

BRIEF DESCRIPTION

Since 2011, the trade magazine **SWEETS PROCESSING** is informing professionals of the confectionery, bakery and snack industries about new developments and industry news. The editors report on international companies and suppliers in these industries.

SWEETS PROCESSING is a publication by SWEETS GLOBAL NETWORK (SG), the international confectionery trade association. More than 300 member companies (wholesalers and retailers, importers, agencies and manufacturers) from ten countries belong to the organization. Plus about 40 supporting members from the confectionery supplier industry. SGN is the established network and the leading communication platform for all confectionery experts in the German-speaking area (D-A-CH) and beyond.

Besides **SWEETS PROCESSING**, the association publishes SG Magazine, the highly regarded and well established international confectionery business journal.



SCHEDULE AND TOPICS 2026

Edition	Topics	Publication date	Deadline ads	Deadline printing material
1-2/2026	Review InterPraline and FIE, Paris Preview ProSweets Cologne	21.01.2026	16.12.2025	19.12.2025
3-4/2026	Review ProSweets Cologne Packaging materials Foreign body detection	05.03.2026	16.02.2026	19.02.2026
5-6/2026	Preview Interpack Confectionery production raw materials and ingredients	27.04.2026	08.04.2026	10.04.2026
7-8/2026	Review Interpack Review Schokoladentechnologietagung Freising Quality assurance Ice cream production	01.07.2026	12.06.2026	17.06.2026
9-10/2026	Ingredients (FIE in Frankfurt) Chocolate technology Baked goods production	01.09.2026	12.08.2026	17.08.2026
11-12/2026	Preview Chocotec , Cologne Transportation and storage Artificial intelligence	02.11.2026	14.10.2026	16.10.2026

ADVERTISEMENTS AND PRICES

Cover

Format: 129 mm wide x 182,5 mm high

4-colour 4.050,00 €



1/3 page, vertical

Type area: 52 mm wide x 265 mm high Bleed: 80 mm wide x 297 mm high*

4-colour 1.670,00 €



1/8 page, vertical

Type area: 52 mm wide x 109 mm high

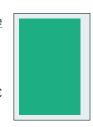
4-colour 940.00 €



Full page

Type area: 166 mm wide x 265 mm high Bleed: 210 mm wide x 297 mm high*

4-colour 3.180,00 €



1/3 page, horizontal

Type area: 166 mm wide x 80 mm high Bleed: 210 mm wide x 97 mm high*

4-farbig 1.670,00 €



1/8 page, horizontal

Type area: 109 mm wide x 52 mm high

4-colour 940,00 €



1/2 page, vertical

Type area: 80 mm wide x 265 mm high Bleed: 108 mm wide x 297 mm high*

4-colour 2.110,00 €



1/4 page, vertical

Type area: 80 mm wide x 131 mm high Bleed: 108 mm wide x 148 mm high*

4-colour 1.300,00 €



1/2 page, horizontal

Satzspiegel: 166 mm wide x 131 mm high Bleed: 210 mm wide x 148 mm high*

4-colour 2.110,00 €



1/4 page, horizontal

Type area: 166 mm wide x 55 mm high Bleed: 210 mm wide x 72 mm high*

4-colour 1.300,00 €



Mediadaten 2026

ADVERTISING FORM "ADVERTORIAL"

An advertorial offers you the opportunity to present your novelties and innovations according to your wishes in the "look & feel" of our magazine to our specialist readership. Texts in German and English, as well as pictures, will be delivered by you ready to use. We will provide the layout.

Full page advertorial Price: 3.180,00 €

(German or English)

Our recommendation based on our bilingualism:

Double page advertorial Price: 4.700,00 €

(1 page in German & 1 page in English)

Full page advertorial Price: 3.180,00 €

(½ page in German & ½ page in English)

ONLINE / NEWSLETTER ADVERTORIAL

Advertorial on our homepage www.sweets-processing.com:

Maximum amount of characters for text: 1,000, incl. blanks

Image: min. 1,000 px wide x 500 px high

File format: GIF or JPG

Advertorial in our newsletter:

Maximum amount of characters for text: 1,000, incl. blanks

Image: min. 800 px wide x 800 px high

File format: GIF or JPG

Newsletter advertorial Price: 630,00 €

ONLINE MARKETING

Banners on our homepage www.sweetsprocessing.com:

Top banner Price: 950,00 € / month

812 px wide x 140 px high File size max. 50 kB File format: GIF or JPG

Skyscraper Price: 800,00 € / month

160 px wide x 600 px high File size max. 50 kB File format: GIF or JPG

Banners in our newsletter:

Full banner Price: 400.00 € / issue*

468 px wide x 80 px high File size max. 50 kB; File format: GIF or JPG

Appearance: weekly; recipients: ca. 1.400

Stand-alone-Newsletter Price: 2.000,00 € / issue

Your specific information for professionals in the confectionery and supply sector. Customized on mutal agreement, an individually designed newsletter in German and English will be sent to about 1.400 recipients.

MARKET + CONTACTS

Format of the category:

52 mm wide x 25 mm high Price: 680,00 € / category for 6 issues 52 mm wide x 30 mm high Price: 810,00 € / category for 6 issues 52 mm wide x 40 mm high Price: 945,00 € / category for 6 issues

Discounts:

from 3 categories 5 %

from 6 categories 10 % **Deadline:**

from 10 categories 15 % Please observe deadline for printed material.

INSERTS

Maximum size: 200 mm wide x 290 mm high, maximum weight: 75 g

SPECIAL ADVERTISING OFFERS

We would be glad to advise you individually about our special advertising offers such as sleeve, booklet, gatefolder, insert, etc.

Use special advertising forms to attract a high level of attention and thus place your advertising in the focus of our readers.

Prices on request.

WEBINARS – THE PLATFORM FOR INNOVATIVE SOLUTIONS

Present to your customers a new product, the results of a study or a pilot project in an interactive webinar format. The format lasts approx. 60 minutes, including a subsequent discussion or a question and answer session with the participants. The webinar will be recorded and can also be accessed later via our website.

A webinar package includes i.a.:

- Invitation of participants for the webinar through mailings, newsletters and website
- Reminder e-mails for the participants
- Design of a website for registration
- Implementation of the webinar, including moderation
- Two advertising pages in the trade magazine SWEETS PROCESSING plus two banner in the weekly newsletter

Webinar package price: 6.000,00 €

TECHNICAL SPECIFICATIONS

Magazine format:

210 mm wide x 297 mm high

Type area:

166 mm wide x 265 mm high (No extra charge for bleed)

Bound inserts:

folded, untrimmed – allow 3 mm head trim, side trim, bottom trim

(Prices on request)

Printing process:

Offset, CTP 178 Ipi (70 I/cm) Colours: Euro scale

Printing materials - in digital form:

Print optimized PDF-file (Standard X4) Fogra 39 profile – coated image print Colour pictures in CMYK mode (4c) Min. resolution 300 dpi (colour) and 600 dpi (b/w)

PUBLISHER DATA

Publisher:

SWEETS GLOBAL NETWORK e. V. Grillparzerstraße 38 81675 München Fon +49 (0) 89 / 45 76 90 88 - 0 Fax +49 (0) 89 / 45 76 90 88 - 88 info@sq-network.org

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Annual subscription Germany:

20.00 € + 7 % VAT (incl. p&p)

Annual subscription abroad:

40.00 € + 7 % VAT (incl. p&p)

Online (e-paper):

15.00 € + 19 % VAT

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6.050 Exemplare

Layout:

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SWEETS PROCESSING is being published every two months.

CONDITIONS AND BANK DETAILS

Discount rate:

Valid only for ad placement during 2026:

from 3 ads 5 % from 6 ads 10 %

Agency commission::

15 %

Payment terms::

All invoices payable within 14 days, without deduction.

Bank details:

HypoVereinsbank München IBAN: DE24700202706860071345 SWIFT-BIC: HYVEDEMM