

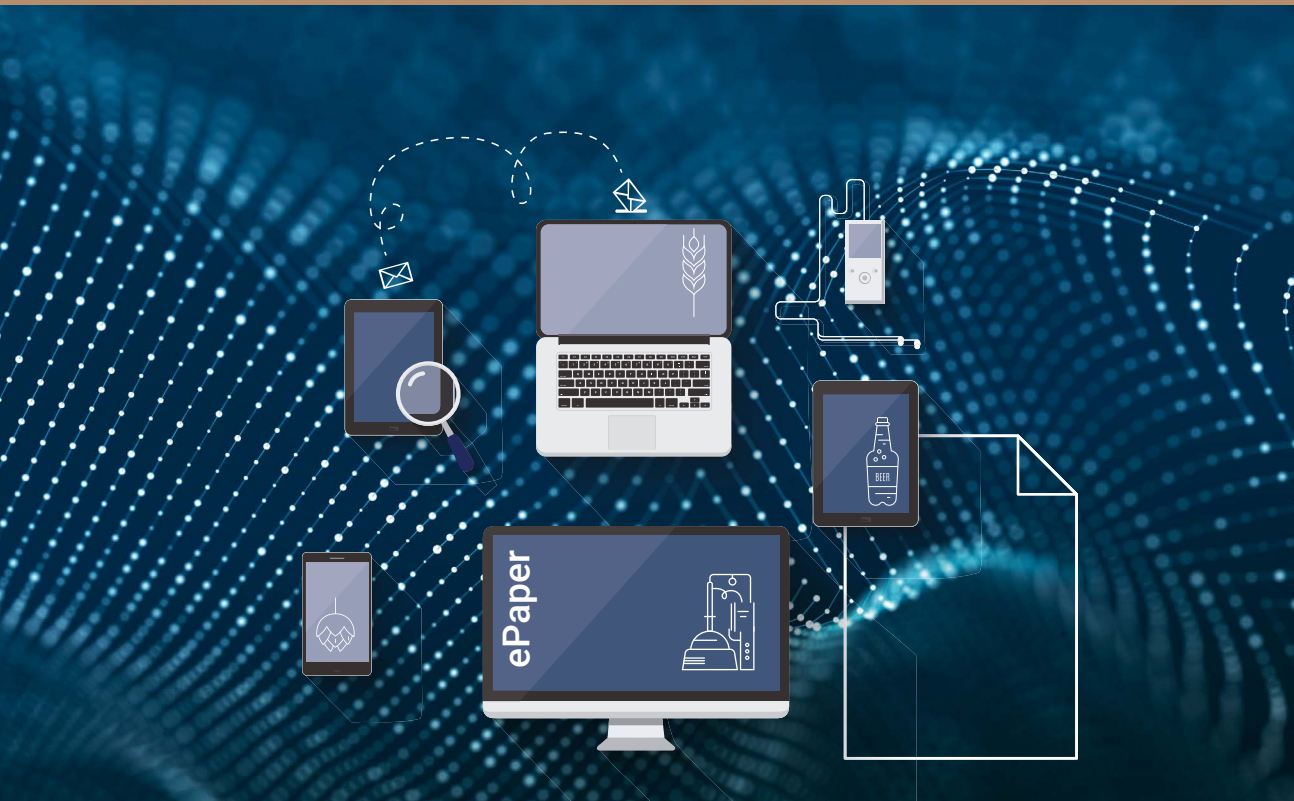
# BRAUWELT®

MEDIA-  
INFORMATION  
Print | ePaper

# 2025

FACHVERLAG HANS CARL GmbH

Price list from 1-Jan-2025



**BRAUWELT®**

**BRAUWELT®**  
INTERNATIONAL

-> BRAUWELT

-> BRAUWELT International



Fachverlag Hans Carl GmbH  
Andernacher Straße 33a  
90411 Nuremberg, Germany

Phone: +49(0)911/ 9 52 85 - 0  
Fax: +49(0)911/ 9 52 85 - 48

Internet: [brauwelt.com](http://brauwelt.com)  
[www.carllibri.com](http://www.carllibri.com)

E-Mail: [anzeigen@hanscarl.com](mailto:anzeigen@hanscarl.com)  
[redaktion@hanscarl.com](mailto:redaktion@hanscarl.com)  
[abo@hanscarl.com](mailto:abo@hanscarl.com)



[www.facebook.com/brauwelt.fachzeitschrift](https://www.facebook.com/brauwelt.fachzeitschrift)



[www.linkedin.com/showcase/brauwelt](https://www.linkedin.com/showcase/brauwelt)  
[www.linkedin.com/showcase/brauwelt-international](https://www.linkedin.com/showcase/brauwelt-international)  
[www.linkedin.com/company/fachverlag-hans-carl-gmbh](https://www.linkedin.com/company/fachverlag-hans-carl-gmbh)

-> BRAUWELT

-> BRAUWELT International

## Contents:

### BRAUWELT

4-5	Profile
6-9	Special topics and dates
10-15	Price list
16	Formats and technical details
17	Circulation and distribution analysis
18	Analysis of readership structure

### BRAUWELT International

19	Profile
20	Circulation
21	Dates
22-24	Price list
25-26	Terms and conditions

## BRAUWELT®



**BRAUWELT®**

Volume 165

Frequency: Fortnightly

( = 25 issues /year)

Circulation: 2,422

The printed edition of **BRAUWELT**, the international, independent journal for the entire beverage sector, is published fortnightly and offers latest news, reports and articles from the entire brewing and beverage world. The publication language is German.

In addition to the printed version, **BRAUWELT** can also be obtained as an ePaper.

**BRAUWELT** covers the latest technical and technological developments, from raw materials, brewhouses, fermenting rooms, storage cellars, filling and packaging to quality management, energy, water and environmental issues and logistics. It features case studies, company portraits, interviews, marketing and sales strategies, reports on congresses, workshops and courses, fair previews and reviews, a regularly updated calendar and event notices, company and association news and a people column.

With its monthly specials like brewing technology, beverage technology and both marketing and management practice, **BRAUWELT** covers all topics relevant to experts and management from the brewing and beverage industry in their everyday work.

**BRAUWELT** provides a suitable platform for a comprehensive knowledge transfer in the brewing and beverage industry. For those who want to get the news quicker, there is also the **BRAUWELT** Newsletter.



- 1 Title:** BRAUWELT
- 2 Short profile:** BRAUWELT is an international, independent professional journal for the whole beverage industry and stands for worldwide, highly-qualified research and compilation of all economic and technical developments. BRAUWELT Online and Newsletter: cross-media publishing with print editions means always being on top of events with a fast online archive access to all BRAUWELT issues published since 1991.
- 3 Target group:** All professionals and executives from the international brewing and beverage industry and the supply industry as well as teachers and students from the relevant teaching and training institutions.
- 4 Frequency:** 14-daily
- 5 Magazine format:** 210 mm x 297 mm
- 6 Volume:** 165
- 7 Subscription price:**
- Annual subscription:**
- PRINT**  
25 print edition + online + newsletter + archive  
Germany: € 182.90 (incl. postage and VAT)  
foreign countries: € 213.70 (incl. postage + VAT)
- PRINT + DIGITAL**  
25 print edition + ePaper + online + newsletter + archive  
Germany: € 209.90 (incl. postage and VAT)  
foreign countries: € 239.40 (incl. postage and VAT)
- DIGITAL**  
25 ePaper edition + online + newsletter + archive  
Germany: € 159.90 (incl. VAT.)  
foreign countries: € 149.44 (+ VAT)
- Single copy price:** € 9.00 (incl. VAT)
- 8 Organ:** -
- 9 Memberships:** Media data base of the German specialist press association „Deutsche Fachpresse“, IVW/IVW-EDA

- 10 Publishing house:** Fachverlag Hans Carl GmbH  
Andernacher Str. 33a, 90411 Nuremberg, Germany  
Phone: +49(0)911/ 9 52 85 - 0  
Fax: +49(0)911/ 9 52 85 - 48  
Internet: www.hanscarl.com  
E-mail: info@hanscarl.com
- 11 Publisher:** Dr.-Ing. Karl-Ullrich Heyse
- 12 Advertising / Distribution:** Michael Schmitt (responsible)  
Phone: +49(0)911/ 9 52 85 - 62  
E-mail: anzeigen@hanscarl.com
- 13 Editorial department:** Dr. Lydia Junkersfeld (Editor-in-chief)  
Phone: +49(0)911/ 9 52 85 - 58, Fax: - 48  
E-mail: junkersfeld@hanscarl.com

#### 14 Editorial-to-advertising-analysis 2023 = 36 issues

Total number of pages:	1,392 pages	= 100.0 %
Editorial section:	1,096 pages	= 78,7 %
Advertisements:	299 pages	= 21,5 %
Of which:		
Classified ads	75 pages	= 25,1 %
Buyers guide	26 pages	= 8,7 %
In-house-ads	113 pages	= 37,8 %
Inserts	4 pages	= 1,3 %
Supplements	7 pieces	

#### 15 Content analysis of the editorial section: 2023 = 1,096 pages

##### Sorted by subject area:

International beer and beverage market	130 pages	= 11.9 %
National and international events	90 pages	= 8.2 %
Marketing and merchandising	90 pages	= 8.2 %
Beer and beverage production	114 pages	= 10.4 %
Business management	96 pages	= 8.8 %
Quality management/Controlling	90 pages	= 8.2 %
Engineering/plants for beverage production	114 pages	= 10.4 %
Filling and packaging	108 pages	= 9.9 %
Vehicle fleet and logistics	30 pages	= 2.7 %
Energy and environment	72 pages	= 6.6 %
Cleaning and disinfection	36 pages	= 3.3 %
Raw products and auxiliary supplies	126 pages	= 11.5 %
	1,096 pages	= 100.0 %



Month	Issue	Publishing date	Closing date	Copy date	Subject and topics	BRAUWELT is present at the following fairs and exhibitions*
January	1	09-Jan-2025	17-Dec-2024	21-Nov-2024	Brewing Technology: Water/Energy/Environment (1) <b>Buyers Guide</b>	19/22-Jan-2025 <b>GETRÄNKE IMPULS TAGE 2025</b> Zell am See/Kaprun, Austria <a href="http://www.getraenke-impuls-tage.de">www.getraenke-impuls-tage.de</a>
	2	23-Jan-2025	14-Jan-2025	12-Dec-2024	Beverage Technology: Cleaning & Disinfection (1) International Report	
February	3	06-Feb-2025	28-Jan-2025	27-Dec-2024	Brewing Technology: Raw materials: brewing grains; malting grains, hops (1) <b>Buyers Guide</b>	06/07-Feb-2025 <b>GLUG Swiss</b> Aarau, Switzerland <a href="http://www.glug.swiss">www.glug.swiss</a>  16/18-Feb-2025 <b>Beer &amp; Food Attraction</b> Rimini, Italy <a href="http://www.beerandfoodattraction.it">www.beerandfoodattraction.it</a>
	4	20-Feb-2025	11-Feb-2025	09-Jan-2025	Management: Market, Marketing, Business Administration, Law (1) International Report	
March	5	06-Mar-2025	25-Feb-2025	23-Jan-2025	Brewing Technology: Brewhouse (1) <b>Buyers Guide</b>	25/28-Mar-2025 <b>109. Internat. Brau- und maschinen-technische Arbeitstagung</b> Kulmbach, Deutschland <a href="http://www.vlb-berlin.org">www.vlb-berlin.org</a>
	6	20-Mar-2025	11-Mar-2025	06-Feb-2025	Beverage Technology: Filling & Packaging (1) International Report	

<b>April</b>	<b>7</b>	03-Apr-2025	25-Mar-2025	20-Feb-2025	Brewing Technology: Yeast, Fermentation & Storage (1) <b>Buyers Guide</b>	06/09-Apr-2025 <b>Trends in Brewing</b> Leuven, Belgium <i>trendsinbrewing.org</i>
	<b>8</b>	17-Apr-2025	08-Apr-2025	06-Mar-2025	Beverage Technology: Vehicle Fleet & Logistics (1) International Report	10/12-Apr-2025 <b>Kibex, Korea International Beer Expo</b> Seoul, Korea <i>www.beerexpo.kr</i>
<b>May</b>	<b>9</b>	02-May-2025	22-Apr-2025	20-Mar-2025	Brewing Technology: Filtration & Stabilisation (1) <b>Buyers Guide</b>	25/27-Apr-2025 <b>Craft Beer China</b> Shanghai, China <i>www.cbcechina.com/en</i>
	<b>10</b>	15-May-2025	06-May-2025	03-Apr-2025	Management: Market, Marketing, Business Administration, Law (2)	28-April/1-May 2025 <b>Craft Brewers Conference &amp; Brew Expo America</b> Indianapolis, USA <i>www.craftbrewersconference.com</i>
	<b>11</b>	30-May-2025	20-May-2025	17-Apr-2025	Brewing Technology: Water/Energy/Environment (2) International Report	16/17-May-2025 <b>Beer Craft</b> Bolzano, Italy <i>www.beercraft.info</i>
	<b>12</b>	12-June-2025	06-June-2025	02-May-2025	Beverage Technology: Cleaning & Disinfection (2) <b>Buyers Guide</b>	21/22-Mai-2025 <b>EBC Symposium 2025 and EBC Brewing Science Group Meeting</b> Budapest, Hungary <i>ebc-symposium.org</i>
<b>June</b>	<b>13</b>	26-June-2025	16-June-2025	15-Mar-2025	Brewing Technology: Raw materials: brewing grain; malting, hops (2) International Report	16/18-June-2025 <b>Africa Brewing Conference</b> Maputo, Mosambik <i>www.vlb-berlin.org</i>

We reserve the right for changes.

\*More on fairs and exhibitions at [brauwelt.com](http://brauwelt.com)



Month	Issue	Publishing date	Closing date	Copy date	Subject and topics	BRAUWELT is present at the following fairs and exhibitions*	
July	14	10-July-2025	01-July-2025	30-May-2025	Beverage Technology: Filling & Packaging (2) <b>Buyers Guide</b>		
	15	24-July-2025	15-July-2025	12-June-2025	Brewing Technology: Brewhouse (2) International Report		
August	16	07-Aug-2025	29-July-2025	20-June-2025	Brewing Technology: Yeast, Fermentation & Storage (2) <b>Buyers Guide</b>		
	17	21-Aug-2025	12-Aug-2025	26-June-2025	drinktec 2025: Fair issue 1 International Report		
September	18	04-Sep-2025	26-Aug-2025	10-Jul-2025	drinktec 2025: Fair issue 2 <b>Buyers Guide</b>		15/19. September 2025 <b>drinktec</b> Munich, Germany <a href="http://www.drinktec.com">www.drinktec.com</a>
	19	11-Sep-2025	02-Sep-2025	17-July-2025	drinktec 2025: Fair issue 3 International Report	23/25-Sep-2025 <b>Fachpack</b> Nürnberg, Germany <a href="http://www.fachpack.de">www.fachpack.de</a>	

Fair issue drinktec 2025

Fair issue drinktec 2025

Fair issue drinktec 2025








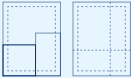
<b>October</b>	<b>20</b>	02-Oct-2025	23-Sep-2025	21-Aug-2025	Brewing Technology: Filtration & Stabilisation (2) <b>Buyers Guide</b>
	<b>21</b>	16-Oct-2025	07-Oct-2025	04-Sep-2025	Management: Market, Marketing, Business Administration, Law (3)
	<b>22</b>	30-Oct-2025	21-Oct-2025	18-Sep-2025	Beverage Technology: Vehicle Fleet & Logistics (2) International Report
<b>November</b>	<b>23</b>	13-Nov-2025	04-Nov-2025	02-Oct-2025	Brewing Technology: Water/Energy/Environment (3) <b>Buyers Guide</b>
	<b>24</b>	27-Nov-2025	18-Nov-2025	16-Oct-2025	Management: Market, Marketing, Business Administration, Law (3) International Report
<b>December</b>	<b>25</b>	11-Dec-2025	02-Dec-2025	30-Oct-2025	Brewing Technology: Raw materials: brewing grain; malting, hops (3) International Report <b>Buyers Guide</b>



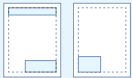

We reserve the right for changes.

\*More on fairs and exhibitions at [brauwelt.com](http://brauwelt.com)



### 1 Sizes and prices (in Euro):

Size	Type area (width x height) in mm	*Bleed (width x height) in mm	Black/white €	4 colours €
Cover 	185 x 190	210 x 207	4,572.–	6,069.–
Panoramic advert** 	-	420 x 297	8,003.–	9,500.–
Inside front cover Facing contents 	185 x 275	210 x 297	4,285.–	5,782.–
Inside back cover Back cover 1/1 page 	185 x 275	210 x 297	4,081.–	5,578.–
1/2 page 	185 x 125	210 x 148	2,429.–	3,926.–
	121 x 192	136 x 207		
	90 x 275	105 x 297		
1/3 page 	185 x 84	210 x 100	1,688.–	3,185.–
	121 x 127	136 x 148		
	58 x 275	73 x 297		

1/4 page		185 x 60	210 x 75	1,376.–	2,873.–
		121 x 96	136 x 111		
		90 x 125	105 x 148		
		43 x 275	56 x 297		
1/6 page		185 x 41	210 x 56	927.–	2,424.–
		90 x 84	105 x 100		
		58 x 127	73 x 148		
1/8 page		185 x 30	210 x 35	688.–	1,461.–
		121 x 45	-		
		90 x 60	-		
1/16 page		185 x 15		439.–	952.–
		90 x 30			
Premium position (e.g. below editorial/contents); other formats on request		Prices on request			

**Qualified circulation: 2,422 copies**

\*\* double page spread bleed

**Type area:** Printed space on a page according to the layout design.

**\*Bleed:** Page design where the illustrations or texts overlap the edge of the trimmed page.  
3 mm trim per side, up, down, left, right

**Upgrading your ad in the ePaper:**

Gallery € 150.–  
Video (YouTube integration also possible) € 250.–  
Links to Social Media, product catalogs, website and e-mail address € 100.–

All prices are subject to VAT as currently applicable.

### Advertising rates for classified advertisements

#### MM-prices/column for advertisements:

**b/w:** € 2.40    **4c:** € 3.40

Special colour on request

#### Chiffre charge:

€ 8.00 per advertisement

#### Discounts:

3 appearances	5 %
6 appearances	10 %
12 appearances	15 %
24 appearances	20 %
36 appearances	25 %

#### Closing date:

BRAUWELT dates from page 6

#### Categories:

Job applications, business connections, sales and other categories

#### Calculation of advertising rates:

Number of columns x height in mm x mm-price

#### Example:

b/w advertisement 50 mm high, 2 columns wide  
2 columns x 50 mm x € 2.40 = € 240.-

Type Area: 185 x 250 mm  
(width x height)

columns	width
1 column	43 mm
2 columns	90 mm
3 columns	138 mm
4 columns	185 mm

The height of the advertisement is freely selectable.

### Prices for job offers

#### Job offers in the journal BRAUWELT Print and ePaper

Ad price print mm-price/column	b/w: € 2.80
	4c: € 3.70

Chiffre charge € 8.00

#### Online display of the advertisement (duration 4 weeks) for a print advertisement

up to 100 total mm	€ 165.-
up to 300 total mm	€ 110.-
up to 500 total mm	€ 55.-
over 500 total mm	(included)

#### Example:

Ad height print edition x number of columns = total millimetres

Type Area: 185 x 250 mm (width x height)

columns	width
1 column	43 mm
2 columns	90 mm
3 columns	138 mm
4 columns	185 mm

The height of the advertisement  
is freely selectable.

Now more reach with job offers  
in BRAUWELT

Teaserboxes

TOP-JOB

Use for your online ad our  
circuit tool at:

[jobs.brauwelt.com](https://jobs.brauwelt.com)

#### Job offers at brauwelt.com

##### Online

Single display (1 position)	duration: 4 weeks	
	Print-teaser, b/w	€ 440.-
Internship/apprenticeship	duration: 4 weeks	€ 190.-

##### Add-ons:

TOP-JOB	marking 4 weeks	€ 150.-
	one-Time inclusion in the BRAUWELT-Newsletter Layout in TOP-JOB-Box	
Online extension	4 weeks each (max. 2x possible)	€ 150.-
Additional position		€ 150.-

Online job advertisements are not discountable and commissionable. All  
prices are subject to VAT as currently applicable.

Price list no. 72  
Print and ePaper

valid from 1-Jan-2025

### Advertising rates for Buyers Guide

#### MM-prices for advertisements:

**b/w:** € 8.70      **4c:** € 10.90      per category  
Special colour on request

#### Width of advertisement:

90 mm (fix)

#### Discounts:

2 advertisements	5 %
4 advertisements	10 %
6 advertisements	15 %
8 advertisements	20 %
12 advertisements	30 %

#### Categories:

Effluent treatment, cooling brine, brewery tanks, heat exchangers and many more.

Price including standard entry in our company listings at [brauwelt.com/de/firmen](http://brauwelt.com/de/firmen)

#### Calculation of advertising rates:

height in mm x mm-price x number of categories

#### Closing date:

BRAUWELT dates from page 6

### Examples for Buyers Guide

Brauereisteuerung / Prozesstechniksoftware /  
brewery control / process engineering software

Zum Wohl – auf die  
Zukunft des Brauens!



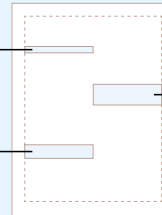
**mingle  
control**

Ein Produkt der  
DriveCon GmbH  
Mainfrankenpark 59  
97337 Dettelbach  
info@minglecontrol.de  
www.minglecontrol.de

**minglecontrol – die hochmoderne Prozesstechniksoftware**  
Wir modernisieren Dr. Anton, Bischof und andere Steuerungen in kürzester Zeit.

#### Example for one category and issue:

90 x 10 mm	€ 87.- b/w	90 x 30 mm
€ 109.- 4c		€ 261.- b/w
		€ 327.- 4c
90 x 20 mm	€ 174.- b/w	
€ 218.- 4c		



All prices are subject to VAT as currently applicable.



- 1 Sizes and prices:** see page 10 and 15
- 2 Surcharges:** (discountable)
- Colour:** per standard ink from euro colour scale **€ 499.-**  
Other colours **€ 750.-**
- Placement:**
- Binding placement prescriptions: 10% of b/w-base price
- Formats:**
- Formats across binding: 10% of b/w-base price
- 3 Discounts:** (valid for advertisements and classified ads)
- | Frequency rate |      | Volume rate |      |
|----------------|------|-------------|------|
| 3 appearances  | 5 %  | 2 pages     | 5 %  |
| 6 appearances  | 10 % | 3 pages     | 10 % |
| 12 appearances | 15 % | 6 pages     | 15 % |
| 24 appearances | 20 % | 12 pages    | 20 % |
- For repeats scheduled to appear within a 12-month period.  
Inserts and additional technical costs are not discounted.
- 4 Sections:**
- Classified ads see page 12  
Job offers see page 13  
Buyers guide see page 14
- 5 Ad special:**
- Ad specials and costs for technical processing are not discountable  
Special prices apply for increased circulation for events such as trade shows etc.
- Bound inserts:** (bound-in when binding)  
max. format: 210 x 297 mm (trimmed format)  
delivery in untrimmed format: 216 x 303 mm  
Price at delivery:  
4 pages **€ 4,250.-**

**Inserts:** (Loosely inserted in the magazine)  
max. format: 205 mm x 292 mm (trimmed format)  
price at delivery up to 25 g **€ 1,695.-**

**Advertorial** on request  
**Supplement** on request  
**Offprints** on request

**This and further ad specials can be found at**  
<https://brauwelt.com/de/service/uebersicht-mediadaten>

**Delivery address for position 5:**  
Schleunungdruck GmbH, Eltertstraße 27, 97828 Marktheidenfeld, Germany  
**Annotation:** For BRAUWELT issue no. ...  
**Required quantity for position 5:**  
3,000 copies (increased circulation at trade shows and events!)

**6 Contact:** Fachverlag Hans Carl GmbH  
Andernacher Str. 33a  
90411 Nuremberg, Germany  
Phone: +49(0)911/ 9 52 85 - 0  
Fax: +49(0)911/ 9 52 85 - 48  
Internet: brauwelt.com  
E-mail: anzeigen@hanscarl.com

**7 Conditions and terms of payment:**  
Payment is due within 14 days after receipt of invoice without deduction.

Place of payment and fulfillment is Nuremberg.

**Bank accounts:**  
Postbank Nuremberg  
BIC: PBNKDEFFXXX, IBAN: DE04 7601 0085 0004 1008 57  
Sparkasse Nuremberg  
BIC: SSKNDE77XXX, IBAN: DE44 7605 0101 0001 1160 03



- 1 Magazine format:** 210 mm width x 297 mm height (trimmed)  
216 mm width x 303 mm height (untrimmed)  
3 mm bleed per side, up, down, left, right  
**Type area:** 185 mm width x 275 mm height  
**Number of columns:** 4 columns, each 43 mm width  
3 columns, each 58 mm width
- 2 Printing and binding process, printing data:**  
Offset, wire stitching or adhesive binding, acceptance of digital advertisements at minimum 300 dpi.
- 3 Contact for data transmission:**  
E-mail: [anzeigen@hanscarl.com](mailto:anzeigen@hanscarl.com)
- 4 File format:**  
PDF 1.6 or PDF X 4  
Please only submit printable data:
  - all fonts used must be embedded;
  - images in CMYK colour mode (not RGB),halftone images require a resolution of 300 dpi;  
line art at least 600 dpi
- 5 Colour:**  
Print colours in CMYK-mode. Special colours on request.
- 6 Proof:**  
Enclose a colour consistent proof for your copies. Colour proofs from a colour copier are not contract proof-quality.
- 7 Data storage:**  
Data is being stored; it is therefore usually possible to repeat the placing of an ad, as long as there are no changes. However, no warranty is given for error-free data storage.
- 8 Guarantee:**  
The publisher does not assume liability for discrepancies in texts, images, and especially colours. We offer no guarantee when printing colour ads without contract proofs. We assume that the files given to us are copies and do not accept liability for their condition.
- 9 Contact:**  
Martina Wehfritz  
E-mail: [wehfritz@hanscarl.com](mailto:wehfritz@hanscarl.com)  
Phone: + 49(0) 911 / 95 285 - 36



#### 1 Circulation quality control:



#### 2 Circulation analysis:

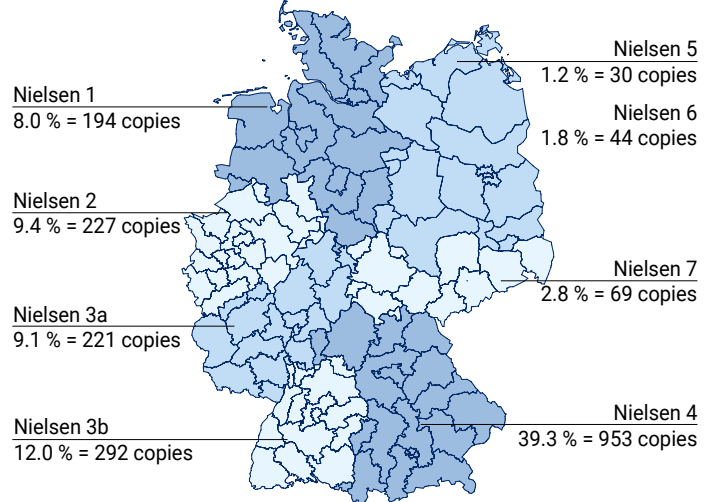
Copies per issue, annual average  
(July 1st 2023 to June 30th 2024)

<b>Press run:</b>	2,748	
<b>Qualified circulation:</b>	2,422	of which foreign: 293
of which ePaper:	108	
<b>Paid circulation:</b>	2,065	of which foreign: 268
- Subscribed circulation:	1,883	of which foreign: 274
of which ePaper:	95	
- Sales per copy:	-	
- Miscellaneous sales:	182	of which foreign: 7
of which ePaper:	6	
<b>Free copies:</b>	357	of which foreign: 25
of which ePaper:	7	
<b>Remainder, archive and specimen copies:</b>	434	

#### 3 Breakdown of geographic distribution:

Economic region	Share of qualified circulation	
	%	Copies
Federal Republic of Germany	87.9	2,129
of which fairs and events		87
Foreign circulation	12.1	293
<b>Qualified circulation</b>	<b>100,0</b>	<b>2,422</b>

#### 3.1 Breakdown of geographic distribution:



#### Summary of the survey method

- Recipient structure analysis by file evaluation  
- Total survey according to IVW-EDA guidelines
- Population: tvA domestic 2,422 = 100 %, not included in the survey recorded 103 = 4.3 %
- Sample: total survey
- Target group of the survey: not applicable
- Survey period: 1 July 2023 to 30 June 2024
- Implementation of the survey: Fachverlag Hans Carl GmbH  
The detailed survey method can be found at [brauwelt.com/en/survey-methods](http://brauwelt.com/en/survey-methods).

### 1.1 Lines of business/ Sectors of industry/ Professional groups and organisations

Recipient groups	Share of qualified circulation	
	Percentage	Copies
Breweries, brewing experts	52.9	1,281
Malting plants	2.1	50
Soft drinks industry	3.9	94
Wholesalers	3.7	90
– of which beverage wholesalers	1.6	38
Retailers	1.9	46
– of which beverage retailers	1.1	27
Publishing industries and print offices	1.2	30
Chemical industry	1.5	37
Engineering and metalworking industries	7.1	173
Measurement engineering, control technology	1.3	31
B2B economic services	6.1	148
Universities, institutes, professional and vocational schools	3.9	95
Associations, libraries, public administration	2.9	71
Further lines of industry, grouped together (qualified, but single share under 0.5 %)	3.5	84
Line of industry unknown	3.7	89
Others	4.3	103
Rounding difference		
<b>Total circulation (annual average) (actually distributed copies)</b>	<b>100.0</b>	<b>2,422</b>

#### Summary of the survey method

- Method:  
Recipient structure analysis by file evaluation  
– Total survey according to IVW-EDA guidelines
- Population:  
tvA domestic 2,422 = 100 %, not included in the survey recorded 0 = 0 %
- Sample: total survey
- Target group of the survey:  
not applicable
- Survey period:  
1 July 2023 to 30 June 2024
- Implementation of the survey:  
Fachverlag Hans Carl GmbH  
The detailed survey method can be found at [brauwelt.com/en/survey-methods](https://brauwelt.com/en/survey-methods).

1.2 Size of business entity

2.2 Socio-demographics

Characteristics were not collected because the degree of use of the journal is independent of this.

2.1 Activity characteristics

2.3 Decision-making areas or purchase intentions

## BRAUWELT International



### BRAUWELT International – Volume 43

#### PRINT + DIGITAL

6 Print editions + ePaper + newsletter + archive

Germany: € 119.90 (incl. postage and VAT)

Foreign countries: € 92.30 (+ postage and VAT)

Frequency: 6 times/year

Circulation: 8,223

#### DIGITAL

6 ePaper + newsletter + archive

Germany: € 99.90 (incl. VAT.)

Foreign countries:

€ 93.36 (+ VAT)

The printed edition of **BRAUWELT International** contains selected professional articles written by renowned authors from the international brewing and beverage industry, the supply industry as well as research and development. The publication language is English.

In addition to the printed version, **BRAUWELT International** can also be obtained as an ePaper.

**TOPICS:** From raw materials and their processing to filling and packaging, logistics, energy, water, sustainability and the development of international markets – **BRAUWELT International** provides the suitable platform for world-wide knowledge transfer in the brewing and beverage industry.

Subscribers to **BRAUWELT International** receive the **BRAUWELT International News** by e-mail. The publication language is English. In addition to latest market data and information on technological developments, the **BRAUWELT International News** feature the International Report. This report is written exclusively for **BRAUWELT International** online and contains opinions and comments on world beer and beverage-related affairs.

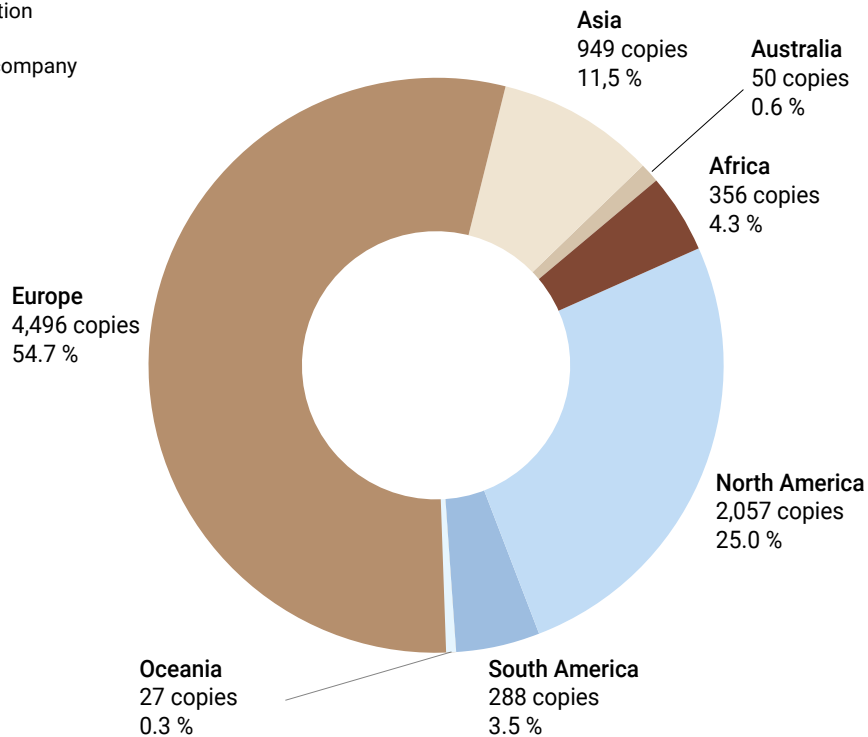
**BRAUWELT International's** target groups consist of all professionals and executives from the international brewing and beverage industry and the supply industry as well as teachers and students from the relevant teaching and training institutions.

#### Circulation

8,223 distributed copies worldwide (including paying subscribers)

BRAUWELT International recipients guarantee you:


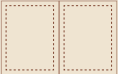





- ➔ the right personal address
- ➔ minimum waste circulation
- ➔ knowledge of English
- ➔ leading position in the company






### BRAUWELT International

Month	Issue	Publication date	Closing date	Copy date	Exhibitions
<b>February</b>	<b>1</b>	12-Feb-2025	15-Jan-2025	18-Nov-2024	16/18-Feb-2025 <b>Beer &amp; Food Attraction</b> Rimini, Italy <a href="http://www.beerandfoodattraction.it">www.beerandfoodattraction.it</a>
<b>April</b> <b>Preview Craft Brewers Conference</b>	<b>2</b>	02-Apr-2025	05-Mar-2025	20-Jan-2025	06/09-Apr-2025 <b>Trends in Brewing</b> Leuven, Belgium <a href="http://trendsinbrewing.org">trendsinbrewing.org</a>  10/12-Apr 2025 <b>Kibex, Korea International Beer Expo</b> Seoul, Korea <a href="http://www.beerexpo.kr">www.beerexpo.kr</a>
<b>June</b>	<b>3</b>	18-June-2025	21-May-2025	07-Apr-2025	25/27- Apr-2025 <b>Craft Beer China</b> Shanghai, China <a href="http://www.cbcechina.com/en">www.cbcechina.com/en</a>
<b>August</b> <b>Fair issue drinktec 2025</b>	<b>4</b>	27-Aug-2025	30-July-2025	02-June-2025	28 April to 01 Mai 2025 <b>Craft Brewers Conference &amp; Brew Expo America</b> Indianapolis, USA <a href="http://www.craftbrewersconference.com">www.craftbrewersconference.com</a>
<b>October</b>	<b>5</b>	22-Oct-2025	24-Sep-2025	04-Aug-2025	21/22-Mai-2025 <b>EBC Symposium 2025 and EBC Brewing Science Group Meeting</b> Budapest, Hungary <a href="http://ebc-symposium.org">ebc-symposium.org</a>
<b>December</b>	<b>6</b>	10-Dec-2025	12-Nov-2025	29-Sept-2025	15/19 September 2025 <b>drinktec</b> Munich, Germany <a href="http://www.drinktec.com">www.drinktec.com</a>

We reserve the right for changes.

Size	Type area (width x height) in mm	*Bleed (width x height) in mm	Black/white €	4 colours €
Cover 	185 x 190	210 x 207	4,503.–	6,000.–
Panoramic advert ** 	-	420 x 297	7,979.–	9,476.–
Inside front cover Facing contents 	185 x 275	210 x 297	4,271.–	5,768.–
Inside back cover Back cover 1/1 page 	185 x 275	210 x 297	4,070.–	5,567.–
1/2 page 	185 x 125	210 x 148	2,413.–	3,910.–
	121 x 192	136 x 207		
	90 x 275	105 x 297		
1/3 page 	185 x 84	210 x 100	1,675.–	3,172.–
	121 x 127	136 x 148		
	58 x 275	73 x 297		
1/4 page 	185 x 60	210 x 75	1,365.–	2,862.–
	121 x 96	136 x 111		
	90 x 125	105 x 148		
	43 x 275	56 x 297		

1/6 page		185 x 41	210 x 56	942.-	2,439.-
		90 x 84	105 x 100		
		58 x 127	73 x 148		
1/8 page		185 x 30	210 x 35	698.-	1,471.-
		121 x 45	-		
		90 x 60	-		
1/16 page		185 x 15	-	489.-	1,002.-
		90 x 30	-		
Premium position (e.g. below editorial/ contents); Other formats on request		Sizes and prices on request			

\*\* double page spread bleed

**Colour charges:** (Valid for advertisements)

per standard colour from Euroscale € 499.-  
Other colours € 750.-

**Discounts:**

(valid for advertisements and classified ads)

Frequency rate	Volume rate
3 appearances 5 %	2 pages 5 %
6 appearances 10 %	3 pages 10 %
12 appearances 15 %	6 pages 15 %
24 appearances 20 %	12 pages 20 %

For repeats scheduled to appear within a 12-month period.

Inserts and additional technical costs are not discounted.

**Inserts:**

Loose inserts, max. format: 205 x 292 mm  
Prices when delivered for inserts with total weight up to 25 g € 3,126.-

**Bound asserts:** (bound-in when binding)

4 pages € 9,054.- (incl. printing costs)  
further prices on request

**Delivery address:** for inserts and bound asserts:

Schleunungsdruck GmbH  
Eltertstraße 27  
97828 Marktheidenfeld, Germany

**Delivery note:** For BRAUWELT International no. [...]

**Required quantity:**

8,500 copies

**Type area:** Printed space on a page according to the layout design.

**\*Bleed:** Page design where the illustrations or texts overlap the edge of the trimmed page. (3 mm trim per side, up, down, left, right)

**Upgrading your ad in the ePaper:**

Gallery € 150.-  
Video (YouTube integration also possible) € 250.-  
Links to Social Media, product catalogs, website and e-mail address € 100.-

All prices are subject to VAT as currently applicable.

### Advertising rates for classified advertisements

#### MM-prices/column for advertisements:

**b/w:** € 2.30    **4c:** € 3.20    valid for all categories  
Special colour on request

#### Chiffre charge:

€ 8.00

#### Discounts:

3 appearances	5 %
5 appearances	10 %
7 appearances	15 %
9 appearances	20 %
12 appearances	25 %

#### Calculation of advertising rates:

Number of columns x height in mm x mm-price

#### Example:

b/w advertisement 50 mm high, 2 columns wide  
2 columns x 50 mm x € 2.30 = € 230.-

### Advertising rates for Buyers Guide

#### MM-prices for b/w advertisements:

**b/w:** € 7.20    **4c:** € 9.40    per category  
Special colour on request

#### Width of advertisement:

90 mm

#### Discounts:

3 appearances	5 %
4 appearances	10 %
6 appearances	15 %
8 appearances	20 %
12 appearances	30 %

#### Calculation of advertising rates:

height in mm x mm-price x number of categories

#### Example:

b/w-advertisement 30 mm high, 1 category  
1 category x 30 mm x € 7.20 = € 216.-



## 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 Carilibri 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 service 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 available, 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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