GastroSpiegel

Zeitschrift für Fachhandel & Planung



12 x p. a. as magazine + e-paper

PRINT
WEB
NEWSLETTER
E-PAPER

Exclusively for specialist retailers and planners

Media rates

Price list no. 19, valid as of 1st January 2027

2027

jamVerlag GmbH

www.gastrospiegel.de

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About jamVerlag

JamVerlag publishes trade magazines accompanied by newsletters and daily updated news on the websites for the out-of-home market and hereby reaches specialised target groups: the planners and retailers of canteen kitchen and catering supplies (GastroSpiegel), automated vending (VendingSpiegel) as well as the start-up of a new gastronomy (EXISTENZ Gastronomie).

The market

The out-of-home market as a whole comprises a sales volume of about 95 billion Euros. The catering trade and communal feeding represent a very high market share with many different segments, of which our publishing house jamVerlag covers several for the specific target groups.

Brief characterisation

GastroSpiegel is a professional journal that provides brief and concise information on current industry and product innovations for specialist retailers and planners of canteen kitchen and catering supplies. In this context, opinions and trends rank foremost. The target group of specialist retailers and planners has its say here. Furthermore, the views of industry partners from consulting firms and other branches of the industry are taken into consideration. The topic of personnel, training and development as well as the field of economic analysis also play an important role in the news coverage. GastroSpiegel observes marketing and management activities and introduces corporate product innovations. Last but not least, general topics on the out-of-home market are also helpful aspects of critical market presentation. A main content area for readers is the section „Analysis & Opinions“, which is meant to shed light on the sector from a certain angle.

The exclusivity of editorial contributions is particularly important. In-house research, interviews, analyses and critical commentaries by competent editorial staff make the magazine indispensable for readers. Information based on press releases is examined, edited and presented for the benefit of the readers. To sum it up, GastroSpiegel provides optimal media support for the entire industry.

Media rates
no. 19

Trim size
DIN A4 (210 mm x 297 mm)

Type area
Advertisements: 180 mm x 260 mm
Editorial: 190 mm x 260 mm

Printing technique
Offset method

Printing circulation
2,602 copies (IVW II/2026)
235 of which as e-paper

Printed copies
2,433 copies (IVW II/2026)





Contact details

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Terms of payment	3% cash discount on payment before publication date. 2% cash discount within 10 days after invoicing. 30 days net after invoicing.		
Frequency	12 times per year (including one combined issue, 7/8-2027)		



Subscription rates	national annual subscription	print & e-paper: 129.00 €	print: 96.00 €	e-paper: 76.00 €
	international annual subscription	print & e-paper: 149.00 €	print: 116.00 €	e-paper: 71.00 €

Digital data	print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyshade pictures; at least 600 dpi with Bitmap pictures), data must be in CMYK, fonts have to be embedded. The customer is responsible for the correctness of texts and images. If required, digital data can be created by the publisher against invoice.
Proof	A colour and position proof has to be delivered or sent in as a pdf.

Our general terms and conditions are available online: **www.jamverlag.de/agb**

Dates of publication – print

Issue	Editorial deadline	Advertising deadline	Printing material	Date of publication	Main editorial topics	Trade shows
1	11.12.2026	14.12.2026	15.12.2026	08.01.2027	Tabletop & Set Table	**Hoga,** Nuremberg, 17.-19.1. **Ambiente,** Frankfurt, 29.1.-2.2. **Nord-Gastro,** Husum, 8.-9.2.
2	22.01.2027	25.01.2027	26.01.2027	05.02.2027		
3	19.02.2027	22.02.207	23.02.2027	05.03.2027		**Internorga,** Hamburg, 12.-16.3.
4	25.03.2027	30.03.2027	30.03.2027	09.04.2027	Refrigeration Technology	
5	23.04.2027	26.04.2027	27.04.2027	07.05.2027	Rapid Cooler/Flash Freezer	
6	28.05.2027	31.05.2027	01.06.2027	11.06.2027		
7/8	09.07.2027	12.07.2027	13.07.2027	23.07.2027	Digitalization, AI and Automation in Commercial Kitchens	
9	20.08.2027	23.08.2027	24.08.2027	03.09.2027	Speed-Cooking	**Anuga,** Cologne, 9.-13.10.
10	24.09.2027	27.09.2027	28.09.2027	08.10.2027		**Host,** Milan, 22.-26.10. **IBA,** Munich, 24.-28.10. **Alles für den Gast,** Salzburg, 6.-9.11.
11	22.10.2027	25.10.2027	26.10.2027	05.11.2027		**Igeho,** Basel, 13.-16.11. **Iss gut,** Leipzig, 14.-16.11.
12	19.11.2027	22.11.2027	23.11.2027	03.12.2027	School & daycare catering	
1/2028	10.12.2027	13.12.2027	14.12.2027	07.01.2028		**Intergastra,** Stuttgart, 12.-16.2.2028

Advertising: formats and rates

Discounts

Placing rates	2	insertions	3 %
	4	insertions	5 %
	6	insertions	10 %
	8	insertions	15 %
	10	insertions	20 %

Purchase within 12 months necessary. Discounts are applicable to bookings in all other magazines issued by jamVerlag and may be combined.

Prices per mm

		price per mm/column
	column width 45 mm	**10.50 €**

Recruiting ads

		all prices per mm/column
position wanted	column width 45 mm	**2.30 €**
position vacant	column width 45 mm	**5.20 €**
company sale	column width 45 mm	**5.20 €**

Ads will be published both in the print magazine and online at www.gastrospiegel.de (minimum three months).

Special placement

front cover placement	prices per mm / column width 45 mm	**12.50 €**
inside front cover package		**4,650.00 €**
inside back cover package	2/1 pages ad	**5,700.00 €**
back cover		**4,750.00 €**
individual placement		**240.00 €**

Bound inserts

4 pages (magazine centre) **7,500.00 €**

Delivery: DIN A4 untrimmed + 5 mm on each edge, a sample is requested in advance.

Loose inserts

up to 25 g, up to 4 pages	**1.650.00 €**
more than 25 g	Price upon request

Delivery: max. size 206 x 292 mm, a PDF-sample is requested in advance.

Additional colour charge

Price upon request

Fixed inserts

Price upon request

Special formats

see page 6

No additional charge for trim size. All other formats upon request. Prices in Euro excl. VAT.

	Formats	Type area format (width x height)	Bleed off format (width x height)*	Prices 4c
	1/1	180 x 260 mm	210 x 297 mm	**4,550.00 €**
vertical horizontal	**3/4 vertical**	135 x 260 mm	145 x 297 mm	**3,650.00 €**
	3/4 horizontal	180 x 195 mm	210 x 210 mm	
vertical horizontal	**2/3 vertical**	120 x 260 mm	130 x 297 mm	**3,300.00 €**
	2/3 horizontal	180 x 175 mm	210 x 190 mm	
vertical horizontal Junior	**1/2 vertical**	90 x 260 mm	100 x 297 mm	**2,750.00 €**
	1/2 horizontal	180 x 130 mm	210 x 145 mm	
	1/2 junior	130 x 180 mm	145 x 210 mm	
vertical horizontal Junior	**1/3 vertical**	60 x 260 mm	70 x 297 mm	**2,100.00 €**
	1/3 horizontal	180 x 85 mm	210 x 100 mm	
	1/3 junior	85 x 180 mm	100 x 210 mm	
vertical horizontal corner	**1/4 vertical**	45 x 260 mm	55 x 297 mm	**1,700.00 €**
	1/4 horizontal	180 x 65 mm	210 x 80 mm	
	1/4 corner	90 x 130 mm	100 x 145 mm	
vertical horizontal corner	**1/8 vertical**	45 x 130 mm	55 x 145 mm	**1,360.00 €**
	1/8 horizontal	180 x 30 mm	210 x 45 mm	
	1/8 corner	90 x 65 mm	100 x 80 mm	

***Full trim size: Please add 3 mm bleed on all sides.**

Special formats and rates



Embracing banderole

420 mm x 90 mm, plus 3 mm bleed + 40 mm overlap, 4 c

Price excl. VAT
Price upon request



Double full page front flap to the inside

210 x 297 mm, plus 3 mm bleed, 4 c, front and back

Price excl. VAT
8,900.00 €



Double half page front flap to the inside

100 x 297 mm, plus 3 mm bleed, 4 c, front and back

Price excl. VAT
4,900.00 €



Double half page inside flap

100 mm x 297 mm, plus 3 mm bleed, front and back, 4 c

Price excl. VAT
5,000.00 €



Double page front flap to the inside

420 mm x 297 mm, plus 3 mm bleed, 4 c

Price excl. VAT
Price upon request



Double inside flap at the top

420 x 120 mm, plus 3 mm bleed, front and back, 4 c

Price excl. VAT
4,800.00 €

The examples above represent only a selection of possible formats. Further ad formats such as adhesive labels or bookmarks upon request.

Traffic statistics

2.4 m PI
1.3 m visits (web analytics)

Google Analytics GA4

Users:	31,143
Sessions:	36,111
Page views:	55,848

Google Search Console

Clicks:	3,627
Impressions:	176,083

Period: July 1, 2025 through June 30, 2026

Discounts

(purchase within 12 months)

Placing rates

3	insertions	5 %
6	insertions	10 %
12	insertions	20 %

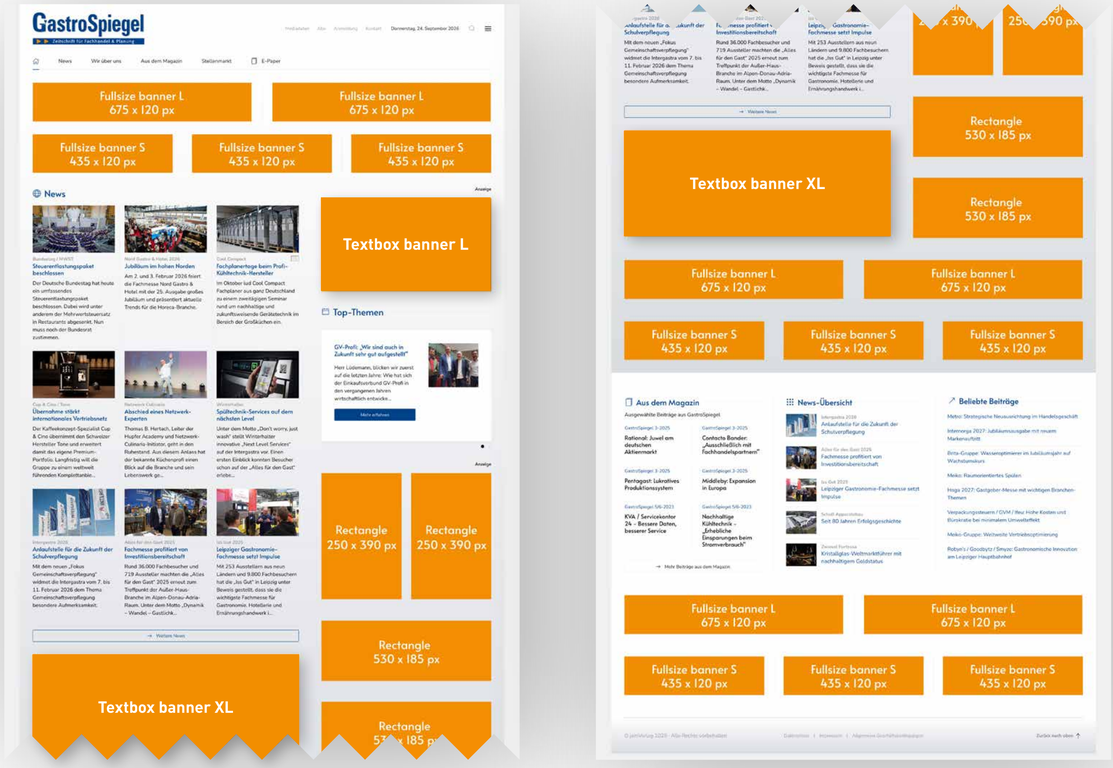
Website

With the GastroSpiegel homepage you can reach our reader target groups and other users online. Readers are regularly informed with industry news about current developments in the field of catering and canteen kitchen equipment. The website is set up in a responsive design. Thus, the website automatically adapts to the display size of mobile end devices such as smartphones and tablets and keeps the font size. Also the placement of advertising banners stays visible.

Rates

Format	Environment	Period	Rate
Fullsize banner S 435 x 120 px	Homepage	1 month	590.00 €
Fullsize banner L 675 x 120 px	Homepage	1 month	850.00 €
Rectangle banner 250 x 390 px or 530 x 185 px	Homepage	1 month	850.00 €
Textbox banner L 330 characters, 1 picture max. 140 x 140 px, logo, link	Homepage	1 month	890.00 €
Textbox banner XL 530 characters, 1 picture max. 240 x 240 px, logo, link	Homepage	1 month	990.00 €
Special formats and other advertising formats such as advertorials are available on request.			

All prices net exluding VAT.



For all banners we accept common data formats such as JPG, GIF and PNG, please contact us for other formats. The maximum file size is 300 KB. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixel. Max. 2 banner rotation on homepage.

Newsletter statistics

Recipients: 1.280
Unique open rate: 625
Open rate: 49 %

Period: January 1, 2026 through June 30, 2026

Newsletter

The GastroSpiegel newsletter provides weekly updates on the latest news (usually published on Fridays, advertising material must be supplied two weeks in advance).

Rates

Format	Environment	Period	Price
Fullsize banner 550 x 80 px	between news-teaser	per newsletter	330.00 €
Rectangle banner 260 x 400 px	between news-teaser	per newsletter	480.00 €
Textbox banner L 300 characters, 1 picture max. 200 x 220 px, logo, link	between news-teaser	per newsletter	590.00 €
Textbox banner XL 450 characters, 1 picture max. 515 x 220 px, logo, link	between news-teaser	per newsletter	850.00 €
Stand-alone newsletter 6 postings with heading, short credits and text, 2 fullsize banners 550 x 80 px, links and contact details, 4,000 characters in total. Editorial preface.		per newsletter	3,400.00 €

All prices net exluding VAT.

Data formats

For all banners we accept common data formats such as JPG, GIF and PNG, please contact us for other formats. The maximum file size is 300 KB.

Discounts

(purchase within 12 months)

Placing rates

2	banners	3 %
4	banners	5 %
6	banners	10 %
8	banners	15 %
10	banners	20 %

