

BRAUWELT®

MEDIA-
INFORMATION
Print | digital edition

2026

FACHVERLAG HANS CARL GmbH

Price list valid as of 1-Jan-2026



BRAUWELT®

BRAUWELT®
INTERNATIONAL

-> BRAUWELT

-> BRAUWELT International



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www.facebook.com/brauwelt.fachzeitschrift



www.linkedin.com/showcase/brauwelt
www.linkedin.com/showcase/brauwelt-international
www.linkedin.com/company/fachverlag-hans-carl-gmbh

-> BRAUWELT

-> BRAUWELT International

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BRAUWELT

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BRAUWELT International

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BRAUWELT®



BRAUWELT®

Volume 166

Frequency: Fortnightly
(= 25 issues/year)

Circulation: 2,319

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 a digital print edition.

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, current information on dates and events, company and association news and a people column.

With its alternating 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 quick information in advance, there is the free weekly **BRAUWELT** newsletter.



1 Title: BRAUWELT

2 Abstract: 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 quick online archive access to all BRAUWELT issues published since 1991.

3 Target group: Professionals and executives in 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: fortnightly

5 Magazine format: 210 mm x 297 mm (DIN A4)

6 Volume: 166

7 Subscription price:

Annual subscription:

PRINT

25 print issues + online + newsletter + archive
Germany: € 182.90 (incl. postage and VAT)
Foreign countries: € 213.70 (incl. postage; plus VAT)

PRINT + DIGITAL

25 print issues + digital print edition + online + newsletter + archive
Germany: € 209.90 (incl. postage and VAT)
Foreign countries: € 239.40 (incl. postage, plus VAT)

DIGITAL

25 digital print editions + online + newsletter + archive
Germany: € 159.90 (incl. VAT.)
Foreign countries: € 149.44 (plus VAT)

Retail price single copy: € 9.00 (incl. VAT)

8 Organ: -

9 Memberships: 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
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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 2024 = 25 issues

Total number of pages:	968 pages	= 100.0 %
Editorial section:	750 pages	= 77.5 %
Advertisements:	139 pages	= 14.4 %
Of which:		
Classified ads	62 pages	= 44.6 %
Buyers guide	18 pages	= 12.9 %
In-house-ads	74 pages	= 53.2 %
Inserts	1 pages	= 0.7 %
Supplements	8 pieces	

15 Content analysis of the editorial section: 2024 = 750 pages

Sorted by subject area:

International beer and beverage market	68 pages	= 9.1 %
National and international events	52 pages	= 6.9 %
Marketing and merchandising	78 pages	= 10.4 %
Beer and beverage production	99 pages	= 13.2 %
Business management	62 pages	= 8.3 %
Quality management/controlling	83 pages	= 11.1 %
Engineering/plants for beverage production	42 pages	= 5.6 %
Filling and packaging	63 pages	= 8.4 %
Vehicle fleet and logistics	16 pages	= 2.1 %
Energy and environment	78 pages	= 10.4 %
Cleaning and disinfection	26 pages	= 3.5 %
Raw products and auxiliary supplies	83 pages	= 11.1 %

750 pages = 100.0 %



Month	Issue	Publishing date	Closing date	Copy date	Subject and topics	Traide fairs and events Further dates at brauwelt.com
January	1	09-Jan-2026	16-Dec-2025	20-Nov-2025	Brewing Technology: Water/Energy/Environment (1) Buyers Guide	18/21-Jan-2026 GETRÄNKE IMPULS TAGE 2025 Hopfgarten, Austria www.getraenke-impuls-tage.de
	2	22-Jan-2026	13-Jan-2026	11-Dec-2025	Beverage Technology: Cleaning & Disinfection (1) International Report	
February	3	05-Feb-2026	27-Jan-2026	25-Dec-2025	Brewing Technology: Raw materials: brewing grains; malting grains, hops (1) Buyers Guide	05/06-Feb-2026 GLUG Swiss Aarau, Switzerland www.glug.swiss 15/17-Feb-2026 Beer & Food Attraction Rimini, Italy www.beerandfoodattraction.it
	4	19-Feb-2026	10-Feb-2026	08-Jan-2026	Management: Market, Marketing, Business Administration, Law (1) International Report	
March	5	05-Mar-2026	24-Feb-2026	22-Jan-2026	Brewing Technology: Brewhouse (1) Buyers Guide	24/26-Mar-2026 110. Internat. Brau- und maschinen-technische Arbeitstagung Erding, Deutschland www.vlb-berlin.org
	6	19-Mar-2026	10-Mar-2026	05-Feb-2026	Beverage Technology: Filling & Packaging (1) International Report	

April	7	02-Apr-2026	24-Mar-2026	19-Feb-2026	Brewing Technology: Yeast, Fermentation & Storage (1) Buyers Guide	16/18-Apr-2026 Kibex, Korea International Beer Expo Seoul, Korea www.beerexpo.kr
	8	16-Apr-2026	07-Apr-2026	05-Mar-2026	Beverage Technology: Vehicle Fleet & Logistics (1) International Report	07/09-Apr-2026 Craft Beer China Shanghai, China www.cbcechina.com/en
	9	30-Apr-2026	21-Apr-2026	19-Mar-2026	Brewing Technology: Filtration & Stabilisation (1) Buyers Guide	20/23-Apr-2026 Craft Brewers Conference & Brew Expo America Philadelphia, USA www.craftbrewersconference.com
May	10	15-May-2026	05-May-2026	02-Apr-2026	Management: Market, Marketing, Business Administration, Law (2)	
	11	28-May-2026	19-May-2026	16-Apr-2026	Brewing Technology: Water/Energy/Environment (2) International Report	
June	12	11-June-2026	01-June-2026	30-Apr-2026	Beverage Technology: Cleaning & Disinfection (2) Buyers Guide	
	13	25-June-2026	16-June-2026	15-Mar-2026	Brewing Technology: Raw materials: brewing grain; malting, hops (2) International Report	

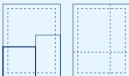
We reserve the right for changes.

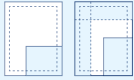
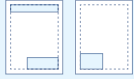
Month	Issue	Publishing date	Closing date	Copy date	Subject and topics	Traide fairs and events Further dates at brauwelt.com
July	14	09-July-2026	30-June-2026	28-May-2026	Beverage Technology: Filling & Packaging (2) Buyers Guide	
	15	23-July-2026	14-July-2026	11-June-2026	Brewing Technology: Brewhouse (2) International Report	
August	16	06-Aug-2026	28-July-2026	25-June-2026	Brewing Technology: Yeast, Fermentation & Storage (2) Buyers Guide	
	17	20-Aug-2026	11-Aug-2026	09-July-2026	Management: Market, Marketing, Business Administration, Law (3) International Report	
September	18	03-Sep-2026	25-Aug-2026	23-July-2026	Brewing Technology: Water/Energy/Environment (3) Buyers Guide	
	19	17-Sep-2026	08-Sep-2026	06-Aug-2026	Beverage Technology: Vehicle Fleet & Logistics (2) International Report	6/9-Sep-2026 European Brewery Convention Congress Rotterdam, The Netherlands www.ebc2026rotterdam.eu

October	20	01-Oct-2026	22-Sep-2026	13-Aug-2026	Brewing Technology: Filtration & Stabilisation (2) Buyers Guide	12/15-Oct-2026 China Brew 2026 China Beverage 2026 Shanghai New International Expo Centre (SNIEC) Shanghai, PR China www.chinabrew-beverage.com
	21	15-Oct-2026	06-Oct-2026	27-Aug-2026	BrauBeviale 2026: Trade fair Issue 1	
	22	29-Oct-2026	20-Oct-2026	10-Sep-2026	BrauBeviale 2026: Trade fair Issue 2 International Report	
November	23	05-Nov-2026	27-Oct-2026	17-Sep-2026	BrauBeviale 2026: Trade fair Issue 3 Buyers Guide	10/12-Nov-2026 BrauBeviale Nuremberg, Germany www.braubeviale.com
	24	26-Nov-2026	17-Nov-2026	15-Oct-2026	Management: Market, Marketing, Business Administration, Law (4) International Report	
December	25	10-Dec-2026	01-Dec-2026	29-Oct-2026	Brewing Technology: Raw materials: brewing grain; malting, hops (3) International Report Buyers Guide	

We reserve the right for changes.

1 Sizes and prices (in Euro):

Size	Type area (width x height) in mm	Bleed* (width x height) in mm	Price b/w	Price 4c
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 125 121 x 192 90 x 275	210 x 148 136 x 207 105 x 297	€ 2,429	€ 3,926
1/3 page 	185 x 84 121 x 127 58 x 275	210 x 100 136 x 148 73 x 297	€ 1,688	€ 3,185

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

Qualified circulation: 2,319 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 (top, down, left, right)

Upgrading your ad in the digital print edition:
Gallery € 150
Video (YouTube integration also possible) € 250
Links to Social Media, product catalogues, website and e-mail addresses € 100

All prices are subject to VAT as currently applicable.

Advertising rates for classified advertisements

Advertising rate per mm and column:

b/w: € 2.40 **4c:** € 3.40

Special colour on request

Box number charge:

€ 8.00

Discounts:

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

Closing date:

See BRAUWELT schedule starting on page 6

Categories:

Job applications, business connections, buying, selling, leases, miscellaneous

Calculation of advertising rates:

Number of columns x height in mm x rate per mm

Example:

b/w advertisement 50 mm high, 2 columns wide

2 columns x 50 mm x € 2.40 = € 240.-

ANZEIGEN | BRAUWELT

STELLEN- U. GELEGENHEITSANZEIGENTEIL DER BRANCHE
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8. VERKAUFE

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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.

Advertising rates for job offers

Job offers in the journal BRAUWELT print and digital print edition

Advertising rate per mm and column b/w: € 2.80

4c: € 3.70

Box number charge

€ 8.00

Online display of a print advertisement (runtime 4 weeks)

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**

Teaser boxes

TOP-JOB

Job offers at [brauwelt.com/de](https://www.brauwelt.com/de)

Online

Single display (1 position)

runtime: 4 weeks

print teaser, b/w

€ 440

Internship/apprenticeship

runtime: 4 weeks

€ 190

Add-ons:

TOP-JOB

TOP JOB label for 4 weeks

€ 150

one-time inclusion in the
BRAUWELT newsletter
display in TOP JOB Box

Online extension

4 weeks each (max. 2x possible)

€ 150

Additional position

€ 150

Online job advertisements are not eligible for discount or commission.
All prices are subject to VAT as currently applicable.

Advertising rates for Buyers Guide

Advertising rate per mm:

b/w: € 8.70 **4c:** € 10.90 per category

Special colour on request

Width of advertisement:

90 mm

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 database

at brauwelt.com/de/firmen

Calculation of advertising rates:

Height in mm x rate per mm x number of categories

Closing date:

See BRAUWELT dates from page 6

Examples for Buyers Guide

> Industriebodenbeläge



RÄCKERS®
Keramischer Säurebau Räckers GmbH
Ihr Partner für keramische säurefeste Böden

Am Bahndamm 51 · 48683 Ahaus
Telefon: 0 25 61 / 95 89 02 - 0
Fax: 0 25 61 / 95 89 02 - 9
info@ksb-raeckers.de
www.ksb-raeckers.de

Example for one category and issue:

90 x 10 mm

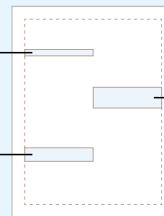
b/w: € 87

4c: € 109

90 x 20 mm

b/w: € 174

4c: € 218



90 x 30 mm

b/w: € 261

4c: € 327

All prices are subject to VAT as currently applicable.

- 1 **Advertising rates and sizes:** see page 10-15
- 2 **Surcharges:** (discountable)

Colour:	per standard ink from euro colour scale	€ 499
	Special 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 discountable.
- 4 **Categories:**

Classified ads	see page 12
Job offers	see page 13
Buyers guide	see page 14
- 5 **Ad specials:**

Ad specials and costs for technical processing are not discountable.
 Special prices apply for increased circulation for events such as trade fairs 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

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

Delivery address for position 5:
 dion MAILFIX GmbH, Nordring 8, 97828 Marktheidenfeld, Germany
Annotation: For BRAUWELT issue no. ...
Required quantity for position 5:
 2,800 copies (increased circulation at trade fairs and other 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:** DIN A 4
210 mm width x 297 mm height (trimmed)
216 mm width x 303 mm height (untrimmed)
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 data with at least 300 dpi.
- 3 Contact for data transmission:**
E-mail: 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 dpiPrint colours (CMYK) acc. to ISO 12647-2 (PSO)
Special colours are possible upon agreement
- 5 Colour:**
Print colours in CMYK-mode. Special colours on request.
- 6 Proof:**
Colour-accurate proof in accordance with the 'Media Standard Print'. Digitally created proofs must contain the FOGRA media wedge to check colour accuracy.
- 7 Data storage:**
Data is stored; therefore, unchanged repetitions of an ad are generally possible. However, no warranty is given for error-free data storage.
- 8 Warranty:**
The publisher does not assume liability for discrepancies in texts, images, and especially colours. We do not offer any warranty for printing colour advertisements without a binding colour proof. We presume that the files given to us are copies and we do not assume liability for their continued existence.
- 9 Contact:**
Martina Wehfritz
E-mail: wehfritz@hanscarl.com
Phone: + 49(0) 911 / 95 285 - 36

1 Circulation quality control:



2 Circulation analysis:

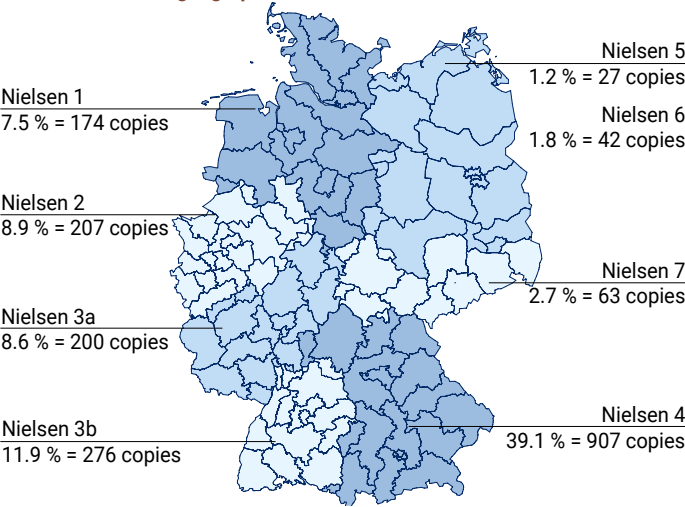
Copies per issue, annual average
(July 1st 2024 to June 30th 2025)

Print circulation:	2,627	
Qualified circulation:	2,319	of which foreign: 282
		of which digital print edition: 126
Paid circulation:	1,953	of which foreign: 256
- Subscribed circulation:	1,803	of which foreign: 246
		of which digital print edition: 104
- Sales per copy:	–	
- Miscellaneous sales:	150	of which foreign: 10
		of which digital print edition: 7
Free copies:	366	of which foreign: 26
		of which digital print edition: 15
Remainder, archive and specimen copies:	434	

3 Breakdown of geographic distribution:

Economic region	Share of qualified circulation	
	%	Copies
Federal Republic of Germany	87.8	2,037
of which fairs and events		87
Foreign circulation	12.2	282
Qualified circulation	100,0	2,319

3.1 Breakdown of geographic distribution:



Summary of the survey method

1. Method: Recipient structure analysis by file evaluation
- Total survey according to IVW-EDA guidelines
2. Population: tvA domestic 2,319 = 100 %, not included in the survey recorded 151 = 6.5 %
3. Sample: total survey
4. Target group of the survey: not applicable
5. Survey period: 1 July 2024 to 30 June 2025
6. Implementation of the survey: Fachverlag Hans Carl GmbH
The detailed survey method can be found at brauwelt.com/en/survey-methods.

1.1 Lines of business/industry sectors/professional groups and organisations

Recipient groups	Share of qualified circulation	
	Percentage	Copies
Breweries, brewing experts	52.2	1,210
Malting plants	2.2	50
Soft drinks industry	3.5	81
Wholesalers	3.4	80
– of which beverage wholesalers	1.3	31
Retailers	1.6	38
– of which beverage retailers	0.9	21
Publishing industries and print offices	1.2	27
Chemical industry	1.4	32
Engineering and metalworking industries	6.9	159
Measurement engineering, control technology	1.3	31
B2B economic services	5.9	137
Universities, institutes, professional and vocational schools	3.8	89
Associations, libraries, public administration	3.0	69
Further lines of industry, grouped together	3.4	79
(qualified, but single share under 0.5 %)		
Line of industry unknown	3.7	86
Others	6.5	151
Rounding difference		
Qualified circulation (annual average) (actually distributed copies)	100.0	2,319

Summary of the survey method

- Method:
Recipient structure
analysis by file evaluation
– Total survey according
to IVW-EDA guidelines
- Population:
tvA domestic 2,319 = 100 %,
not included in the survey recorded
0 = 0 %
- Sample: total survey
- Target group of the survey:
not applicable
- Survey period:
1 July 2024 to 30 June 2025
- Implementation of the survey:
Fachverlag Hans Carl GmbH
The detailed survey method can be
found at
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 not dependent on this.

2.1 Activity characteristics

2.3 Decision-making areas or purchase intentions

BRAUWELT International



BRAUWELT International – Volume 44

PRINT + DIGITAL

6 print editions + digital print edition + newsletter + archive

Germany: € 119.90 (incl. postage and VAT)

Foreign countries: € 92.30 (plus postage and VAT)

Frequency: 6 times/year

Circulation: 7,640

DIGITAL

6 digital print editions + newsletter + archive

Germany: € 99.90 (incl. VAT)

Foreign countries:

€ 93.36 (plus 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 a digital print edition.

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.

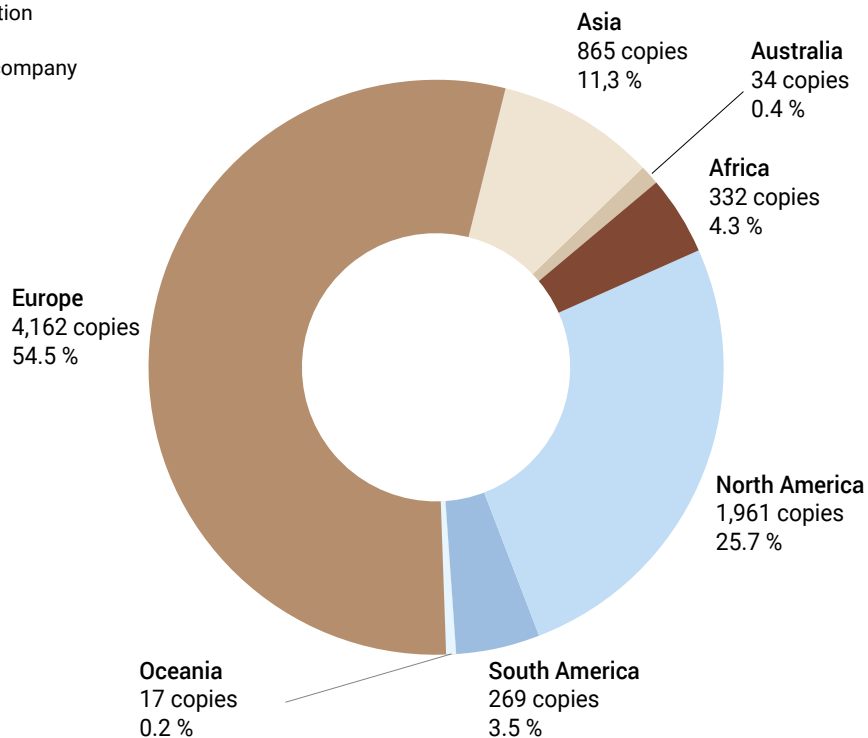
The target groups of **BRAUWELT International** consist of professionals and executives from the international brewing and beverage industry and the supply industry as well as teachers and students from the relevant teaching and training institutions.

Circulation

7,640 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

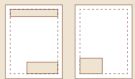


BRAUWELT International

Month	Issue	Publication date	Closing date	Copy date	Traide fairs and events Further dates at brauwelt.com
February	1	04-Feb-2026	07-Jan-2026	10-Nov-2025	15/17-Feb-2026 Beer & Food Attraction Rimini, Italy www.beerandfoodattraction.it
April	2	08-Apr-2026	25-Feb-2026	12-Jan-2026	16/18-Apr 2026 Kibex, Korea International Beer Expo Seoul, Korea www.beerexpo.kr
Preview Craft Brewers Conference					07/09- Apr-2026 Craft Beer China Shanghai, China www.cbcechina.com/en
June	3	17-June-2026	20-May-2026	02-Apr-2026	20/23-Apr-2026 Craft Brewers Conference & Brew Expo America Philadelphia, USA www.craftbrewersconference.com
August	4	19-Aug-2026	22-July-2026	08-June-2026	6. bis 9. September 2026 European Brewery Convention Congress Rotterdam, Niederlande www.ebc2026rotterdam.eu
Fair issue BrauBeviale 2026					12/15-Oct-2026 China Brew 2026 China Beverage 2026 Shanghai New International Expo Centre (SNIEC) Shanghai, PR China www.chinabrew-beverage.com
October	5	21-Oct-2026	23-Sep-2026	03-Aug-2026	
December	6	09-Dec-2026	11-Nov-2026	28-Sept-2026	10/12.-Nov-2026 BrauBeviale Nuremberg, Germany www.braubeviale.com

Sizes and prices (in Euro):

Size	Type area (width x height) in mm	Bleed* (width x height) in mm	Price b/w	Price 4c
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 125 121 x 192 90 x 275	210 x 148 136 x 207 105 x 297	€ 2,413	€ 3,910
1/3 page	185 x 84 121 x 127 58 x 275	210 x 100 136 x 148 73 x 297	€ 1,675	€ 3,172
1/4 page	185 x 60 121 x 96 90 x 125 43 x 275	210 x 75 136 x 111 105 x 148 56 x 297	€ 1,365	€ 2,862

1/6 page		185 x 41 90 x 84 58 x 127	210 x 56 105 x 100 73 x 148	€ 942	€ 2,439
1/8 page		185 x 30 121 x 45 90 x 60	210 x 35 - -	€ 698	€ 1,471
1/16 page		185 x 15 90 x 30	- -	€ 489	€ 1,002
Premium position (e.g. below editorial/contents); Other formats on request. Special colours, varnish and die-cutting are possible on the cover pages.		Prices on request			

** double page spread bleed

Colour surcharges: (Valid for advertisements)

Per standard colour from Euroscale € 499

Per special colour € 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 %

Repeats scheduled to appear within
a 12-month period.

Inserts and additional technical costs are not
discountable.

Loose inserts:

max. format: 205 x 292 mm (trimmed format)

Prices for delivered inserts up to 25 g € 3,126

Bound inserts: (bound-in when binding)

4 pages € 9,054 (incl. printing costs)

further prices on request

Delivery address: for loose inserts and bound
inserts:

dion MAILFIX GmbH
Nordring 8
97828 Marktheidenfeld
Germany

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

Required quantity:

7,700 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, top, down, left, right)

Upgrading your ad in the digital print edition:

Gallery € 150

Video (YouTube integration also
possible) € 250

Linking to Social Media, product catalogues,
website or e-mail address € 100

All prices are subject to VAT as currently applicable.

Advertising rates for classified advertisements

Rate per mm and column:

b/w: € 2.30 **4c:** € 3.20 valid for all categories

Special colour on request

Box number charge:

€ 8

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 rate per mm

Example:

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

Advertising rates for Buyers Guide

Rate per mm for buyers guide ads:

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 rate per mm x number of categories

Example:

b/w advertisement 30 mm high, 1 category
30 mm x € 7.20 x 1 category = € 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 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 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 entries 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 material. 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 material 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 closing date for advertisements 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 inserts 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 material 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 material 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 e-mail, 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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