

BRAUWELT®

Online MEDIA DATA 2025

PRICE LIST FROM 1-JAN-2025



BRAUWELT[®] BANNER

brauwelt.com/de



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.

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

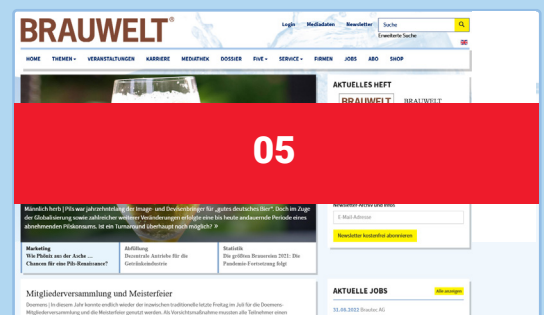
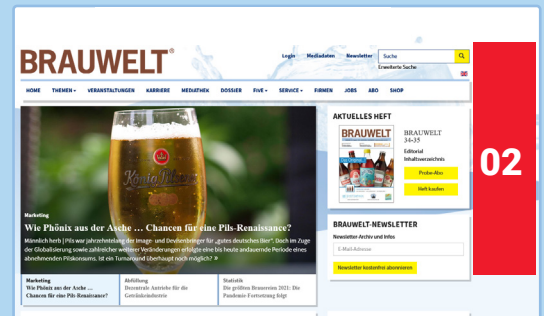
Format	728 x 90 pixels (top), 160 x 600 pixels (right)
File Size	50 kb maximum per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, exclusive placement without rotation
Price	1,050.- € per month

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



BRAUWELT[®] 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.



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.

CO2-Neutralität in der Brauwirtschaft – Welchen Einfluss hat die Digitalisierung?

Stellen Sie sich vor: Die aktuelle Seite „CO2-Neutralität in der Brauwirtschaft“ hat in den vergangenen BRAUWELT Ausgaben verschiedene Aspekte von der politischen und juristischen Einordnung, über die technischen Grundlagen bis hin zu konkreten technischen Vorschlägen zur energetischen Transformation aufgeführt. In diesem Teil der Seite wird betrachtet, welche Rolle die Digitalisierung bei der CO2-Neutralität spielt und welche sie in Zukunft spielen kann oder vielleicht nie spielen wird. [»](#)

Neue Drucktanks in der Schlossbrauerei Eggenberg

Druck & Qualität: Bei der Brauerei Schloss Eggenberg in Vorarlberg, Südburgenland Österreich, investiert man sich für „das beste Glas“ gern viel Zeit. Frischkorn wird über nur für die Produktion Bier gebraut. Wenn Umwandlungsprozesse anfallen, sollte es dann doch möglichst schnell gehen. Mitte 2021 machten sich die Vorarlberger gemeinsam mit BrewPartnern an die Planung für sieben neuen Drucktanks. Im Februar 2022 hat dann bereits das erste Bier in den neuen Tanks. [»](#)

Moderne Anforderungen an Gasthausbrauereien

Tradition und Modernität: Die Firma O. Salm & Co GmbH wurde 1874 in Wien von Georg Weltsch und Otto v. Salm gegründet und ist heute der 20-jährige Jubiläum feiernd. 200 Jahre Erfahrung in der Herstellung von Brauereimaschinen sowie die Erfahrung mit zwei eigenen Brauereien und über 180 Brauereien in 33 Ländern der Welt bilden die Basis für neue Wege. [»](#)

13.08.2022 Familienbrauerei Schöpfung

Bierbrauer (m/w/d)

Neuzulassung

06

MEISTGELESEN

Studien

Biomassenzugabe zum Upcycling von Erwerbsverlusten

Qualitätsicherung

Schmackhaftigkeit von Bier, Teil 1: Faktoren der Schmeckbarkeit und Schumannanalyseverfahren

Marketing

Wie Plinius von der Ache ... Chancen für eine Pils-Renaissance?

Smarte Biermehrfiltration - Penair-BMP - Plus Smart SS

Der Brauer von heute hat viele Herausforderungen. Die Bierqualität muss hervorragend sein, die Ressourcen müssen maximal genutzt werden und der Kostendruck sollte natürlich so hoch wie möglich sein. [»](#)

Besseres Verständnis: Ihre digitale Bier-DNA: BrewAssist

Penair BrewAssist ist der vertriebsreife Assistent im Betrieb. Die intelligente Cloud-basierte Software unterstützt Sie bei der Optimierung Ihres Bierherstellungsprozesses. [»](#)

Gut gerüstet für neue Herausforderungen

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 Nahrung- und Genussmittelindustrie, insbesondere die Rolle der intelligenten Finanzierung und agiler Technologien für Produktionsunternehmen. [»](#)

13.08.2022 Familienbrauerei Schöpfung

Bierbrauer (m/w/d)

Neuzulassung

07

Studien

Biomassenzugabe zum Upcycling von Erwerbsverlusten

Qualitätsicherung

Schmackhaftigkeit von Bier, Teil 1: Faktoren der Schmeckbarkeit und Schumannanalyseverfahren

Marketing

Wie Plinius von der Ache ... Chancen für eine Pils-Renaissance?

13.08.2022 Familienbrauerei Schöpfung

Bierbrauer (m/w/d)

Neuzulassung

08

Qualitätsicherung

Schmackhaftigkeit von Bier, Teil 1: Faktoren der Schmeckbarkeit und Schumannanalyseverfahren

Marketing

Wie Plinius von der Ache ... Chancen für eine Pils-Renaissance?

13.08.2022 Familienbrauerei Schöpfung

Bierbrauer (m/w/d)

Neuzulassung

09

Marketing

Wie Plinius von der Ache ... Chancen für eine Pils-Renaissance?

13.08.2022 Familienbrauerei Schöpfung

Bierbrauer (m/w/d)

Neuzulassung

08

Vertriebspartnerschaft mit BrewDog

Warenkorb: Die beständigste Warenkörbe-Brauerei-Gruppe hat seit dem 15. August 2022 den deutschen Gastronomiemarkt für den Berliner Brauer Brewing übernommen. Angefangen 2007, um Konsumenten und Konsumenten mit großartigen Biererlebnissen zu begeistern, ist Brewing seit aktuellen Brand Finance Report nach 12 Jahren bereits auf Platz 14 der wertvollsten Biermarken der Welt angekommen. [»](#)

Personen und Positionen

Tim Fuchs neuer Prüfvollständiger für Bier

Die aktuelle Bierproduktion 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 Nahrung- und Genussmittelindustrie, insbesondere die Rolle der intelligenten Finanzierung und agiler Technologien für Produktionsunternehmen. [»](#)

13.08.2022 Familienbrauerei Schöpfung

Bierbrauer (m/w/d)

Neuzulassung

09

Marketing

Wie Plinius von der Ache ... Chancen für eine Pils-Renaissance?

Gut gerüstet für neue Herausforderungen

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 Nahrung- und Genussmittelindustrie, insbesondere die Rolle der intelligenten Finanzierung und agiler Technologien für Produktionsunternehmen. [»](#)

09

THEMEN

Brauerei
Wasser
Geld
Software
Controlling

Gilgung/Lagerung
Filtration
Abfüllung

Hopfen
Logistik
Bottle

Qualitätsicherung
Religiös/Deifikation
Labor

Marketing
Management
Kette

Trade
Statistik
ABC

Veranstaltungen

Karrieren
Medien
Shop

Filmen
Tastatur/Bedienung
Webinare
Hörbücher/CDs
Schüler

SERVICE

ABC
Eintritte
Archiv
Hörbuch
Autos
Kontakt

FAQ

Login

f
in

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

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

BRAUWELT[®] COMPANY ENTRY

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





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 Premiueintrag!](#)




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

FIRMENSUCHE

- Land Auswählen -

Suchen
Zurücksetzen

PACKAGES AND PRICES

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

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).

BRAUWELT[®] COMPANY ENTRY

www.brauwelt.com/de

PREMIUM SAMPLE ENTRY

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

Firmeneintrag

FACHVERLAG HANS CARL

Fachverlag Hans Carl GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

Gegründet 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, vom 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
Amdenacher 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

- ▶ 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[®]

HOME THEMEN VERANSTALTUNGEN KARRIERE MEDIATHEK FIVE SERVICE FIRMEN

HOME > Mediathek > Bildergalerie > Brauereiviale 2018

Brauereiviale 2018

BRAUEREIVALE 2018
13. 15. November 2018, Nürnberg

✓ Search result

BRAUWELT[®]

HOME THEMEN VERANSTALTUNGEN KARRIERE MEDIATHEK DOSSIER FIVE SERVICE FIR

Home > Firmen

Firmen

FIRMENSUCHE

CUSS

✓ Events

2019

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

15.-18.01.2019
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränkelieferungsverträge“
Doemens Academy GmbH, Stefanusstraße 8, Gräfelfing

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

20.-22.01.2019
Getränke Impuls Tage
Kongresshotel „Der Krallehof“, Rain e, Saalhöfen-Loogang/Österreich

21.-24.01.2019
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränkelieferungsverträge“
Doemens Academy GmbH, Stefanusstraße 8, Gräfelfing

25.-27.01.2019
Brauer-Ski-Cup
Rettenberg

31.01.-01.02.2019

✓ News

SMC Deutschland GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

08.03.2022
Klein, leicht – und dabei kraftvoll: Neuer Vakuumzenger der Serie ZH-A als Kompaktversion mit integriertem Schalldämpfer

Die Vakuumzengung findet branchenweit verschiedenste Anwendungsfälle: vom Verpacken und Palettieren über die Materialhaltung und automatische Montage bis hin zum automatisierten Transport sowie Pick-and-Place. Dabei stehen Prozessingenieure vor der Herausforderung, ein kleines und leichtes Maschinendesign zu entwickeln, ohne Leistungsablässe hinzunehmen. Um diesen hohen Ansprüchen gerecht zu werden, hat SMC seinen Vakuumzenger der Serie ZH-A nun als Kompaktversion weiterentwickelt. Dieser ist dank Verkleinerung des Gesamtumfanges ein echtes Leichtgewicht und verfügt trotzdem über einen großen Gesamtumfahrradius – ideal für den Einsatz in mobilen Handlinganwendungen. >>

08.03.2022
Flexibel, farbenreich, FDA-konform: Polyurethan-Schlauch der Serie TU-X214 für regulierte Anordnungen

Sowohl in der Lebensmittel- als auch in der Pharmaindustrie kommen Schläuche zum Einsatz, die unter

✓ 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 Getränkewirtschaft.

BRAUWELT berichtet über neueste Technik und Technologien von den Rohstoffen über das Seltbau, den Gär- und Lagerkeller etc. bis hin zu Qualitätssicherung, Energie/Wasser/Ümweltfragen und Logistik. Sie präsentiert Anwenbereiche, Unternehmensporträts, Interviews, Marketing- und Verkaufsstrategien, Reports über Kongresse, Workshops und Seminare, Messeroverschau und Messenberichte, aktuelle Termine und Veranstaltungshinweise, Unternehmens- und Verbandsnachrichten und Personalmitteilungen.

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

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

BRAUWELT INTERNATIONAL

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

BRAUWELT

Die Publikationssprache ist Englisch. Alle Wissensbereiche der internationalen Getränkebranche werden abgedeckt: von Rohstoffen und ihrer Verarbeitung über Bier- und Getränkeproduktion, 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 Getränkeindustrie.

BRAUWELT-NEWSLETTER PUBLICATION DATES

Be ahead of time and present yourself in our BRAUWELT newsletter, which is published weekly.

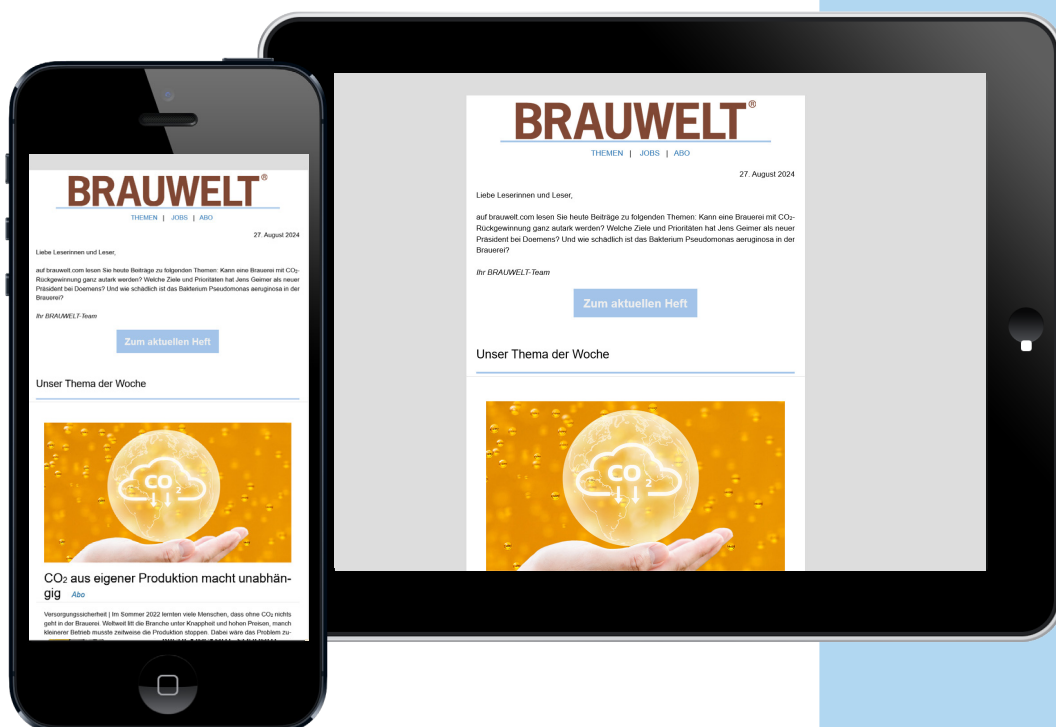
Number of recipients: 5,007
(status: October 2024)

Open rate:
Annual average 24%

PUBLICATION DATES:

January	February	March	April	May	June
07-Jan-2025	04-Feb-2025	04-Mar-2025	01-Apr-2025	06-May-2025	03-June-2025
14-Jan-2025	11-Feb-2025	11-Mar-2025	08-Apr-2025	13-May-2025	10-June-2025
21-Jan-2025	18-Feb-2025	18-Mar-2025	15-Apr-2025	20-May-2025	17-June-2025
28-Jan-2025	25-Feb-2025	25-Mar-2025	22-Apr-2025	27-May-2025	24-June-2025
			29-Apr-2025		

July	August	September	October	November	December
01-July-2025	05-Aug-2025	02-Sep-2025	07-Oct-2025	04-Nov-2025	02-Dec-2025
08-July-2025	12-Aug-2025	09-Sep-2025	14-Oct-2025	11-Nov-2025	09-Dec-2025
15-July-2025	19-Aug-2025	23-Sep-2025	21-Oct-2025	18-Nov-2025	16-Dec-2025
22-July-2025	26-Aug-2025	30-Sep-2025	28-Oct-2025	25-Nov-2025	
29-July-2025					



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

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.

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-Profilabor 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 >](#)

02

Investition in Nahwärmeausbau Abo

Effizient verbunden | Bis letzten Winter heizte die Pyraser Brauerei, Thalmässing, ihre Verwaltungsgebäude noch mit Öl. Da die Heizungen alterbedingt ausgetauscht werden mussten, befasste man sich schon länger mit einer Modernisierung der Gebäudetechnik. Nicht zuletzt aufgrund der aktuellen Gesetzeslage und der Diskussionen um die Nutzung fossiler Brennstoffe war klar, dass ein einfacher Austausch gegen neue Ökowerke nicht in Frage kam. Es entstand der Plan, ein Nahwärmenetz aufzubauen.

[Weiterlesen >](#)

Unermüdliche Leidenschaft für das Brauen

Abo

Seit 1874 prägt GEA die Zukunft des Bierbrauens. Mit innovativen Technologien und einem tiefen Verständnis der Braukunst setzt GEA nachhaltig Maßstäbe. Wie sehen Sie ein in die 150-jährige Geschichte.

[Weiterlesen >](#)

05

Erfrischungsgetränke 2023 über Marktniveau Abo

Vielfältig und innovativ | Für die Brauer war 2023 ein weiteres schwieriges Jahr, auch die Mineralbrunnen verloren an Volumen. Inflation, Klauzurückhaltung und explodierende Kosten sind zu einem festen Bestandteil des Alltags geworden. Bei knapperen privaten Budgets gehörten der preisbewusste Einkauf und der Verzicht ebenfalls dazu. Außerdem bremste der durchwachsende Sommer den Konsum von vielerlei Getränken. Eine erfreuliche Ausnahme bilden die Erfrischungsgetränke.

[Weiterlesen >](#)

DISCOUNTS

(for repeats within a 12-month period):

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

FREQUENCY

49 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 resources under videos
Running Time	1 month

PROMOTION OF THE VIDEO



IN THE BRAUWELT-NEWSLETTER

1 broadcast



IN THE MAGAZINE BRAUWELT

1 issue

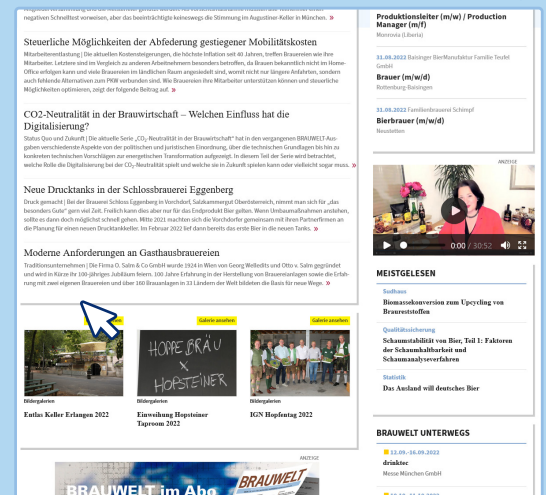
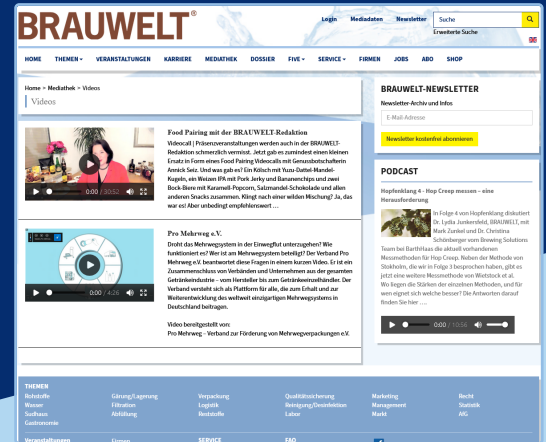


SOCIAL MEDIA CHANNEL



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

Price on delivery	1,450 € Not discountable
--------------------------	--------------------------



All prices are subject to VAT as currently applicable.

BRAUWELT® WHITEPAPER

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 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

Running period 3 months



BANNER
in the BRAUWELT-Newsletter

2 postings



IN THE MAGAZINE BRAUWELT

1 issue

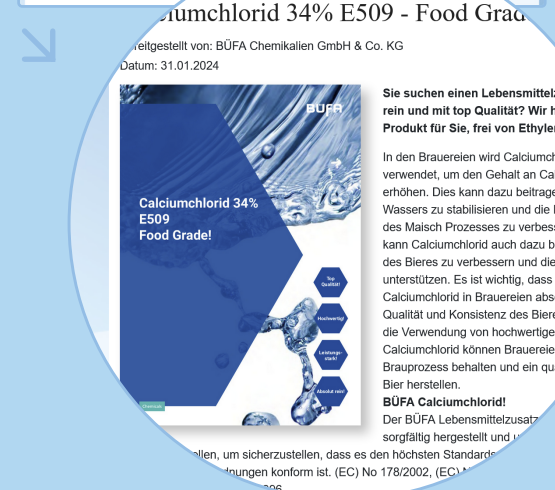
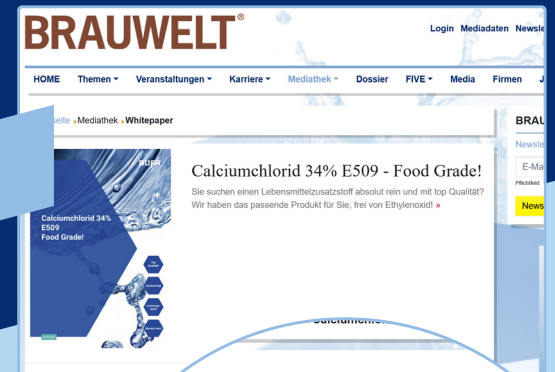


SOCIAL MEDIA CHANNEL

Price on delivery 2,490 € 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.

brauwelt.com/en

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

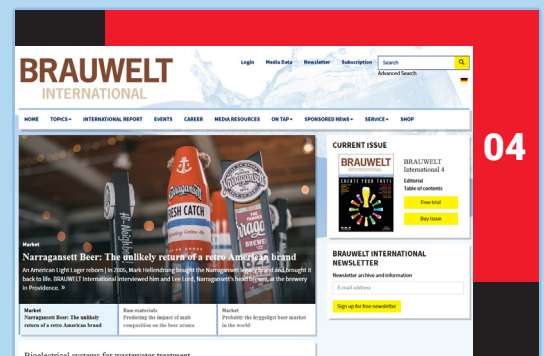
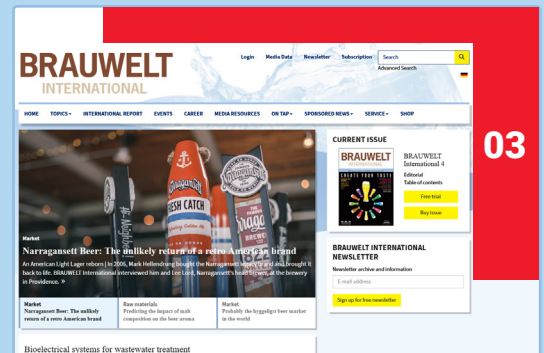
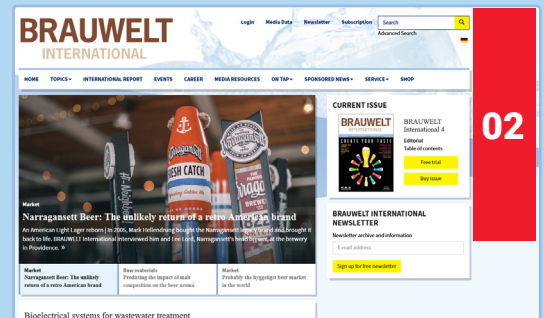
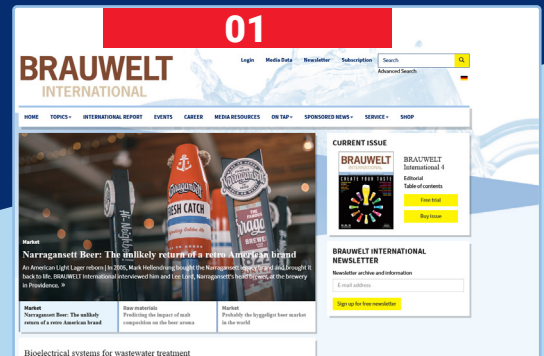
Format	728 x 90 pixels (top), 160 x 600 pixels (right), including background colouring of your choice
File Size	50 kb maximum per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, exclusive placement without rotation
Price	1,275.- € per month

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
Management Beer: The unlikely return of a retro American brand

Raw materials
Providing the impact of malt competition on the beer arena

Market
Providing the biggest beer market in the world

Sign up for this newsletter

06

Biotechnological systems for wastewater treatment
Intelligent wastewater cleaning: The development of biotechnological 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, biotechnical systems for the generation of energy and media in the brewing industry" (J. Huber).

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 on the cultivation of organic hops. Who supports the organization, why and how? In "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 part of yeast behavior which is widely exploited in the brewing industry as an effective, low-cost and natural mechanism for yeast removal. This review aims to provide an overview of the current understanding of the underlying molecular biology involved in flocculation, 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).

MOST READ
Lefts, Grinberg and Affligem: Do abbey beers need a home?

15-dollar pint: biggest tax hike in 30 years for Aussie beer drinkers

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 changes and customer demands? These and other questions will be discussed at the 2nd VLB Packaging Conference (VPL) taking place from 30 August to 1 September 2022 online at the VLB Virtual Campus - just 2 weeks before the deadline (22 to 26 September in Munich).

Raw materials
Spring barley report for Europe 2022
Harvest outlook for barley: The spring barley harvest 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
drinktec 2022: Preview - Solutions for Every Process
The long dry spell we have had through has only intensified the industry's thirst for the upcoming drinks, the world's largest trade fair for beverages and food/beverage. The trade fair will finally be able to open its doors to attendees and exhibitors from September 12 to 16, 2022.

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 Ludwigsberg-based company will manufacture 130 tanks and install them at the historic Golden, Colorado brewery. In addition to the tanks, the project includes further components, such as their installation and walkway 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
KMC | 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 can fill has grown from 800 can projects to over 100 today. The reason for this success is not only the high level of efficiency, reliability and customer support systems. Thanks to a new addition to the series that boosts capacity to up to 60,000 cans per hour, the filler can now also be integrated into lines with higher outputs even more effectively.

Environmental impact of hop varieties
Glycosidically bound hop polyphenols of the native hard resin fraction and their occurrence in hops, hop products, and beer

Hales - Hopfinger's recent answer to climate change

2021 United States hop crop & hop average report

PODCAST
Beer monopoly podcast No. 1: The brewing industry in an age of disruption
BRAUWELT International is hosting a new series of podcasts.

08

European Beer Star 2022

35th EBC Congress

15-dollar pint: biggest tax hike in 30 years for Aussie beer drinkers

Line with 18 craft brewers: Magic Rock and Fourpurs to Odyssey Inns

BRAUWELT CALENDAR

SPONSORED NEWS
Beer Average 2019-2022
Environmental impact of hop varieties
Glycosidically bound hop polyphenols of the native hard resin fraction and their occurrence in hops, hop products, and beer

09

Flexible, efficient and hygienic: Innofill Can C filler has British craft brewery Tiny Rebel convinced
KMC | 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 can fill has grown from 800 can projects to over 100 today. The reason for this success is not only the high level of efficiency, reliability and customer support systems. Thanks to a new addition to the series that boosts capacity to up to 60,000 cans per hour, the filler can now also be integrated into lines with higher outputs even more effectively.

TOPICS
Raw materials: Fermentation/Rehydration, Water: Logistics, Brewing: Filling, Packaging: Logistics, Brewing/Dispensing, Laboratory: Analytical, Quality assurance, Management: Beer, Non-alcoholic beverages

INTERNATIONAL REPORT
UK: Breweries, Europe/Russia: Media Resources, Africa: Hop

ON TOP
Beer of the month: Brewing around the world

SPONSORED NEWS
Hopfinger: Brewers Association VLB South

SERVICE
Hopfinger: Contact, Caravel subscription, Media, Africa, Podcast, Contact

FAQ
Contact, LinkedIn

Imprint | Privacy Policy | Cookie Conditions | Cookie Settings | Media Data

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.

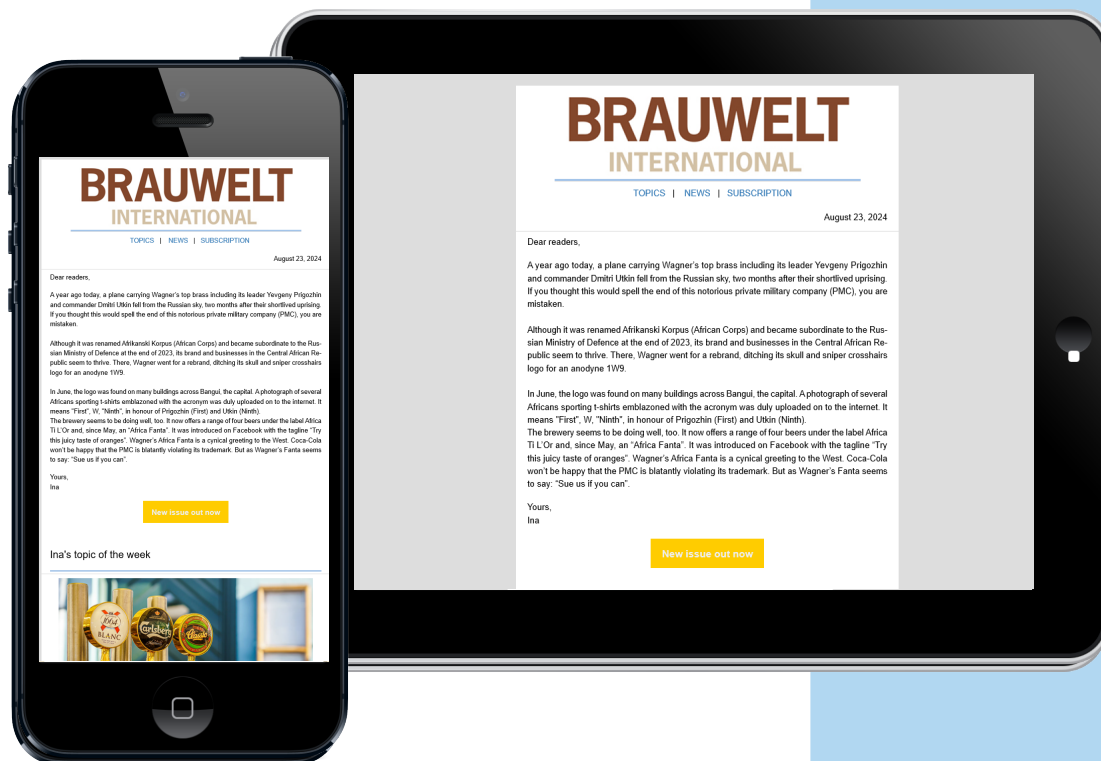
Number of recipients: 7,489
(status: October 2024)

Open rate:
Annual average 21%

PUBLICATION DATES:

January	February	March	April	May	June
10-Jan-2025	07-Feb-2025	14-Mar-2025	04-Apr-2025	09-May-2025	06-June-2025
17-Jan-2025	14-Feb-2025	21-Mar-2025	11-Apr-2025	16-May-2025	13-June-2025
24-Jan-2025	28-Feb-2025	28-Mar-2025	25-Apr-2025	23-May-2025	27-June-2025

July	August	September	October	November	December
04-July-2025	01-Aug-2025	12-Sep-2025	10-Oct-2025	14-Nov-2025	05-Dec-2025
11-July-2025	08-Aug-2025	19-Sep-2025	17-Oct-2025	21-Nov-2025	12-Dec-2025
18-July-2025	22-Aug-2025	26-Sep-2025	24-Oct-2025	28-Nov-2025	19-Dec-2025



**BANNER IN
BRAUWELT INTERNATIONAL-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

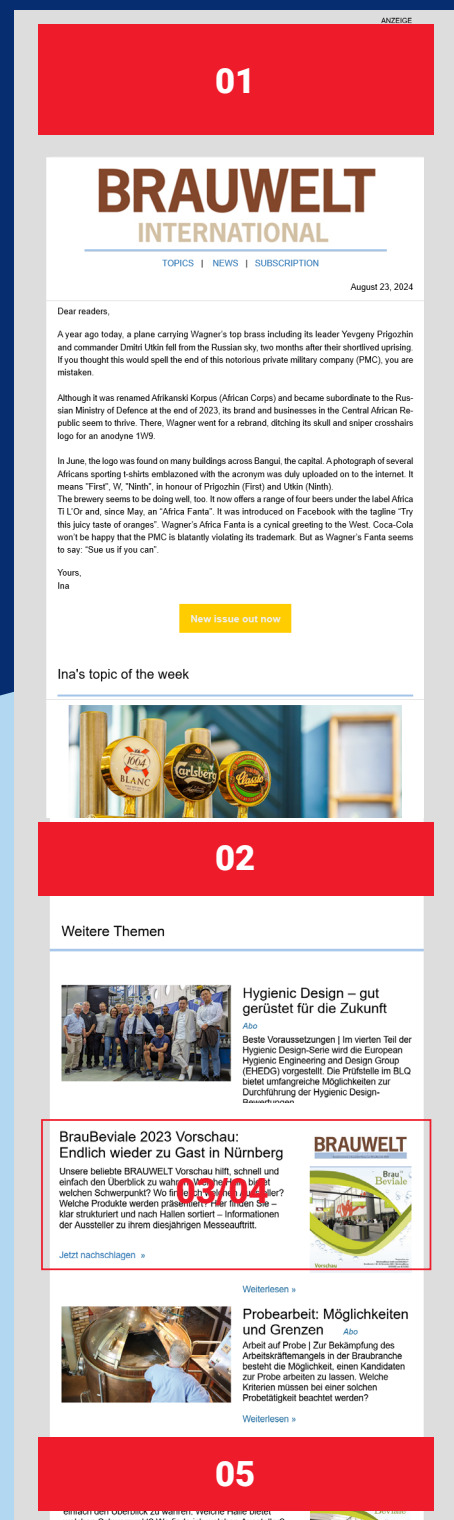
05 STANDARD
Size: 600x100 pixels

PLACEMENT	PRICE PER ISSUE
PREMIUM	600.- €
TOP	500.- €
STANDARD	460.- €
TEXT DISPLAY	480.- €
TEXT+PICTURE DISPLAY	530.- €

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

36 ISSUES PER YEAR

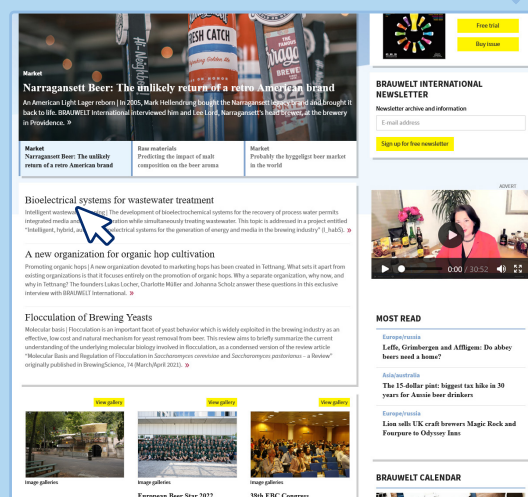
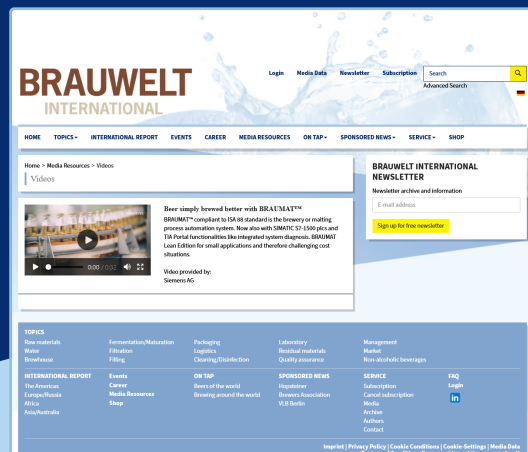
All prices are subject to VAT as currently applicable.

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

Price on delivery 1,450 € Not discountable

All prices are subject to VAT as currently applicable.

brauwelt.com/en

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

Running period 3 months



BANNER
in the BRAUWELT International-Newsletter

2 postings



IN THE MAGAZINE
BRAUWELT International

1 issue



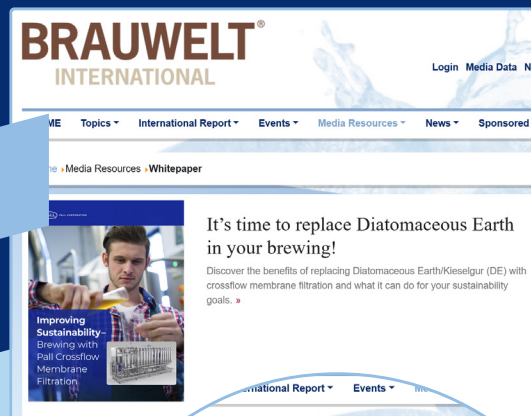
SOCIAL MEDIA CHANNEL

Price on delivery

2,490 € Not discountable
(delivery of a completed PDF)

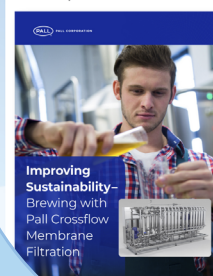
YOUR ADVANTAGES

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



It's time to replace Diatomaceous Earth in your brewing!

Supplied by: Pall Corporation
Date: 31 July 2024



Discover the benefits of replacing Diatomaceous Earth/Kieselgur (DE) with crossflow membrane filtration and what it can do for your sustainability goals.

Brewers should consider when they contemplate more sustainable production that apart from positioning themselves in the market and getting ready to appeal to more environmental conscious customers, there is also a changing mindset in legislation that drives producing companies to become more sustainable.

In fact, for a growing number of breweries, the legal environment will change more and more with respect to sustainability of production.

Replacing Diatomaceous Earth (DE)/Kieselgur Beer Clarification

... using DE as a filter aid has been the dominating technology in beer filtration... naturally occurring powder. It's used in traditional filtration as a dry... through the filter. For larger breweries the needed quantities...

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.

Fachverlag Hans Carl GmbH
Andernacher Str. 33a
90411 Nuremberg

Phone +49 911 / 9 52 85-26
anzeigen@hanscarl.com
brauwelt.com