

BRAUWELT®

MEDIA-
INFORMATION
Print

2019

FACHVERLAG HANS CARL GmbH

Price list from 1-Jan-2019



BRAUWELT®

BRAUWELT
INTERNATIONAL

BRAUWELT
мир пива и напитков

BRAUWELT
EN ESPAÑOL

BRAUWELT
中文酿造世界



EDA

1-3

BRAUWELT®

- > BRAUWELT **German**
- > BRAUWELT **International**
- > BRAUWELT **Russian**
- > BRAUWELT **En Español**
- > BRAUWELT **Chinese**



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www.facebook.com/brauwelt.fachzeitschrift

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BRAUWELT

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 BRAUWELT En Español,
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BRAUWELT® German



BRAUWELT® German

Volume 159

Frequency: 3 times /month

(= 36 issues /year)

Circulation: 3,372

The printed edition of **BRAUWELT**, the international, independent journal for the entire beverage sector, is published three times a month and offers latest news, reports and articles from the entire brewing and beverage world.

BRAUWELT covers the latest technical and technological developments, from raw materials, brewhouses, fermenting rooms, storage cellars, etc. to quality management, energy, water and environmental issues and logistics. It features case studies, company portraits, interviews, marketing and sales strategies, reports on congresses, workshops and courses, fair previews and reviews, a regularly updated calendar and event notices, company and association news and a people column.

With its monthly specials like brewing technology, beverage technology and both marketing and management practice, **BRAUWELT** covers all topics relevant to experts and management from the brewing and beverage industry in their everyday work.

BRAUWELT provides a suitable platform for a comprehensive knowledge transfer in the brewing and beverage industry.

For those who want to get the news quicker, there is also the **BRAUWELT** Newsletter.

BRAUWELT'S target groups consist of all professionals and executives from the brewing and beverage industry and the supply industry as well as teachers and students from the relevant teaching and training institutions.



FACHVERLAG HANS CARL GmbH · Andernacher Straße 33a · 90411 Nuremberg, Germany · Phone: +49(0)911/95285-0 · Fax: +49(0)911/95285-48

1 Title: BRAUWELT

2 Short profile: BRAUWELT is an international, independent professional journal for the whole beverage industry and stands for worldwide, highly-qualified research and compilation of all economic and technical developments.

BRAUWELT Online and Newsletter: cross-media publishing with print editions means even more up-to-dateness with a fast online archive access to all BRAUWELT issues published since 1991.

3 Target group: see page 4

4 Frequency: 3 times/month

5 Magazine format: 210 mm x 297 mm

6 Volume: 159

7 Subscription price:

Annual subscription: Germany € 182.90 (incl. postage and VAT)
foreign countries € 143.70 (+ postage and VAT)

Single copy price: € 9.00 (incl. VAT)

8 Organ: -

9 Memberships: Media data base of the German specialist press „Deutsche Fachpresse“, IVW/IVW-EDA

10 Publishing house:

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12 Advertising/Distribution: Wolf-Dieter Schoyerer (responsible)
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13 Editorial department: Dr. Lydia Junkersfeld (Editor-in-chief)
Phone: +49(0)911/95285-58, Fax: -48
E-mail: junkersfeld@hanscarl.com

14 Editorial-to-advertising-analysis 2017 = 36 issues

Total number of pages:	1,560 pages = 100.0 %
Editorial section:	1,206 pages = 77.3 %
Advertisements:	354 pages = 22.7 %
Of which: Classified ads	129 pages = 36.4 %
Buyers guide	24 pages = 6.8 %
In-house-ads	116 pages = 32.8 %
Inserts	1 page = 0.3 %
Supplements	20 pieces

15 Content analysis of the editorial section: 2017 = 1,206 pages

Sorted by subject area:

International beer and beverage market	209 pages = 17.3 %
National and international events	206 pages = 17.1 %
Marketing and merchandising	49 pages = 4.1 %
Beer and beverage production	130 pages = 10.8 %
Business management	83 pages = 6.9 %
Quality management/Controlling	96 pages = 8.0 %
Engineering/plants for beverage production	103 pages = 8.5 %
Filling and packaging	113 pages = 9.3 %
Vehicle fleet and logistics	29 pages = 2.4 %
Energy and environment	31 pages = 2.6 %
Cleaning and disinfection	29 pages = 2.4 %
Raw products and auxiliary supplies	128 pages = 10.6 %

1,206 pages = 100.0 %



Month	Issue	Publishing date	Closing date	Copy date	Subject and topics	BRAUWELT is present at the following fairs and exhibitions*
January	1/2	10-Jan-2019	18-Dec-2018	15-Nov-2018	Brewing Technology: Energy, Water, Environment (1)	20/23-Jan-2019 Getränke Impuls Tage 2019 Saalfelden-Leogang, Austria www.getraenke-impuls-tage.de
	3	17-Jan-2019	08-Jan-2019	29-Nov-2018	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	15/16-Feb-2019 Braukunst Live! Munich, Germany www.braukunst-live-muenchen.de
	4/5	24-Jan-2019	15-Jan-2019	06-Dec-2018	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	16/19-Feb-2019 Beer Attraction Rimini, Italy www.beerattraction.it
February	6	07-Feb-2019	29-Jan-2019	20-Dec-2018	Brewing Technology: Brewhouse (1)	19/21- Feb-2019 Beviale Moscow Moscow, Russia www.beviale-moscow.com
	7	14-Feb-2019	05-Feb-2019	03-Jan-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	25-Feb-2019 16. Rohstoffseminar Freising, Germany www.lbgt.wzw.tum.de
	8/9	21-Feb-2019	12-Feb-2019	10-Jan-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	26/28-Feb-2019 52. Technologisches Seminar Freising, Germany www.lbgt.wzw.tum.de
						28-Feb to 02-Mar-2019 Drinktec India Bangalore, India www.drinktechnology-india.com

March	10	07-Mar-2019	26-Feb-2019	24-Jan-2019	Brewing Technology: Yeast, Fermentation, Storage (1)	March 106. VLB-Frühjahrstagung Munich, Germany 11/14-Mar-2019 6. Brauwissenschaftliches Seminar Wuhan, China
	11	14-Mar-2019	05-Mar-2019	31-Jan-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	13/16-Mar-2019 Feira Brasileira da Cerveja Blumenau, Brazil www.festivaldacerveja.com/sistema/feira-brasileira-da-cerveja
	12/13	21-Mar-2019	12-Mar-2019	07-Feb-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	15/19-Mar-2019 Internorga Hamburg, Germany www.internorga.com 21/22-Mar-2019 14. Deutscher Verpackungskongress Berlin, Germany www.verpackungskongress.de
April	14	04-Apr-2019	26-Mar-2019	21-Feb-2019	Brewing Technology: Filtration, Stabilisation (1)	27/28-Mar-2019 Craft Beer Italy Milan, Italy
	15/16	11-Apr-2019	02-Apr-2019	28-Feb-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	08/11-Apr-2019 Craft Brewers Conference & Brew Expo America Denver, USA www.craftbrewersconference.com
	17/18	25-Apr-2019	15-Apr-2019	14-Mar-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	10/12-Apr-2019 Siberian Beer Novosibirsk, Russia www.tradefairdates.com/BEEREXPO-M9833/Novosibirsk.html

We reserve the right for changes.

*More on fairs and exhibitions at www.brauweltinternational.com and www.brauwelt.com



Month	Issue	Publishing date	Closing date	Copy date	Subject and topics	BRAUWELT is present at the following fairs and exhibitions*
May	19	09-May-2019	30-Apr-2019	28-Mar-2019	Brewing Technology: Raw products, Malthouse (1)	07/09-May-2019 International Beer Strategies Conference Dublin, Ireland www.arena-international.com/beer
	20	16-May-2019	07-May-2019	04-Apr-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	15/17-May-2019 China International Craft Brewers Conference & Exhibition (CBCE) Shanghai, China www.cbcechina.com
	21/22	23-May-2019	14-May-2019	11-Apr-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Buyers Guide	21/24-May-2019 BEER 2019 Sochi, Russia www.soud.ru
June	23	06-June-2019	27-May-2019	25-Apr-2019	Brewing Technology: Cleaning, Disinfection (1)	28/30-May-2019 Brasil Brau Sao Paulo, Brazil www.brasilbrau.com.br
	24/25	13-June-2019	04-June-2019	02-May-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	02/06-June-2019 37. EBC-Congress Antwerp, Belgium www.europeanbreweryconvention.eu/ebc-congress-2019
	26	27-June-2019	17-June-2019	16-May-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law Buyers Guide	09/11-June-2019 Brewing Conference Bangkok, Thailand www.vlb-berlin.org

July	27	04-July-2019	25-June-2019	23-May-2019	Brewing Technology: Vehicle Fleet, Logistics (1)	03/04-July-2019 Craft Drinks India Bangalore, India www.craftdrinksindia.com
	28/29	11-July-2019	02-July-2019	31-May-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	
	30	25-July-2019	16-July-2019	13-June-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Buyers Guide	
August	31/32	01-Aug-2019	23-July-2019	21-June-2019	Brewing Technology: Energy, Water, Environment (2)	
	33	15-Aug-2019	06-Aug-2019	04-July-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	
	34/35	22-Aug-2019	13-Aug-2019	11-July-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	

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*More on fairs and exhibitions at www.brauweltinternational.com and www.brauwelt.com



Month	Issue	Publishing date	Closing date	Copy date	Subject and topics	BRAUWELT is present at the following fairs and exhibitions*
September	36	05-Sep-2019	27-Aug-2019	25-July-2019	Brewing Technology: Brewhouse (2)	24/26-Sept-2019 FachPack 2019 Nuremberg, Germany www.fachpack.de
	37/38	12-Sep-2019	03-Sep-2019	01-Aug-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	September 2019 10th Iberoamerican VLB-Symposium South America
	39	26-Sep-2019	17-Sep-2019	15-Aug-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	October 2019 105. VLB-Oktobertagung Germany 05/09-Oct-2019 Anuga FoodTec 2019 Cologne, Germany www.anugafoodtec.de
October	40/41	04-Oct-2019	24-Sep-2019	22-Aug-2019	Brewing Technology: Yeast, Fermentation, Storage (2)	22/24-Oct-2019 Filtech 2019 Cologne, Germany www.filtech.de
	42	17-Oct-2019	08-Oct-2019	05-Sep-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations	
	43/44	24-Oct-2019	15-Oct-2019	12-Sep-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide BrauBeviale 2019: Fair issue 1	





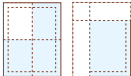

November	45	07-Nov-2019	29-Oct-2019	26-Sep-2019	Brewing Technology: Filtration, Stabilisation (2) Cleaning and Disinfection (2) BrauBeviale 2019: Fair issue 2	12/14-Nov-2019 BrauBeviale Nuremberg, Germany www.braubeviale.de
	46/47	13-Nov-2019	04-Nov-2019	04-Oct-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations BrauBeviale 2019: Fair issue 3	26/27-Nov-2019 Sea Brew Bangkok, Thailand www.sea-brew.com
	48	28-Nov-2019	19-Nov-2019	17-Oct-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	27/29-Nov-2019 Drink Japan Tokyo, Japan www.drinkjapan.jp/en
December	49	05-Dec-2019	26-Nov-2019	24-Oct-2019	Brewing Technology: Raw products, Malthouse (2)	05/07-Dec-2019 Drink Technology India New Delhi, India www.drinktechnology-india.com
	50	12-Dec-2019	03-Dec-2019	31-Oct-2019	Beverage Technology: From Filling to Packaging, Companies, New Plants, Innovations Vehicle Fleet, Logistics (2)	
	51/52	19-Dec-2019	10-Dec-2019	07-Nov-2019	Management: Market, Marketing, Business Economics, Gastronomy, International Report, Law, Buyers Guide	

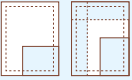

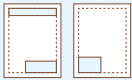

We reserve the right for changes.

*More on fairs and exhibitions at www.brauweltinternational.com and www.brauwelt.com



1 Sizes and prices (in Euro):

Size	Type area (width x height) in mm	*Bleed (width x height) in mm	Black/white €	4 colours €
Cover 	185 x 190	210 x 207	4,439.–	5,936.–
Panoramic advert** 	-	420 x 297	7,770.–	9,267.–
Inside front cover Facing contents 	185 x 275	210 x 297	4,160.–	5,657.–
Inside back cover Back cover 1/1 page 	185 x 275	210 x 297	3,962.–	5,459.–
1/2 page 	185 x 125	210 x 148	2,358.–	3,855.–
	121 x 192	136 x 207		
	90 x 275	105 x 297		
1/3 page 	185 x 84	210 x 100	1,639.–	3,136.–
	121 x 127	136 x 148		
	58 x 275	73 x 297		

1/4 page		185 x 60	210 x 75	1,336.–	2,833.–
		121 x 96	136 x 111		
		90 x 125	105 x 148		
		43 x 275	56 x 297		
1/6 page		185 x 41	210 x 56	900.–	2,397.–
		90 x 84	105 x 100		
		58 x 127	73 x 148		
1/8 page		185 x 30	210 x 35	668.–	1,418.–
		121 x 45	-		
		90 x 60	-		
1/16 page		185 x 15		426.–	924.–
		90 x 30			
Premium position (e.g. below editorial/contents); other sizes		Prices on request			

** double page spread bleed

Extra charges:

Colour: per standard ink from euro colours scale (applies to advertisements)
 up to 1/6 page € 499.–
 1/8 page € 250.–
 1/16 page € 166.–
 Special colour: € 750.–

Discounts: (valid for advertisements and classified ads)

Frequency rate	Volume rate
3 appearances 5 %	2 pages 5 %
6 appearances 10 %	3 pages 10 %
12 appearances 15 %	6 pages 15 %
24 appearances 20 %	12 pages 20 %
26 appearances 25 %	24 pages 25 %

For repeats scheduled to appear within a 12-month period.

Type area: Printed space on a page according to the layout design.

***Bleed:** Page design where the illustrations or texts overlap the edge of the trimmed page.

3 mm trim per side, up, down, left, right

Ad specials

More information is available on page 17 or by request.

All prices are subject to VAT as currently applicable.

Advertising rates for classified advertisements

MM-prices/column for advertisements:

b/w: € 2.20 **4c:** € 3.10 valid for job applications, sales announcements,
purchase requests, business relations etc.

Special colour on request!

Chiffre charge:

€ 8.00 per advertisement

Scale of discount: see page 13

Closing date:

Tuesdays before publication date, 4 p.m.

Categories:

Desired positions, business connections, bids, sales and others

Calculation of advertising rates:

Number of columns x height in mm x mm-price

Example:

b/w advertisement 50 mm high, 2 columns wide

2 columns x 50 mm x € 2.20 = € 220.-



Type Area:
185 x 250 mm (width x height)

columns	width
1 column	43 mm
2 columns	90 mm
3 columns	138 mm
4 columns	185 mm

The height of the advertisement is freely selectable.

All prices are subject to VAT as currently applicable.

Prices for job offers

Job offers in the journal BW

Ad price print mm-price/column b/w: € 2.50 4c: € 3.40

Chiffre charge

€ 8.00

Online display of the advertisement (duration 4 weeks) for a print advertisement

up to 100 total mm	€ 150.-
up to 300 total mm	€ 100.-
up to 500 total mm	€ 50.-
over 500 total mm	(included)

Job offers at www.brauwelt.com

Online

single display (1Position)	duration: 4 weeks	
	Print-teaser 90x25 mm, b/w	€ 390.-
internship/apprenticeship	duration: 4 weeks	€ 150.-
TOP-JOB	marking 4 weeks	€ 150.-
	one-Time inclusion in the BRAUWELT-Newsletter Layout in TOP-JOB-Box	
Online extension	4 weeks each (max. 2x possible)	€ 150.-
Additional position		€ 150.-

Ads contingents

	package price	corresponds to unit price
3 jobs advertisements for 4 weeks	€ 1,000.-	€ 333.-
5 jobs advertisements for 4 weeks	€ 1,500.-	€ 300.-
10 jobs advertisements for 4 weeks	€ 2,500.-	€ 250.-

Each contingent has a term of 12 months and will be invoiced with the first placement.

Online job advertisements are not discountable. All prices must be added to the legally valid VAT rate.

Now more reach with job offers
in BRAUWELT

Teaserboxes

TOP-JOB

Use for your online ad our
circuit tool at:

www.brauwelt.com

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Advertising rates for Buyers Guide

MM-prices for advertisements:

b/w: € 8.40 **4c:** € 10.60 per rubric

Special colour on request!

Width of advertisement:

90 mm (fix)

Scale of discount:

- 2 advertisements 5 %
- 4 advertisements 10 %
- 6 advertisements 15 %
- 8 advertisements 20 %
- 12 advertisements 30 %

Categories:

Effluent treatment, brine, tank covering, heat exchanger and many more.

BRAUWELT's entries appear for free at "Firmen" on our website
www.brauwelt.com/de

Calculation of advertising rates:

height in mm x mm-price x number of rubrics

Closing date:

BRAUWELT dates from page 6

Examples for Buyers Guide

Abwasserbehandlung / effluent treatment

Verfahrenstechnik und Anlagenbau
mit Kompetenz in der Abwassertechnologie



China Umwelt-Systemtechnik und Service GmbH

Bruchweg 30 · 29313 Hambühren · +49 5084 9872-90
info@cuss.de · www.cuss.de

Example for one rubric and issue:

90 x 10 mm

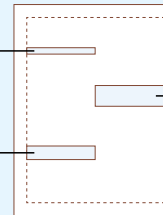
€ 84.- b/w

€ 106.- 4c

90 x 20 mm

€ 168.- b/w

€ 212.- 4c



90 x 30 mm

€ 252.- b/w

€ 318.- 4c

All prices are subject to VAT as currently applicable.



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- 1 Sizes and prices:** see page 12 and 13
- 2 Surcharges:** (discountable)
Colour: see page 13
Placement:
Binding placement prescriptions: 10% of b/w-base price
Formats:
Formats across binding: 10% of b/w-base price
- 3 Discounts:** see page 13
- 4 Sections:**
Classified ads see page 14
Vacancies see page 15
Buyers guide see page 16
- 5 Ad special:**
Ad specials and costs for technical processing are not discountable
Special prices apply for increased circulation for events such as trade shows etc.
- Bound inserts:** (bound-in when binding)
max. format: 210 x 297 mm (trimmed format)
delivery in untrimmed format: 216 x 303 mm
Price at delivery:
4 pages **€ 3,980.-**
- Gummed inserts:** (glued with an adhesive strip to the issue)
max. format: 210 x 297 mm (trimmed format)
delivery in untrimmed format: 216 x 306 mm
(trim: top 6 mm, right/left/bottom each 3 mm)
price at delivery:
2 pages **€2,980.-**

- Inserts:** (Loosely inserted in the magazine)
max. format: 210 mm x 297 mm (trimmed format)
price at delivery up to 25 g **€ 1,591.-**
- Tip-ons:**
Post cards/product samples and other (max. weight 34 g)
Min. distance to margins: 1,5 mm
Price at delivery: **€ 875.-**
Tip-ons (post cards, flyers, product samples etc.) on bound-ins or full-page advertisements are charged in addition to costs for the carrier and its technical processing.
- Bookmarks:**
Price at delivery: **€ 2,020.-**
- Delivery address for position 5:**
Kössinger AG, Fruehaufstraße 21, 84069 Schierling, Germany
- Annotation:** For BRAUWELT issue no. ...
- Required quantity for position 5:**
4,100 copies (increased circulation at trade shows and events!)
* special prices apply for increased circulation for events such as trade shows etc.
- 6 Contact:** see page 2
- 7 Conditions and terms of payment:**
Payment is due within 14 days after receipt of invoice without deduction.
Place of payment and fulfilment is Nuremberg.
- Bank accounts:**
Postbank Nuremberg
BIC: PBNKDEFFXXX, IBAN: DE04 7601 0085 0004 1008 57
Sparkasse Nuremberg
BIC: SSKNDE77XXX, IBAN: DE44 7605 0101 0001 1160 03



- 1 Magazine format:** 210 mm width x 297 mm height (trimmed)
216 mm width x 303 mm height (untrimmed)
3 mm bleed per side, up, down, left, right
- Type area:** 185 mm width x 275 mm height
- Number of columns: 4 columns, each 43 mm width
3 columns, each 58 mm width

- 2 Printing and binding process, digital advertising acceptance:**
Offset, wire stitching or adhesive binding, acceptance of digital advertisements at minimum 300 dpi.

- 3 Contact for data transmission:**
E-mail: anzeigen@hanscarl.com

- 4 File format:**
PDF 1.3 or PDF X 3 (4c Spot)

- 5 Colour:**
Print colours in CMYK-mode. Special colours on request.

- 6 Proof:**
Enclose a colour consistent proof for your copies. Colour proofs from a colour copier are not contract proof-quality.

- 7 Data storage:**
Data is being stored; it is therefore usually possible to repeat the placing of an ad, as long as there are no changes. However, no warranty is given for error-free data storage.

- 8 Guarantee:**
The publisher does not assume liability for discrepancies in texts, images, and especially colours. We offer no guarantee when printing colour ads without contract proofs. We assume that the files given to us are copies and do not accept liability for their condition.

- 9 Contact:**
Martina Wehfritz
E-mail: wehfritz@hanscarl.com
Phone: +49(0)911/95285-36



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1 Circulation quality control:



IVW, German Audit
Bureau of Circulations

2 Circulation analysis:

copies per issue, annual average
July 1st 2017 to June 30th 2018

Press run: 3,956

Qualified circulation: 3,372 of which foreign: 397

Paid circulation: 2,714 of which foreign: 348

- Subscribed circulation: 2,465

- Sales per copy: -

- Miscellaneous sales: 249

Free copies: 658

**Remainder, archive and
specimen copies:** 584

3 Breakdown of geographic distribution:

Economic region	Share of qualified circulation	
	%	Copies
Federal Republic of Germany of which fairs and events	88.2	2,975 140
Foreign circulation	11.8	397
Qualified circulation	100.0	3,372

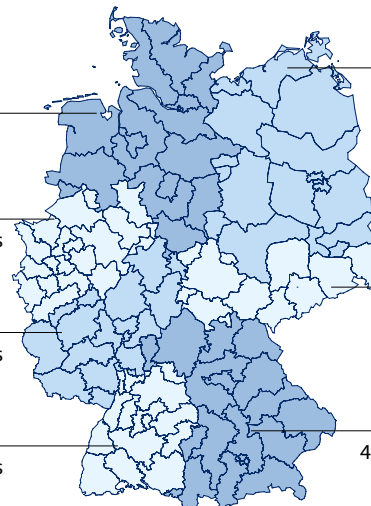
Circulation sorted by Nielsen regions:

Nielsen-Region 1
8.0 % = 238 copies

Nielsen-Region 2
12.7 % = 378 copies

Nielsen-Region 3a
10.9 % = 323 copies

Nielsen-Region 3b
13.4 % = 400 copies



Nielsen-Region 5

1.5 % = 44 copies

Nielsen 6

2.1 % = 63 copies

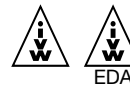
Nielsen-Region 7

3.7 % = 110 copies

Nielsen-Region 4

43.0 % = 1,279 copies

Short version of the inquiry method see page 22



EDA

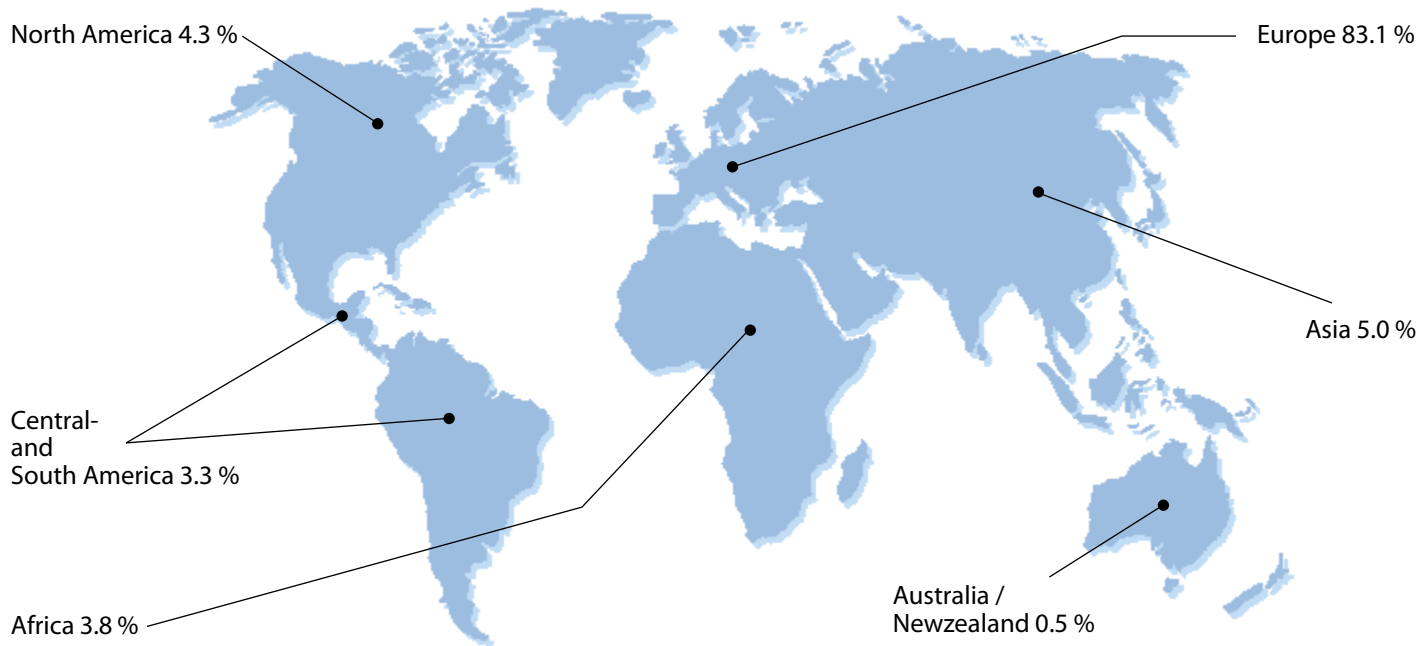


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Total circulation: 3,372 actually distributed copies (including actually paying subscribers)
397 actually distributed copies abroad (3rd Quarter 2017 – 2nd Quarter 2018) in 69 countries

BRAUWELT-recipients in foreign countries guarantee you:

- ➔ the right personal address
- ➔ knowledge of the German language
- ➔ minimum waste circulation
- ➔ leading position in the company





1.1 Lines of business/ Sectors of industry/ Professional groups and organisations

Recipient groups	Share of qualified circulation			
	Percentage	Percentage	Copies	Copies
Breweries, brewing experts	53.9		1,816	
Malting plants	1.8		61	
Soft drinks industry	3.8		128	
Wholesalers	3.5		118	
– of which beverage wholesalers		1.4		48
Retailers	1.8		61	
– of which beverage retailers		0.9		32
Hop and corn industries	0.2		7	
Publishing industries and print offices	1.3		44	
Chemical industry	1.9		63	
Engineering and metalworking industries	7.5		252	
Measurement engineering, control technology	1.4		47	
B-to-B economic services	5.6		190	
Universities, institutes, professional and vocational schools	3.7		125	
Associations, libraries, public administration	2.8		95	
Further lines of industry, grouped together (qualified, but single share under 0.5 %)	3.6		120	
Line of industry unknown	3.1		103	
Others	4.2		142	
Rounding difference	0.1			
Total circulation (annual average) (actually distributed copies)	100		3,372	



Short version of the inquiry method for the circulation-and-readership-analysis (AMF-scheme 2, No. 18 and AMF-scheme 3-E)

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1. Inquiry method:

Analysis of readership structure by data set evaluation –
Total inquiry according to the guidelines of IVW-EDA

2. Description of recipients at the time of inquiry:

2.1 Quality structure of data file:

The data file of recipients contains the addresses of all recipients enabling the data to be sorted by zip-code or domestic and international recipients. In addition the data file comprehends the lines of business, size group of the firms, and job characteristics.

2.2 Total number of entries in the recipient file: 3,372

2.3 Total number of varying recipients: –

2.4 Structure of recipients of an average issue according to distribution methods:

• paid circulation:		3,714
of which: subscriptions	2,465	
retail sale	-	
other sale	249	
• miscellaneous copies	658	
of which: constant	-	
varying	-	
advertising	-	
actually distributed copies		3,372
• of which: domestic	2,975	
• of which: international	397	

3. Description of inquiry:

3.1 Basic stock (actually distributed copies):

of which not inquired: 3,372 = 100%
of the basic stock, the inquired represent 3,372 = 100%

3.2 Day of data-analysis:

1-July-2018

3.3 Description of data base:

To correlate the recipients' addresses with lines of business, the size group of the enterprises, and the job characteristics, we applied the following information resources:

- qualification of addresses by the publisher
- directories and telephone books that are affiliated to the VDAV (Verband Deutscher Auskunfts- und Verzeichnismedien)
- trade show catalogues
- specifics regarding the recipients

3.4 Subjects of the inquiry:

–

3.5 Definition of the reader:

–

3.6 Period of inquiry:

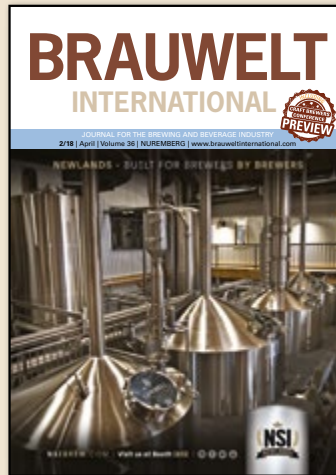
1-July-2017 to 30-June-2018

3.7 Execution of inquiry:

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BRAUWELT International



BRAUWELT International – Volume 37
Subscription price:
Germany € 109.90 (incl. postage and VAT)
Foreign countries € 82.80 (+ postage and VAT)
Frequency: 6 times/year
Circulation: 11,098

The printed edition of **BRAUWELT International** contains selected professional articles written by renowned authors from the international brewing and beverage industry, the supply industry as well as research and development. The publication language is English.

TOPICS: from raw materials and their processing to filling and packaging, logistics, energy, water, sustainability and the development of international markets. **BRAUWELT International** provides the suitable platform for world-wide knowledge transfer in the brewing and beverage industry.

Subscribers to **BRAUWELT International**, receive the **BRAUWELT International** News by e-mail. The publication language is English. In addition to latest market data and information on technological developments, the **BRAUWELT International** News feature the International Report. This report is written exclusively for **BRAUWELT International** online and contains opinions and comments on world beer and beverage-related affairs.

BRAUWELT International News are available for free worldwide. By logging in, subscribers also have access to the International Report and to articles from the print issue.


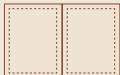


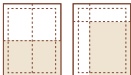


BRAUWELT International's target groups consist of all professionals and executives from the international brewing and beverage industry and the supply industry as well as teachers and students from the relevant teaching and training institutions.


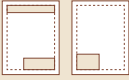

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BRAUWELT International

Month	Issue	Publication date	Closing date	Copy date	Exhibitions
March	1	13-Mar-2019	13-Feb-2019	02-Jan-2019	16/19-Feb-2019 Beer Attraction , Rimini, Italy www.beerattraction.it 28-Feb to 02-Mar-2019 Drinktec India , Bangalore, India www.drinktechnology-india.com
Preview Craft Brewers Conference					
April	2	24-Apr-2019	27-Mar-2019	11-Feb-2019	13/16-Mar-2019 Feira Brasileira da Cerveja , Blumenau, Brazil www.festivaldacerveja.com/sistema/feira-brasileira-da-cerveja
June	3	19-June-2019	22-May-2019	08-Apr-2019	08/11-Apr-2019 Craft Brewers Conference & Brew Expo America , Denver, USA www.craftbrewersconference.com
August	4	21-Aug-2019	24-July-2019	11-June-2019	15/17-May-2019 China International Craft Brewers Conference & Exhibition (CBCE) Shanghai, China www.cbcechina.com
October	5	23-Oct-2019	25-Sep-2019	12-Aug-2019	28/30-May-2019 Brasil Brau , Sao Paulo, Brazil 02/06-June-2019 37 EBC-Congress , Antwerp, Belgium www.europeanbreweryconvention.eu/ebc-congress-2019 09/11-June-2019 Brewing Conference , Bangkok, Thailand www.vlb-berlin.org
Fair issue BrauBeviale 2019					
December	6	11-Dec-2019	13-Nov-2019	30-Sep-2019	September 2019 10th Iberoamerican VLB-Symposium , South America 12/14-Nov-2019 BrauBeviale , Nuremberg, Germany www.braubeviale.de

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Size	Type area (width x height) in mm	*Bleed (width x height) in mm	Black/white €	4 colours €
Cover 	185 x 190	210 x 207	4,372.–	5,869.–
Panoramic advert ** 	-	420 x 297	7,747.–	9,244.–
Inside front cover Facing contents 	185 x 275	210 x 297	4,147.–	5,644.–
Inside back cover Back cover 1/1 page 	185 x 275	210 x 297	3,951.–	5,448.–
1/2 page 	185 x 125	210 x 148	2,343.–	3,840.–
	121 x 192	136 x 207		
	90 x 275	105 x 297		
1/3 page 	185 x 84	210 x 100	1,626.–	3,123.–
	121 x 127	136 x 148		
	58 x 275	73 x 297		
1/4 page 	185 x 60	210 x 75	1,325.–	2,822.–
	121 x 96	136 x 111		
	90 x 125	105 x 148		
	43 x 275	56 x 297		

1/6 page		185 x 41	210 x 56	915.–	2,412.–
		90 x 84	105 x 100		
		58 x 127	73 x 148		
1/8 page		185 x 30	210 x 35	678.–	1,428.–
		121 x 45	-		
		90 x 60	-		
1/16 page		185 x 15	-	475.–	973.–
		90 x 30	-		
Premium position (e.g. below editorial/contents); other sizes		Sizes and prices on request			

** double page spread bleed

Extra charges: (Valid for advertisements)

Colour: per standard ink from euro colours scale

up to 1/6 page	€ 499.–
1/8 page	€ 250.–
1/16 page	€ 166.–
Special colour:	€ 750.–

Discounts: (valid for advertisements and classified ads)

Frequency rate	Volume rate
3 appearances 5 %	2 pages 5 %
5 appearances 10 %	3 pages 10 %
7 appearances 15 %	4 pages 15 %
9 appearances 20 %	5 pages 20 %
12 appearances 25 %	6 pages 25 %

For repeats scheduled to appear within a 12-month period.

Package rate for BRAUWELT International, Russian, En Español and Chinese insertions in sum

Inserts:

Loose inserts, max. format: 210 x 297 mm

Prices when delivered for inserts with total weight up to 25 g € 3,126.–

Bound asserts: (bound-in when binding)

4 pages € 9,054.– (incl. printing costs)
further prices on request

Delivery address: for inserts and bound asserts:

see page 2
Required quantity:
11,200 copies

Type area: Printed space on a page according to the layout design.

***Bleed:** Page design where the illustrations or texts overlap the edge of the trimmed page. (3 mm trim per side, up, down, left, right)

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Advertising rates for classified advertisements

MM-prices/column for advertisements:

b/w: € 2.20 **4c:** € 3.10 valid for all categories

Special colour on request!

Chiffre charge:

€ 8.00 per advertisement

Scale of discounts: page 26

Calculation of advertising rates:

Number of columns x height in mm x mm-price

Example:

b/w advertisement 50 mm high, 2 columns wide
2 columns x 50 mm x € 2.20 = € 220.–

Advertising rates for Buyers Guide

MM-prices for b/w advertisements:

b/w: € 8.00 **4c:** € 10.20 per rubric

Special colour on request!

Width of advertisement:

90 mm (fix)

Scale of discount:

- 2 advertisements 5 %
- 4 advertisements 10 %
- 6 advertisements 15 %
- 8 advertisements 20 %
- 12 advertisements 30 %

Calculation of advertising rates:

height in mm x mm-price x number of rubrics

Example:

b/w-advertisement 30 mm high, 1 rubric
1 rubric x 30 mm x € 8.00 = € 240.–

Closing dates: page 24

Vacancies and entries from the Buyers Guide are additionally available for free at www.brauweltinternational.com

Circulation

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11,098 distributed copies worldwide

(including paying subscribers)

BRAUWELT International recipients guarantee you:

- ➔ the right personal address
- ➔ knowledge of English
- ➔ minimum waste circulation
- ➔ leading position in the company

North America 25.6 %

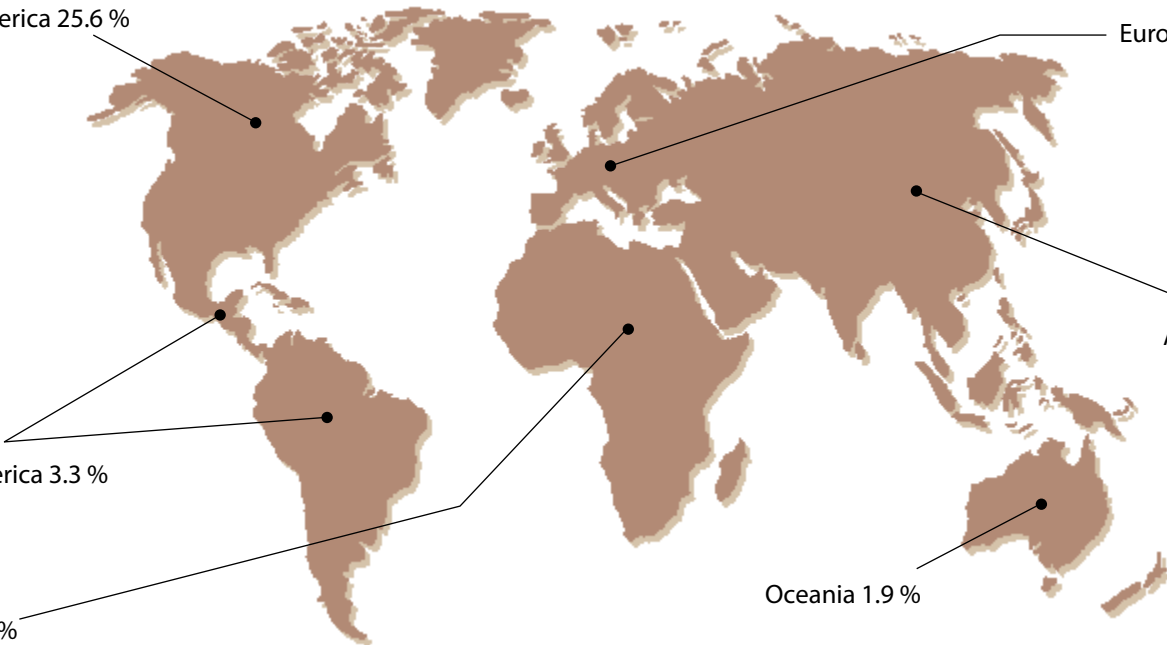
Europe 54.5 %

Asia 10.8 %

Central
and
Southamerica 3.3 %

Oceania 1.9 %

Africa 3.9 %



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BRAUWELT Russian

BRAUWELT Russian

Volume 25

Subscription price:

Germany € 94.90 (incl. postage and VAT)

Foreign countries € 68.70 (+ postage and VAT)

Frequency: 4 times/year

Circulation: 4,238

The printed edition of **BRAUWELT Mir piva i napitkov** (BRAUWELT Russian) contains selected professional articles written by renowned authors from the international brewing and beverage industry, the supply industry as well as research and development for the Russian-speaking brewing and beverage industry.

BRAUWELT Russian covers all topics relevant to the brewing and beverage production including mineral water and softdrinks as well as the development of international markets. The publication language is Russian.

Once a month subscribers to **BRAUWELT Mir piva i napitkov** (BRAUWELT Russian) receive a newsletter with information on current market developments.

BRAUWELT Mir piva i napitkov (BRAUWELT Russian)'s target groups

consist of all professionals and executives from the international brewing and beverage industry as well as teachers and students from the relevant teaching and training institutions in all Russian-speaking countries.

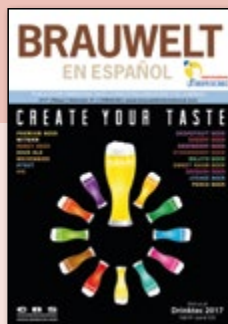
TOPICS: Raw Materials, Malthouse, Brewhouse, Maturation/Fermentation, Filtration/Stabilisation, Filling/Packaging, Logistics, Water/Effluents, Cleaning/Disinfection, Hygienic Design, Energy and Environment.

Month	Issue	Publication date	Closing date	Copy date	Fairs
Feb.	1	08-Feb-2019	14-Jan-2019	21-Nov-2018	19/21- Feb-2019 Beviale Moscow Moscow, Russia www.beviale-moscow.com
May	2	03-May-2019	08-Apr-2019	13-Feb-2019	10/12-Apr-2019 Siberian Beer Novosibirsk, Russia www.tradefairdates.com/BEEREXPO-M9833/Novosibirsk.html
Aug.	3	09-Aug-2019	15-July-2019	22-May-2019	21/24-May-2019 BEER 2019 Sochi, Russia www.soud.ru
Oct.	4	18-Oct-2019	23-Sep-2019	31-July-2019	12/14-Nov-2019 BrauBeviale Nuremberg, Germany www.braubeviale.de

Fair Issue BrauBeviale 2019

Circulation: Breweries 3,912, Schools 123, Research Institutes 96, Free copies 107

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BRAUWELT En Español

BRAUWELT En Español

Volume 23

Subscription price:

Germany € 94.90 (incl. postage and VAT)

Foreign countries € 68.70 (+ postage and VAT)

Frequency: 4 times/year

Circulation: 4,518

The printed edition of **BRAUWELT En Español** contains selected professional articles written by renowned authors from the international brewing and beverage industry, the supply industry and research and development for the Spanish and Latin-American brewing and beverage market. **BRAUWELT En Español** covers all topics relevant to brewing and beverage production including mineral water and softdrinks as well as the development of international markets. The publication language is Spanish.

Subscribers to **BRAUWELT En Español** receive the **BRAUWELT International News** by e-mail.

BRAUWELT En Español's target groups consist of all professionals and executives from the international brewing and beverage industry as well as teachers and students from the relevant teaching and training institutions in all Spanish-speaking countries.

TOPICS: Raw Materials, Malthouse, Brewhouse, Maturation/Fermentation, Filtration/Stabilisation, Filling/Packaging, Logistics, Water/Effluents, Cleaning/Disinfection, Hygienic Design, Energy and Environment.

Month	Issue	Publication date	Closing date	Copy date	Fairs
Feb.	1	15-Feb-2019	16-Jan-2019	03-Dez-2018	13/16-Mar-2019 Feira Brasileira da Cerveja Blumenau, Brazil www.festivaldacerveja.com/sistema/feira-brasileira-da-cerveja
May	2	10-May-2019	10-Apr-2019	25-Feb-2019	28. bis 30. Mai 2019 Brasil Brau Sao Paulo, Brazil www.brasilbrau.com.br
Aug	3	09-Aug-2019	10-July-2019	27-May-2019	September 2019 10th Iberoamerican VLB-Symposium South America
Oct.	4	18-Oct-2019	18-Sep-2019	05-Aug-2019	12/14-Nov-2019 BrauBeviale Nuremberg, Germany www.braubeviale.de

Fair Issue BrauBeviale 2019

Circulation: Breweries 3,913, Schools 187, Research Institutes 179,
Free copies 239

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BRAUWELT Chinese

BRAUWELT Chinese

Volume 23

Subscription price:

Germany € 94.90 (incl. postage and VAT)

Foreign countries € 68.70 (+ postage and VAT)

Frequency: 4 times/year

Circulation: 4,540

BRAUWELT Chinese is the official organ of the Wuhan Academy for Brewing Technologies, the only institute for executives in the brewing industry in China.

BRAUWELT Chinese contains selected professional articles written by renowned authors from the international brewing and beverage industry, the supply industry and research and development as well as reports from the Wuhan Academy for Brewing Technologies with relevance for the whole Chinese brewing and beverage market.

BRAUWELT Chinese covers all topics relevant to brewing and beverage production including mineral water and softdrinks as well as the development of international markets. The publication language is Chinese.

Subscribers to **BRAUWELT Chinese** receive the **BRAUWELT International News** by e-mail.

BRAUWELT Chinese's target groups consist of all professionals and executives from the international brewing and beverage industry as well as teachers and students from the relevant teaching and training institutions of the Wuhan Academy for Brewing Technologies.

TOPICS: Raw Materials, Malthouse, Brewhouse, Maturation/Fermentation, Filtration/Stabilisation, Filling/Packaging, Logistics, Water/Effluents, Cleaning/Disinfection, Hygienic Design, Energy and Environment.

Month	Issue	Publication date	Closing date	Copy date	Fairs
Jan.	1	02-Jan-2019	20-Nov-2018	23-Oct-2018	11/14-Mar-2019 6. Brauwissenschaftliches Seminar Wuhan, China
April	2	09-Apr-2019	26-Feb-2019	29-Jan-2019	15/17-May-2019 China International Craft Brewers Conference & Exhibition (CBCE) Shanghai, China www.cbcechina.com
July	3	09-July-2019	28-May-2019	30-Apr-2019	
Oct.	4	08-Oct-2019	27-Aug-2019	30-July-2019	12/14-Nov-2019 BrauBeviale Nuremberg, Germany www.braubeviale.de

Fair Issue BrauBeviale 2019

Circulation: Breweries 4,107, Schools 178, Research Institutes 122,
Free copies 133

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Advertising rates for classified advertisements

MM-prices/column for advertisements:

b/w: € 2.20 **4c:** € 3.10

Special colour on request!

Chiffre charge:

€ 8.00 per advertisement

Scales of discounts: page 34

Calculation of advertising rates:

Number of columns x height in mm x mm-price

Example:

b/w advertisement 50 mm high, 2 columns wide
2 columns x 50 mm x € 2.20 = € 220.–

Advertising rates for Buyers Guide

MM-prices for advertisements:

b/w: € 7.00 **4c:** € 9.20 per rubric

Special colour on request!

Width of advertisement: 90 mm (fix)

Scale of discount:

2 advertisements 5 %

4 advertisements 10 %

6 advertisements 15 %

8 advertisements 20 %

12 advertisements 30 %





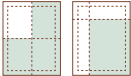
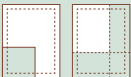
Calculation of advertising rates:

height in mm x mm-price

Example:

b/w-advertisement 30 mm high, 1 rubric
1 rubric x 30 mm x € 7.00 = € 210.–

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Size	Type area (width x height) in mm	*Bleed (width x height) in mm	Black/white €	4 colours €
Cover 	185 x 190	210 x 207	4,122.–	5,619.–
Panoramic advert** 	-	420 x 297	7,293.–	8,795.–
Inside front cover Facing contents 	185 x 275	210 x 297	3,906.–	5,403.–
Inside back cover Back cover 1/1 page 	185 x 275	210 x 297	3,720.–	5,217.–
1/2 page 	185 x 125	210 x 148	2,207.–	3,704.–
	121 x 192	136 x 207		
	90 x 275	105 x 297		
1/3 page 	185 x 84	210 x 100	1,535.–	3,032.–
	121 x 127	136 x 148		
	58 x 275	73 x 297		

1/4 page		185 x 60	210 x 75	1,245.–	2,742.–
		121 x 96	136 x 111		
		90 x 125	105 x 148		
		43 x 275	56 x 297		
1/6 page		185 x 41	210 x 56	861.–	2,358.–
		90 x 84	105 x 100		
		58 x 127	73 x 148		
1/8 page		185 x 30	210 x 35	636.–	1,386.–
		121 x 45	-		
		90 x 60	-		
1/16 page		185 x 15	-	444.–	942.–
		90 x 30	-		
Premium position (e.g. below editorial/contents); other sizes		Sizes and prices on request			

** double page spread bleed

Discounts: (valid for advertisements and classified ads)

Frequency rate	Volume rate
3 appearances 5 %	2 pages 5 %
5 appearances 10 %	3 pages 10 %
7 appearances 15 %	4 pages 15 %
9 appearances 20 %	5 pages 20 %
12 appearances 25 %	6 pages 25 %

For repeats scheduled to appear within a 12-month period.

Package rate for BRAUWELT International, Russian, En Español and Chinese insertions in sum

Extra charges: (Valid for advertisements)

Colour: per standard ink from euro colours scale	
up to 1/6 page	€ 499.–
1/8 page	€ 250.–
1/16 page	€ 166.–
Special colour:	€ 750.–

Type area: Printed space on a page according to the layout design.

***Bleed:** Page design where the illustrations or texts overlap the edge of the trimmed page. (3 mm trim per side, up, down, left, right)

1. An "advertising order", in the sense of the terms and conditions of business below, is a contract concerning the publication of one or more advertisements by an advertising company or other advertiser in a printed publication for the purpose of distribution.
 2. In case of doubt, advertisements must be called off for publication within one year of conclusion of the contract. If the right to call off individual advertisements is granted when the contract is concluded, the order must be fulfilled within one year of the appearance of the first advertisement.
 3. When contracts are concluded, the client is entitled to call off further advertisements over and above the volume of advertising stated in the order, within the agreed period or the period stated in No. 2.
 4. If an order is not fulfilled due to circumstances beyond the control of the publisher, the client must reimburse the publisher the difference between the discount granted and the discount corresponding to the actual level purchased, without prejudice to any other legal obligations. This reimbursement will not apply if the non-performance is due to force majeure in the publisher's area of risk.
 5. When calculating the volume purchased, text lines in millimetres will be converted into advertising millimetres in accordance with the price.
 6. Orders for advertisements and third party supplements which were only designated for publication in certain numbers, certain issues or in certain positions in the publication must be received by the publisher early enough so that the client can be informed prior to the advertising deadline if the order cannot be fulfilled as stated. Classified advertisements will be printed in the appropriate column without requiring an explicit agreement. If the client cancels his advertising order after the advertising deadline, the full price of the advertisement must be paid (special clause see f.).
 7. The following full position price applies for advertisements placed within running copy: in the case of binding placement instructions the mark-up must also be paid in the running copy in accordance with the price list. Advertisements which are designed in editorial format and are therefore not recognisable as advertisements are clearly marked as such by the publisher with the word "Anzeige" ("Advertisement").
 8. The publisher reserves the right to reject advertising orders - including individual call-offs in the context of a concluded contract - and supplement orders on the grounds of content, origin or technical form, in accordance with standardised and objectively justified principles of the publisher, if their content is in violation of laws or public regulations or if their publication cannot reasonably be demanded of the publisher. This also applies to orders placed with branches, receiving offices or agents. Orders for supplements are only binding for the publisher, when a sample of the supplement has been submitted and approved. Supplements which, because of their format or design, give the reader the impression that they form part of the journal or which contain third party advertisements will not be accepted.
 9. The client is responsible for delivering the advertising copy and flawless repro proofs or supplements in good time. The publisher will immediately request a replacement for recognisably unsuitable or damaged repro proofs. The publisher guarantees print quality as standard for publications booked within the possibilities offered by repro proofs.
 10. In the case of wholly or partially illegible, incorrect, or incomplete printing of the advertisement, the client is entitled to a reduction of the payment or a perfect replacement advertisement, but only to the extent to which the purpose of the advertisement has been affected. Claims for damages arising from breach of contract, negligence upon conclusion of the contract and tort are ruled out, including for telephone orders; claims for damages arising from impossibility of performance and delay are limited to compensation for the foreseeable damage and to the fee payable for the advertisement or supplement in question. This does not apply in the case of intent and gross negligence on the part of the publisher, its legal representatives and its agents. Liability on the part of the publisher for damages arising from the absence of warranted characteristics remains unaffected. In commercial transactions, the publisher will be not be liable above and beyond this even for gross negligence on the part of its agents; in other cases, liability for gross negligence towards merchants, in the sense of the German law is limited in scope to the foreseeable damage up to the amount of the advertising fee in question. Except in the case of concealed defects, complaints must be made within 4 weeks of receipt of the invoice and voucher copy.
 11. Advance proofs will only be supplied upon explicit request and upon payment of the costs arising by the requestor. The client is responsible for the correctness of the advance proofs returned. The publisher will make all corrections of which it is informed within the deadline set when the advance proofs are provided.
 12. If no special instructions are given with regard to size, the calculation will be based on the normal actual height for that type of advertisement.
 13. Unless the client pays in advance, the invoice will be sent immediately, but as far as possible 14 days after the advertisement is published. The invoice is payable within the period as from receipt of the invoice shown in the price list, unless a different payment period or advance payment has been agreed in an individual case.
 14. In case of default or delayed payment, interest and the cost of collection will be charged. In case of default, the publisher may postpone fulfilment of the ongoing order until payment is made, and demand payment in advance for the remaining advertisements. If there is good reason to doubt the solvency of the client, the publisher is entitled to make the appearance of further advertisement dependent on advance payment of the amount and the settlement of outstanding invoices even during an advertising contract, without regard to any originally agreed payment period.
 15. Upon request, the publisher will supply a voucher copy of the advertisement. Depending on the nature and scope of the advertising order, clippings of advertisements, voucher pages or voucher copies of the entire journal will be provided. If it proves impossible to procure a voucher copy, such a copy will be replaced by a legally binding certificate from the publisher concerning the publication and distribution of the advertisement.
 16. The cost of preparing films, orders and retouching ordered work and of major changes to the originally agreed versions requested by the client or for which the client is responsible will be borne by the client. Likewise, the publisher reserves the right to invoice any exposure, typesetting, translation and assembly costs.
 17. In case of a contract for several advertisements, a claim to a price reduction can be derived from a reduction in circulation if, the circulation for the total average of the advertising year beginning with the first advertisement falls below the average circulation stated in the price list or elsewhere or - if no circulation is given - below the average number sold (for trade journals, if appropriate, the actual average number distributed) in the previous calendar year. A reduction in the circulation is only a fault entitling the client to a price reduction if it reaches 20 per cent for a circulation of up to 50000 copies. Beyond that, claims to price reductions are ruled out for contracts where the publisher has informed the client of the falling circulation in such good time that it could have cancelled the contract before the advertisement appeared.
 18. In the case of keyed advertisements, the publisher will apply the care of a prudent businessman in keeping and promptly forwarding the offers. Registered letters and special delivery letters in response to keyed advertisements will only be forwarded by normal post. Responses received to keyed advertisements will be kept for four weeks. Letters which are not collected during this period will be destroyed. The publisher will return valuable documentation, without being obliged to do so. In the interest and for the protection of the client, the publisher reserves the right to open the offers received to prevent misuse of the keyed service. The publisher is not obliged to pass on business advertising and offers of mediation.
 19. Films and other documentation will only be returned to the client upon special request. The obligation to keep them expires three months after the end of the order.
 20. The place of performance is the registered office of the publisher. Unless claims on the part of the publisher are asserted by reminder proceedings, the place of jurisdiction for non-merchants in the sense of German law will be determined by their domicile. If the client's domicile or normal place of residence is not known when the action is filed or if the client has moved its domicile or normal place of residence out of the territory governed by the law in question since the contract was concluded, the place of jurisdiction is agreed as the location of the publisher's registered office.
- Further terms and conditions of the publisher
- a) No discounts will be granted in cases of bankruptcy and compulsory settlement.
 - b) Force majeure, interruption of businesses, strikes etc. will release the publisher from the obligations undertaken.
 - c) The client will hold the publisher harmless from all third party claims arising from infringements by the advertisements of statutory terms, in particular the laws of competition and copyright.
 - d) The publisher will provide no guarantee against the loss of individual supplements during distribution.
 - e) The publisher will only be liable for errors of any kind resulting from telephone communication in the case of intent or gross negligence.
 - f) Placement instructions are only valid if they are confirmed in writing by the publisher.
- g) Cancellation periods for: BRAUWELT International, En Español, Russian and Chinese BRAUWELT German**
- | | | |
|-----------------------------|---|---|
| Cover page bookings: | 12 weeks before publication date | 12 weeks before publication date |
| Advertisements: | until closing date | 4 weeks before publication date |
| Classified ads: | until closing date | 1 week before publication date |
| Buyers Guide: | until closing date | 4 weeks before publication date |

Yes, I'd like to receive a free sample copy of the following journal(s):

I'm interested in:

- advertising
 - subscribing
- (please tick)

TEST NOW!

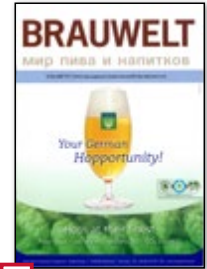
Simply tick, fill in
and fax to FACHVERLAG HANS CARL



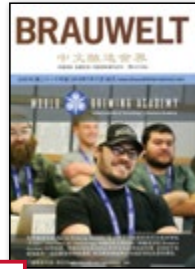
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Deutscher Braumeister-
und Malzmeister-Bund



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Company

First name / Surname

Postal address

Postal address

Postcode / ZIP

Phone

Fax

E-Mail

Date / Signature