

BRAUWELT®

Online MEDIA DATA 2026

PRICE LIST AS OF 1-JAN-2026



```
findViewById(R.id.tabLayout)  
findViewById(R.id.viewPager)  
findViewById(R.id.tabToolbar)
```

```
viewPager() {  
    onPageChangeListener(object : ViewPager.OnPageChangeListener {  
        fun onPageScrollStateChanged(state: Int) {}  
        fun onPageScrolled(position: Int, positionOffset: Float, positionOffsetPixels: Int) {}  
        fun onPageSelected(position: Int) {  
            selectedTab = position  
        }  
    })  
}
```

```
tabLayout.tabLayoutMode = TabLayout.MODE_FIXED  
tabLayout.gravity = TabLayout.GRAVITY_FILL  
tabLayout.setupWithViewPager(viewPager)
```



FACHVERLAG
HANS CARL



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

01 LEADERBOARD



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

02 SKYSCRAPER

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

03 HOCKEY STICK

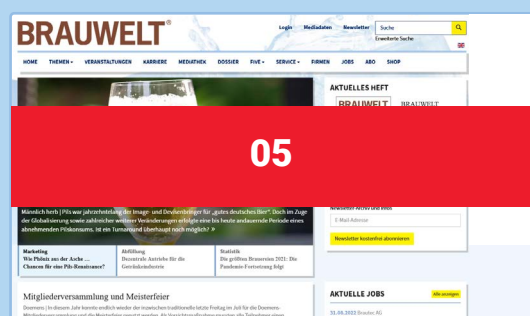
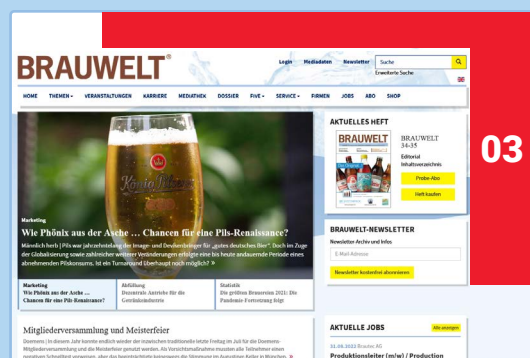
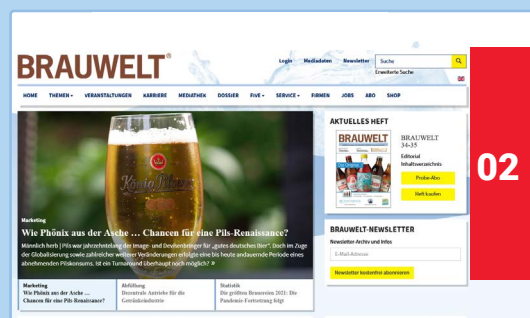
Format	728 x 90 pixels (top), 160 x 600 pixels (right)
File Size	max. 50 KB per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, exclusive placement without rotation
Price	€ 1,050 per month

04 WALLPAPER

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

05 BANDEROLE

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



06 MEDIUM RECTANGLE

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

07 VIDEO AD

Format	300 pixels (wide)
File Size	max. 50 KB
Image File Format	MP4, FLV, WMV, AVI, MPG, MPEG
Placement	on all pages with sidebar (right), exclusive placement without rotation
Price	€ 1,200 per month

08 MAIN CONTENT AD

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

09 FLOOR AD

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

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



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

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

Statistik (Quelle: Brauwirtschaft) Die aktuelle Seite „CO2-Neutralität in der Brauwirtschaft“ hat in den vergangenen BRAUWELT Ausgaben eine besondere Bedeutung erlangt. Sie ist nicht nur ein zentraler Bestandteil der Brauwirtschaft, sondern auch ein wichtiger Bestandteil der Digitalisierung. In diesem Teil der Seite wird untersucht, welche Rolle die Digitalisierung bei der CO2-Neutralität spielt und welche sie in Zukunft spielen kann oder vielleicht sogar muss.

Neue Drucktanks in der Schlossbrauerei Eggenberg

Traditionunternehmen (Die Firma O. Salm & Co. GmbH wurde 1824 in Wien von Georg Wilhelm und Otto v. Salm gegründet und ist in Folge der 200-jährigen Jubiläum feiern 200 Jahre Erfahrung in der Herstellung von Brauereimaschinen sowie die Erfahrung mit zwei eigenen Brauereien und über 180 Brauereien in 33 Ländern der Welt bilden die Basis für neue Wege.

Moderne Anforderungen an Gasthausbrauereien

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Bierbrauer (m/w/d)

Neuerdings

06

MEISTGELESEN

Qualitätsbewertung
Brauereikultur von einem Upcycling von Brauereimaschinen

Qualitätsbewertung
Schneckenbrot von Bier, Teil 1: Faktoren der Schneckenbrot und Schneckenbrotverfahren

Werbung
Wie Pilsener aus der Asche ... Chancen für eine Pils-Renaissance?

Erste Keller Erlangen 2022

Einreichung Hopfensteuer Tagung 2022

IGN Hopfenfest 2022

Smarte Bierbrauereifiltration – Pentair BMF – Plus Smart SS

Der Brauer von heute hat viele Herausforderungen. Die Bierqualität muss hervorragend sein, die Brauereikultur muss modernisiert werden und der Ausschuss sollte so gering wie möglich sein.

Besseres Verständnis: Ihre digitale Bio-DNA: BrewAssit

Pentair BrewAssit ist die perfekte Antwort auf diese Herausforderungen. Die intelligente Cloud-basierte Software unterstützt Sie bei der Optimierung Ihres Brauereibetriebes.

Gut gerüstet für neue Herausforderungen

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

07

BRAUWELT UNTERWEGS

12.09.2022
Erntedankfest
Neue Rezepte-Guide

18.09.2022
V.I.B.-Fahrt
Vorschau und Lebensstil für Brauerei in Berlin (V.I.B.)

BRAUWELT-KALENDER

12.09.2022
Erntedankfest
Neue Rezepte-Guide

Erste Keller Erlangen 2022

Einreichung Hopfensteuer Tagung 2022

IGN Hopfenfest 2022

08

BRAUWELT UNTERWEGS

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09

THEMEN

Brauereikultur
Wasser
Schneckenbrot
Ciderrezepte

Erntedankfest

Erntedankfest
Erntedankfest
Erntedankfest

Werbung

Werbung
Werbung
Werbung

Qualitätsbewertung

Qualitätsbewertung
Qualitätsbewertung
Qualitätsbewertung

Management

Management
Management
Management

Recht

Recht
Recht
Recht

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

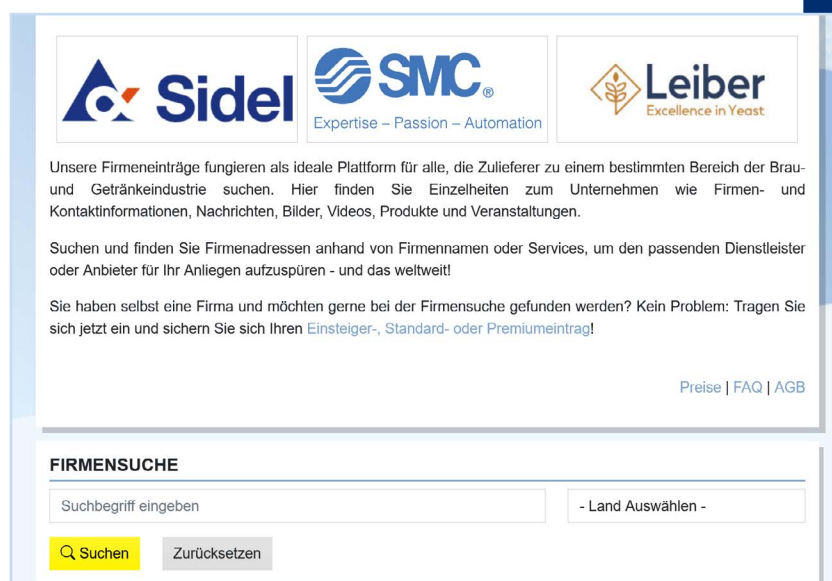
3 appearances:	5%
6 appearances:	10%
9 appearances:	15%
12 appearances:	20%

PRESENT YOUR COMPANY

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

EXPAND YOUR VISIBILITY

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



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

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

Sie haben selbst eine Firma und möchten gerne bei der Firmensuche gefunden werden? Kein Problem: Tragen Sie sich jetzt ein und sichern Sie sich Ihren [Einsteiger-, Standard- oder Premiueintrag!](#)

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

FIRMENSUCHE

Suchbegriff eingeben - Land Auswählen -

Suchen Zurücksetzen

PACKAGES AND PRICES

 NEWCOMER	 STANDARD	 PREMIUM
Basic company entry ✓ Company name ✓ Address ► € 0	Company profile and features ✓ Basic entry as in NEWCOMER ✓ Logo ✓ Company profile ✓ Contact + social media ✓ Teaser box main page ► € 39* per month	Additional features and high range ✓ Same features as in STANDARD ✓ Logo, pictures, videos ✓ News ✓ Events ✓ Products ✓ Logo scroll bar ► € 79* per month

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

* Duration 12 months. Thereafter, the term of the company entry is extended without limit, but may be cancelled at any time during this contract term with a notice period of 1 month.

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

PREMIUM SAMPLE ENTRY

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

Firmeneintrag



Fachverlag Hans Carl GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

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

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

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

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

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

Kontakt
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 Andenacher Straße 33a
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 www.hanscarl.com

Ansprechpartner

 Michael Schmitt
 Geschäftsführer
 ☎ +49 (0) 9 117 9 52 85-20
 ✉ ms.schmitt@hanscarl.com

Zurück zu Firmen

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

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

Teaser box

NEUE FIRMENEINTRÄGE

Eintrag schalten

Katz GmbH & Co.KG
 76599 Weisenbach

CUSS Chriwa Umwelt-Systemtechnik und Service GmbH
 29313 Hambühren

Bavaria Getränkemaschinen GmbH
 24963 Tarp

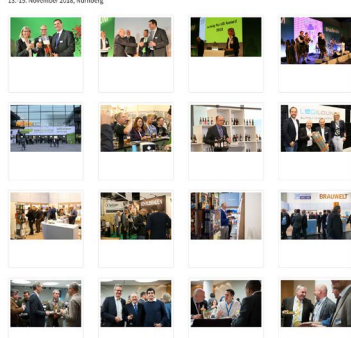
Redl GmbH
 2020 Hollabrunn

Picture gallery

Home > Mediathek > Bildergalerien > Brauereiale 2018

Brauereiale 2018

13. - 15. November 2018, Nürnberg



Zurück zu Firmen

Search result

Home > Firmen

FIRMENSUCHE

CUSS

Land auswählen

Suchen Zurücksetzen

Events

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

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

15.-18.01.2020
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränkelieferungsverträge“
 Doornes Academy GmbH, Stefanusstraße 8, Grötelting

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

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

21.-24.01.2020
Seminar „Absatzfinanzierung und Absatzsicherung durch Getränkelieferungsverträge“
 Doornes Academy GmbH, Stefanusstraße 8, Grötelting

25.-27.01.2020
Brauer-Ski-Cup
 Rettenberg

31.01.-02.02.2020

Products

Fachverlag Hans Carl GmbH

ÜBER UNS NACHRICHTEN BILDER/VIDEOS PRODUKTE VERANSTALTUNGEN

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

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

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

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

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

BRAUWELT
 Die Publikationssprache ist Englisch. Alle Wissensbereiche der internationalen Getränkewirtschaft werden abgedeckt: von Rohstoffen und ihrer Verarbeitung über Bier- und Getränkproduktion, Abfüllung und Verpackung, Logistik, Energie, Wasser und Nachhaltigkeit bis zur Erschließung internationaler Märkte. Die BRAUWELT International bietet eine geeignete Plattform für einen weltweiten Wissensaustausch innerhalb der Brau- und Getränkeindustrie.

BRAUWELT-NEWSLETTER PUBLICATION DATES

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

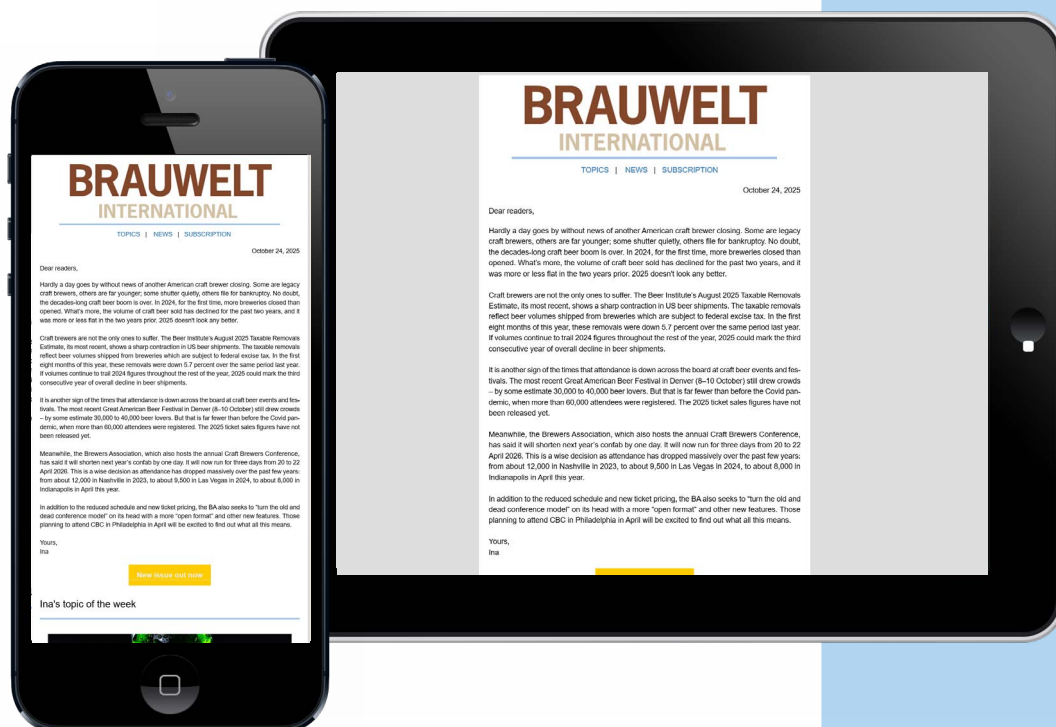
Number of recipients: 4,792
(status: October 2025)

Opening rate:
Annual average 27%

PUBLICATION DATES:

January	February	March	April	May	June
07-Jan-2026	03-Feb-2026	03-Mar-2026	07-Apr-2026	05-May-2026	02-June-2026
13-Jan-2026	10-Feb-2026	10-Mar-2026	14-Apr-2026	12-May-2026	09-June-2026
20-Jan-2026	17-Feb-2026	17-Mar-2026	21-Apr-2026	19-May-2026	16-June-2026
27-Jan-2026	24-Feb-2026	24-Mar-2026	28-Apr-2026	26-May-2026	23-June-2026
		31-Mar-2026			30-June-2026

July	August	September	October	November	December
07-July-2026	04-Aug-2026	01-Sep-2026	06-Oct-2026	03-Nov-2026	01-Dec-2026
14-July-2026	11-Aug-2026	08-Sep-2026	13-Oct-2026	10-Nov-2026	08-Dec-2026
21-July-2026	18-Aug-2026	15-Sep-2026	20-Oct-2026	17-Nov-2026	15-Dec-2026
28-July-2026	25-Aug-2026	22-Sep-2026	27-Oct-2026	24-Nov-2026	
		29-Sep-2026			



BANNER IN THE BRAUWELT NEWSLETTER

01 PREMIUM
Size: 600x160 pixels

02 TOP
Size: 600x100 pixels

03 TEXT BANNER
Maximum text size: 300 characters

04 PICTURE AND TEXT BANNER
Picture max. 250 pixel width and text max. 300 characters

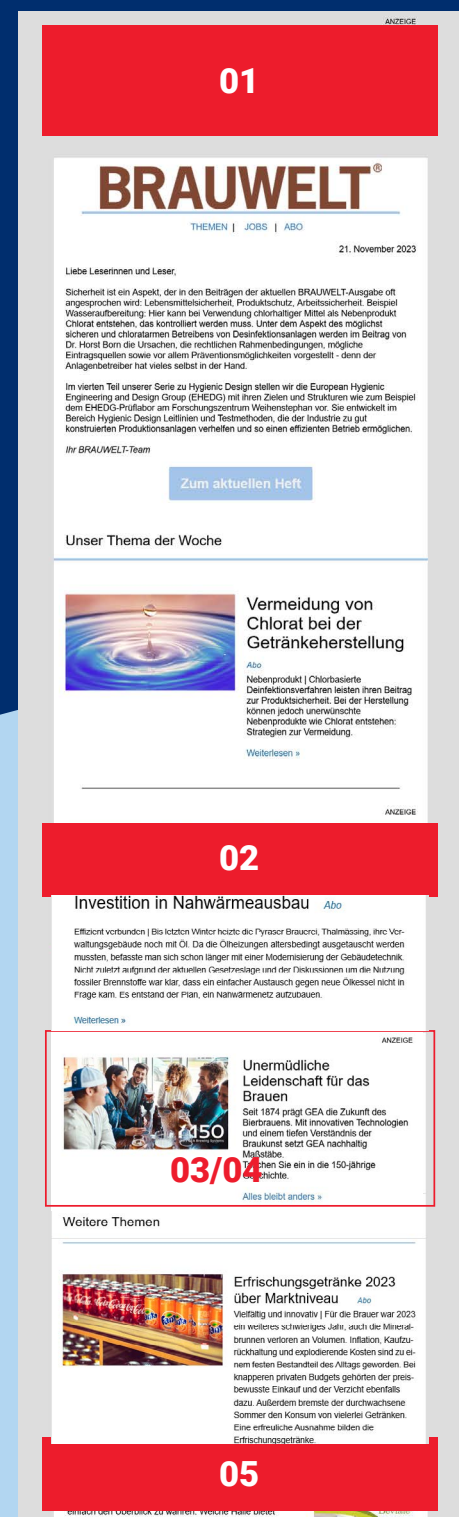
05 STANDARD
Size: 600x100 pixels

PLACEMENT	PRICE PER ISSUE
PREMIUM	€ 460
TOP	€ 360
STANDARD	€ 310
TEXT BANNER	€ 330
PICTURE AND TEXT BANNER	€ 365

TECHNICAL REQUIREMENTS

Data Delivery	1 week prior to publication to: anzeigen@hanscarl.com
File Size	max. 50 KB
Formats	jpg, gif, png

Please inform us of the URL to which the banner should be linked.



DISCOUNTS

(for repetitions within a 12-month period):

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

FREQUENCY

50 ISSUES PER YEAR

All prices are subject to VAT as currently applicable.

BRAUWELT – THE PODCAST

Talk about your innovations, services, projects or events in an exclusive podcast episode. We will take care of its production as well as the post-production and the publication on our digital channels.

With our paid advertising package, you can increase your reach in a more targeted manner – through additional placements in our newsletter, digital print edition and on our social media channels.

The audio recording takes about an hour. The recording process and the content as well as any technical requirements will be discussed in a pre-production briefing. All you need is an internet access, Microsoft Edge and a good microphone or headset.

PROMOTING YOUR PODCAST

The **basic package** includes:



3 MONTHS
running period on the website brauwelt.com/de (image plus teaser text)

Add-on package: for additional promotion of the podcast



IN THE JOURNAL BRAUWELT
1/2 page advertisement (one issue)



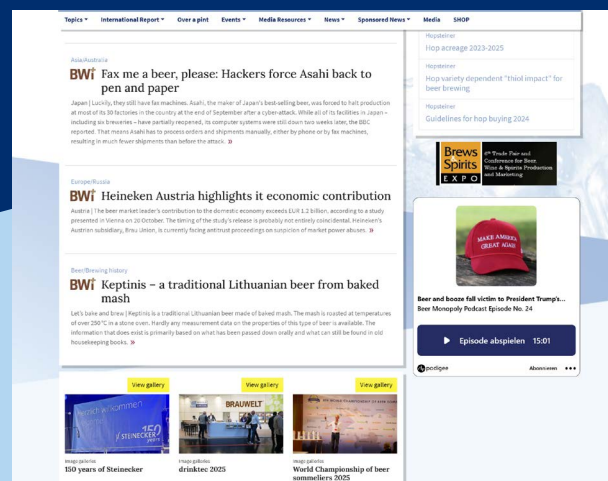
IN THE BRAUWELT NEWSLETTER
Text-image advertisement (one issue)



SOCIAL MEDIA CHANNELS
one Post

Production price per episode:	€ 2,490	Basic package for a podcast with a duration of 15 to 20 minutes
Add-on package:	€ 1,500	
Total price:	€ 3,990	

- For podcast series, customers can also be given a voice; podcast episodes are available for subscription on Spotify, Apple Podcasts and Deezer.



All prices are subject to VAT as currently applicable.

PRINT

Attract more attention for your new products

Whether as a double page (2/1) or a single page (1/1), an advertorial does more than just promote your product or company. It provides readers with additional information about your company, products or services and is published in an editorial context.

Advertorials are an effective advertising tool for capturing the undivided attention of a target group. They increase the credibility of an advertising message and boost brand awareness.

PRICE	VOLUME
€ 4,500	Double page (2/1) Max. 6,500 characters (incl. blank spaces) plus 2-3 images (If a QR is to be added, either the number of characters or the number of images needs to be reduced)
€ 2,465	1/1 Seite Max. 3,200 characters (incl. blank spaces) plus 1-2 images

Advertorial data must be submitted by the respective copy deadline.

ONLINE

With an advertorial on brauwelt.com you promote your product in a prominent position on the landing page as well as in the newsletter.

PRICE	VOLUME
€ 1,950	Max. 6,500 characters (incl. blank spaces) plus 2-3 images
€ 1,190	Max. 3,200 characters (incl. blank spaces) plus 1-2 images

RUNNING PERIOD	3 months
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Promoting your advertorial in:



BRAUWELT NEWSLETTER

1 issue



BRAUWELT.COM

1 teaser on the landing page

10% discount for a combination of print and online

ADVERTORIAL

BRAUWELT INTERNATIONAL

Why FAN makes or breaks your beer

Free Amino Nitrogen (FAN) is an essential metric in beer production, crucial for healthy yeast fermentation and overall beer quality. FAN is defined as the mass of assimilable amino nitrogen per unit weight, primarily derived from malt. It includes α-amino acids, ammonia, and small peptides (di- and tri-peptides).

In brewing and distilling the primary raw material is malted barley which represents the main nitrogen source with its protein content (typically 10-15% of dry grain weight). During malting, steeping activates enzymes that convert starches into fermentable sugars and proteins into peptides and free amino acids. This process contributes significantly to FAN formation, with up to 70% of wort FAN generated at this stage. Barley varieties influence substantially the fermentation result. In fact, high-nitrogen barley varieties tend to yield worts richer in FAN, whereas low-nitrogen varieties favor carbohydrate content. Another decisive step of the process is mashing which further contributes to FAN levels. In this phase the enzymatic hydrolysis liberates an additional 20-30% of total wort FAN, completing the formation of a nitrogen-rich substrate ready for fermentation.

Optimizing FAN

When yeast is pitched into wort, it encounters a chemically complex environment rich in fermentable sugars (e.g. glucose, maltose, fructose, sucrose, maltotriose), as well as distasteful, nitrogenous compounds, vitamins, minerals, and trace elements. To initiate fermentation, yeast must quickly adapt by utilizing available nitrogen—primarily from amino acids, peptides, proteins, and nucleic acid derivatives generated through proteolysis of barley proteins—for the biosynthesis of cellular proteins, nucleic acids, and other essential nitrogen-containing compounds.

The minimum FAN level required for adequate yeast growth and efficient fermentation in standard gravity wort (10-12 °P) has been widely debated. However, a general consensus places this threshold at approximately 130 mg FAN/L, with reported minimum requirements ranging from 100 to 140 mg FAN/L. During the active growth phase of the yeast, maintaining FAN levels above 100 mg/L is essential, as nitrogen deficiency often results in delayed or incomplete fermentation and the production of undesirable sulfur compounds. As fermentation progresses, the depletion of key nutrients catalyze the transition from the active growth phase to the stationary phase. In the stationary phase, the yeast activity is focused on residual fermentation and the production of aromatic compounds which require only minimal FAN levels. Optimal FAN levels differ amongst fermentations and yeast strains, wort sugar levels and type. Moreover, FAN utilization directly influences pH reduction during fermentation and serves as a reliable predictor of the formation of vicinal diketones, esters, and higher alcohols in later stages, significantly shaping the beer's final flavor profile.

It is duly noted that initial FAN level in the wort or must and the balance of amino acids and ammonium ions in the medium significantly influence the synthesis of flavor-active compounds, including esters, aldehydes, vicinal diketones, higher alcohols, organic acids, and sulfur compounds. Even minor variations in wort composition can have a pronounced impact on the flavor profile of the final beer. In brewing, excessive FAN can lead to the formation of off-flavors, such as diacetyl and higher alcohols. In contrast, FAN or nitrogen deficiencies result in significantly reduced ester production.

Quantifying FAN: Methods for brewing precision

By examining the stages of beer production, from wort preparation to the final product, it is clear that quantifying Free Amino Nitrogen (FAN) is a critical parameter for yeast metabolism and fermentation efficiency. The procedure is standardized through validated protocols established by major brewing organizations. MEBAC [5] provides a spectrophotometric assay based on the reaction of primary amines with ninhydrin, producing a chromophore measurable at 570 nm, validated for both wort and finished beer. EBC [1] defines an analogous manual spectrophotometric assay, although primarily validated for wort. This method can be applied to beer with careful handling due to potential matrix interferences. Similarly, AOAC [4] employs the same ninhydrin-based chemistry and supports both manual and automated approaches, including segmented flow analysis (SFA) and discrete systems to enhance throughput and reproducibility. These methods for determining

Values obtained from correlation between CDR BeerLab® and reference method for the quantification of FAN value in mg/L

CDR BeerLab® method (mg/L)	Reference method - Doemens Laboratories (mg/L)
172	166
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182	178
192	189
126	128
229	228
23	24
65	65
109	109
141	141
182	188
163	163
172	166

Table 1

1556 BRAUWELT INTERNATIONAL | 2025/V

All prices are subject to VAT as currently applicable.

WHITEPAPER

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

Use your know-how to generate high-quality business contacts.

TECHNICAL SPECIFICATIONS

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

Lead generation included in the booking period. After expiry of the campaign period € 25 per lead

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

PROMOTION



TEASER BOX
on homepage of www.brauwelt.com/de

Running period 3 months



BANNER
in the BRAUWELT Newsletter

2 postings



IN THE MAGAZINE BRAUWELT

1 issue



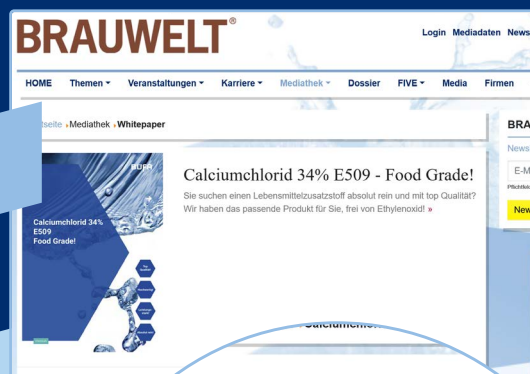
SOCIAL MEDIA CHANNELS

Price on delivery

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

YOUR ADVANTAGES

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



Sie suchen einen Lebensmittelzusatzstoff absolut rein und mit top Qualität? Wir haben das passende Produkt für Sie, frei von Ethylenoxid!

In den Brauereien wird Calciumchlorid als Zusatzstoff verwendet, um den Gehalt an Calcium im Bier zu erhöhen. Dies kann dazu beitragen, den pH-Wert des Wassers zu stabilisieren und die Enzymaktivität des Maisch Prozesses zu verbessern. Darüber hinaus kann Calciumchlorid auch dazu beitragen, die Qualität des Bieres zu verbessern und die Klärung zu unterstützen. Es ist wichtig, dass der Zusatzstoff Calciumchlorid in Brauereien absolut rein ist. Die Qualität und Konsistenz des Bieres gewährleistet die Verwendung von hochwertigem, reinem Calciumchlorid können Brauereien die Klärung des Brauprozesses behalten und ein qualitativ hochwertiges Bier herstellen.

BÜFA Calciumchlorid!
Der BÜFA Lebensmittelzusatzstoff ist sorgfältig hergestellt und entspricht den höchsten Standards.

All prices are subject to VAT as currently applicable.



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

01 LEADERBOARD



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

02 SKYSCRAPER

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

03 HOCKEY STICK

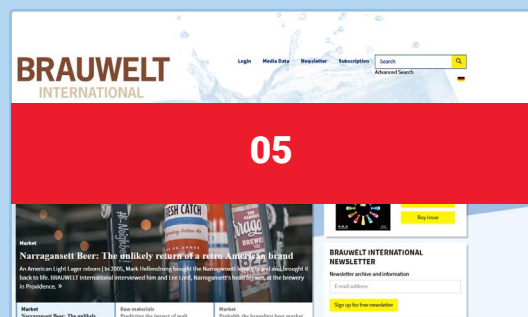
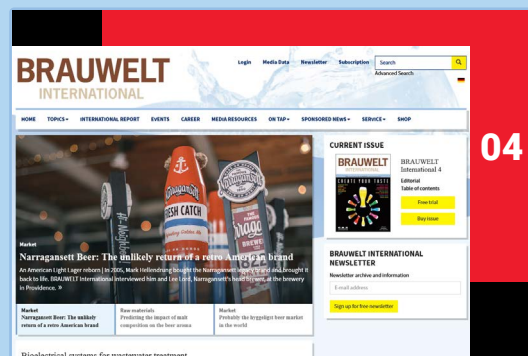
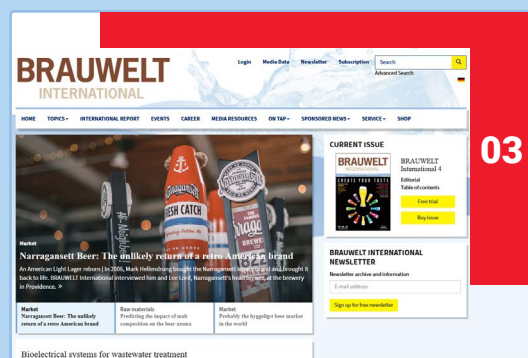
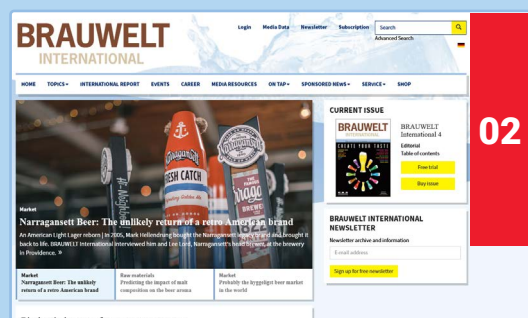
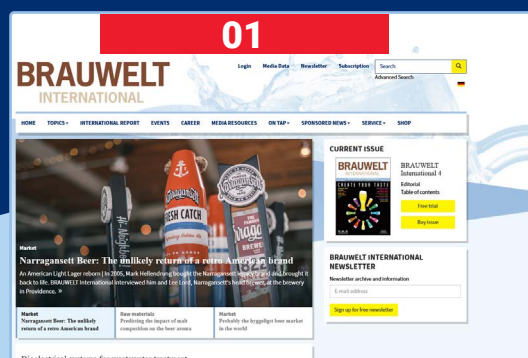
Format	728 x 90 pixels (top), 160 x 600 pixels (right)
File Size	max. 50 KB per file
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, exclusive placement without rotation
Price	€ 1,050 per month

04 WALLPAPER

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

05 BANDEROLE

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



06 MEDIUM RECTANGLE

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

07 VIDEO AD

Format	300 pixels (wide)
File Size	max. 50 KB
Image File Format	MP 4, FLV, WMV, AVI, MPG, MPEG
Placement	on all pages with sidebar (right), exclusive placement without rotation
Price	€ 1,200 per month

08 MAIN CONTENT AD

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

09 FLOOR AD

Format	1200 x 200 pixels
File Size	max. 50 KB
Image File Format	jpg, gif, png (other file formats on request)
Placement	on all pages, placement without rotation
Price	€ 1,200 per month

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



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

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

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

Market
Probably the biggest beer market in the world

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

A new organization for organic hop cultivation
Providing organic hops: A new organization devoted to marketing hops has been created in Tettnang. What sets it apart from existing organizations is that it focuses on the production of organic hops, with a separate organization, why, how, and why in Tettnang? The founders Lukas Lacher, Charlotte Müller and Johannes Schütz answer these questions in the exclusive interview with BRAUWELT International.

Flocculation of Brewing Yeasts
Molecular facts: Flocculation is an important part of yeast behavior which is widely exploited in the brewing industry as an effective, low cost and natural means for yeast separation from beer. This review aims to critically summarize the current understanding of the underlying molecular biology involved in flocculation, as a condensed version of the review article "Molecular Basis and Regulation of Flocculation in Saccharomyces cerevisiae and Saccharomyces pastorianus - a Review" originally published in BrewingScience, 10 (March/April 2022).

Sign up the first newsletter!

06

Packaging
2nd VLB Packaging Conference
Packaging trends | What are the current trends in beer and beverage packaging? What will be next? Further, who drives the market changes and customer demand? These are some of the questions that will be discussed at the 2nd VLB Packaging Conference (VPLC), taking place from 30 August to 1 September 2022 online at the VLB Virtual Campus - just 2 weeks before the drinks 22 to 24 September in Munich.

Raw materials
Spring barley report for Europe 2022
Winter barley is not a harvest? The spring barley sowing barley in the EU is assessed quite differently. What is certain is that the market is entering the new season without any surprises from the old harvest.

Previews
drintec 2022: Preview - Solutions for Every Process
The long dry spell we have had through has only intensified the industry's thirst for the upcoming drinker, the world's largest trade fair for food and beverage technology. The trade fair will finally be able to open its doors to attendees and exhibitors from September 12 to 16, 2022.

Brewhouse
Molson Coors awards major contract to Ziemann Holvrieka
New project: As part of the modernization of the Golden Brewery, Molson Coors Brewing Company, USA, has placed a major order with Ziemann Holvrieka GmbH. The Ludwigsfelder-based company will manufacture 120 tanks and install them at the historic Golden, Colorado brewery. In addition to the tanks, the project includes further components, such as their insulation and welding systems. Ziemann Holvrieka will handle these projects for Molson Coors on a turnkey basis.

Filling
Flexible, efficient and hygienic: InnoFill Can C filler has British craft brewery Tiny Rebel convinced
K&U Tinsley craft beers, lifestyle beverages such as hard seltzer, plus wine, sparkling wine, still water and soft drinks: the range of beverages the InnoFill Can C can fill from 500 ml to 1.5 l. Its flexibility is just one of many reasons why the machine has become a real success story for Tiny Rebel. Since its launch a few years ago, over 100 have been sold to date worldwide. Customers like British craft brewery Tiny Rebel are convinced by its high level of efficiency, reliability and optimum hygiene systems. Thanks to a new addition to the series that boosts capacity to up to 60,000 cans per hour, the filler can now also be integrated into lines with higher outputs even more effectively.

Most Read
Environmental impact of hop varieties
Glycosidically bound hop polyphenols of the native hard resin fraction and their occurrence in hops, hop products, and beer
Helen - Hopfen's recent answer to climate change
2021 United States hop crop & hop average report

PODCAST
Beer management podcast No. 1: The brewing industry is an age of disruption
Brewing management is having a new series of podcasts.

map photos
European Beer Star 2022

map photos
S&B EBC Congress

map photos
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08

drintec offers comprehensive supporting program
Lots of activities: Presentations, seminars, networking and demonstrations. Let us give you an overview of the supporting program of this year's drintec, which will take place from September 13 to 15 at the Messe Munich exhibition grounds. The night before is its special combination of special presentations and discussions on the one side, and the live program, competitions and championships on the other.

Raw materials
Ludwig Narziß Award for Brewing Science: Second ceremony in Bamberg
Main project awarded: After the Ludwig Narziß Award for Brewing Science had first been granted on 30 May 2022 during the 13th Congress in Bamberg, the second part of the award ceremony finally took place on 4 August 2022, at the 13th Congress of Maldefisch Wissenschaften in Bamberg. His time in the presence of all authors.

Previews
Fi Europe Innovation Awards now open for entries
New category | Entries for the renowned Fi Europe Innovation awards are now open, and applications can be submitted online until 22 October. The award will be presented at the 13th European Beer Star 2022, which will take place from September 13 to 15 at the Messe Munich exhibition grounds.

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BRAUWELT INTERNATIONAL NEWSLETTER PUBLICATION DATES

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

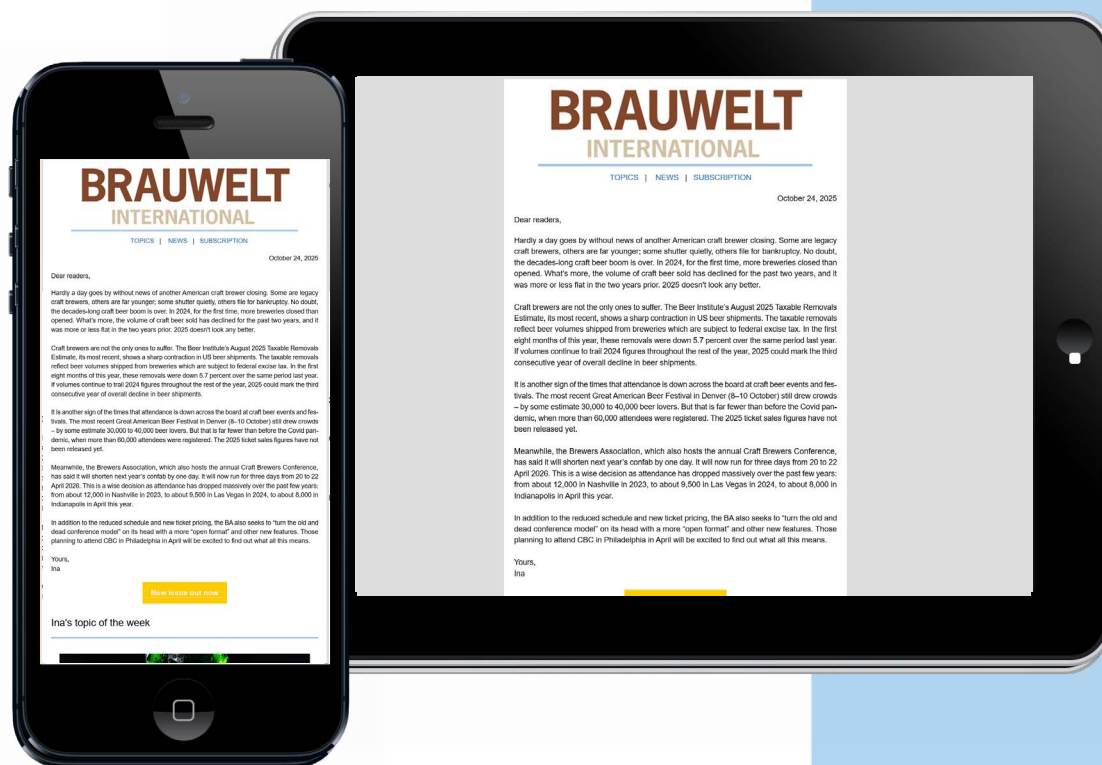
Number of recipients: 6,283
(status: October 2025)

Opening rate:
Annual average 26%

PUBLICATION DATES:

January	February	March	April	May	June
09-Jan-2026	06-Feb-2026	06-Mar-2026	10-Apr-2026	08-May-2026	12-June-2026
16-Jan-2026	13-Feb-2026	13-Mar-2026	17-Apr-2026	15-May-2026	19-June-2026
23-Jan-2026	27-Feb-2026	27-Mar-2026	24-Apr-2026	22-May-2026	26-June-2026

July	August	September	October	November	December
10-July-2026	07-Aug-2026	11-Sep-2026	09-Oct-2026	13-Nov-2026	04-Dec-2026
17-July-2026	14-Aug-2026	18-Sep-2026	16-Oct-2026	20-Nov-2026	11-Dec-2026
31-July-2026	21-Aug-2026	25-Sep-2026	30-Oct-2026	27-Nov-2026	18-Dec-2026



BANNER IN THE BRAUWELT INTERNATIONAL NEWSLETTER

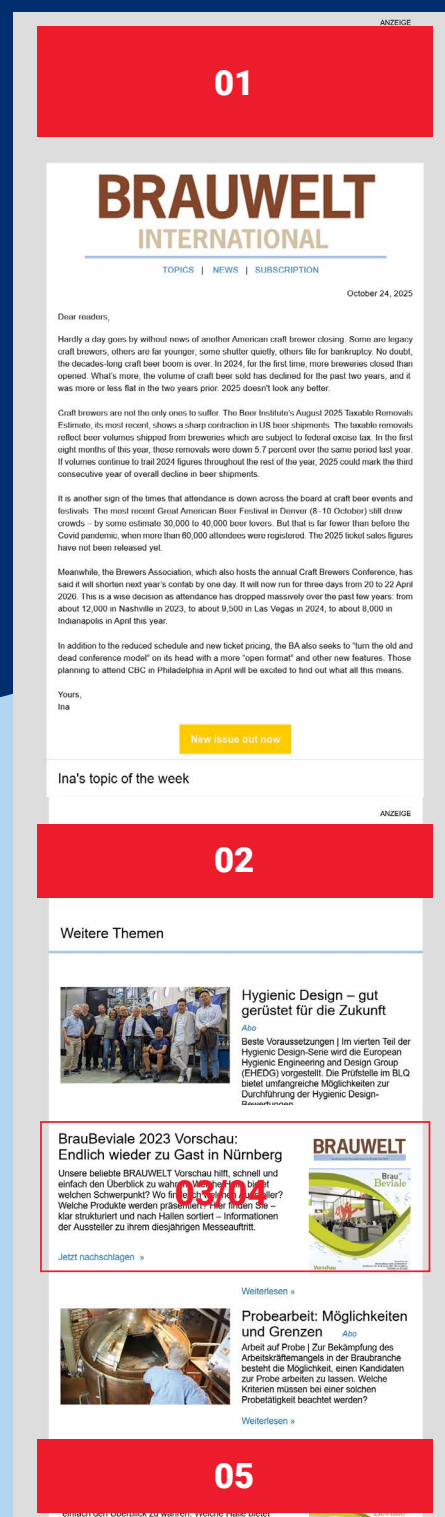
- 01 PREMIUM**
Size: 600x160 pixels
- 02 TOP**
Size: 600x100 pixels
- 03 TEXT BANNER**
Maximum text size: 300 characters
- 04 PICTURE-TEXT BANNER**
Picture max. 250 pixel width and text
max. 300 characters
- 05 STANDARD**
Size: 600x100 pixels

PLACEMENT	PRICE PER ISSUE
PREMIUM	€ 600
TOP	€ 500
STANDARD	€ 460
TEXT BANNER	€ 480
PICTURE AND TEXT BANNER	€ 530

TECHNICAL REQUIREMENTS

Data Delivery	1 week before publication date
File Size	max. 50 KB
Formats	jpg, gif, png

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



DISCOUNTS

(for repetitions within a 12-month period):

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

FREQUENCY

36 ISSUES PER YEAR

All prices are subject to VAT as currently applicable.

PRINT

Attract more attention for your new products

Whether as a double page (2/1) or a single page (1/1), an advertorial does more than just promote your product or company. It provides readers with additional information about your company, products or services and is published in an editorial context.

Advertorials are an effective advertising tool for capturing the undivided attention of a target group. They increase the credibility of an advertising message and boost brand awareness.

PRICE	VOLUME
€ 4,500	Double page (2/1) Max. 6,500 characters (incl. blank spaces) plus 2-3 images (If a QR is to be added, either the number of characters or the number of images needs to be reduced)
€ 2,465	1/1 Seite Max. 3,200 characters (incl. blank spaces) plus 1-2 images

Advertorial data must be submitted by the respective copy deadline.

ONLINE

With an advertorial on brauwelt.com you promote your product in a prominent position on the landing page as well as in the newsletter.

PRICE	VOLUME
€ 1,950	Max. 6,500 characters (incl. blank spaces) plus 2-3 images
€ 1,190	Max. 3,200 characters (incl. blank spaces) plus 1-2 images

RUNNING PERIOD	3 months
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Promoting your advertorial in:



BRAUWELT NEWSLETTER

1 issue



BRAUWELT.COM

1 teaser on the landing page

10% discount for a combination of print and online

ADVERTORIAL

BRAUWELT INTERNATIONAL

Why FAN makes or breaks your beer

Free Amino Nitrogen (FAN) is an essential metric in beer production, crucial for healthy yeast fermentation and overall beer quality. FAN is defined as the mass of assimilable amino nitrogen per unit weight, primarily derived from malt. It includes α-amino acids, ammonia, and small peptides (di- and tri-peptides).

In brewing and distilling the primary raw material is malted barley which represents the main nitrogen source with its protein content (typically 10-15% of dry grain weight). During malting, steeping activates enzymes that convert starches into fermentable sugars and proteins into peptides and free amino acids. This process contributes significantly to FAN formation, with up to 70% of wort FAN generated at this stage. Barley varieties influence substantially the fermentation result. In fact, high-nitrogen barley varieties tend to yield worts richer in FAN, whereas low-nitrogen varieties favor carbohydrate content. Another decisive step of the process is mashing which further contributes to FAN levels. In this phase the enzymatic hydrolysis liberates an additional 20-30% of total wort FAN, completing the formation of a nitrogen-rich substrate ready for fermentation.

Optimizing FAN

When yeast is pitched into wort, it encounters a chemically complex environment rich in fermentable sugars (e.g. glucose, maltose, fructose, sucrose, maltotriose), as well as distasteful, nitrogenous compounds, vitamins, minerals, and trace elements. To initiate fermentation, yeast must quickly adapt by utilizing available nitrogen—primarily from amino acids, peptides, proteins, and nucleic acid derivatives generated through proteolysis of barley proteins—for the biosynthesis of cellular proteins, nucleic acids, and other essential nitrogen-containing compounds.

The minimum FAN level required for adequate yeast growth and efficient fermentation in standard gravity wort (10-12 °P)

Quantifying FAN: Methods for brewing precision

By examining the stages of beer production, from wort preparation to the final product, it is clear that quantifying Free Amino Nitrogen (FAN) is a critical parameter for yeast metabolism and fermentation efficiency. The procedure is standardized through validated protocols established by major brewing organizations. MEBAC [5] provides a spectrophotometric assay based on the reaction of primary amines with ninhydrin, producing a chromophore measurable at 570nm, validated for both wort and finished beer. EBC [1] defines an analogous manual spectrophotometric assay, although primarily validated for wort. This method can be applied to beer with careful handling due to potential matrix interferences. Similarly, AOAC [4] employs the same ninhydrin-based chemistry and supports both manual and automated approaches, including segmented flow analysis (SFA) and discrete systems to enhance throughput and reproducibility. These methods for determining

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1556 BRAUWELT INTERNATIONAL | 2025/V

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TECHNICAL SPECIFICATIONS

File Format	Whitepaper delivery as PDF
File Size	max. 128 MB
Teaser	max. 60 characters incl. blanks
Text Teaser	max. 200 characters incl. blanks
Abstract	max. 1,500 characters incl. blanks
Placement	in the BRAUWELT INTERNATIONAL media library in the section Whitepaper
Running Time	3 months

Lead generation included in the booking period. After expiry of the campaign period € 25 per lead

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

PROMOTION



TEASER BOX
on homepage of www.brauwelt.com/en

Running period 3 months



BANNER
in the BRAUWELT International Newsletter

2 postings



IN THE MAGAZINE
BRAUWELT International

1 issue



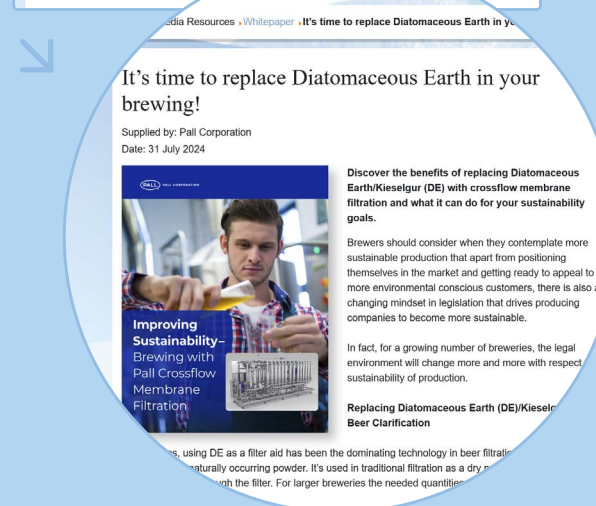
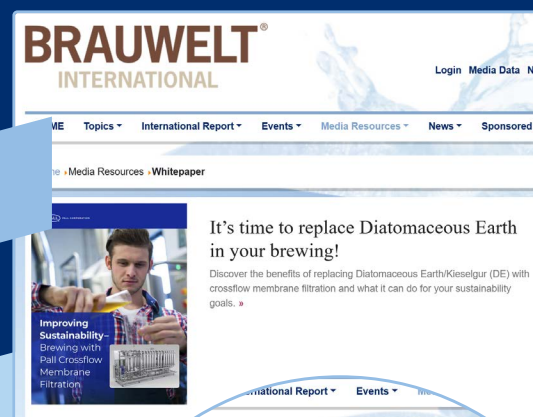
SOCIAL MEDIA CHANNEL

Price on delivery

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

YOUR ADVANTAGES

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All prices are subject to VAT as currently applicable.

TERMS AND CONDITIONS FOR ADVERTISING BANNERS AND PUBLICATION OF CONTENT

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

A. General regulations

§ 1 Scope

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

§ 2 Remuneration

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

§ 3 Term and termination

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

§ 4 Force majeure

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

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

§ 5 Warranty

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

§ 6 Acceptance

In principle, the Supplier provides its services on the basis of

a 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 Suppli-

er 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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