

ahgz

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foodservice

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MEDIAKIT 2024

Price list No.5, valid from from 1st January 2024



dfv media group
Horeca Media

ahgz

foodservice

gvpraxis

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dfv Horeca Media

STRONGER TOGETHER. MORE KNOWLEDGE FOR THE MARKET.

Under the umbrella of dfv Horeca media, the dfv media group bundles its entire media activities in the hotel and gastronomy market:

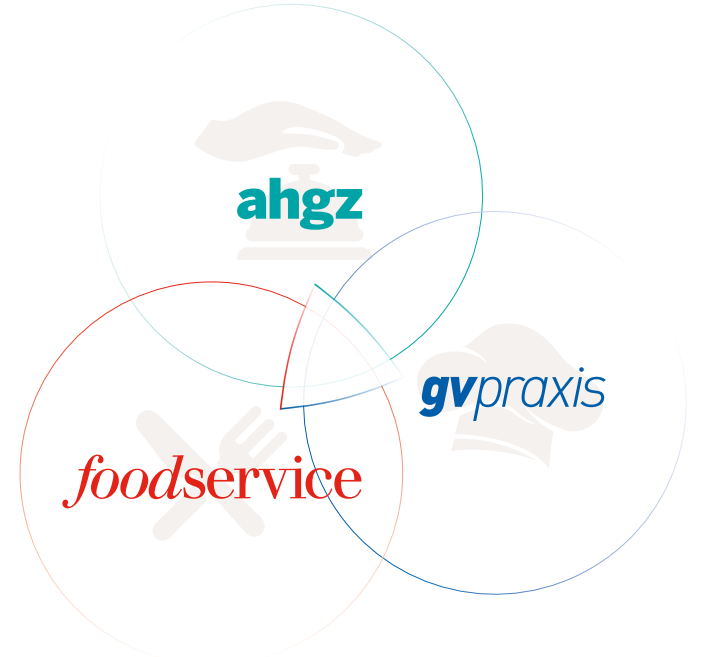
ahgz as the leading medium for the hotel industry and individual gastronomy, foodservice as the only trend and business trade medium for the brand and system gastronomy, as well as gvpraxis as the trade medium for the community catering sector.

Your advantages:

- o Three media brands from one strong source
- o Uniform formats and cross-media products for more efficiency and success.
- o Individual solutions from our team for your communication needs.



**Place your target topics and messages into sub-segments
as well as the whole hospitality industry.**



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Horeca Media

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Economy. Politics. People.

ahgz

ahgz NAVIGATOR AND PLATFORM FOR THE HOTEL WORLD

11,924

ACTUAL
CIRCULATION¹

Ø **3.8**

READERS PER ISSUE²

48 Minutes
READING DURATION
PER ISSUE²

71%
OF THE READERS ARE IN
A LEADING POSITION³

Best PERFORMANCE VALUES
FOR YOUR PRINT AND DIGITAL CAMPAIGNS



85%
RESPONSIBLE FOR
PURCHASING DECISIONS³

296,725
VISITS⁴

819,326

PAGE IMPRESSIONS
ON AHGZ.DE⁴

25,000
NEWSLETTER RECIPIENTS
AHGZ AM MORGEN⁵

61,594
FOLLOWER ON OUR
SOCIAL MEDIA CHANNELS⁶

38%
Ø OPENING RATE
IN THE NEWSLETTER⁷

1 IVW III/2023 | 2 Readership structure analysis dfv Horeca media 2022 | 3 Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 | 4 IVW II/2023 | 5 Recipient file, October 2023 | 6 Followers of the ahgz social media channels: Facebook, Instagram, LinkedIn, Xing, As of: October 2023 | 7 Own measurement CMS

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gvpraxis

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry Events
1	06.01.24	21.12.23		Food & Beverage Breakfast & Brunch/ Bread and baked goods	Non-food/Technology Bed, mattress & frame
2	20.01.24	04.01.24	Copytest		Hygiene
3	03.02.24	18.01.24	 INTER GASTRA Special		Take away solutions Intergastra (03. - 07.02.24) Bio-Fach (13. - 16.02.24)
4	17.02.24	01.02.24	Nacht der Sterne-Ranking	Snacks & finger food	Sustainable mobility solutions
5	02.03.24	15.02.24	 INTER NORGA Special	Alternative proteins	Travel Technology
6	16.03.24	29.02.24	 hotel design  nacht der sterne AS: 16.02.2024		Outdoor Innovations Bathroom & Sanitary Internorga (08. - 12.03.24) ITB-week (05.03. - 07.03.24) Pro Wein: (10. - 12.03.24)
7	30.03.24	14.03.24		Side dishes & sauces	Table Top Deutscher Hotelnachwuchs-Preis (24.02.24)
8	13.04.24	28.03.24	EM-Special Top 100 individual hotels	Everything for the barbecue season	Hotel laundry Hotelier des Jahres (08.04.24) HotelExpo (08. - 09.04.24)
9	27.04.24	11.04.24			Software solutions for process optimisation
10	11.05.24	25.04.24	hotelier des jahres AS: 10.04.24	Dairy products	
11	25.05.24	08.05.24	innovation AS: 23.04.24	Non-alcoholic drinks	Workwear
12	08.06.24	23.05.24	Foodreport	Coffee & Tea	Coffee machines
13	22.06.24	06.06.24	innovation  AS: 23.05.24		Dishwashing technology: Systematic cleaning

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Topic plan

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No.	ET	AS	Highlights	Topics	Industry Events	
				Food & Beverage	Non-food/Technology	
14	06.07.24	20.06.24		Frozen novelties	Purchasing solutions for the industry	
15	20.07.24	04.07.24	hoteldesign Top 50 hotel companies	Oils, fats & dressings	"Wellness, spa & cosmetics Smart Building Technology"	
16	03.08.24	18.07.24		Breakfast as a sales driver		
17	17.08.24	01.08.24		Snacks & finger food	Tables & Chairs	
18	31.08.24	15.08.24	workwear & SAFETY AS: 12.08.2024		Kitchen technology Tempering and Proofing	
19	14.09.24	29.08.24	nächhaltigkeit AS: 14.08.24	Coffee & Tea	Smart Hotel Technology	IAA (17. - 22.09.24)
20	28.09.24	12.09.24		Ice cream & dessert for the Winter season	Coffee machines	
21	12.10.24	26.09.24	hoteldesign		Conversion & Modernisation	EXPO REAL (07. - 09.10.24) Gastro Tage West (October)
22	26.10.24	09.10.24	kaffee tee & frühstück AS: 19.09.2024	Finefood for the Festive Season	Hotel laundry	interbad (22. - 23.10.24)
23	09.11.24	24.10.24	housekeeping AS: 10.10.24		Delivery vehicles & solutions	Alles für den Gast (11. - 15.09.24)
24	23.11.24	07.11.24	hoteldesign		Hotel-TV & Guest Experience Technology	
25	07.12.24	21.11.24	Veganuary-Special		Events, Weddings, Catering, Banquet Business	

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Print: formats and prices

1/1 NEWSPAPER FORMAT282 × 426 mm **12,150 €****1/8 NEWSPAPER FORMAT**Corner 167 × 101 mm
horizontal 282 × 50 mm
2,550 €**1/1 MAGAZINE FORMAT**224 × 260 mm **7,800 €****2 × 1/2 NEWSPAPER FORMAT**588 × 202 mm **14,800 €****1/2 NEWSPAPER FORMAT**vertical 167 × 406 mm
horizontal 282 × 202 mm
7,800 €**TITLE PAGE**Heading advertisement
52 × 39 mm **1,200 €**
Bottom bar advertisement
282 × 50 mm **3,000 €****1/3 NEWSPAPER FORMAT**vertical 109 × 406 mm
horizontal 282 × 135 mm
5,650 €**FLYING PAGE**Page 1 153 × 409 mm +
Page 2 153 × 470 mm **13,250 €**Both pages in bleed format, plus 4 mm trim on all four sides.
Documents must be available by the AS at the latest.**1/4 NEWSPAPER FORMAT**vertical 167 × 202 mm
horizontal 282 × 101 mm
4,800 €**COVER PAGE**Page 1 282 × 384 mm +
Page 2 282 × 426 mm **23,950 €**Both pages in type area. Design: Approval of ahgz editorial staff
is necessary. Documents must be available by the AS at the latest.

All prices in 4c. Trimmed adverts are not possible. All prices plus VAT.

PAGE 3/PREFERRED POSITION½ Page horizontal 282 × 202 mm **8,750 €****ISLAND ADVERTISEMENT**Positioned in editorial section,
surrounded by text from three sides at least,
Ad height 20 – 100 mm
Rate/mm 1 column (52 mm) **16.10 €****EAR SPACE ADVERTISEMENTS**Positioned in editorial section,
surrounded by text from two sides at least
Rate/mm 1 column (52 mm) **7.00 €****INSERTS**Maximum format DIN A4, Total circulation
Weight up to 25 g **5,000 €**
Weight up to 50 g **5,900 €**Incl. postal charges, prices for differing parameters available
on request**PARTIAL INSERTS**(based on Nielsen areas)
Maximum format DIN A4, max. weight 50 g
Weight up to 25 g **315.00 € %**
Each additional 5 g **14.00 € %**Plus selection fee of 250 €, plus postal charges
or shipping costs (more than 30 g)

ahgz

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Magazine Specials

WITH THE MAGAZINE SPECIALS YOU REACH THE ENTIRE OUT-OF-HOME MARKET IN AN ATTRACTIVE THEMATIC ENVIRONMENT.



Prices and formats see Page 10



NACHT DER STERNE –
THE AWARD MAGAZINE

NEW

Publication date: 16.03.2024
Advertising deadline: 16.02.2024

Supplement in ahgz and
Mailing to around 1,000 guests at the gala



HOTELIER DES JAHRES –
THE AWARD MAGAZINE

Publication date: 11.05.2024
Advertising deadline: 10.04.2024

Supplement in ahgz and
Mailing to around 1,000 guests at the gala

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Magazine Specials



INNOVATION – FOOD

THE MAGAZINE FOR FOOD TRENDS IN THE OUT-OF-HOME MARKET

Publication date: 25.05.2024
Advertising deadline: 23.04.2024
Distributed circulation: 30.783 Copies*

Insert in ahgz, foodservice, gvpraxis

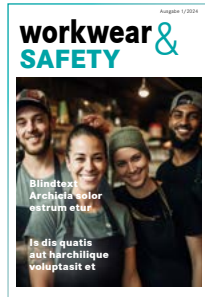


INNOVATION – NON-FOOD

THE MAGAZINE FOR NON-FOOD TRENDS IN THE OUT-OF-HOME MARKET

Publication date: 22.06.2024
Advertising deadline: 23.05.2024
Distributed circulation: 30.783 Copies*

Insert in ahgz, foodservice, gvpraxis



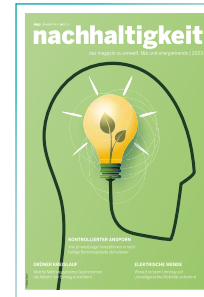
WORKWEAR & SAFETY –

THE TRENDMAGAZINE FOR OUTFITS IN THE OUT-OF-HOME MARKET

Publication date: 31.08.2024
Advertising deadline: 01.08.2024
Distributed circulation: 48.121 Copies*

Insert in ahgz, foodservice, gvpraxis

Additional distribution in the ABZ – Allgemeine Bäckerzeitung and afz allgemeine fleischer zeitung



SUSTAINABILITY –

THE MAGAZINE ON ENVIRONMENTAL, F&B AND ENERGY TRENDS

Publication date: 14.09.2024
Advertising deadline: 14.08.2024
Distributed circulation: 33.325 Copies*

Insert in ahgz, foodservice, gvpraxis



Prices and formats see Page 10 | *IVW III/2023

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Magazine Specials Prices



COFFEE & TEA – THE TREND MAGAZINE FOR FOOD IN THE MORNING AND AROUND THE CLOCK

Publication date: 26.10.24
Advertising deadline: 19.09.2024
Distributed circulation: 39.987 Copies*

Insert in ahgz,
foodservice, gvpraxis
**Additional distribution
in the ABZ – Allgemeine
Bäckerzeitung**



HOUSEKEEPING – THE MAGAZINE FOR HOUSEKEEPERS & ROOM SERVICE

Publication date: 09.11.2024
Advertising deadline: 10.10.2024

Insert in ahgz
Further distribution at
industry-relevant events

- All print specials appear in **MAGAZINE FORMAT** 210 x 297 mm
- Prices apply to all magazines
- Bound inserts and supplements available on request

1/1 PAGE	210 × 297 mm	9,450 €
U2		9,650 €
U4		9,850 €



1/2 PAGE	vertical 100 × 297 mm	6,425 €
	horizontal 210 × 149 mm	



1/3 PAGE	vertical 79 × 297 mm	5,700 €
	horizontal 210 × 108 mm	



1/4 PAGE	vertical 55 × 297 mm	4,600 €
	horizontal 210 × 88 mm	



**DIGITAL
THEME
SPECIAL**

The magazine specials can also
be booked as digital themed specials.
Further Info: <https://medien.hotel-gastromedien.de/digital-theme-specials>

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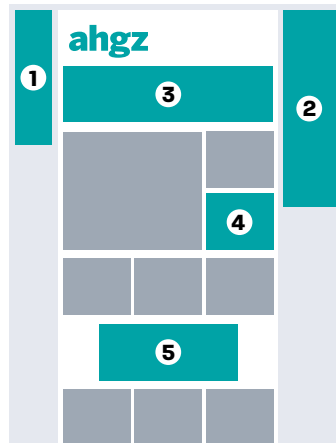
gvpraxis

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Website: formats and prices

ahgz IS THE DIGITAL INDUSTRY PLATFORM FOR DECISION-MAKERS IN THE HOTEL AND CATERING INDUSTRY INDIVIDUAL CATERING WITH DAILY BUSINESS NEWS.



i All ads also appear on mobile devices. For this purpose, please deliver the booked format in all specified sizes.

Formats	Desktop		Mobile	1 week in rotation	1 week exclusively
1 Skyscraper ¹⁾	160 × 600 px	+	320 × 480 px	850 €	1,700 €
2 Dynamic Sitebar ²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1,500 €	3,000 €
3 Billboard	940 × 250 px	+	300 × 120 px	1,200 €	2,400 €
4 Medium Rectangle	300 × 250 px		300 × 250 px	850 €	1,700 €
5 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	900 €	1,800 €

Further online advertising formats

o Poster-Ad ³⁾	Formats after consultation			1,475 €	2,950 €
o Banner picture gallery	935 × 580 px	+	300 × 250 px	500 €	1,000 €

1) Left or right of the content.

2) Dynamically adapts the screen size.

3) Maximum 1 Poster-Ad/Dynamic Sitebar can be booked. It rotates with the Content-Ad or Skyscraper.

Other formats on request. All prices plus VAT.

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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Newsletter

Dispatch days

Recipients

1 Mega-Ad
630 × 250 px

2 Top-Banner
630 × 75 px

3 Banner 1–5
300 × 250 px / 520 × 200 px

4 Text Ad 450 characters
without picture

5 Text Ad 450 characters
with picture - picture format: 160 x 90 px 160 x 90 px 250 x 140 px

Price advantage
in a 5-pack

	ahgz am morgen		ahgz hoteldesign		ahgz extra-news		ahgz gastro-woche	
	Mon – Thur, Sat		1. Fri a month		flexible		Fri	
	25,000		6,000		20,000		7,800	
	per dispatch	5 for 4	per dispatch	4-week package				
1	1,550 €	6,200 €	900 €	5,000 €	3,250 €			
2	1,200 €	4,800 €	750 €	4,800 €	2,800 €			
3	1,150 €	4,600 €	700 €				3,100 €	
4	1,250 €	5,000 €	800 €				3,150 €	
5	1,400 €	5,600 €	900 €				3,300 €	

- i** The dispatch day for the individual dispatch of ahgz in the morning can be freely selected. The bookings of the 5 for 4 package can be freely distributed over the year. The 4-week packages are valid for a consecutive period.

All prices plus VAT.

ahgz

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Markets. People. Brands.

foodservice

foodservice ECONOMIC TREND SCOUT FOR THE FOODSERVICE INDUSTRY

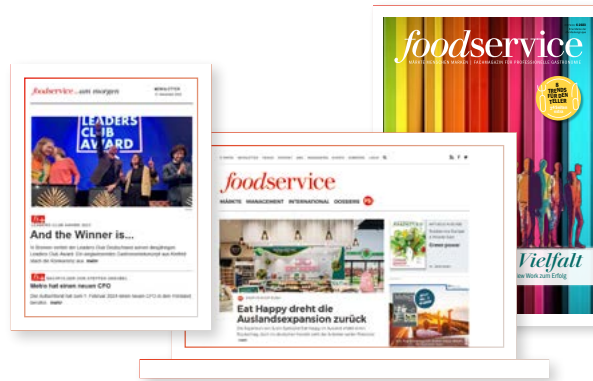
9,263
ACTUAL
CIRCULATION¹

Ø 3.7
READERS PER ISSUE²

47 Minutes
READING DURATION
PER ISSUE²

67 %
OF THE READERS ARE IN
A LEADING POSITION³

Best PERFORMANCE VALUES
FOR YOUR PRINT AND DIGITAL CAMPAIGNS



75 %
RESPONSIBLE FOR
PURCHASING DECISIONS³

170,457
VISITS⁴

468,892
PAGE IMPRESSIONS
ON FOODSERVICE.DE⁴

15,000
NEWSLETTER RECIPIENTS
FOODSERVICE AM MORGEN⁵

34,440
FOLLOWER ON OUR
SOCIAL MEDIA CHANNELS⁶

34 %
Ø OPENING RATE
IN THE NEWSLETTER⁷

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry Events	
				Food & Beverage	Non-food/Technology	
1	10.01.24	13.12.23	Copytest	Breakfast	Foodwaste Management	
2	02.02.24	10.01.24	 Special	Bakery Cafes, Streetfood	Take Away Solutions Sustainable Mobility Solutions	Intergastra (03. – 07.02.24)
3	04.03.24	07.02.24	 Special Coffee bar ranking	Eis & Desserts Alternative proteins	Kitchen Technology Outdoor Innovations	Internorga (08. – 12.03.24)
4	22.04.24	26.03.24	Top 100 Gastronomy EM-Special	Everything for the barbecue season Beverage-Trends	Table Top Bar Equipment	
5	28.05.24	30.04.24		Fries & Dumplings Snacks & finger food Dairy products	Dishwashing technology	
6	26.06.24	03.06.24		Baking Snacks Coffee & Tea	Coffee machines Cleaning & Hygiene	
7/8	12.08.24	18.07.24	Technique Ranking	Meat & Poultry	Furnishings: Tables, Chairs & Co.	
9	11.09.24	19.08.24	Coffee Bar Ranking Europe	Organic, Regional, Sustainable	Reusable Systems in the To-Go Business	
10	09.10.24	13.09.24	Switzerland Ranking	Bread & Baked Goods Ice Cream for the Winter Season	Software Solutions for Process Optimization	European Foodservice Summit, Amsterdam (18. – 19.09.24)
11	18.11.24	24.10.24	France Ranking	Finefood for the Holidays	Delivery vehicles & Solutions	
12	16.12.24	21.11.24	Veganuary-Special			

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Print: formats and prices

1/1 MAGAZINE FORMAT

210 × 297 mm **9,450 €**



PANORAMIC AD

420 × 46 mm **6,550 €**



FOLDER COVER

210 x 297 mm
 Front and back side **15,100 €**



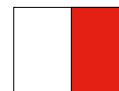
JUNIOR-PAGE

144 × 200 mm **8,300 €**



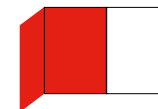
COVER PAGES

210 × 297 mm U2: **9,650 €**
 U4: **9,850 €**



GATEFOLDER

The ad pages are opened once or twice from the 2nd cover page.
 Price on prequest



1/2 MAGAZINE FORMAT

vertical 100 × 297 mm
 horizontal 210 × 149 mm
6,425 €



HALF COVER outside

105 x 297 mm
 Front and back side **11,250 €**



BOUND-IN INSERT

Maximum format 218 x 305 mm (untrimmed format)

2 pages **9,650 €**
 4 pages **13,000 €**
 6/8 pages on request

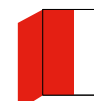
1/3 MAGAZINE FORMAT

vertical 79 × 297 mm
 horizontal 210 × 108 mm
5,700 €



HALF COVER inside

105 x 297 mm
 Left and right **10,250 €**



INSERTS

Maximum format 204 x 290 mm

up to 25 g **6,750 €**
 up to 50 g **7,800 €**

1/4 MAGAZINE FORMAT

vertical 55 × 297 mm
 horizontal 210 × 88 mm
4,600 €



FRENCHDOOR 15,100 €

The cover can be opened from the middle to the left and right



(Prices incl. postal charges)

Formats in bleed, plus 4 mm bleed. All prices in 4c, plus VAT. Other formats and special advertising formats such as bookmarks, banderoles, coating available on request.

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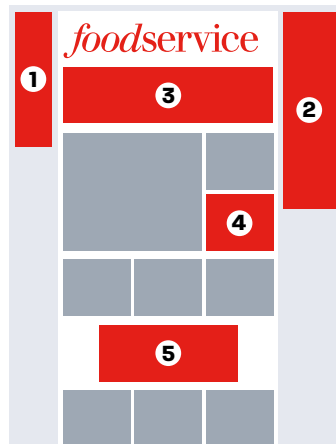
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Website: formats and prices

**foodservice THE ONLINE PORTAL FOR BRAND AND SYSTEM CATERING.
DECISION-MAKERS IN THE INDUSTRY CAN FIND THE LATEST NEWS HERE.**



i All ads also appear on mobile devices. For this purpose, please deliver the booked format in all specified sizes.

Newsletter	Desktop		Mobile	1 week in rotation	1 week exclusively
1 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	850 €	1,700 €
2 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1,500 €	3,000 €
3 Billboard	940 × 250 px	+	300 × 120 px	1,200 €	2,400 €
4 Medium Rectangle	300 × 250 px		300 × 250 px	850 €	1,700 €
5 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	900 €	1,800 €

Further online advertising formats

o Poster-Ad³⁾	Formats after consultation		1,475 €	2,950 €	
o Banner picture gallery	935 × 580 px	+	300 × 250 px	625 €	1,250 €

1) Left or right of the content.

2) Dynamically adapts the screen size.

3) Maximum 1 Poster-Ad/Dynamic Sitebar can be booked. It rotates with the Content-Ad or Skyscraper.

Other formats on request. All prices plus VAT.

Portrait	3
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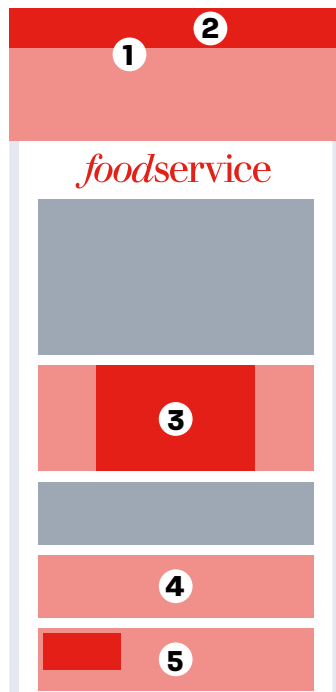
Portrait	12
Topic plan	13
Print: formats and prices	14
Website	15
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Portrait	17
Topic plan	18
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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats

Dispatch days

Recipients

	foodservice am morgen	foodservice extra	Price advantage in a 5-pack	Price advantage in a 5-pack	Price advantage in a 5-pack	Price advantage in a 5-pack
	Mon, Wed, Fri	flexible				
	15,000	12,000				
	per dispatch	5 for 4	4-week package			
1 Mega-Ad 630 × 250 px	1,150 €	4,600 €	4,900 €	3,400 €		
2 Top-Banner 630 × 75 px	1,050 €	4,200 €	4,650 €	3,400 €		
3 Banner 1–5 300 × 250 px / 520 × 200 px	900 €	3,600 €	-	3,400 €		
4 Text Ad without picture 450 characters	900 €	3,600 €	-	3,400 €		
5 Text Ad with picture 450 characters Picture format: 200 x 175 px	1,000 €	4,000 €	-	3,400 €		

- i** The dispatch day for the individual dispatch of foodservice am morgen can be freely selected. The bookings of the 5 for 4 package can be freely distributed over the year. The 4-week packages are valid for a consecutive period.

All prices plus VAT.

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Portrait 12
 Topic plan 13
 Print: formats and prices 14
 Website 15
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Portrait 17
 Topic plan 18
 Print: formats and prices 19
 Website 20
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 Contact 23

gvpraxis MARKET BAROMETER AND INDUSTRY CLARIFIER FOR THE TOP DECISION-MAKERS OF COMMUNITY CATERING

9,596
 ACTUAL
 CIRCULATION¹

Ø **3.7**
 READERS PER ISSUE²

54 Minutes
 READING DURATION
 PER ISSUE²

81 %
 OF THE READERS ARE IN
 A LEADING POSITION²

Best PERFORMANCE VALUES
 FOR YOUR PRINT AND DIGITAL CAMPAIGNS



85 %
 RESPONSIBLE FOR
 PURCHASING DECISIONS³

45,060
 VISITS⁴

154,840
 PAGE
 IMPRESSIONS⁴

12,600
 NEWSLETTER RECIPIENTS
 GVPRACTIS UPDATE⁵

8,000
 FOLLOWER ON OUR
 SOCIAL MEDIA CHANNELS⁶

30 %
 Ø OPENING RATE
 IN THE NEWSLETTER⁷

1 IVW III/2023 | 2 Readership structure analysis dfv Horeca media 2022 | 3 Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 | 4 IVW II/2023 and own evaluation | 5 Recipient file, October 2023 | 6 Followers of the ahgz social media channels: LinkedIn, Xing, As of: October 2023 | 7 Own measurement CMS

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry Events
1	03.01.24	06.12.23	Copytest	Food & Beverage Breakfast Organic, Fairtrade, Regional	Non-food/Technology Rinsing technology: Cleaning with system Foodwaste Management
2	02.02.24	10.01.24	School catering  Special	Alternative proteins	Take Away Solutions Sustainable Mobility Solutions Intergastra (03.-07.02.24)
3	01.03.24	07.02.24	 Special	Trend: Convenient Food	Blenders, Mixers & Juicers Kitchen Technology: Cooking & Tempering Internorga (08.-12.03.24) GV-Symposium, Wien (26.04.24)
4	15.04.24	19.03.24	EM-Special	Ice & Dessert, Asparagus All for the barbecue season	Office Coffee-Systems
5	21.05.24	23.04.24	Ranking Contract Catering	Bread & Baked Goods Coffee & Tea Dairy products	Meal Distribution Coffee machines gvpraxis trendtage (04.-05.06.24)
6	17.06.24	22.05.24	Self-direction Ranking Foodreport	Meat & Poultry Pizza & Pasta	Work Fashion Cleaning & Hygiene
7/8	05.08.24	11.07.24	Technology Ranking	"Frei von"-Produkte	Output and Sales Counters Tabels, Chairs & Co.
9	04.09.24	12.08.24	Coffee bar Ranking	Conference Catering Breakfast Coffee & Tea	Vending Solutions Resource Planning Systems Reusable Systems Fachsymposium Systeme & Konzepte (03.-04.09.24)
10	02.10.24	09.09.24	Canteen Ranking	Dysphagie Finefood for the holidays	Coffee machines, Meals on Wheels Software Solutions for Process Optimization
11	11.11.24	17.10.24	Stadium Ranking	Ice Cream and Dessert for the Winter Season	Delivery Vehicles & Delivery Solutions
12	09.12.24	14.11.24	Veganuary-Special	TK Innovations Side dishes & sauces	Knives & Small Kitchen Appliances

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Portrait 17
 Topic plan 18
 Print: formats and prices 19
 Website 20
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Data delivery contacts, 22
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 Contact 23

Print: formats and prices

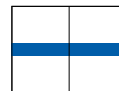
1/1 MAGAZINE FORMAT

210 × 297 mm **9,450 €**



PANORAMIC AD

420 × 46 mm **6,550 €**



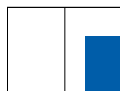
FOLDER COVER

210 × 297 mm
 Front and back side **15,100 €**



JUNIOR-PAGE

144 × 200 mm **8,300 €**



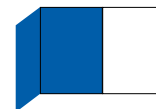
COVER PAGES

210 × 297 mm U2: **9,650 €**
 U4: **9,850 €**



GATEFOLDER

The ad pages are opened once or twice from the 2nd cover page.
 Price on prequest



1/2 MAGAZINE FORMAT

vertical 100 × 297 mm
 horizontal 210 × 149 mm **6,425 €**



HALF COVER outside

105 × 297 mm
 Front and back side **11,250 €**



BOUND-IN INSERT

Maximum format 218 x 305 mm (untrimmed format)

2 pages **9,650 €**
 4 pages **13,000 €**
 6/8 pages on request

1/3 MAGAZINE FORMAT

vertical 79 × 297 mm
 horizontal 210 × 108 mm **5,700 €**



HALF COVER inside

105 × 297 mm
 Left and right **10,250 €**



INSERTS

Maximum format 204 x 290 mm

up to 25 g **6,750 €**
 up to 50 g **7,800 €**

1/4 MAGAZINE FORMAT

vertical 55 × 297 mm
 horizontal 210 × 88 mm **4,600 €**



FRENCHDOOR 15,100 €

The cover can be opened from the middle to the left and right



(Prices incl. postal charges)

Formats in bleed, plus 4 mm bleed. All prices in 4c, plus VAT. Other special advertising formats such as bookmarks, banderoles, coating possible on request.

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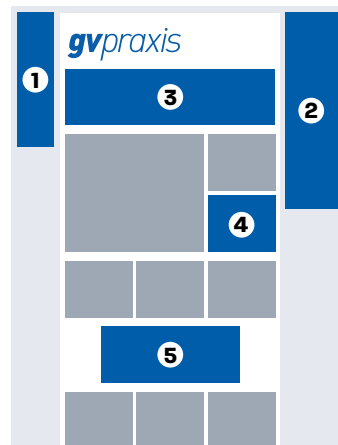
Portrait	12
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Website: formats and prices

gvpraxis IS THE DIGITAL NEWS SERVICE FOR COMMUNITY CATERING.



i All ads also appear on mobile devices. For this purpose, please deliver the booked format in all specified sizes.

i The 4-week packages are valid for a continuous period.

Formats	Desktop		Mobile	4 weeks in rotation	4 weeks exclusively
1 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	850 €	1,700 €
2 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1,500 €	3,000 €
3 Billboard	940 × 250 px	+	300 × 120 px	1,200 €	2,400 €
4 Medium Rectangle	300 × 250 px		300 × 250 px	850 €	1,700 €
5 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	900 €	1,800 €

Further online advertising formats

o Poster-Ad³⁾	Formats after consultation			1,475 €	2,950 €
o Banner picture gallery	935 × 580 px	+	300 × 250 px	625 €	1,250 €

1) Left or right of the content.

2) Dynamically adapts the screen size.

3) Maximum 1 Poster-Ad/Dynamic Sitebar can be booked. It rotates with the Content-Ad or Skyscraper.

Other formats on request. All prices plus VAT.

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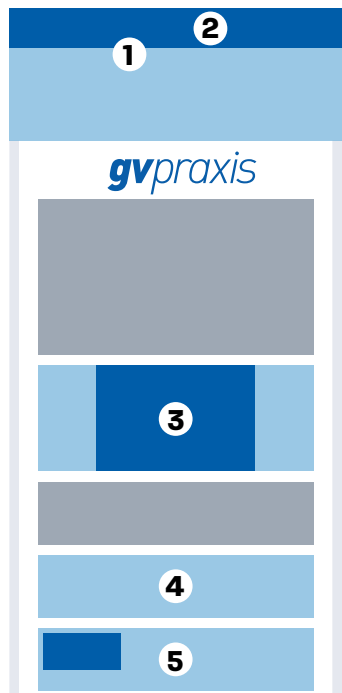
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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats

Dispatch days

Recipients

	gvpraxis update	gvpraxis extra
	Tue and Thur	flexible
	12,600	11,200
	per dispatch	5 for 4
		4-week package
1 Mega-Ad 630 × 250 px	1,150 €	4,600 €
2 Top-Banner 630 × 75 px	1,050 €	4,200 €
3 Banner 1–5 300 × 250 px / 520 × 200 px	900 €	3,600 €
4 Text Ad without picture 450 characters	900 €	3,600 €
5 Text Ad with picture 450 characters Picture format: 200 x 175 px	1,000 €	4,000 €

Price advantage
in a 5-pack

- i** The dispatch day for the individual dispatch of gvpraxis can be freely selected. The bookings of the 5 for 4 package can be freely distributed over the year. The 4-week packages are valid for a consecutive period.

All prices plus VAT.

ahgz

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foodservice

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gvpraxis

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Data delivery contacts, Bank details and conditions

SHIPPING ADDRESS

For bound and magazine inserts
([ahgz](#), [foodservice](#), [gvpraxis](#))

Westdeutsche Verlags- und Druckerei GmbH
z. Hd. Herrn Wolfgang Maier
Warenannahme Akzidenz
Vermerk: **ahgz xx/2024** or
foodservice xx/2024 or
gvpraxis xx/2024

Kurhessenstraße 4-6, 64546 Mörfelden-Walldorf

For bound and magazine inserts
([Magazine specials ahgz](#))

W. Kohlhammer Druckerei GmbH & Co.KG
z. Hd. Herrn Jörg Ackermann
Augsburger Straße 722, 70329 Stuttgart

PRINT DOCUMENTS

Please send your printing documents in time for the respective advertising deadline to:

dispo@hotel-gastromedien.de

Please send digital advertising formats - no later than three working days before publication to:

banner@hotel-gastromedien.de

TECHNICAL SPECIFICATIONS

**[www.media.hotel-gastromedien.de/
data-delivery](https://www.media.hotel-gastromedien.de/data-delivery)**

BANK DETAILS

Net within 30 days from the invoice date
Agency fee: 15 %
USt.-Ident.-Nr.: DE 114139662

Frankfurter Sparkasse, Frankfurt am Main
Bank code: 500 502 01
Account number: 34926
SWIFT BIC: HELA DE F 1822
IBAN: DE56 5005 0201 0000 0349 26

For the processing of print and online advertising orders and online, the General Terms and Conditions of the publisher [https://www.hotel-gastromedien.de/
service/termsconditions_mediasales/](https://www.hotel-gastromedien.de/service/termsconditions_mediasales/)

CANCELLATION

Print bookings can be cancelled until the advertising deadline.

Digital bookings up to 14 days before publication date.

DISCOUNT SCALE

Discounts apply to purchases within 12 months (insertion year) for ahgz, foodservice, gvpraxis as well as the websites ahgz.de, food-service.de and gvpraxis.de with all additional newsletter.

Turnover from	Discount
5,000 €	2%
10,000 €	4%
25,000 €	6%
50,000 €	8%
75,000 €	10%
100,000 €	12%
125,000 €	14%
150,000 €	16%
175,000 €	18%
200,000 €	20%
225,000 €	22%
250,000 €	24%
275,000 €	25%

ahgz

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foodservice

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gvpraxis

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Contact

MARC BEHRENS

Senior Sales Manager Area 1

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Email: marc.behrens@dfv.de

MARTINA VALERIUS

Senior Sales Manager Area 3

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Email: martina.valerius@dfv.de

CARMEN OTTE

Senior Sales Manager

Phone: +49 69 7595-1799

Email: carmen.otte@dfv.de

MARC D'ADDETTA

Director Media & Brand Solutions

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Email: marc.daddetta@dfv.de

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Senior Sales Manager Area 2

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Email: felix.bluemlein@dfv.de

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Senior Sales Manager Area 4

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Email: christiane.muecher@dfv.de

DISPOSTION

Email:

dispo@hotel-gastromedien.de

THOMAS MEYER

Business Director

Phone: +49 69 7595-1771

Email: thomas.meyer@dfv.de

