

GastroSpiegel

▶ ▶ Magazine for Specialist Retailers and Planners

Media rates no. 13
valid as of 1st January 2021



Media 2021

www.gastrospiegel.de

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 kitchens 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.

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Term 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

Subscription rates

national annual subscription print + e-paper + online	48.00 €
international annual subscription print + e-paper + online	56.00 €

Printed copies

3,283 copies (IVW II/2020)

Printing circulation

3,153 copies (IVW II/2020)

Trim size

210 mm width x 297 mm height, DIN A4

Type area

advertisements: 180 mm width x 260 mm height
editorial: 190 mm width x 260 mm height

Printing technique

offset method

Digital data

print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyscale 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.



AD RATES

Discounts (purchase within 12 months)

Placing rates	2 insertions	3 %
	4 insertions	5 %
	6 insertions	10 %
	8 insertions	15 %
	12 insertions	20 %
Page rates	1 page	3 %
	3 pages	5 %
	5 pages	10 %
	7 pages	15 %
	12 pages	20 %

Discounts are applicable to bookings in all other magazines issued by jamVerlag and may be combined.

Prices per mm column width 45 mm
price per mm/column 6.00 €

Recruiting ads (all prices per mm/column)

position wanted	column width 45 mm	1.30 €
position vacant	column width 45 mm	4.00 €
company sale	column width 45 mm	4.00 €

Special placement (all prices per mm/column)

Front cover placement	column width 45 mm	8.40 €
Individual placement		210.00 €

Additional colour charge Price upon request

Fixed Inserts 2 pages 3,600.00 €

delivery: DIN A4 + 5 mm on each edge;
a sample is requested in advance.

Bound inserts 4 pages (magazine centre) 6,050.00 €




delivery: DIN A4 + 5 mm on each edge;
a sample is requested in advance.

Loose inserts max. size 206 x 292 mm, price per 1,000 copies, a sample is requested in advance.

up to 25 g 410.00 €
more than 25 g Price upon request

Special formats banderoles, ad flaps (adhesive labels, postcards) upon request

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
	1/1	180 x 260 mm	210 x 297 mm	4c 3,570.00 € b/w less 30 %
	3/4 vertical	135 x 260 mm	145 x 297 mm	4c 2,880.00 € b/w less 30 %
	3/4 horizontal	180 x 195 mm	210 x 210 mm	
	2/3 vertical	120 x 260 mm	130 x 297 mm	4c 2,575.00 € b/w less 30 %
	2/3 horizontal	180 x 175 mm	210 x 190 mm	

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

	1/2 vertical	90 x 260 mm	100 x 297 mm	4c 2,120.00 € b/w less 30 %
	1/2 horizontal	180 x 130 mm	210 x 145 mm	
	1/3 vertical	60 x 260 mm	70 x 297 mm	4c 1,670.00 € b/w less 30 %
	1/3 horizontal	180 x 85 mm	210 x 100 mm	
	1/4 vertical	45 x 260 mm	55 x 297 mm	4c 1,320.00 € b/w less 30 %
	1/4 horizontal	180 x 65 mm	210 x 80 mm	
	1/4 corner	90 x 130 mm	100 x 145 mm	
	1/8 vertical	45 x 130 mm	55 x 145 mm	4c 785.00 € b/w less 30 %
	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.

Issue	Deadline for editorial	Deadline for advertisements	Deadline for printing material	Date of publication	Exhibitions/Fairs
1	12.12.2020	14.12.2020	15.12.2020	08.01.2021	Hoga , Nuremberg, 07.-09.02.
2	22.01.2021	25.01.2021	26.01.2021	05.02.2021	
3	12.02.2021	15.02.2021	16.02.2021	26.02.2021	Internorga , Hamburg, 12.-16.03. Altenpflege , Nuremberg, 13.-15.04.
4	26.03.2021	29.03.2021	30.03.2021	09.04.2021	Ambiente , Frankfurt, 17.-20.04.
5	23.04.2021	26.04.2021	27.04.2021	07.05.2021	Sirha , Lyon, 29.05.-02.06.
6	21.05.2021	24.05.2021	25.05.2021	04.06.2021	
7	18.06.2021	21.06.2021	22.06.2021	02.07.2021	
8	23.07.2021	26.07.2021	27.07.2021	06.08.2021	
9	20.08.2021	23.08.2021	24.08.2021	03.09.2021	Anuga , Cologne, 09.-13.10.
10	17.09.2021	20.09.2021	21.09.2021	01.10.2021	Host , Milan, 22.-26.10. Iss gut! , Leipzig, 07.-09.11.
11	22.10.2021	25.10.2021	26.10.2021	05.11.2021	IBA , Munich, 24.10-28.10. Alles für den Gast , Salzburg Igeho , Basel, 20.-24.11.
12	19.11.2021	22.11.2021	23.11.2021	03.12.2021	
1/2022	10.12.2021	13.12.2021	14.12.2021	07.01.2022	

{dd/mm/yyyy}

- **Industry sector: Trading & Planning**
Who does what and who has which opinion?
In order to portray the general mood and current discussions within the branch of industry, opinion leaders are interviewed and controversial points of view are compared.
 - **People & Personnel**
News on staff changes.
 - **Analysis & Opinions**
 - **Planning & Projects**
 - **Products & Innovations**
 - **Management & Marketing**
 - **Events, Trade fairs & Workshops**
 - **Topics & Trends**
- **Topic highlights:**
 - The interview (can be used in various categories)
 - Product of the month
 - Announcement of the month
 - Quotation of the month
 - Picture review
 - Inside knowledge

WEBSITE CONTENT www.gastrospiegel.de

HOME This section attracts attention to a high degree owing to the significant and current news and information shown. Readers tend to stay a while. The homepage is the starting point for the internet presence and is therefore particularly suitable for placing banners.

NEWS This part features news from the industry and several commercial sectors in various categories. Thus, GS-Online not only serves as a gateway to the industrial branch, but also provides current information on the out-of-home market.

EVENTS Users are kept up-to-date in terms of professional development thanks to a broad overview of the most significant events within the industry line (reaching from workshops offered by vendors , to specialist trade fairs up to events organized by associations.)

SERVICE The e-paper feature stands out from the numerous service possibilities to choose from. Here subscribers can see all GastroSpiegel issues online. For subscribers, new issues are published online shortly before the print issue is distributed. An additional interesting service is the download feature.

JOB MARKET Here job offers as well as applications for a post are published in addition to the print media of GastroSpiegel. Subscribers can hereby always access the most recent offers.

Full-size banner

Format	Environment	Period	Rate
420 x 60 pixel	homepage	3 months	1,500.00 €
420 x 60 pixel	other headings	3 months	900.00 €

Textbox banner (not animated)

Format	Environment	Period	Rate
400 characters, 1 picture, 1 logo, 1 link	homepage	1 month	420.00 €

Rectangle banner

Format	Environment	Period	Rate
220 x 320 pixel	homepage	3 months	1,800.00 €
220 x 320 pixel	other headings	3 months	1,200.00 €

Footer banner

Format	Environment	Period	Rate
280 x 175 pixel	homepage	3 months	600.00 €
280 x 175 pixel	other headings	3 months	300.00 €

Due to the responsive design, rectangle and footer banner are also required in a format of 420 x 60 pixel.



Several years ago the **GastroSpiegel** website was one of the first within the industry sector to be 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. When sidebars are hidden, rectangle banners pop up in full size in various places. By this means, **GastroSpiegel** provides an ideal general online communication with readers at all times.

Footer banner Footer banner Footer banner

NEWSLETTER

At least once a month the **GastroSpiegel** newsletter provides current news on the **GastroSpiegel** website. Make use of the **GastroSpiegel** newsletter for your online advertising: Our newsletter is eagerly awaited by users.

Newsletter

Format	Environment	Period	Price
Full-size banner 420 x 60 pixel max. 550 x 80 pixel	Newsletter, between news-teaser	per newsletter	250.00 €
Rectangle banner 260 x 400 pixel	Newsletter, between news-teaser	per newsletter	400.00 €
Textbox banner 400 characters, 1 picture, 1 logo, 1 link	Newsletter, between news-teaser	per newsletter	420.00 €

Data for banner can be provided in all common formats (jpg, gif and png). Other formats on request. Prices in Euro excl. VAT.

Discounts Placing rates

(purchase within 12 months)	2	insertions	(6 months)	10 %
	3	insertions	(9 months)	15 %
	4	insertions	(12 months)	20 %

NEWSLETTER-SCHEDULE

Issue	Deadline for editorial	Deadline for advertisements	Date of publication	Exhibitions/Fairs
1	12.12.2020	14.12.2020	08.01.2021	Hoga , Nurnberg, 07.-09.02.
2	22.01.2021	25.01.2021	05.02.2021	
3	12.02.2021	15.02.2021	26.02.2021	Internorga , Hamburg, 12.-16.03. Altenpflege , Nurnberg, 13.-15.04.
4	26.03.2021	29.03.2021	09.04.2021	Ambiente , Frankfurt, 17.-20.04.
5	23.04.2021	26.04.2021	07.05.2021	Sirha , Lyon, 29.05.-02.06.
6	21.05.2021	24.05.2021	04.06.2021	
7	18.06.2021	21.06.2021	02.07.2021	
8	23.07.2021	26.07.2021	06.08.2021	
9	20.08.2021	23.08.2021	03.09.2021	Anuga , Cologne, 09.-13.10.
10	17.09.2021	20.09.2021	01.10.2021	Host , Milan, 22.-26.10. Iss gut! , Leipzig, 07.-09.11.
11	22.10.2021	25.10.2021	05.11.2021	Igeho , Basel, 20.-24.11. IBA , Munich, 24.10-28.10. Alles für den Gast , Salzburg
12	19.11.2021	22.11.2021	03.12.2021	

The screenshot displays the 'GastroSpiegel' newsletter interface. At the top, it shows the logo and 'Newsletter Nr. 8 | 2020'. Below this is a 'Persönlicher Newsletter für' section with a photo of 'Lektor Loaroth' and his name. The main content area features several articles with images and text. Three orange banners are overlaid on the newsletter content to illustrate advertising options:

- Newsletter textbox banner:** A horizontal orange banner with white text, positioned over an article titled 'United Against Waste'.
- Newsletter full-size banner:** A larger orange banner with white text, positioned over an article titled 'Mitarbeiterflora'.
- Newsletter rectangle banner:** A vertical orange banner with white text, positioned over an article titled 'Elektronik Professional'.

At the bottom of the newsletter, there is a 'Dienstag - Corona-Zwischenbilanz' section with a sub-header '50 Prozent Umsatzverlust 2020' and a 'Mehr auf der Website!' button.

General Terms and Conditions of jamVerlag for Print and Online Media

1. „Advertising order“ within the meaning of the following General Terms and Conditions of Business shall be understood to mean the contract to publish one or more advertisements or online advertisements from an advertiser or other space buyer in printed publications or on an internet site for the purpose of circulation.
2. In case of doubt, advertisements or online advertisements must be called for publication within one year of entering the contract. If a contract grants the right to call individual advertisements, the order must be executed within one year from publication of the first advertisement, insofar as the first advertisement is called and published within the period specified in sentence 1.
3. With contracts, the customer shall also be entitled, within the period agreed or specified in no. 2, to call for advertisements or online advertisements above and beyond the quantity specified in the order.
4. If an order is not fulfilled for reasons beyond the publisher's control, the customer shall be obliged to reimburse the publisher for the difference between the discount granted and the discount allowed on the actual purchase, without prejudice to any other legal obligations. Reimbursement will not apply if failure to meet the order is attributable to force majeure in the publisher's area of risk.
5. Orders requesting the publication of advertisements, inserts or online advertisements in specific issues or at specific positions in the printed publication or online space are carried out if the customer has declared that the advertisement, online advertisement or insert shall be published in specific issues or at specific positions of the printed matter or the online space and if this has been confirmed explicitly to the publisher. Classified advertisements shall be printed in the respective column without the need for any express agreement to this effect.
6. Advertisements that, due to their editorial design, are not readily recognisable as advertisements shall be clearly marked by the publisher using the word „Advertisement“.
7. The publisher reserves the right to refuse advertising orders or online advertising orders - including individual calls for publication under the terms of a contract - and orders for inserts on the grounds of content, origin or technical form if the relevant advertisement or online advertisement, at the publisher's due discretion, violates laws, official regulations or good morals or if the publisher cannot be reasonably expected to publish them. Orders for inserts are not binding on the publisher until a sample of the insert has been submitted and approved. Inserts in any format or make-up leaving the reader with the impression that they are an integral part of the newspaper or magazine or containing outside advertising will not be accepted. The customer will be informed immediately if an order is refused.
8. The customer shall be responsible for the punctual delivery of faultless advertising copies and online advertising media, which meet the publisher's technical requirements. The publisher shall immediately request substitutes for recognisably unsuitable or damaged printing material.
9. If all or part of the advertisement or the online advertisement is printed illegibly, incorrectly or incompletely, the customer shall be entitled to a reduction in price or to a faultless substitute advertisement; however, only to the extent to which the purpose of the advertisement or online advertisement has been impaired. If the publisher is not successful in rectifying the situation within a reasonable time limit set for this purpose or a substitute advertisement is again not faultless, the customer shall have the right to demand a reduction in price or to withdraw from the contract. Claims for damages arising from a positive breach of obligations, culpa in contrahendo and tort shall be excluded - including in the case of orders placed by telephone; claims for damages from impossibility of performance and default are limited to

the replacement of the foreseeable loss and to the amount of fees payable for the relevant advertisement or insert. This does not apply in the event of intent and gross negligence on the part of the publisher, its legal representative or its vicarious agents. Any liability of the publisher for damage due to the absence of a guaranteed quality shall not be affected. In commercial transactions, the publisher shall also not be liable for gross negligence of simple vicarious agents; in other cases, the liability towards merchants for gross negligence is limited to the amount of the foreseeable losses up to a maximum of the relevant fees for the advertisements. Complaints for defects - with the exception of non-obvious defects - must be put forward within one week from receipt of the invoice.

10. Proof copies shall be delivered only if expressly requested. The customer shall be responsible for ensuring that the returned proof copies are correct. The publisher shall take into account all error corrections brought to its attention within the period set at the time the proof was sent.
11. If no specific size requirements are stipulated, the charge will be based on the actual advertisement height or placement size normal for the type of the advertisement or online advertisement medium concerned.
12. If the customer does not pay in advance, the invoice will be issued immediately, possibly, however, 14 days after the advertisement or online advertisement is published. The invoice is to be paid within the period specified in the price list and commencing from the time of invoice receipt, unless any other payment period or prepayment is agreed in the individual case. Any discounts for early payment shall be granted as specified in the price list.
13. Interest and collection costs will be charged if payment is delayed or deferred. In the event of late payment, the publisher may defer further execution of the current order until such time as payment is made and demand prepayment for the advertisements or online advertisements still awaiting publication. In the event of justified doubts regarding the customer's ability to pay, the publisher is entitled, including during the term of an advertising contract and regardless of the period originally agreed for payment, to make the publication of further advertisements or online advertisements contingent on prepayment of the amount concerned and on the settlement of any outstanding invoice amounts.
14. On request, the publisher shall supply a voucher copy together with the invoice. If it is no longer possible to procure a voucher copy, a legally binding certificate from the publisher on the publication and distribution of the advertisement or online advertisement shall take its place.
15. All advertising orders will be processed in line with the applicable data protection regulations.
16. In the event of keyed advertisements, the publisher shall exercise the care of a prudent businessman in the safekeeping and timely forwarding of offers. Registered and express letters responding to keyed advertisements shall only be forwarded by ordinary mail. Replies to keyed advertisements shall be kept for four weeks. Replies not collected within this period shall be destroyed. Although under no obligation to do so, the publisher shall return valuable documents. The publisher reserves the right, in the interest and for the protection of the customer, to open and inspect incoming offers so as to eliminate any misuse of the keyed advertisement service. The publisher is under no obligation to forward any business recommendations and offers of introduction.
17. The place of jurisdiction for legal action involving business transactions with merchants, legal entities under public law or special funds under public law shall be the headquarters of the publisher. If the place of residence or customary abode of the customer is unknown at the time action is brought or if the customer moves its place of residence or customary place of abode outside the reach of the law after entering the contract, the agreed place of jurisdiction shall be the headquarters of the publisher.