



# Magazin

INDUSTRIE • HANDEL • MARKETING • VERTRIEB



## SHORT PROFILE

For 60 years now, the SG Magazine has been the opinion-forming body of the confectionery branch in the German-speaking countries, in Europe and beyond. From the outset, the international confectionery trade association, which dates back to 1920, has informed its members through regular publications. Over the past decades, SG Magazine has evolved from just a confectionery-wholesale "SG Newspaper" for the members of the association to the internationally recognized trade magazine that spots all the needs and events in the confectionery sector. In addition to current news and company portrayals, the magazine covers sales and marketing as well as presentation of confectionery at the POS. Today, the news and information about the national and international confectionery branch are widely read by all those responsible for purchasing, marketing and sales in trade and production.

The SG Magazine is available as a print version as well as an app and online as an e-paper. Today, the news and information about the national and international confectionery sector is widely read by those responsible for purchasing, marketing and sales in trade and production. The readership of the SG Magazine is steadily growing both at home and abroad as a result of the increasing range of topics and news published in German and English languages. The SG Magazine is currently being shipped to subscribers in more than 60 countries. In addition to the readers in the German-speaking countries, who make up the larger part of the subscribers, many managers and decision makers of the confectionery sector in neighbouring countries, for example in Italy, Spain, Great Britain, the Benelux countries as well as the Scandinavian countries and increasingly in Central and Eastern Europe, take the

magazine as a central specialized edition. In non-European countries many managers in the confectionery world also receive the SG Magazine.

The SG Magazine is highly appreciated by the owners and executives of the national and international confectionery producers as well as by the high-positioned managers in international import and distribution companies. Numerous buyers, marketing and sales managers of confectionery wholesale and retail trade as well as some department stores, trade chains of the LEH and the C + C companies connected with confectionery, also belong to the readers of the SG Magazine. However, not only confectionery manufacturers and suppliers benefit from the profound and carefully researched information. Manufacturers of packaging and POS materials, trading and marketing agencies as well as wholesalers and service companies of all kinds also use the comprehensive information about various aspects of the confectionery sector. The SG Magazine spotlights the main issues in chocolate, sugar confectionery, fine bakery, salty snacks and ice cream segments. It focuses primarily on trend and market reports, company portrayals, presentation of new products and promotions. The most important trade fairs and exhibitions are also in the sights of the magazine. The range of topics covers all aspects of the value-added chain beginning with the finished product, especially concerning marketing, sales and presentation at the POS. Such categories as management, CRM, online marketing and social media, market observation and current trends at the POS are as much in the magazine's area as the import and export of products and brands of the international confectionery business. The confectionery retail in Germany and abroad is a central focus of the SG Magazine.

## SCHEDULE AND SPECIAL TOPICS 2024



Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data
1-2/2024	ISM 2024 Special Edition with detailed pre-reports Bonus circulation: ISM 2024	24.01.2024	09.01.2024	12.01.2024
3/2024	Review of the highlights of ISM 2024	01.03.2024	13.02.2024	16.02.2024
4/2024	ISM special: new products Market report Italy	02.04.2024	13.03.2024	18.03.2024
5/2024	Salty snacks and nuts Review of ISM Japan 2024 Bonus circulation: Sweets & Snacks Expo 2024	02.05.2024	15.04.2024	19.04.2024
6/2024	Sugar confectionery Review of Sweets & Snacks Expo Market report North America	03.06.2024	14.05.2024	17.05.2024

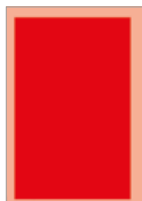
Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data
7/2024	Seasonal products Market report Scandinavia	01.07.2024	13.06.2024	18.06.2024
8/2024	Vegetarian and vegan confectionery and snacks	01.08.2024	16.07.2024	19.07.2024
9/2024	Fine pastries and biscuits Market report Austria and Switzerland	02.09.2024	14.08.2024	19.08.2024
10/2024	Chocolate and chocolate products	01.10.2024	12.09.2024	17.09.2024
11/2024	Raw materials and semi-finished products Market report Spain Bonus circulation: ISM Middle East	01.11.2024	14.10.2024	18.10.2024
12/2024	Sales promotion at POS Review of ISM Middle East 2024	02.12.2024	20.11.2024	25.11.2024

## ADVERTISEMENT SIZES AND PRICES

### Full page

Type area: 166 mm (width) x 265 mm (depth)  
Bleed: 210 mm (width) x 297 mm (depth)\*

four colour 3,650.00 €



### One third page, vertical

Type area: 52 mm (width) x 265 mm (depth)  
Bleed: 80 mm (width) x 297 mm (depth)\*

four colour 1,940.00 €



### One eighth page, vertical

Type area: 52 mm (width) x 109 mm (depth)

four colour 1,175.00 €



### Half page, vertical

Type area: 80 mm (width) x 265 mm (depth)  
Bleed: 108 mm (width) x 297 mm (depth)\*

four colour 2,400.00 €



### One third page, horizontal

Type area: 166 mm (width) x 80 mm (depth)  
Bleed: 210 mm (width) x 97 mm (depth)\*

four colour 1,940.00 €



### One eighth page, horizontal

Type area: 109 mm (width) x 52 mm (depth)

four colour 1,175.00 €



### Half page, horizontal

Type area: 166 mm (width) x 131 mm (depth)  
Bleed: 210 mm (width) x 148 mm (depth)\*

four colour 2,400.00 €



### One quarter page, vertical

Type area: 80 mm (width) x 131 mm (depth)  
Bleed: 108 mm (width) x 148 mm (depth)\*

four colour 1,510.00 €



### Front cover

Type area: 124 mm (width) x 176 mm (depth)

four colour 3,650.00 €\*\*



### Two thirds page

Type area: 109 mm (width) x 265 mm (depth)  
Bleed: 137 mm (width) x 297 mm (depth)\*

four colour 2,800.00 €



### One quarter page, horizontal

Type area: 166 mm (width) x 55 mm (depth)  
Bleed: 210 mm (width) x 72 mm (depth)\*

four colour 1,510.00 €



### 1/1 Advertorial

Type area: 210 mm breit x 297 mm hoch\*

four colour 3,650.00 €



Special advertising form: Application of product samples on the front page – Prices on request.

\* All bleed ads include 3 mm trim (outer edges), \*\* separate agreement, All prices quoted are net and subject to VAT at prevailing rate, B/w advertisements on request.

## ONLINE-MARKETING

### Advertising forms in our Newsletter:

**Full-Banner:**  
468 px wide x 80 px high  
Maximum size 50 kB  
Format: GIF or JPG  
Price: 250.00 € / Issue  
from 10 x 200.00 € / Issue  
from 50 x 150.00 € / Issue

Appearance: 2–5 x weekly  
Recipients: approx. 1,500

### Advertising forms in our App:

**Full-Banner:**  
1280 px wide x 320 px high  
Maximum size 5 MB  
Format: GIF, PNG or JPG  
Issue: 250.00 € / week

## TECHNICAL SPECIFICATIONS

### Magazine format:

210 mm (width) x 297 mm (depth)

### Type area:

166 mm (width) x 265 mm (depth)

### No charge for bleed

### Inserts:

maximum size  
200 mm (width) x 290 mm (depth)  
maximum weight 75 g  
*(Prices available upon request)*

### Bound inserts:

folded, untrimmed - allow 3 mm head trim, side trim, bottom trim  
*(Prices available upon request)*

### Glued inserts:

only possible together with a full page advert  
*(Prices and specifications available on request)*

### Printing process:

Offset, CTP  
80 l/cm  
Colour scale: Euro scale

### File formats:

Print optimized PDF (Standard X4)  
Fogra 39 printed profile - image printing removed  
Colour images always in CMYK (4c) mode  
Resolution not less than 300 dpi or 600 dpi (b/w motifs)

### Closing date for adverts/printing data:

see schedule and special topics

## PUBLISHER, SUBSCRIPTION RATES, GENERAL INFORMATION ABOUT SG

### Publisher:

SWEETS GLOBAL NETWORK e. V.  
Grillparzerstraße 38  
81675 München  
Germany  
Fon +49 (0) 89 / 45 7690 88 - 0  
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### Subscription rates (incl. p&p):

Annual subscription (Germany):  
30.00 Euro plus 7 % VAT  
Annual subscription (international):  
55.00 Euro plus 7 % VAT  
Online (E-Paper und online version):  
25.00 Euro plus 7 % VAT  
SG-Magazin-App (full use with membership or online-premium access only)

### SG-Magazine appears monthly

**Total number of copies printed:**  
6,085

### Layout/Design:

TREND Werbung  
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Ledernes Käppchen 2a  
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### Printed by:

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93057 Regensburg  
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Fon +49 (0)9 41 / 6 95 40 - 27  
anton.mueller@aumueller-druck.de

## TERMS OF BUSINESS, PAYMENT

**Discount rates:**

3 ads: 5 %

6 ads: 10 %

12 ads: 15 %

Valid only for ad placement  
during calendar year

**Agency commission:**

15 %

**Cancellation terms:**

Advertisements may be cancelled free  
of charge up to eight weeks before the  
publication date of the particular issue.

**Payment:**

All invoices payable net  
within 14 days, without deduction

**Banking information:**

HypoVereinsbank München  
IBAN: DE24700202706860071345  
SWIFT-BIC: HYVEDEMM



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