heipster  
Tapezen 2022**

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**KGN Heipster 2022**

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# 08


**BRAUWER UNTERWEGS**

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- 12.09 - 16.09.2022
- drinks:**
- Hesse München GmbH
- 
- 30.09 - 03.10.2022
- V.I.B.-Kabinettweg**
- Versuche und Labormittel für Brauerinnen in Berlin (V.I.B.) e.V.

**BREWING-KALENDER**

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## 09

### Getüzt für neue Herausforderungen

Die aktuellen Herausforderungen der Covid-19-Pandemie verändern unser Unternehmens- und Lebensumfeld. Und dies bedeutet höchste Flexibilität bei der Anpassung an neue Anforderungen. Diese Themenreihe unterstützt die 'neue Normalität' in der globalisierten Welt – und grenzüberschreitend, insbesondere die Rolle der intelligenter Produktion und agiler Technologien für Produktionsunternehmen. ▶

THEMEN	Gefährdungs- / Lagerung Planung	Vergewässerung Logistik Reifung	Qualitätsplanung Produktion / Dienstleistung Leben	Marketing Management Markt	Recht Statistik AGG
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**Veranstaltungen**

**Konferenz**

**Webinar**

**Workshop**

<p>Formen- Nachfrüher/Schulden Technische/Non-technische Beschäftigte/Leben Schulden</p>	<p>SEINER Also Also-Idioten Anker Mittel Anker Kontext</p>	<p>FAQ Lagen</p>
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**DISCOUNTS**  
(for repeats within a 12-month period):

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

[brauwelt.com/de](https://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](https://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 Premium**eintrag!

Preise | FAQ | AGB

**FIRMENSUCHE**

Suchbegriff eingeben  - Land Auswählen -

## PACKAGES AND PRICES

 <b>NEWCOMER</b>	 <b>STANDARD</b>	 <b>PREMIUM</b>
<p>Basic company entry</p> <ul style="list-style-type: none"> <li>✓ Company name</li> <li>✓ Address</li> </ul> <p>► 0.00 EUR</p>	<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>► 39.00 EUR* per month</p>	<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>► 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).



www.brauwelt.com/de

## PREMIUM SAMPLE ENTRY

Home > FINE > Firmen > Firmeneintrag > Fachverlag Hans Carl GmbH

Firmeneintrag

Fachverlag Hans Carl GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

Ge gründet wurde der 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 verschiedensten Institutionen auch die Technischen Leiter der Brauereien national und international, vor allem die Verantwortlichen in den Bereichen Technik, Technologie, Qualitätssicherung sowie Forschung und Entwicklung.

Mit seinen Fachzeitschriften deckt der Fachverlag Hans Carl thematisch alle 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 Balleitistik 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  
Amdenbacher Straße 33a  
90411 Nürnberg  
Deutschland

+49 (0) 9 11/9 52 85-0  
+49 (0) 9 11/9 52 85-48  
info@hanscarl.com  
www.hanscarl.com

Ansprechpartner

Michael Schmitt  
Geschäftsführer  
+49 (0) 9 11/9 52 85-20  
m.schmitt@hanscarl.com

Zurück zu Firmen

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

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

### 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 > BrauWiale 2018

BrauWiale 2018

13. - 15. November 2018, Nürnberg

BRAUWIALE 2018

13. - 15. November 2018, Nürnberg

Zurück

### Search result

BRAUWELT<sup>®</sup>

HOME THEMEN VERANSTALTUNGEN KARRIERE MEDIATHEK DOSSIER FIVE SERVICE FIRMEN

Home > Firmen

Firmen

FIRMENSUCHE

CUSS

Land Auswählen

Suchen Zurücksetzen

### Events

2020 Jan Feb Mär Apr Mai Jun Jul Aug Sep Okt Nov Dez

14. - 16.01.2020  
Der Mineralwasserexperte  
Schulungszentrum Fohnsdorfer, Hauptstr. 68, Fohnsdorf/Österreich

15. - 16.01.2020  
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränelieferungsverträge“  
Doemens Academy GmbH, Stefanusstraße 8, Gräfelfing

18. - 27.01.2020  
Internationale Grüne Woche  
Weitere Informationen unter www.gruenewoche.de

20. - 23.01.2020  
Getränke Impuls Tage  
Kongresshotel „Der Kralhof“, Rain-6, Saalldorf-Loosdorf/Österreich

21. - 24.01.2020  
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränelieferungsverträge“  
Doemens Academy GmbH, Stefanusstraße 8, Gräfelfing

25. - 27.01.2020  
Brau-Ski-Cup  
Nittenberg

31.01.02.2020

### Products

Fachverlag Hans Carl GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

BRAUWELT

Die Print-Ausgabe der weltweit erscheinenden BRAUWELT, dem internationalen, unabhängigen Fachorgan für die gesamte Getränkebranche, bietet aktuelle Berichte, Meldungen und Nachrichten aus der ganzen Welt der Brau- und Getränkewirtschaft.

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 Anwesenheitsberichte, Unternehmensportraits, Interviews, Marketing- und Verkaufstrategien, Reports über Kongresse, Workshops und Seminare, Messenversuche und Messenberichte, aktuelle Termine und Veranstaltungshinweise, Unternehmens- und Verbandsnachrichten und Personal-meldungen.

Mit den Schwerpunkten (je 1-mal pro Monat) Brauereitechnologie, Getränketechnik sowie Marketing und Managementpraxis deckt BRAUWELT alle Wissensbereiche ab, in denen Fachleute und Führungskräfte aus der Brau- und Getränkewirtschaft im beruflichen Alltag up-to-date sein müssen.

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

BRAUWELT INTERNATIONAL

Die Print-Ausgabe der BRAUWELT International enthält ausgesuchte Berichte und Fachartikel von namhaften Autoren aus der internationalen Brau- und Getränkewirtschaft, der Zulieferindustrie sowie der Forschung und Entwicklung.

BRAUWELT

Die Publikationspraxis ist Englisch. Alle Wissensbereiche der internationalen Getränkewirtschaft werden abgedeckt: von Rohstoffen und ihrer Verarbeitung über Bier- und Getränkproduktion, Abfüllung 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 Getränkewirtschaft.

### News

Anton Paar

1922 YEARS

Anton Paar GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

04.07.2022

100 JAHRE ANTON PAAR

Die Erfolgsgeschichte des Unternehmens begann am 4. Januar 1922, als Anton Paar seine Schlosserei gründete. Damals war kaum vorstellbar, dass aus dem Ein-Mann-Betrieb eines Tages ein Weltkonzern mit aktuell mehr als 3.600 Mitarbeiterinnen und Mitarbeiter werden würde. »

LABORGERÄTE FÜR DAS PERFEKTE BIER

Anton Paar ist stolz darauf, seit über fünf Jahrzehnten die Dichtmesstechnik für die Getränkeindustrie immer weiter zu verbessern. Seit mehr als 20 Jahren bietet das Unternehmen mit der CO<sub>2</sub>- und Ethanolgehaltbestimmung zwei weitere Schlüsselparameter für diese Branche. »

QUALITÄTSKONTROLLE DES GESAMTSAUERSTOFFGEHALTS

Anton Paar hat das neue TPO-Messgerät, TPO 9000, auf den Markt gebracht. Damit wird der Gelöst- und Kopfgasauerstoff in abgefülltem Bier und Softdrinks schnell und einfach in einem Schritt bestimmt. Mit seinem robusten, spritzwassergeschützten Edelstahlgehäuse ist es für den langfristigen Einsatz im Produktionsbereich konzipiert. »

OPTISCHE PROFESSENSOREN FÜR JEDES GETRÄNKE

## 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.

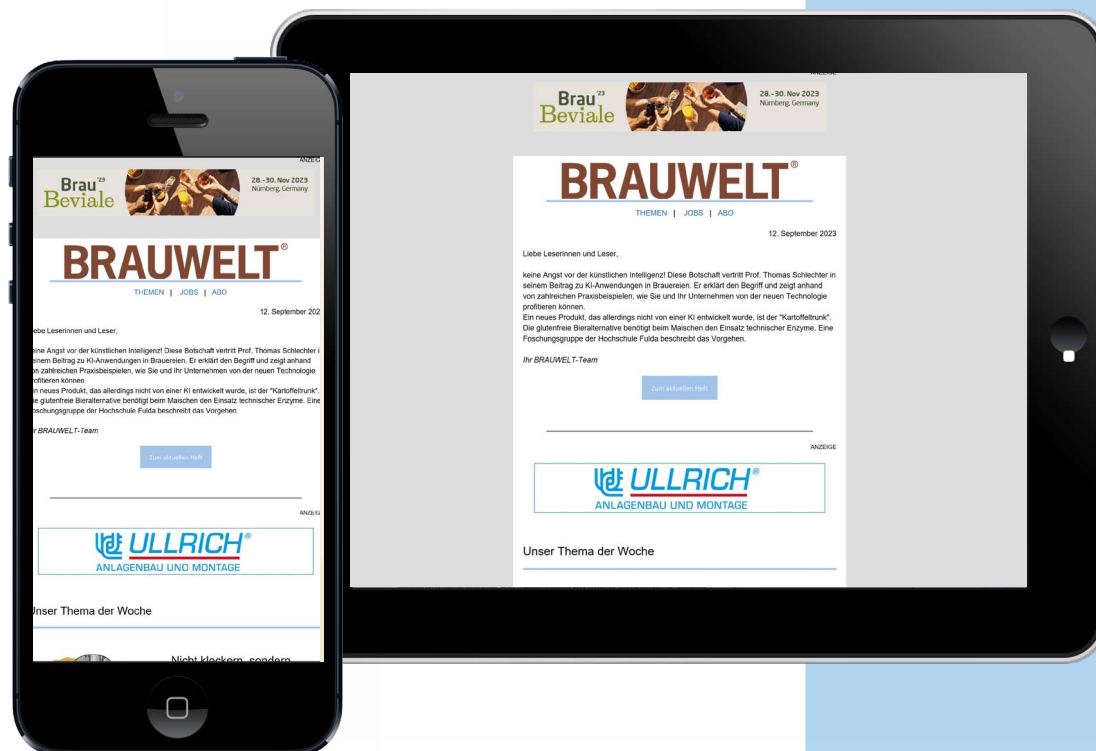
**Number of recipients: 5,107**  
(status: October 2023)

**Open rate:**  
Annual average 24%

## PUBLICATION DATES:

January	February	March	April	May	June
09-Jan-2024	06-Feb-2024	05-Mar-2024	02-Apr-2024	14-May-2024	11-June-2024
23-Jan-2024	20-Feb-2024	19-Mar-2024	16-Apr-2024	28-May-2024	25-June-2024
			30-Apr-2024		

July	August	September	October	November	December
09-July-2024	06-Aug-2024	03-Sep-2024	01-Oct-2024	12-Nov-2024	10-Dec-2024
23-July-2024	20-Aug-2024	17-Sep-2024	15-Oct-2024	19-Nov-2024	
			29-Oct-2024		



## BANNER IN BRAUWELT-NEWSLETTER

## 01 PREMIUM

Size: 600x160 pixels

## 02 TOP

Size: 600x100 pixels

### 03 TEXT DISPLAY

Maximum text size: 300 characters

## 04 TEXT/PICTURE DISPLAY

Picture max. 250 px width and text  
max. 300 characters

## 05 STANDARD

Size: 600x100 pixels

PLACEMENT	PRICE PER ISSUE
PREMIUM	460.- €
TOP	360.- €
STANDARD	310.- €
TEXT DISPLAY	330.- €
TEXT+PICTURE DISPLAY	365.- €

## TECHNICAL REQUIREMENTS

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

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

ANZEIGE

01

# BRAUWELT®

THEMEN | JOBS | ABO

21. November 2023

Liebe Leserinnen und Leser,

Sicherheit ist ein Aspekt, der in den Beiträgen der aktuellen BRAUWELT-Ausgabe oft angesprochen wird: Lebensmittelsicherheit, Produktschutz, Arbeitssicherheit. Beispiel Wasseraufbereitung: Hier kann bei Verwendung chlorhaltiger Mittel als Nebenprodukt Chlorat entstehen, das kontrolliert werden muss. Unter dem Aspekt des möglichst sicheren und chlorarmen Betriebes von Desinfektionsanlagen werden im Beitrag von Dr. Horst Born die Ursachen, die rechtlichen Rahmenbedingungen, mögliche Eintragsquellen sowie vor allem Präventionsmöglichkeiten vorgestellt – denn der Anlagenbetreiber hat vieles selbst in der Hand.

Im vierten Teil unserer Serie zu Hygienic Design stellen wir die European Hygienic Engineering and Design Group (EHEDG) mit ihren Zielen und Strukturen wie zum Beispiel dem EHEDG-Prüfabor am Forschungszentrum Weihenstephan vor. Sie entwickelt im Bereich Hygienic Design Leitlinien und Testmethoden, die der Industrie zu gut konstruierten Produktionsanlagen verhelfen und so einen effizienten Betrieb ermöglichen.

Ihr BRAUWELT-Team

[Zum aktuellen Heft](#)

## Unser Thema der Woche

### Vermeidung von Chlorat bei der Getränkeherstellung

Abo

Nebenprodukt | Chlorbasierte Desinfektionsverfahren leisten ihren Beitrag zur Produktsicherheit. Bei der Herstellung können jedoch unerwünschte Nebenprodukte wie Chlorat entstehen: Strategien zur Vermeidung.

[Weiterlesen »](#)

ANZEIGE

02

## Weitere Themen

### Hygienic Design – gut gerüstet für die Zukunft

Abo

Beste Voraussetzungen | Im vierten Teil der Hygienic Design-Serie wird die European Hygienic Engineering and Design Group (EHEDG) vorgestellt. Die Prüfstelle im BLQ bietet umfangreiche Möglichkeiten zur Durchführung der Hygienic Design-

[Weiterlesen »](#)

### BrauBeviale 2023 Vorschau: Endlich wieder zu Gast in Nürnberg

Unsere beliebteste BRAUWELT Vorschau hilft, schnell und einfach den Überblick zu wahren. Welche Halle bietet welchen Schwerpunkt? Wo finden sich die besten Stände? Welche Produkte werden präsentiert? Hier finden Sie – klar strukturiert und nach Hallen sortiert – Informationen der Aussteller zu Ihrem diesjährigen Messeauftritt.

[Jetzt nachschlagen »](#)

### BRAUWELT

### Probearbeit: Möglichkeiten und Grenzen

Abo

Arbeit auf Probe | Zur Bekämpfung des Arbeitskräftemangels in der Braubranche besteht die Möglichkeit, einen Kandidaten zur Probe arbeiten zu lassen. Welche Kriterien müssen bei einer solchen Probearbeit beachtet werden?

[Weiterlesen »](#)

05

Einfach den Überblick zu wahren. Welche Halle bietet

21.11.2023, 10:00:00

## DISCOUNTS

(for repeats within a 12-month period):

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

## FREQUENCY

**25 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

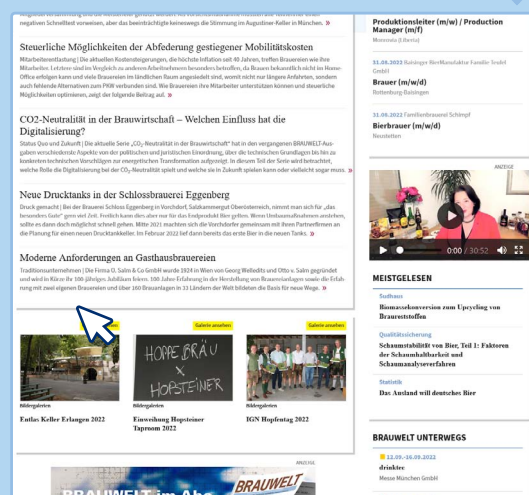
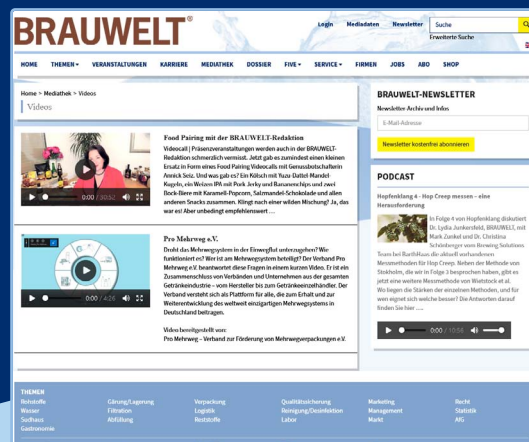


### SOCIAL MEDIA CHANNEL



### 1 WEEKLY

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



Price on delivery 1,450 € Not discountable

All prices are subject to VAT as currently applicable.



brauwelt.com/de

## 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 ressources 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 ressources 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)

## 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

All prices are subject to VAT as currently applicable.

## 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

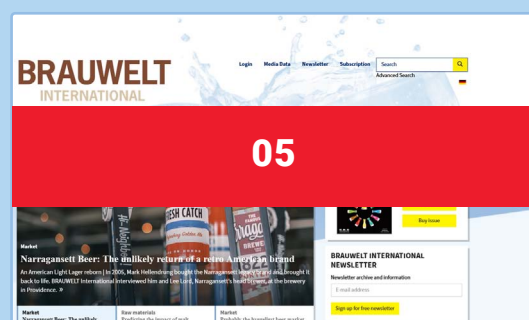
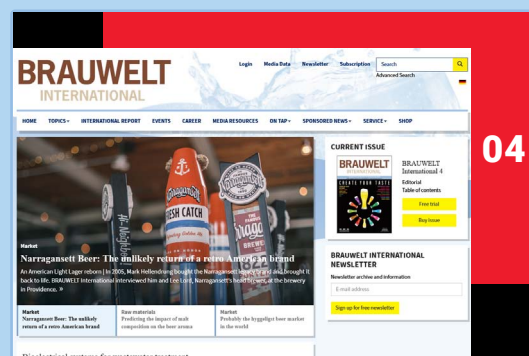
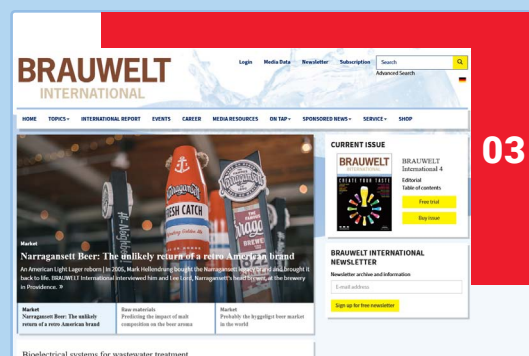
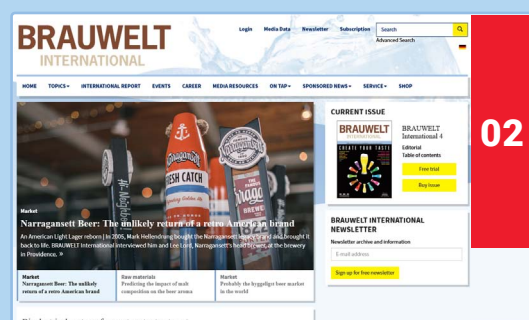
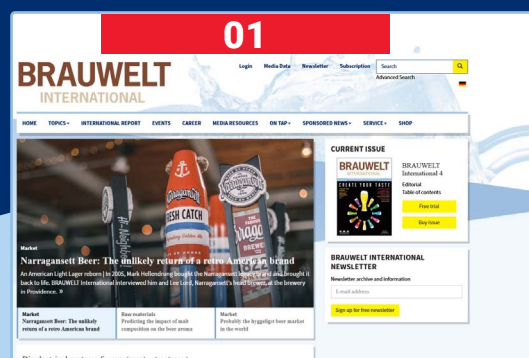
Format	728 x 90 pixels (top), 160 x 600 pixels (right), including background colouring of your choice
File Size	50 kb maximum per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, Exclusive placement without rotation
Price	1,275.- € per month

## 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.com/en

## 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/rotation

## 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 without rotation
Price	1,200.- € per month

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



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.

**Market**  
Navigation Beer: The unlikely return of a retro American brand

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

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

**Sign up for the newsletter**

**Bioelectrical systems for wastewater treatment**  
Intelligent wastewater cleaning: The development of bioelectrochemical systems for the recovery of protein water permits integrated media and energy generation while simultaneously treating wastewater. This topic is addressed in a project entitled "Intelligent hybrid, autarkic, bioelectrical systems for the generation of energy and media in the brewing industry" (J. Hubli).

**A new organization for organic hop cultivation**  
Providing 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 on the production of organic hops. Why a separate organization, why Tettnang? The founders Lukas Lacher, Charlotte Müller and Johannes Schütz answer these questions in the exclusive interview with BRAUWELT International.

**Flocculation of Brewing Yeasts**  
Molecular basis: Flocculation is an important factor of yeast behavior which is widely exploited in the brewing industry as an effective, low cost and natural method for yeast removal from beer. This review aims to identify parameters in the current understanding of the underlying molecular biology involved in this situation, as a condensed version of the review article "Molecular Basis and Regulation of Flocculation in Saccharomyces cerevisiae and Saccharomyces pastorianus - a Review" originally published in BrewingScience, 10 (March/April 2022).

**06**

**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 changes, the cost and natural method for yeast removal from beer. This review aims to identify parameters in the current understanding of the underlying molecular biology involved in this situation, as a condensed version of the review article "Molecular Basis and Regulation of Flocculation in Saccharomyces cerevisiae and Saccharomyces pastorianus - a Review" originally published in BrewingScience, 10 (March/April 2022).

**Raw materials**  
Spring barley report for Europe 2022  
Winter barley: The report on spring barley in the EU is assessed quite differently. What is certain is that the market is entering the new season without any surprises from the old harvest.

**Previews**  
drintec 2022: Preview - Solutions for Every Process  
The long dry spell we have been through has only intensified the industry's thirst for the upcoming drintec, the world's largest trade fair focused on beverages and liquid foods. The trade fair will finally be able to open its doors to attendees and exhibitors from September 13 to 16, 2022.

**Brewhouse**  
Molson Coors awards major contract to Ziemann Holvrieka  
New project: As part of the modernization of its Golden Brewery, Molson Coors Beverage Company, USA, has placed a major order with Ziemann Holvrieka GmbH. The Ludwigsfelder-based company will manufacture 134 tanks and install them at the historic Golden, Colorado brewery. In addition to the tanks, the project includes further components, such as their insulation and walking systems. Ziemann Holvrieka will handle these projects for Molson Coors on a turnkey basis.

**Filling**  
Flexible, efficient and hygienic: InnoFill Can C filler has British craft brewery Tiny Rebel convinced  
KRIE: Trendy craft beers, lifestyle beverages such as hard seltzer, plus wine, sparkling wine, still water and soft drinks: the range of beverages the InnoFill Can C filler from KRIE can process is vast. Its flexibility is just one of many reasons why the machine has become a real success story for brewers. Since its launch a few years ago, over 100 have been sold to date worldwide. Customers like British craft brewery Tiny Rebel are convinced by its high level of efficiency, reliability and optimum hygiene systems. Thanks to a new addition to the series that boosts capacity by up to 60,000 cans per hour, the filler can now also be integrated into lines with higher outputs even more efficiently.

**Regulation**  
Environmental impact of hop varieties  
Hop varieties: Chemically bonded hop polyphenols of the native hard resin fraction and their occurrence in hops, hop products, and beer  
Hop varieties: Helios - Hopvarietät's recent answer to climate change  
Hop varieties: 2021 United States hop crop & hop acreage report

**PODCAST**  
Brewing innovation is having a new series of podcasts, Brauwelt International is having a new series of podcasts.

**European Beer Star 2022**

**35th EBC Congress**

**08**

**Previews**  
drintec offers comprehensive supporting program  
Lots of activities, free seminars, seminars, competitions and presentations. Everyone will get their money's worth in the supporting program of this year's drintec, which will take place from September 13 to 16 at the Messe München exhibition grounds. The main feature is its unique combination of specialist presentations and discussions on the new site, and the live programs, competitions and championships on the other.

**Raw materials**  
Ludwig Narziß Award for Brewing Science: Second ceremony in Bamberg  
Main project awarded: After the Ludwig Narziß Award for Brewing Science had first been granted in May 2022 during the EBC Congress in Munich, the second part of the award ceremony finally took place on 8 August 2022, at the second day of the Ludwigs Brewery Museum in Bamberg. This time in the presence of all authors.

**Previews**  
Fi Europe Innovation Awards now open for entries  
Beer category: Entries for the renowned Fi Europe Innovation Awards are now open, and applications can be submitted online until 1 October. The award of the medals, which goes to 10 winners, will be held on 10 October at a special event in Cologne.

**Classic "Grueneberg and Algenberg" are always been used a beer?**  
Hop varieties: The 15-dollar pint: biggest tax hike in 30 years for Asian beer drinkers  
Hop varieties: Line adds 18 craft brewers Magic Rock and Europeans to Odyssey Inns

**BRAUWELT CALENDAR**

**SPONSORED NEWS**  
Hop varieties: Hop Average 2019-2022  
Hop varieties: Environmental impact of hop varieties  
Hop varieties: Chemically bonded hop polyphenols of the native hard resin fraction and their occurrence in hops, hop products, and beer

**09**

**TOPICS**  
Raw materials  
Water  
Brewing  
Packaging  
Logistics  
Filling  
Laboratory  
Brewed materials  
Quality control  
Management  
Beer  
Hop varieties  
Beer  
Service  
Beer  
FAQ  
Legal  
In

**INTERNATIONAL REPORT**  
The American  
European  
Asian  
Africa/Australia

**EVENTS**  
Beer  
Beer  
Beer  
Beer

**ON TOP**  
Beer of the world  
Brewing around the world

**SPONSORED NEWS**  
Hop varieties  
Hop varieties  
Hop varieties  
Hop varieties

**SERVICE**  
Hop varieties  
Hop varieties  
Hop varieties  
Hop varieties

**FAQ**  
Legal  
In

## 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

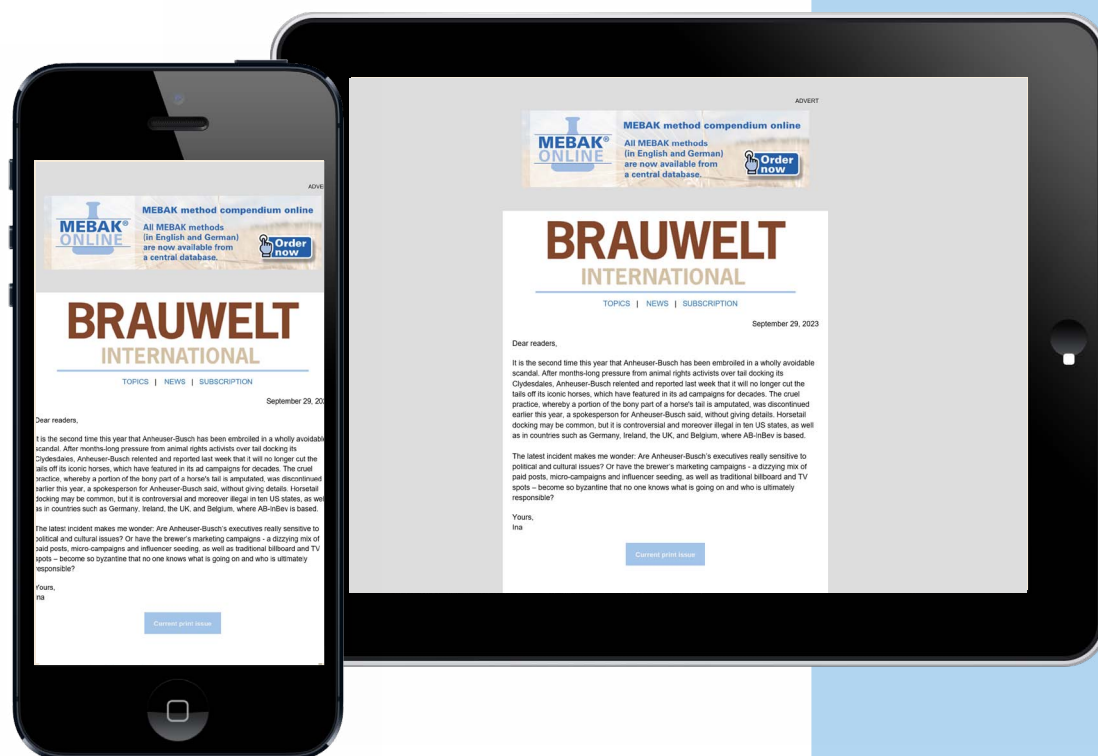
Be ahead of time and present yourself in our BRAUWELT International newsletter, which is published 3 times per month and contains the latest developments in the brewing and beverage industry.

**Number of recipients: 8,084**  
(status: October 2023)

**Open rate:**  
Annual average 21%

## PUBLICATION DATES:

January	February	March	April	May	June
12-Jan-2024	02-Feb-2024	01-Mar-2024	12-Apr-2024	03-May-2024	07-June-2024
19-Jan-2024	09-Feb-2024	08-Mar-2024	19-Apr-2024	10-May-2024	14-June-2024
26-Jan-2024	23-Feb-2024	22-Mar-2024	26-Apr-2024	17-May-2024	21-June-2024
July	August	September	October	November	December
05-July-2024	02-Aug-2024	13-Sep-2024	11-Oct-2024	08-Nov-2024	06-Dec-2024
12-July-2024	09-Aug-2024	20-Sep-2024	18-Oct-2024	15-Nov-2024	13-Dec-2024
19-July-2024	23-Aug-2024	27-Sep-2024	25-Oct-2024	22-Nov-2024	20-Dec-2024









[brauwelt.com/en](http://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**

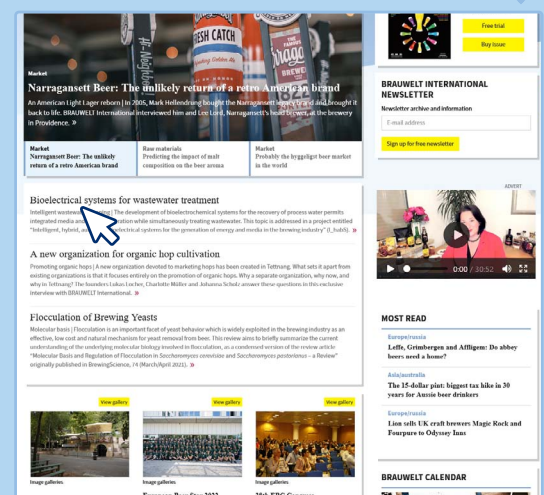
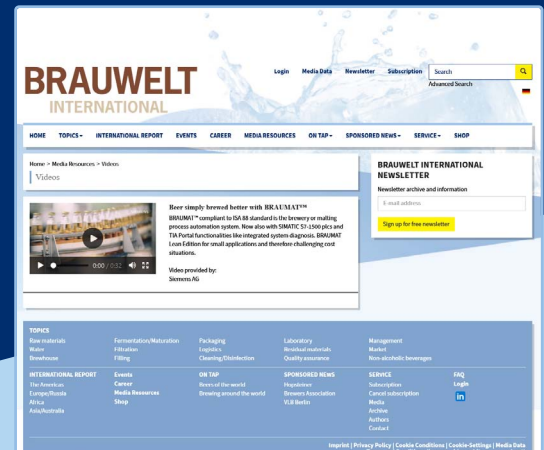
1 issue



**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



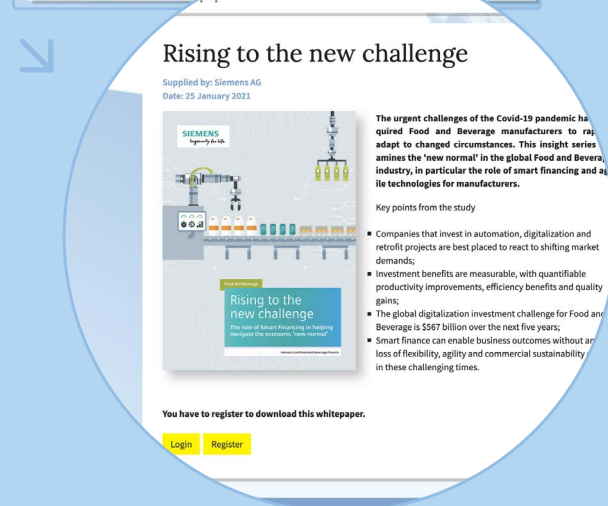
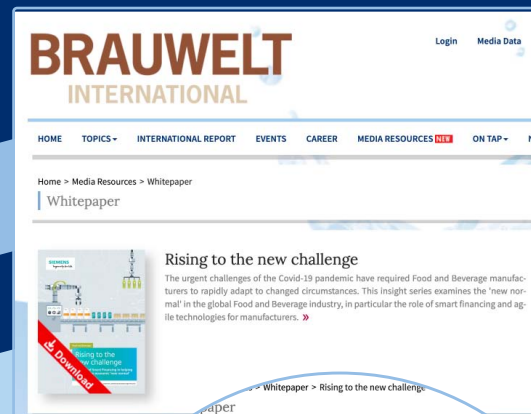
**IN THE MAGAZINE**  
BRAUWELT INTERNATIONAL

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



All prices are subject to VAT as currently applicable.

# **TERMS AND CONDITIONS FOR ADVERTISING BANNERS AND PUBLICATION OF CONTENT**

## **General Terms and Conditions of Fachverlag Hans Carl GmbH for Business Customers**

### **A. General regulations**

#### **§ 1 Scope**

- (1) All deliveries and services of Fachverlag Hans Carl GmbH, Andernacher Str. 33a, 90411 Nuremberg (hereinafter referred to as "Supplier") to its customers shall be provided exclusively on the basis of the following General Terms and Conditions in the version applicable at the time of ordering. Unless expressly agreed in writing, any deviating terms and conditions shall not apply. Purchases and subscriptions via the Supplier's online store Carlibri shall be excluded from this. The online store's terms and conditions of sale shall apply in this regard.
- (2) Only entrepreneurs can be customers in the sense of these terms and conditions (hereinafter "Customer"). Within these Terms and Conditions, these are natural or legal persons or partnerships having legal capacity, which, in concluding the contract with the Supplier, exercise their commercial or independent professional activity.
- (3) Any offers made by the Supplier are always subject to change and non-binding unless they are marked as binding offers.
- (4) It is agreed in accordance with Section 312 i para. 2 sentence 2 BGB (German Civil Code) that the Customer waives the obligation to provide information in electronic business transactions in accordance with Section 312 i para. 1 nos. 1 - 3 BGB.

#### **§ 2 Remuneration**

- (1) The remuneration specified in the offer shall be due for the Supplier's performance. If no remuneration is stated in the offer, the Supplier's price lists shall apply.
- (2) All prices and agreements are in euros and do not include the statutory value-added tax valid at the time the service is provided.
- (3) Unless expressly agreed otherwise, the Customer undertakes to pay the agreed remuneration within 10 working days from the date of invoicing to the account specified by the Supplier.

#### **§ 3 Term and termination**

- (1) The term of the respective services is specified in the offer. The contract term is identical to the term of publications.
- (2) If a term is specified in the offer, the contract shall be extended by the term after the expiry of the term, respectively, unless the contract is terminated with 1 month's notice to the end of the term.
- (3) If no term is specified in the offer, the contract shall run for an indefinite period and may be terminated by the parties with one month's notice.
- (4) Notice of termination must be submitted in text form.
- (5) This shall not affect the right to extraordinary termination.

#### **§ 4 Force majeure**

- (1) The Supplier shall be released from the obligation to perform under this contract if and to the extent that the non-performance of services is due to the occurrence of circumstances of force majeure after the conclusion of the contract.

- (2) For example, circumstances of force majeure include war, strikes, riots, expropriations, cardinal legal changes, storms, floods, pandemics and other natural disasters as well as other circumstances for which the Supplier is not responsible. In particular, water ingress, power failures and interruptions or destruction of data-carrying lines or infrastructure.
- (3) If such an event occurs, the affected party shall notify the other party in writing without delay.

#### **§ 5 Warranty**

- In principle, the Supplier provides its services on the basis of a service contract. If services under a contract for work and services are nevertheless agreed upon, the warranty shall be governed by the following provisions:
- (1) The Supplier warrants that the work products provided by the Supplier under the contract are free from third-party intellectual property rights and that, to the Supplier's knowledge, no other rights exist that restrict or preclude their use under the contract. The Supplier indemnifies the Customer against all possible third-party claims in this respect.
  - (2) If the contractual use is impaired by third-party property rights, the Customer shall notify the Supplier immediately upon becoming aware thereof. In this case, the Supplier shall have the right, to an extent that is reasonable for the Customer and in consultation with the Customer, to either modify the contractual services in such a way that they fall outside the scope of protection but nevertheless comply with the contractual provisions, or to obtain the authority that they can be used without restriction and additional costs for the Customer in accordance with the contract.
  - (3) The Supplier does not guarantee that the created work products will retain their contractually agreed suitability in the event of general changes in technology (e.g. browsers, server technology, plug-ins operating systems, W3C standards, online access, etc.) even under the changed circumstances. There is no entitlement to subsequent adjustment.
  - (4) Insofar as is possible and reasonable for the Customer with regard to the effects of the defect, the Supplier may provide the Customer with an interim solution to circumvent the defect (workaround) until the defect is definitively remedied.
  - (5) The warranty claim shall lapse insofar as the Customer modifies work products itself or has them modified by third parties without the Supplier's consent unless the Customer proves that the defects still in question were not caused by the modifications made by itself or the third party or by the failure to maintain/update the work products. The Customer's right of self-remedy (Section 536a para. 2 BGB) is excluded.
  - (6) The warranty period is 1 year and begins with the acceptance of the work results. Longer statutory limitation periods for liability and warranty claims shall remain unaffected.

#### **§ 6 Acceptance**

In principle, the Supplier provides its services on the basis of a ser-

vice contract. If services under a contract for work and services are nevertheless agreed upon, acceptance shall be governed by the following provisions:

- (1) The Supplier shall make the completed performance available to the Customer. If the performance is made available via the Supplier's systems, the Supplier shall notify the Customer of the availability of the performance by e-mail.
- (2) The Customer shall inspect the performance immediately after it has been made available and shall give notice of any defects at the latest within 1 week of being notified of the provision. After this time, or if the Customer uses the results, the performance shall be considered approved.

## **§ 7 Liability**

- (1) In case of intent or gross negligence, the Supplier is liable without limitation for all damages caused by it as well as its legal representatives or vicarious agents.
- (2) In all other respects, the Supplier shall only be liable if it has breached a material contractual obligation (cardinal obligation). In such cases, liability shall be limited to compensation for the foreseeable damage typical for the contract.
- (3) The above limitations of liability do not apply to injury to life, limb or health. In these cases, the Supplier is liable without limitation.
- (4) Liability in accordance with the provisions of the Product Liability Act (ProdHaftG) shall remain unaffected.

## **§ 8 Applicable law/place of jurisdiction**

These terms and conditions shall be governed by German law to the exclusion of the UN Convention on Contracts for the International Sale of Goods. The exclusive place of jurisdiction for disputes arising from this contract shall be Nuremberg.

## **§ 9 Obligations of the Customer**

- (1) The Customer shall provide the Supplier with the content to be published by the Supplier in a timely manner. The Customer shall ensure that the content it supplies complies with the technical requirements specified under "Technical Details", is of sufficient quality and resolution and does not infringe any third-party property rights.
- (2) The Customer is responsible for ensuring that the respective content does not violate laws, third-party rights or common decency. It also assures that the ads do not contain deliberately false information. The aforementioned obligations are essential contractual obligations. The Supplier is entitled not to publish content that violates the aforementioned conditions.
- (3) If content by the Customer violates legal requirements, infringes the copyrights or other rights of third parties or constitutes a violation of competition law, the Customer shall indemnify the Supplier against all claims upon first request. In this case, the Customer shall also assume the costs of a legal defence against any claims by third parties, including the Supplier's necessary legal fees.
- (4) If the content is not published due to a violation of § 9 para. (1) or para. (2) or not published in time, the Customer's payment obligation remains unaffected.
- (5) The Customer undertakes to ensure that the transmitted data is free of harmful code, such as viruses and trojans, by using state-of-the-art protection programs.

## **§ 10 Rights of use**

- (1) The Customer grants the Supplier a simple, non-exclusive, non-transferable, worldwide right of use to the content made avail-

able, limited in time to the term of the contract and limited in content to the purpose of the contract.

- (2) The aforementioned granting of rights also includes the right to store, reproduce, publish, digitize as well as process the content, insofar as is necessary to execute the contract.
- (3) The Supplier shall be entitled, at its own discretion, to mark the content of the Customer – which is not clearly recognizable as third-party content due to its design – clearly and separately from other content with "ADVERTISEMENT" or "ADVERTISING".

## **§ 11 Miscellaneous**

- (1) No verbal collateral agreements have been made. Amendments, supplements and additions to this contract shall only be valid if agreed between the parties in text form. This shall also apply to the amendment of this contractual provision.
- (2) Should any provision of this contract be or become invalid, this shall not affect the validity of the remainder of the contract. The parties are obliged to replace the invalid provision with a valid provision that comes as close as possible to the economic purpose of the invalid provision. The same shall apply in the event of an omission in the contract.

## **B. Special provisions for the publication of company entries and job advertisements**

### **§ 1 Subject of performance**

- (1) The Supplier enables the Customer to place job advertisements and publish company listings on the brauwelt.com website. The specific scope of services is set out in the respective offer.
- (2) The Supplier does not assume any brokerage of employment contracts and does not itself become a party to any employment contracts. It merely provides the technical means to draw attention to vacancies. Accordingly, the Supplier shall only owe the provision of the service booked, respectively, and shall in no case owe successful application.

### **§ 2 No exclusion from competition**

- (1) The Supplier makes its services available to a large number of customers. Accordingly, it is not generally possible to exclude competitors of the Customer.

### **§ 3 Box number advertisements**

- (1) The Supplier enables companies to post jobs anonymously. In this case, the job advertisement is published with a box number ("box number advertisement"). If the placement of a box number advertisement has been agreed upon, the Supplier shall publish the job advertisement and forward messages or applications received by the Supplier stating the box number to the Customer.

## **C. Special provisions for the publication of advertising material**

### **§ 1 Subject of performance**

- (1) The Supplier enables the Customer to publish advertising materials. This includes, among other things, the placement of advertising banners on the Supplier's platforms as well as the publication of videos and podcasts on the Supplier's platforms and the insertion of advertising materials in publications both digitally and as print inserts.
- (2) The specific scope of services, in particular, the date or the period of the advertising placement as well as the placement is set out in the respective offer.

### **§ 2 Obligations of the Customer**

- (1) The Customer shall make the content available to the Supplier

in good time before the planned publication. Unless otherwise specified in the offer and unless the circumstances of the booked service indicate otherwise, the content must generally be made available no later than 5 working days before the planned publication date.

- (2) Orders for advertisements and third-party inserts that are to be published exclusively in certain numbers, certain issues or in certain places in the publication must be received by the publisher in good time so that the Customer can be informed before the advertising deadline if the order cannot be executed in this manner, e.g. because the technical requirements have not been met.
- (3) Selecting the advertising banner and choosing the placement is the Customer's responsibility. The Supplier does not check to what extent the advertising banner provided by the Customer as well as its placement is suitable for the advertising purpose intended by the Customer and meets its needs.

### **§ 3 Content verification by the Customer**

The Customer shall immediately examine the published content for correctness of placement after its initial placement and notify the Supplier of any errors within three business days. After this period, the content is considered accepted.

### **§ 4 Circulation reduction**

The publication of advertising supplements in the Supplier's publications may result in a reduction of the originally planned circulation. However, this only gives rise to a right to reduction if the expressly agreed average circulation is undercut. A reduction in circulation is only a defect entitling the customer to a price reduction if it amounts to at least 20%. In addition, claims for price reductions are excluded for contracts if the publisher has informed the Customer of the reduction in circulation in sufficient time for the Customer to be able to withdraw from the contract before the publication of the advertisement.

## **D. Special provisions for the creation of advertising content**

### **§ 1 Subject of performance**

- (1) The Supplier creates content for the publication of advertising media according to the Customer's specifications.
- (2) For posting the created content on the Internet or other publication, the regulations under section C. of these GTC apply.

### **§ 2 Conceptual design**

- (1) For the creation of the content, the Supplier shall first develop a concept for the design ("Concept") and implement the services based on the concept.
- (2) Once the Supplier has created a Concept, the Customer will accept the concept by a declaration in text form.

### **§ 3 Cooperation obligations of the Customer**

- (1) The Customer shall provide the Supplier with the content to be included in the created advertising media in a timely manner.

- (2) The Customer shall ensure that the content it supplies complies with the technical requirements, is of sufficient quality and resolution and does not infringe any third-party property rights.
- (3) The Customer is obligated to reasonably cooperate in developing and producing the content. Insofar as test runs or acceptance tests, presentations or other meetings become necessary or appropriate, the Customer agrees to assign competent employees to participate in the same who are authorized to make all necessary or appropriate decisions.
- (4) If the Supplier provides the Customer with proposals, drafts, test versions or similar, the Customer shall carry out a quick and careful examination within the scope of what is reasonable. The Customer shall notify the Supplier of any issues or requests for changes without delay.

## **E. Special provision for the publication of lead generation content**

### **Privacy provision lead sharing, consent**

### **§ 1 Subject of performance**

- (1) The Supplier publishes content, such as white papers, from the Customer for lead generation. For this purpose, the content is offered as a free download on the Supplier's platforms. Before downloading, the end user's consent is obtained for the data to be passed on to the Customer and its contact for advertising purposes.

### **§ 2 Consent**

- (1) The Supplier obtains the following consent before downloads: "Yes, I agree that my personal information may be shared with the publisher of the white paper (see above under 'Provided by') and that they may contact me by email, post and/or phone with further information. Consent is a requirement to be able to download the whitepaper."
- (2) The Customer is responsible for ensuring that the aforementioned declaration of consent is sufficient for the intended use of the data.
- (3) The Supplier will design the platform in such a way that a download is technically not possible if consent has not been given in advance.

### **§ 3 Use of the data**

The Customer shall use the user data exclusively for the originally intended purpose of contact for advertising purposes. Passing the data on or using it in any other way is not permitted. The Customer shall be liable for ensuring that the use of the user data complies with the requirements of data protection law and is fully liable for any processing of the data in violation of data protection law.



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