

## ahgz

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

# MEDIAKIT 2022

Price list No. 2, valid from 1st August 2022



**dfv** media group  
Horeca Media

**ahgz**

**foodservice**

**gvpraxis**

## ahgz

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## dfv Horeca media

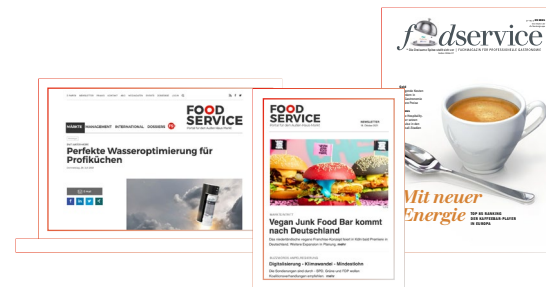
**ahgz** – NAVIGATOR UND  
BRANCHENPLATTFORM FÜR  
DIE HOTELWELT.



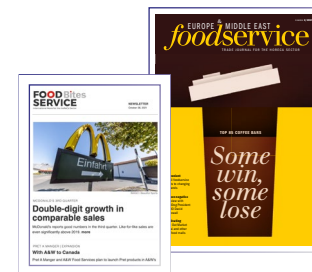
**gvpraxis** – MARKTBAROMETER  
UND BRANCHENERKLÄRER FÜR  
DIE TOP-ENTSCHEIDER DER  
GEMEINSCHAFTSGASTRONOMIE



**foodservice** – WIRTSCHAFTLICHER  
IMPULSGEBER UND TRENDMAGAZIN FÜR  
DIE MARKEN- UND SYSTEMGASTRONOMIE



**foodservice europe  
& middle east**  
– TRADE JOURNAL FOR  
THE HORECA SECTOR



## ahgz

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

Portrait	40
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Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## 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 Horeca industry.

ahgz as the leading medium for the hotel industry and hotel-related gastronomy, food-service as the the only trend and business trade medium for the brand and professional gastronomy as well as gvpraxis as the leading trade publication for the business, care and educational catering.

As a group, we benefit from the journalistic expertise that has been built up over many years in our media brands in order to our information offerings in a future-oriented to the changing markets and requirements changing markets and requirements. In this way and added value for our readers and users. for our readers and users.

[www.hotel-gastromedien.de](http://www.hotel-gastromedien.de)

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44
Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

# dfv Horeca media

## THAT IS NEW AND UNIQUE.



*With the new publishing division  
dfv Horeca Media we offer target-oriented solutions,  
knowledge and comprehensive expertise.*

*Hence a new, unique information and communication  
portfolio for readers, users and advertisers  
of the entire hospitality industry.*



**Markus Gotta**  
Managing director  
dfv media group



**Thomas Meyer**  
General publishing director  
dfv Horeca Media

## Your advantages:

- Utilization of the entire activation potential of our media brands.
- Increased impact of messages via the combined strength into the entire industry.
- Sustainable extension with new individual communication tools.
- Individual solutions from our team for your communication needs.



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



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Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Portrait

**ahgz – ECONOMY. POLITICS. PEOPLE.**  
NAVIGATOR AND PLATFORM FOR THE HOTEL WORLD.



**ahgz – Allgemeine Hotel- und Gastronomie Zeitung:**  
The leading medium for the hotel industry with associated gastronomy

- bi-weekly print edition with current political developments and background facts.
- Special publications on current and relevant industry topics such as house-keeping, “Hotel- und Gastrodesign”, “Hotelier des Jahres” and much more.
- Exclusive research: Top 50 hotel groups, Top 200 individual hotels, “Nacht der Sterne”-Ranking
- Current online portal with the latest industry news, jobs and real estate market as well as daily newsletters
- Unique and relevant industry events

**Target group:** Decision maker in hotel groups, hoteliers, hotel gastronomy, F&B decision maker, gastronomes

## Circulation

Copies distributed incl. e-paper	<b>12,595</b>
Sold copies	<b>11,343</b>
Subscription copies	<b>5,961</b>

Volume	122 (2022)
Publication frequency	2-weekly (saturdays)
Annual subscription domestic	369 € (Package: Print + Digital; plus distribution fee and VAT)

Source: IVW III/2021

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

*foodservice*

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

*gvpraxis*

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

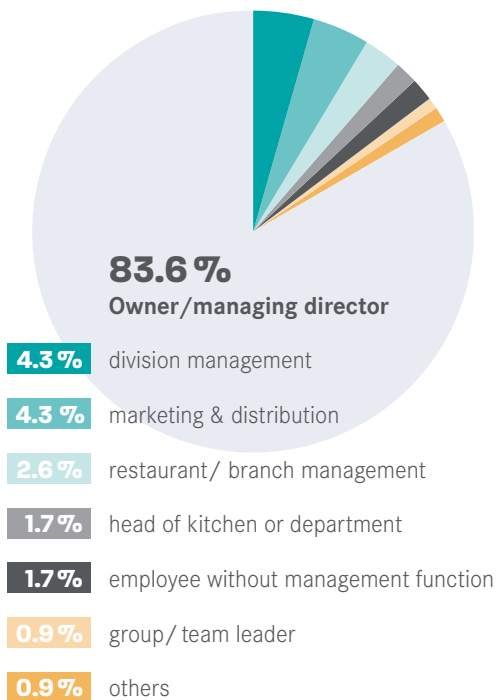
**Digital Talks**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

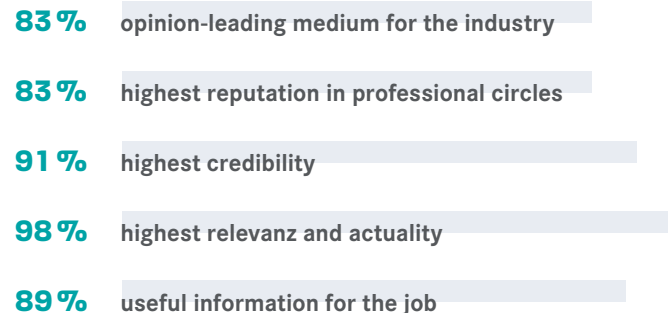
## Target group analysis

### POSITION



Source: ahgz Trend survey 2021

### TO WHAT EXTENT DO YOU AGREE WITH THE STATEMENTS ABOUT AHGZ



For **77%** of the respondents, reading ahgz is required.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

**gvpraxis**

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

**Digital Talks****foodservice**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Topic plan

ET = Publication, AS = Ad-Closing Date

No.	ET	AS	Highlights	Topics	Industry Events
				<b>Food &amp; Beverage</b>	<b>Non-food/Technology</b>
<b>1 - 2</b>	08.01.22	22.12.21		Breakfast & Brunch	
<b>3 - 4</b>	22.01.22	06.01.22			
<b>5 - 6</b>	05.02.22	20.01.22		Bread & pastries	Bed, mattress, frame & co
<b>7 - 8</b>	19.02.22	03.02.22		Snacks	Travel Tech
<b>9 - 10</b>	05.03.22	17.02.22			Outdoor gastronomy
<b>11 - 12</b>	19.03.22	03.03.22			Hotel TV, Tabletop
<b>13 - 14</b>	02.04.22	17.03.22			Housekeeping
<b>15 - 16</b>	16.04.22	31.03.22	<ul style="list-style-type: none"> <li>• <b>design</b> AS: 23.03.22</li> <li>• <b>INTER NORG</b> Special</li> </ul>	Barbecue/meat	
<b>17 - 18</b>	30.04.22	14.04.22	<ul style="list-style-type: none"> <li>• Top 100 individual hotels</li> </ul>	Ice cream and dessert	Hygiene
<b>19 - 20</b>	14.05.22	28.04.22		non-alcoholic beverages	Work wear
<b>21 - 22</b>	28.05.22	12.05.22	<ul style="list-style-type: none"> <li>• "Nacht der Sterne"-Ranking</li> <li>• <b>business mobility</b> AS: 04.05.22</li> </ul>	Coffee & tea	Coffee machines
<b>23 - 24</b>	11.06.22	26.05.22	<ul style="list-style-type: none"> <li>• Special Deutscher Hotelkongress</li> <li>• <b>design</b> AS: 18.05.22</li> </ul>		Cash registers
					<ul style="list-style-type: none"> <li>• Deutscher Hotelkongress (14. - 15.06.2022)</li> <li>• Hotelier des Jahres (14.03.2022)</li> </ul>

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

### foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

### gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

### FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

### Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44
Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

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				<b>Food &amp; Beverage</b>	<b>Non-food/Technology</b>
<b>25 - 26</b>	25.06.22	09.06.22		Frozen food	Purchasing routes
<b>27 - 28</b>	09.07.22	23.06.22	• Top 50 hotel companies • <b>hotelier</b> des jahres AS: 10.06.22	Oils, fats, dressings	Wellness & cosmetics
<b>29 - 30</b>	23.07.22	07.07.22	• <b>kaffee tee &amp; frühstück</b> AS: 29.06.2022		Rinsing
<b>31 - 32</b>	06.08.22	21.07.22		Snacks und Fingerfood	Desks and chairs
<b>33 - 34</b>	20.08.22	04.08.22			Kitchen technology • Food to Go
<b>35 - 36</b>	03.09.22	18.08.22	• <b>nächhaltigkeit</b> AS: 11.08.22	Ice cream	Technology in front and backoffice
<b>37 - 38</b>	17.09.22	01.09.22		Coffee & tea	Coffee machines
<b>39 - 40</b>	01.10.22	15.09.22	• <b>design</b> AS: 07.09.22	Finefood and Christmas	Reconstruction and modernization • Interbad (25. - 28.10.2022)
<b>41 - 42</b>	15.10.22	29.09.22			• GastroTagWest (01.10.2022)
<b>43 - 44</b>	29.10.22	13.10.22	• <b>INNOVATION</b> AS: 05.10.22		Hotel laundry • Alles für den Gast (05. - 09.11.2022)
<b>45 - 46</b>	12.11.22	27.10.22		Breakfast as a sales driver	
<b>47 - 48</b>	26.11.22	10.11.22	• <b>housekeeping</b> AS: 02.11.22		
<b>49 - 51</b>	10.12.22	24.11.22			Events, weddings, catering & banquet business

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Events



### HOTELIER DES JAHRES 2022

14 June 2022, Europa-Park, Rust  
[www.hotelier-des-jahres.de](http://www.hotelier-des-jahres.de)

On the evening of June 14th, the industry award "Hotelier des Jahres" will be awarded. It is the event where the Who-is-Who of German hoteliers meet.

**ahgz** *hotelier*  
des jahres



### DEUTSCHER HOTELKONGRESS

14 - 15 June 2022, Europa-Park, Rust  
[www.hotelkongress.de](http://www.hotelkongress.de)

On June 14th and 15th, 2022 the decision-maker in the hotel industry gather at the german Hotel Congress & HotelExpo in the Europa-Park Rust!

The focal point of the event is the hotel of the future - digital. innovative. diverse.

**ahgz** deutscher  
hotelkongress



### NACHT DER STERNE

23 May 2022, Stuttgart  
[www.ahgz.de/nds2022](http://www.ahgz.de/nds2022)

Since 2021 Nacht der Sterne has been taking place combined the trade fair Intergastra.

The highlight of the evening: the award ceremony "Nach der Sterne Awards" for renowned top chefs.

**nacht** ★ *der sterne*



### MORE EVENTS FROM ahgz

**gastro**  
**ahgz** talks

**design**  
**ahgz** talks

**ahgz** hotel  
design & technik

more events:  
[www.ahgz.de/events](http://www.ahgz.de/events)

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

### foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

### gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

### FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

### Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Advertisement formats and prices

- **Newspaper format:** 315 x 470 mm
- **Type area:** 282 x 426 mm, 5 columns à 52 mm width

### 1/1 NEWSPAPER FORMAT

282 x 426 mm

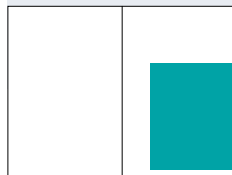
**11,950 €**



### 1/1 MAGAZINE FORMAT

224 x 260 mm

**7,550 €**



### 1/2 NEWSPAPER FORMAT

vertical 167 x 406 mm  
horizontal 282 x 202 mm

**7,550 €**



### 1/3 NEWSPAPER FORMAT

vertical 109 x 406 mm  
horizontal 282 x 135 mm

**5,400 €**



### 1/4 NEWSPAPER FORMAT

vertical 167 x 202 mm  
horizontal 282 x 101 mm

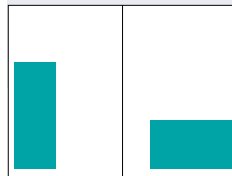
**4,500 €**



### 1/2 MAGAZINE FORMAT

vertical 109 x 260 mm  
horizontal 224 x 130 mm

**3,950 €**



### 1/8 NEWSPAPER FORMAT

corner 167 x 101 mm  
horizontal 282 x 50 mm

**2,350 €**



### 2 x 1/2 NEWSPAPER FORMAT

588 x 202 mm

**14,500 €**



All prices in 4c. Bleed ads are not possible. All prices plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

### foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

### gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

### FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

### Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Inserts and special advertising

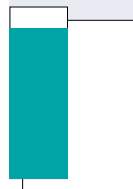
### TITLE PAGE

- 1 Heading advertisement  
52 x 39 mm **1,100 €**
- 2 Bottom bar advertisement  
282 x 50 mm **2,850 €**



### FLYING PAGE

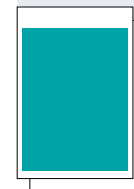
- |        |              |                 |
|--------|--------------|-----------------|
| Page 1 | 153 x 409 mm | <b>13,000 €</b> |
| Page 2 | 153 x 470 mm |                 |



Both pages in bleed format,  
plus 4 mm trim on all four sides  
Documents must be available  
by the AS at the latest.

### COVER PAGE

- |        |              |                 |
|--------|--------------|-----------------|
| Page 1 | 282 x 384 mm | <b>23,500 €</b> |
| Page 2 | 282 x 426 mm |                 |



Both pages in type area.  
Design: Approval of ahgz  
editorial staff is necessary.  
Documents must be available  
by the AS at the latest.

### Further formats

#### PAGE 3/PREFERRED POSITION

½ Page horizontal 282 x 202 mm **8,400 €**

#### ISLAND ADVERTISEMENT

Positioned in editorial section,  
surrounded by text from three sides at least  
Rate/mm 1 column (52 mm) **15.90 €**  
Ad height 20 - 100 mm

#### EAR SPACE ADVERTISEMENTS

Positioned in editorial section, surrounded by text from  
two sides at least Rate/mm 1 column (52 mm) **6.70 €**

### INSERTS

Maximum format DIN A4, Total circulation	Weight up to 25 g	<b>4,800 €</b>
	Weight up to 50 g	<b>5,700 €</b>

incl. postal charges, prices for differing parameters available on request

### PARTIAL INSERTS

(auf Basis von Nielsen-Gebieten)

Maximum format DIN A4, max. weight 50 g	Weight up to 25 g	<b>295 € % Stück</b>
	Each additional 5 g	<b>13 € % Stück</b>

Plus selection fee, plus postal charges or shipping costs (more than 30g)

All prices plus VAT.



Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

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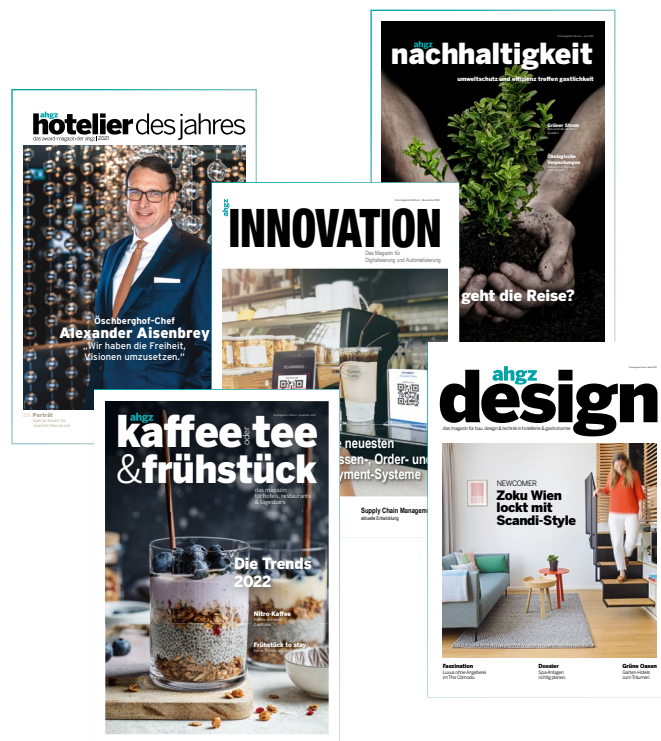
## EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Print specials

### PERFECT SURROUNDING FOR THE BRILLIANCE OF YOUR MEDIA CAMPAIGN



**Set your products into the most suitable surrounding with our attractive specials.**

Your benefits

- addressing the entire out-of-home market via one medium
- additional distribution at relevant events and trade fairs
- of tailor-made editorial topics
- of the high-quality magazine format

Additional distribution of these **print specials** with different media and target groups.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

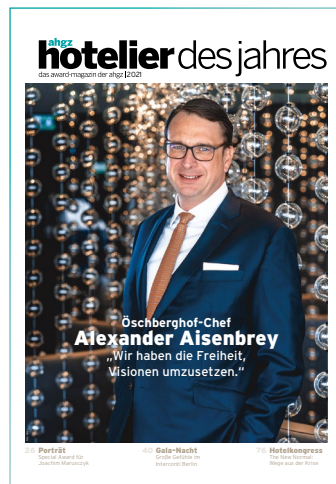
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Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Print specials

### HOTELIER DES JAHRES – AWARD-MAGAZIN



**Publication Date:** 09.07.2022

**Ad-Closing Date:** 10.06.2022

Supplement in ahgz and delivery  
to all 1,000 invited guests

Prices and formats see page 17

Hotelier des Jahres is the essential award in the hotel industry. Excellent personalities will be awarded, which have made a contribution to the whole industry. To the big award ceremony and the subsequent Gala night the Who-is-Who of the hospitality industry is invited.

- The award magazine shines with portraits of the award winners as well as photo series and reports on the event.
- For the industry partner the award magazine is in its uniqueness the ideal advertising medium.

### HOUSEKEEPING – THE MAGAZINE FOR HOUSEMAIDS & ROOMSERVICE



**Publication Date:** 26.11.2022

**Ad-Closing Date:** 02.11.2022

Supplement in the ahgz  
Additional distribution at industry-  
relevant events

- The focus is on topics for room service, cleaning and care.
- There is a special spotlight on hygiene issues in times of the corona pandemic.
- Other topics: quality control and organization of cleaning staff, laundry / laundry leasing, guest service and guest supplies

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

**gvpraxis**

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

**Digital Talks****EUROPE & MIDDLE EAST**  
**foodservice**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Print specials

### DESIGN – THE MAGAZIN FOR CONSTRUCTION, DESIGN AND TECHNOLOGY IN HOTEL INDUSTRY AND GASTRONOMY



- Supplement in ahgz and foodservice
- Additional delivery to 1,000 industry-related architects
- Additional distribution at industry-relevant events
- Copies distributed\*: 22,558

Prices and formats see page 17 | \*IVW III/2021



Continuous topics:

- Room and bathroom design
- Reconstruction and modernization
- Presentation of new products and innovations
- Exhibition highlights

Design is aimed at:

- Individuals and professional groups who deal with hotel and restaurant design
- Developers and investors for the hotel industry and gastronomy
- Hotel operators and owners
- Restaurateurs
- Architects, designers, project managers and building contractor

Nr.	ET	AS	Topics
1	16.04.2022	23.03.2022	Textiles, wall and floor coverings, interior and lightning
2	11.06.2022	18.05.2022	Sanitary and bathroom design, building technology and energy efficiency
3	01.10.2022	07.09.2022	Kitchen and counter design, Wellness and spa concepts

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

Digital Talks	40
---------------	----

## EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Print specials

### BUSINESS & MOBILITY – THE MAGAZIN FOR MOBILITY AND FLEET MANAGEMENT



**Publication Date:** 28.05.2022

**Ad-Closing Date:** 04.05.2022

**Copies distributed:** 32,487

Supplement in ahgz, foodservice and gvpraxis

Prices and formats see page 17 | \*IVW III/2021

- Mobility is changing fundamentally. Through this change new opportunities open up for the hospitality.
- Our special is dedicated to the challenges for mobility solutions. Especially in companies from the hotel industry and gastronomy.
- We show business opportunities through offers such as delivery, Charging infrastructure and mobility services.



### COFFEE, TEA AND BREAKFAST – THE TREND MAGAZIN FOR FOOD IN THE MORNING AND AROUND THE CLOCK.



- Coffee, tea & breakfast is the top advertising environment around these important sales pillars.
- The magazine is dedicated to current trends in the booming market – from cold brew to hot drink, from gastro concepts to technical innovations, from food trends to sustainability concepts.
- New specialties are put in focus as well as devices for preparation, crockery and ideas for the sweet attention on the edge of the cup.

**Publication Date:** 23.07.2022

**Ad-Closing Date:** 29.06.2022

**Copies distributed:** 40,287

Supplement in ahgz, foodservice and gvpraxis

**Additional supplement in ABZ –  
Allgemeine BäckerZeitung**



Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Print specials

### SUSTAINABILITY –

THE MAGAZIN FOR ENVIRONMENT, F&B AND ENERGY TRENDS



**Publication Date:** 03.09.2022

**Ad-Closing Date:** 11.08.2022

**Copies distributed:** 32,487

Supplement in ahgz, foodservice and gvpraxis

Preise und Formate s. Seite 17 | \*IVW III/2021

- Sustainability – a mega trend that hoteliers and restaurateurs have to take an interest in.
- We show ways to portrait your company to the guest as more sustainable operation. we focus on questions about organic food, food waste, packaging, energy management and much more.
- Do good things and talk about it – we give tips on marketing around the new eco-balance.



### INNOVATION –

THE MAGAZIN FOR DIGITIZATION AND AUTOMATION.



**Publication Date:** 29.10.2022

**Ad-Closing Date:** 05.10.2022

**Copies distributed:** 32,487

Supplement in ahgz, foodservice and gvpraxis

Preise und Formate s. Seite 17 | \*IVW III/2021



- Vending, automation and Digitization is one of the trending issues in the hotel industry and gastronomy.
- We show current developments in the field of vending ATMs, order and payment systems, supply chain management and many more.
- With market analysis, best cases, product innovations and practical tips we present the trends multifaceted and easy to translate into practice for the industry.



Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

### foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

### gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

### FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

### Digital Talks

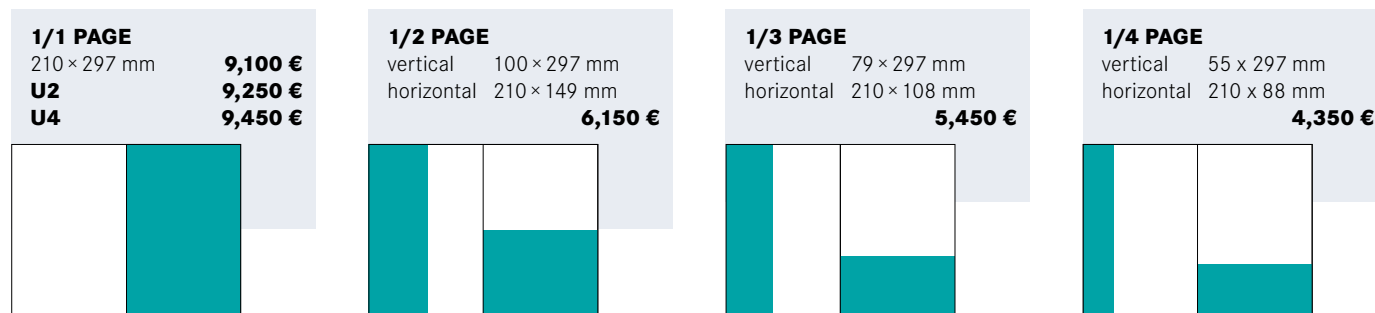
### EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Advertisement formats and prices

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



### INTRODUCTION OFFER

With the new print specials from the HoReCa media you will benefit from the additional distribution.

**One price – several target groups**

\* Formats in bleed, plus 4 mm trim. Other formats on request.  
All prices in 4c, plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

### foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

### gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

### FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

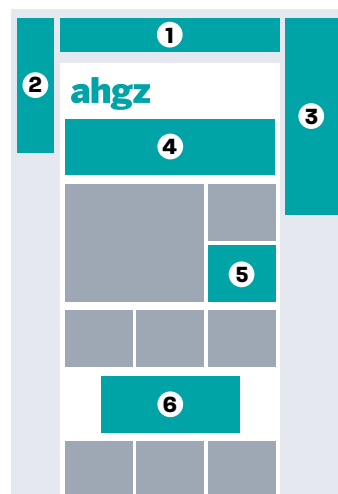
### Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Website: formats and prices

### ahgz.de CHOOSE FROM DIFFERENT FORMATS.



**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 exclusively	1 week in rotation
<b>1 Superbanner<sup>1)</sup></b>	980 × 150 px	+	300 × 120 px	<b>1,950 €</b>	<b>975 €</b>
<b>2 Skyscraper<sup>2)</sup></b>	160 × 600 px	+	320 × 480 px	<b>1,500 €</b>	<b>750 €</b>
<b>3 Dynamic Sitebar<sup>3)4)</sup></b>	160 - 400 px × 600 - 900 px	+	320 × 480 px	<b>2,500 €</b>	<b>1,250 €</b>
<b>4 Billboard<sup>1)</sup></b>	940 × 250 px	+	300 × 120 px	<b>2,100 €</b>	<b>1,050 €</b>
<b>5 Medium Rectangle</b>	300 × 250 px		300 × 250 px	<b>1,500 €</b>	<b>750 €</b>
<b>6 Content-Ad</b>	617 × 250 px or 300 × 250 px	+	300 × 250 px	<b>1,550 €</b>	<b>775 €</b>
<b>Further</b>	<b>online</b>		<b>advertising</b>		<b>formats</b>
<b>Poster-Ad<sup>4)</sup></b>	Formats after consultation			<b>2,200 €</b>	<b>1,100 €</b>
<b>Banner picture gallery</b>	935 × 580 px	+	300 × 250 px	<b>500 €</b>	<b>250 €</b>

1) Superbanner and Billboard are also in rotation to each other.

2) Left or right of the content.

3) Dynamically adapts the screen size.

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



Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

**gvpraxis**

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

**Digital Talks**

Portrait	40
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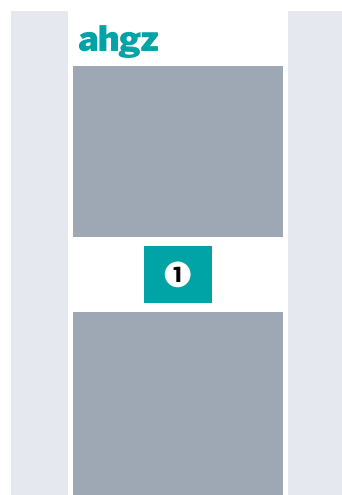
  

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Thematic channel

## KEYWORD-BASED ADVERTISING IN YOUR PREFERRED TOPIC AREA



## Format

<b>1</b>	<b>Medium Rectangle</b>	300 × 250 px	6 months	<b>6,500 €</b>
			12 months	<b>10,350 €</b>

By booking the thematic channel you become a sponsor of a thematic area on **ahgz.de**.

## Your advantages

Integration of your advertising in the perfect topic surrounding:

- Top placement without rotation (2nd banner in the content) in articles with the booked keywording
- High advertising impact through a suitable editorial environment
- Banner on the overview page of the booked topic channel
- Up to 3 keywords can be selected on a topic

## Aktuelle Themenkanäle

[bathroom & plumbing](#)
[ice cream & desserts](#)
[property](#)
[coffee](#)
[cake](#)
[dairy products](#)
  
[law & taxation](#)
[snacks & fingerfood](#)
[software](#)

Do you have ideas for another channel? We would be happy to check your ideas for topics and prepare them for you in a suitable offer.

All prices plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

# Newsletter

**ahgz am morgen**  
07. September 2021

AUSZEICHNUNG  
**Alexander Alsenbrey ist Hoteller des Jahres**



Der Geschäftsführer des Öschberghofs hat in Berlin die begehrte Auszeichnung erhalten. Der Special Award geht an den Gründungsgeschäftsführer der Intercity Hotels GmbH, Joachim Maruszyk.

[weiterlesen auf ahgz.de](#)

## ahgz am morgen

the daily newsletter at 8am with the important industry news.

## Coverage

Recipients	30,500
Days of dispatch	daily from Monday to Friday

**ahgz hoteldesign**  
03. September 2021

NEUERÖFFNUNG  
**Zwischen Paradies und Inferno**



Start für das erste 25hours Hotel in Italien: Im Piazza San Paolino in Florenz dreht sich alles um Dantes „Göttliche Komödie“. Was das genau heißt.

## ahgz hoteldesign

the monthly newsletter for hotel design, construction and house technic

## Coverage

Recipients	7,900
Days of dispatch	every first Friday of the month

**ahgz extra-news**  
08. September 2021

7 PROZENT FÜR GASTRONOMIE  
**"Ein außerordentlich wichtiges Zeichen"**



SPD Kanzlerkandidat macht sich für die Gastronomie stark: Bei der ARD-Wahlarena verspricht Olaf Scholz: Der ermäßigte Steuersatz auf Speisen bleibt unbefristet gültig. Wie Branchenverbände die Äußerung einstufen.

## ahgz extra-news

Breaking news, special topics and events from our editor desk

## Coverage

Recipients	24,000
Days of dispatch	close to the current message

**ahgz gastro-woche**  
11. September 2021

GASTROKONZEPT  
**Das Carls an der Elphi stellt sich neu auf**



Das Restaurant am berühmten Hamburger Konzerthaus geht nach der Coronakrise mit einem neuen Konzept an den Start.

[weiterlesen auf ahgz.de](#)

## ahgz gastro-woche

The weekly newsletter for the gastronomy

## Coverage

Recipients	11,600
Days of dispatch	every Saturday

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

**gvpraxis**

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

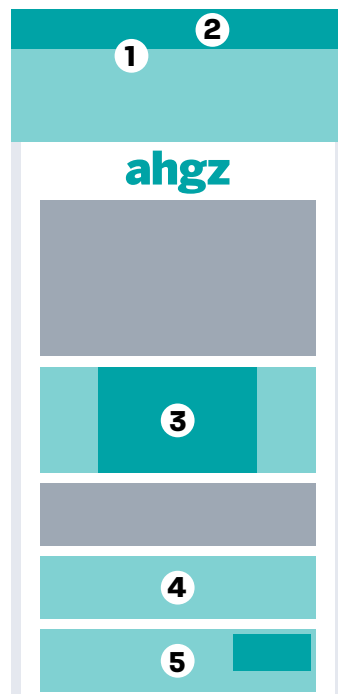
**Digital Talks**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Newsletter: formats and prices

### CHOOSE FROM DIFFERENT FORMATS.



#### Formats

		ahgz am morgen	ahgz hoteldesign	ahgz extra-news	ahgz gastro-woche
		Price per dispatch		Price for 4-week package	
<b>1</b>	<b>Mega-Ad</b> 630 × 250 px	<b>1,400 €</b>	<b>850 €</b>	<b>4,625 €</b>	<b>3,000 €</b>
<b>2</b>	<b>Top-Banner</b> 630 × 75 px	<b>1,100 €</b>	<b>700 €</b>	<b>4,400 €</b>	<b>2,450 €</b>
<b>3</b>	<b>Banner 1–5</b> 300 × 250 px / 520 × 200 px	<b>1,050 €</b>	<b>650 €</b>	–	<b>2,850 €</b>
<b>4</b>	<b>Text Ad without picture</b> 450 characters	<b>1,150 €</b>	<b>750 €</b>	–	<b>2,900 €</b>
<b>5</b>	<b>Text Ad with picture</b> 450 characters Picture format:	<b>1,250 €</b>	<b>850 €</b>	–	<b>3,000 €</b>
		160 x 90 px	250 x 140 px		160 x 90 px

**i** The dispatch day for "ahgz am morgen" can be chosen freely.  
The 4-week packages are valid for a continuous period.

All prices plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpaxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

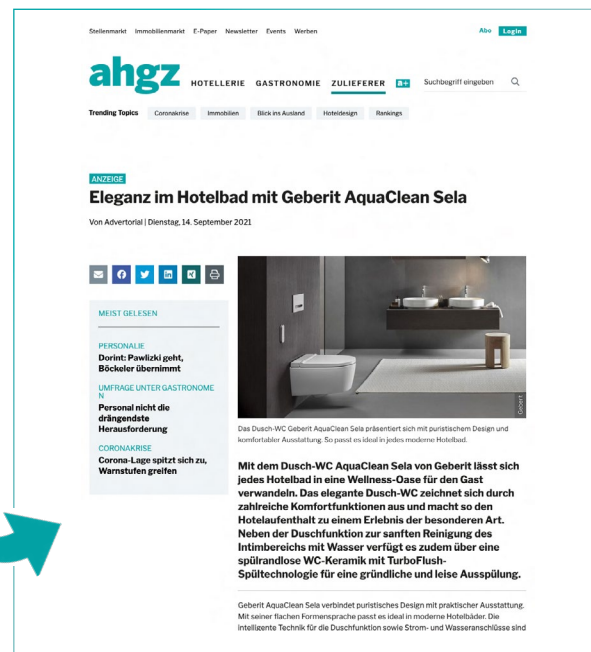
Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

# Advertorials

## THE OPTIMAL ADVERTISING FORMAT FOR YOUR CONTENT MARKETING STRATEGY.

- Your advertising in the editorial layout.
- Your advertorial can be enhanced with images, PDFs and videos. We will sent you the exact specifications on demand.
- Via elements on the homepage and below freely accessible articleless on ahgz.de, we'll generate additional traffic for the advertorial.
- Advertorials are available on the website even after the expiry of the booking.
- Your price: **4,500 €** for a placement of **four weeks**



All prices plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Portrait

**foodservice – MARKETS.PEOPLE.BRANDS.**  
ECONOMIC TREND SCOUT FOR THE FOODSERVICE INDUSTRY



### Leading medium for the professional restaurant and catering industry

- monthly magazin with current political developments and background information
- focus reports on relevant industry topics such as breakfast, take-away, coffee machines and much more
- exclusive own market research: Top 100 Gastronomen in Deutschland, Top Kaffeebar-Ranking, Top Technik, Top Schweiz

**Target group:** Quickservice, fullservice, traffic catering, commercial catering, event catering, trend and scene bars, bakery and butcher shops

### Circulation

Copies Distributed incl. e-paper	<b>9,963</b>
Sold Copies	<b>3,372</b>
Subscription copies	<b>1,814</b>

Source: IVW III/2021

Volume	41 (2022)
Publication frequency	11 x per year
Annual subscription domestic	239 € (Package: Print + Digital; plus distribution fee and VAT)

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

**gvpraxis**

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

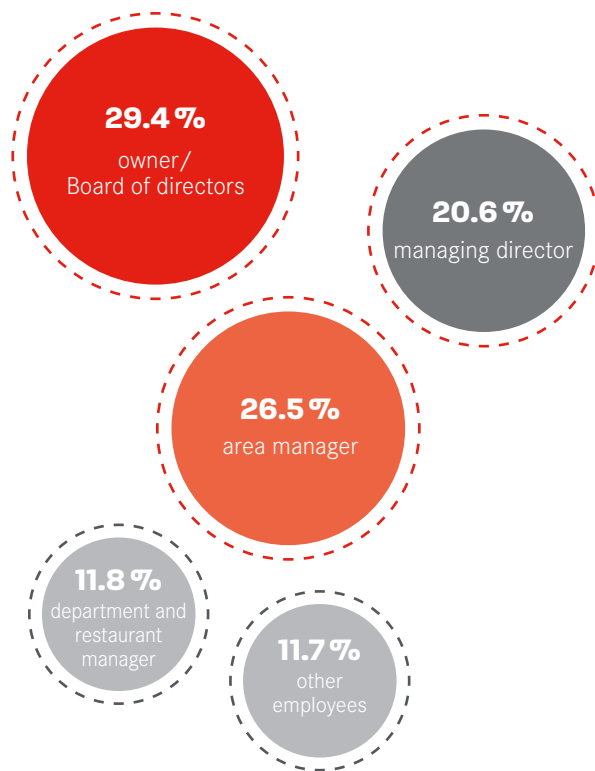
**Digital Talks**

Portrait	40
Topic plan	41
Advertisement formats and prices	42
Website: formats and prices	42
Newsletter	43
Advertorials	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

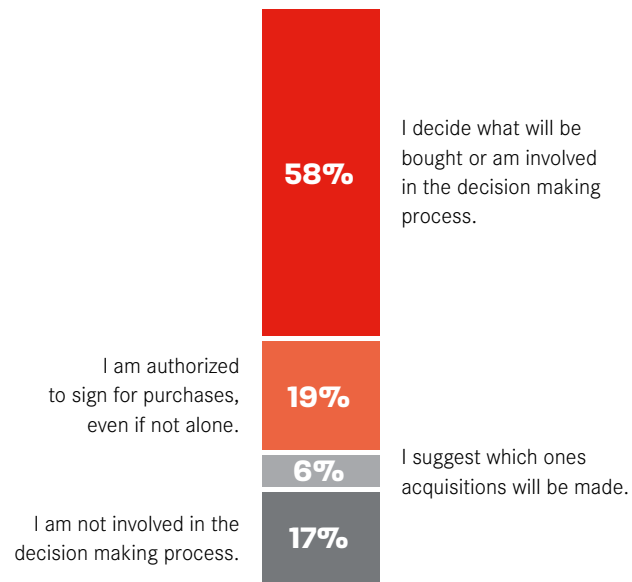
## Reader analysis

### POSITION IN COMPANY



### PARTICIPATION IN DECISION-MAKING

Over **80 %** of foodservice readers are directly involved in the decisions making process regarding Acquisitions and supplier selection involved.



Source: Reader survey foodservice 2019

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39


## Digital Talks

Portrait	40
Topic plan	41
Advertisement formats and prices	42
Website: formats and prices	42
Newsletter	43
Advertorials	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Topic plan

ET = Publication, AS = Ad-Closing Date

No.	ET	AS	Highlights	Topics	Industry Events
				<b>Food &amp; Beverage</b>	<b>Non-food/Technology</b>
<b>1</b>	03.01.22	07.12.21		Breakfast	Take Away
<b>2</b>	01.02.22	07.01.22		Bakery Cafes	
<b>3</b>	10.03.22	14.02.22	• Coffee bar Ranking	Desserts	
<b>4</b>	22.04.22	28.03.22	•  Special	Ice cream, meat	Tabletop
					• Internationales Foodservice-Forum (29.04.2022) • Internorga (30.04. – 04.05.2022)
<b>5</b>	27.05.22	03.05.22	• Top 100 Ranking	Bakery snacks	
<b>6</b>	24.06.22	30.05.22	• Coffee machines	Fries, Coffee	
<b>7/8</b>	03.08.22	11.07.22	• Technology Ranking	Snacks	Work wear
<b>9</b>	01.09.22	09.08.22	• Coffee shop Ranking Europe		
<b>10</b>	11.10.22	15.09.22	• Swiss Ranking	Pastries, Ice cream	Coffee machines
					• 23. European Foodservice Summit, Zurich (20. – 22.09.2022) • Süback (22. – 25.10.2022)
<b>11</b>	08.11.22	14.10.22	• France Ranking	Tea, Finefood, Christmas	
<b>12</b>	14.12.22	21.11.22			

**Other topics:** Vehicles, cruises, fish, streetfood, blender, meat substitute, plant-bades, powerfood protein, returnable packaging, knife, rinsing technique, Enterprise Resource Planning, mobile payment and many more, dates on request



Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Events



### INTERNATIONALES FOODSERVICE-FORUM

29 April 2022, Hamburg  
[www.food-service.de/fs-forum2022](http://www.food-service.de/fs-forum2022)

The international food service forum is Europe's largest congress for the professional gastronomy. The day before the internorga over 2,000 industry professionals meet here.

internationales  
*foodservice*  
**forum**  
 INTERNORGA



### HAMBURGER FOODSERVICE PREIS

30 April 2022, Hamburg  
[www.food-service.de/hamburgerpreis2022](http://www.food-service.de/hamburgerpreis2022)

With the Hamburg Foodservice Preis companies and personalities are being awarded for excellent contributions to the foodservice industry.

hamburger  
*foodservice*  
**preis**



### CAFÉ FUTURE LIVE

30 April – 4 May 2022, Hamburg  
[www.food-service.de/cfl2022](http://www.food-service.de/cfl2022)

The meeting point at the Internorga for networking and exchanging ideas with colleagues in a relaxed lounge atmosphere.

Café  
 FUTURE *live*



### EUROPEAN FOODSERVICE SUMMIT

20 – 22 September 2022, Zürich  
[www.food-service.de/efss2022](http://www.food-service.de/efss2022)

The European Foodservice Summit takes place every autumn in Zurich and is THE meeting place for the international hospitality industry. This is where industry professionals and interdisciplinary experts meet to exchange ideas.

european  
*foodservice*  
**summit**  
THINK TANK AND CONGRESS FOR THE RESTAURANT INDUSTRY

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

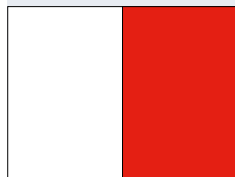
Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Advertisement formats and prices

### o Magazine format: 297 x 210 mm

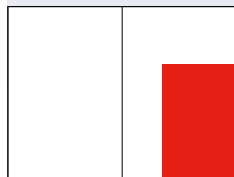
**1/1 PAGE**  
210 × 297 mm

**9,100 €**

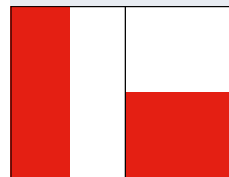


**JUNIOR-PAGE**  
144 × 200 mm

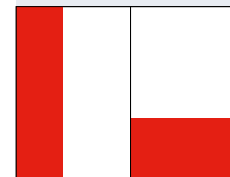
**8,050 €**



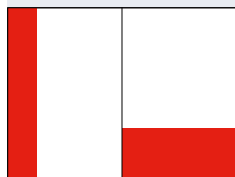
**1/2 PAGE**  
vertical 100 × 297 mm  
horizontal 210 × 149 mm  
**6,150 €**



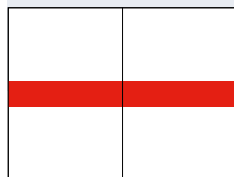
**1/3 PAGE**  
vertical 79 × 297 mm  
horizontal 210 × 108 mm  
**5,450 €**



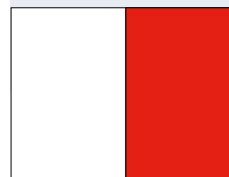
**1/4 PAGE**  
vertical 55 × 297 mm  
horizontal 210 × 88 mm  
**4,350 €**



**PANORAMIC AD**  
46 × 420 mm  
**6,300 €**



**COVER PAGES**  
297 × 210 mm  
U2: **9,250 €**  
U4: **9,450 €**



Formats in bleed, plus 4 mm trim. Other formats on request. All prices in 4c, plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

**gvpraxis**

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

**Digital Talks**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

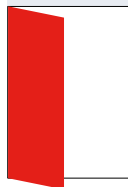
## Inserts and special advertising

**IF IT MAY BE A LITTLE MORE!**

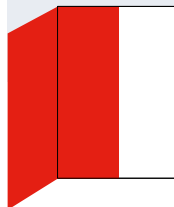
OUR SUGGESTIONS FOR ATTENTION-GRABBING AND UNUSUAL FORMS OF ADVERTISING.

**HALF COVER** outside

105 x 297 mm  
Front and back side

**10,650 €****HALF COVER** inside

105 x 297 mm  
Left and right

**9,750 €****FRENCHDOOR**

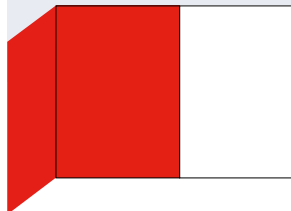
The cover can be opened from the middle  
to the left and right

**14,500 €****FOLDER COVER**

210 x 297 mm  
Front and back side

**14,500 €****GATEFOLDER** whippable

The ad pages are opened once or twice  
from the 2nd cover page



Price on  
request

**BOUND-IN INSERT**

Maximum format 217 x 307 mm  
(untrimmed format)

2 pages	<b>8,050 €</b>
4 pages	<b>10,850 €</b>
6/8 pages	on request

**INSERTS**

Maximum format 204 x 290 mm

up to 25 g	<b>6,450 €</b>
up to 50 g	<b>7,500 €</b>

(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.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

### foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

### gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

### FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

### Digital Talks

### EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Portrait

### gvpraxis – BUSINESS. CARE. EDUCATION.

MARKET BAROMETER AND INDUSTRY EXPLANATOR FOR THE TOP DECISION-MAKERS



#### Leading medium for the professional community catering

- monthly magazin with current political developments and background information
- focus reports on relevant industry topics such as vending, office coffee systeme, "free-from"-products and much more
- exclusive own market research: Top Contract Catering, Eigenregie-Ranking, Top Technik, Kaffeebar-Ranking

**Target group:** Decision makers from company catering, hospitals and clinics, elder care institutions, kindegarden and schools as well as school catering

#### Circulation

Copies Distributed incl. e-paper	<b>9,929</b>
Sold Copies	<b>5,864</b>
Subscription copies	<b>4,317</b>

Source: IVW III/2021

Volume	50 (2022)
Publication frequency	11 x per year
Annual subscription domestic	239 € (Package: Print + Digital; plus distribution fee and VAT)

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
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Portrait	29
Topic plan	31
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Thematic channel	36
Newsletter	37
Advertorials	39

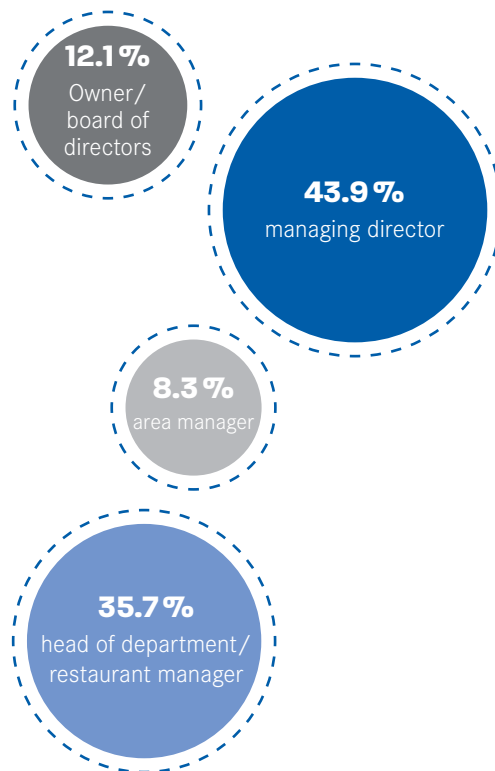
**Digital Talks**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Reader analysis

### POSITION IN COMPANY



### PARTICIPATION IN DECISION-MAKING

Over **80 %** of gvpraxis readers are directly involved in the decisions making process regarding Acquisitions and supplier selection involved.



Source: Reader survey gvpraxis 2019

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

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Portrait	23
Topic plan	25
Advertisement formats and prices	27
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Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

**Digital Talks**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Topic plan

ET = Publication, AS = Ad-Closing Date

No.	ET	AS	Highlights	Topics	Industry Events
				<b>Food &amp; Beverage</b>	<b>Non-food/Technology</b>
<b>1</b>	03.01.22	07.12.21			Hygiene
<b>2</b>	01.02.22	07.01.22	• School Catering	vegetarian	Rinsing
<b>3</b>	10.03.22	14.02.22		Coffee & tea	Cash registers
<b>4</b>	22.04.22	28.03.22	•  Special	Ice cream, asparagus, bread & pastries	Office Coffee Systems
<b>5</b>	27.05.22	03.05.22	• Top Contract Caterer	Meat, Desserts	Coffee machines
<b>6</b>	24.06.22	30.05.22	• Self-direction Ranking		Work wear, hygiene
<b>7/8</b>	03.08.22	11.07.22	• Top Technology	"Free"-products	"meals-on-wheels"
<b>9</b>	01.09.22	09.08.22	• Coffee bar Ranking	Desserts ,breakfast, coffee & tea	Vending
<b>10</b>	11.10.22	15.09.22	• Canteen-Ranking	Dysphagie, finefood, christmas	Kaffeemaschinen Hygiene
<b>11</b>	08.11.22	14.10.22		Ice cream and dessert	
<b>12</b>	14.12.22	21.11.22			

**Other topics:** Vehicles, cruises, fish, streetfood, blender, meat substitute, plant-bades, powerfood protein, returnable packaging, knife, rinsing technique, Enterprise Resource Planning, mobile payment and many more, dates on request

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

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Portrait	23
Topic plan	25
Advertisement formats and prices	27
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Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

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Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Events



### TAG DER GEMEINSCHAFTSGASTRONOMIE

3 May 2022, Hamburg  
[www.food-service.de/gemeinschaftsgastro2022](http://www.food-service.de/gemeinschaftsgastro2022)

The leading event in Germany for the community catering industry. This congress is for catering companies from business, care and education. It takes place during the Internorga in Hamburg.



### INTERNATIONALES MANAGEMENT-FORUM

28 – 29 June 2022, Hanau  
[www.food-service.de/imf2022](http://www.food-service.de/imf2022)

The management forum for catering companies from business, care and education. The top-decision makers in the industry meet at this annual event. During the IMF, the "Marketing Award" in cooperation with Chefs Culinar takes place.



### FACHSYMPOSIUM SYSTEME & KONZEPTE

13 – 14 September 2022, Düsseldorf  
[www.food-service.de/systemekonzepte2022](http://www.food-service.de/systemekonzepte2022)

2-day symposium in Düsseldorf with top decision-makers from business and care catering companies.

The event takes place in cooperation with K&P Consulting.



### FRANKFURTER PREIS FÜR GEMEINSCHAFTSGASTRONOMIE

9 October 2023, Köln  
[www.food-service.de/frankfurterpreis2023](http://www.food-service.de/frankfurterpreis2023)

The industry award is presented every two years during the Anuga in Cologne. Catering Companies will be awarded for their excellence and outstanding achievement for the industry.





Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

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Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

**Digital Talks****EUROPE & MIDDLE EAST foodservice**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

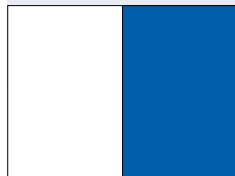
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### o Magazine format: 297 x 210 mm

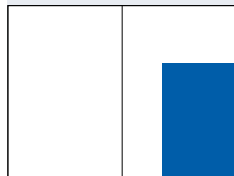
**1/1 PAGE**  
210 × 297 mm

**9,100 €**

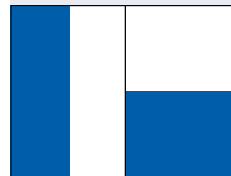


**JUNIOR-PAGE**  
144 × 200 mm

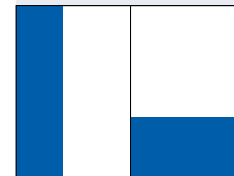
**8,050 €**



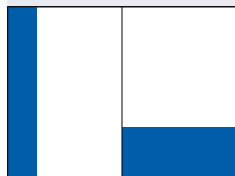
**1/2 PAGE**  
vertical 100 × 297 mm  
horizontal 210 × 149 mm  
**6,150 €**



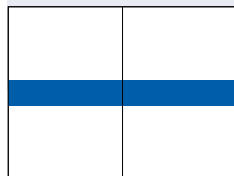
**1/3 PAGE**  
vertical 79 × 297 mm  
horizontal 210 × 108 mm  
**5,450 €**



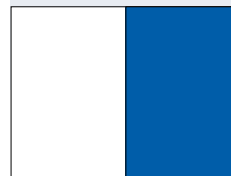
**1/4 PAGE**  
vertical 55 × 297 mm  
horizontal 210 × 88 mm  
**4,350 €**



**PANORAMIC AD**  
46 × 420 mm  
**6,300 €**



**COVER PAGES**  
297 × 210 mm  
U2: **9,250 €**  
U4: **9,450 €**



Formate im Anschnitt, zzgl. 4 mm Beschnitt. Weitere Formate auf Anfrage. Alle Preise in 4c, zzgl. der gesetzlichen MwSt.

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Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

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Inserts and special advertising	28

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Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

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Thematic channel	36
Newsletter	37
Advertorials	39

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Website: formats and prices	43
Newsletter	44

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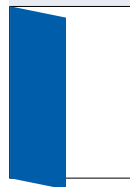
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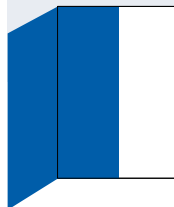
OUR SUGGESTIONS FOR ATTENTION-GRABBING AND UNUSUAL FORMS OF ADVERTISING.

**HALF COVER** outside

105 x 297 mm  
Front and back side

**10,650 €****HALF COVER** inside

105 x 297 mm  
Left and right

**9,750 €****FRENCHDOOR**

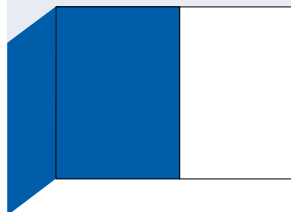
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**14,500 €****FOLDER COVER**

210 x 297 mm  
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The ad pages are opened once or twice from the 2nd cover page



Price on  
request

**BOUND-IN INSERT**

Maximum format 217 x 307 mm  
(untrimmed format)

2 pages	<b>8,050 €</b>
4 pages	<b>10,850 €</b>
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**INSERTS**

Maximum format 204 x 290 mm

up to 25 g	<b>6,450 €</b>
up to 50 g	<b>7,500 €</b>

(Prices incl. postal charges)

Formats in bleed, plus 4 mm trim. All prices in 4c, plus VAT.

Other special advertising formats such as bookmarks, banderoles, coating possible on request.

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Newsletter	20
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Topic plan	25
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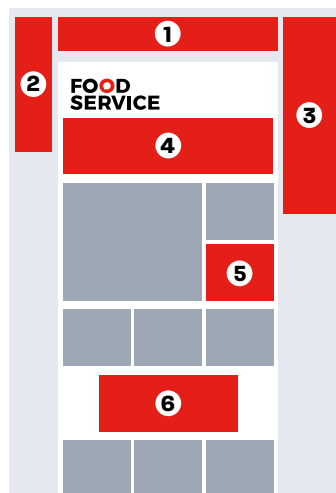
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Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

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Bank details and conditions	46
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## Website: formats and prices

### CHOOSE FROM DIFFERENT FORMATS.



**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 exclusively	1 week in rotation
<b>1 Superbanner<sup>1)</sup></b>	980 × 150 px	+	300 × 120 px	<b>1,950 €</b>	<b>975 €</b>
<b>2 Skyscraper<sup>2)</sup></b>	160 × 600 px	+	320 × 480 px	<b>1,500 €</b>	<b>750 €</b>
<b>3 Dynamic Sitebar<sup>3)4)</sup></b>	160 - 400 px × 600 - 900 px	+	320 × 480 px	<b>2,500 €</b>	<b>1,250 €</b>
<b>4 Billboard<sup>1)</sup></b>	940 × 250 px	+	300 × 120 px	<b>2,100 €</b>	<b>1,050 €</b>
<b>5 Medium Rectangle</b>	300 × 250 px		300 × 250 px	<b>1,500 €</b>	<b>750 €</b>
<b>6 Content-Ad</b>	617 × 250 px or 300 × 250 px	+	300 × 250 px	<b>1,550 €</b>	<b>775 €</b>

### Further online advertising formats

○	Poster-Ad <sup>4)</sup>	Formats after consultation			2,200 €	1,100 €
<hr/>						
○	Banner picture gallery	935 × 580 px	+	300 × 250 px	500 €	250 €

1) Superbanner and Billboard are also in rotation to each other.

2) Left or right of the content.

3) Dynamically adapts the screen size.

4) 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	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
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Inserts and special advertising	34

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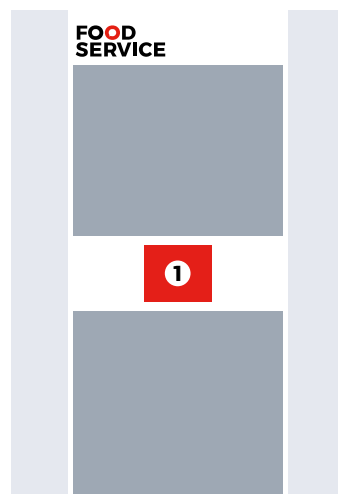
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Newsletter	37
Advertorials	39

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Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44
Data delivery contacts	45
Bank details and conditions	46
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## Thematic channel

### KEYWORD-BASED ADVERTISING IN YOUR PREFERRED TOPIC AREA



#### Format

<b>1</b>	<b>Medium Rectangle</b>	300 × 250 px	6 months	<b>6,500 €</b>
			12 months	<b>10,350 €</b>

By booking the thematic channel you become a sponsor of a thematic area on **food-service.de**.

#### Your advantages

Integration of your advertising in the perfect topic surrounding:

- op placement without rotation (2nd banner in the content) in articles with the booked keywording
- High advertising impact through a suitable editorial environment
- Banner on the overview page of the booked topic channel
- Up to 3 keywords can be selected on a topic

#### Current topic channels

**ice cream & desserts** **coffee** **cake** **dairy products** **snacks & fingerfood** **software**

Do you have ideas for another channel? We would be happy to check your ideas for topics and prepare them for you in a suitable offer.

All prices plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
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Portrait	29
Topic plan	31
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Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

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Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44
Data delivery contacts	45
Bank details and conditions	46
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# Newsletter

**FOOD SERVICE**  
Portal für den Außer-Haus-Markt

NEWSLETTER  
18. Oktober 2021



**MARKTEINTRITT**  
**Vegan Junk Food Bar kommt nach Deutschland**  
 Das niederländische vegane Franchise-Konzept feiert in Köln bald Premiere in Deutschland. Weitere Expansion in Planung. *mehr*

**gvpraxis**  
powered by  
**FOOD SERVICE**

14. Oktober 2021



**VIVANTES | BERLIN**  
**Qualitätsoffensive mit Sternekoch Max Strohe**  
 Vivantes, der größte kommunale Krankenhauskonzern der Republik, kooperiert jetzt mit Sternekoch Max Strohe. *Credito: Gourmelische für alle.*

**FOOD SERVICE**  
Portal für den Außer-Haus-Markt

NEWSFLASH  
21. Oktober 2021



**COVID-19-KRISE | JENS SPAHN**  
**Wirbel um Spahns Corona-Ideen**  
 Der Bundesgesundheitsminister hat Tipps formuliert, wie die Corona-Maßnahmen auch ohne "epidemische Lage" aufrecht erhalten werden können. *mehr*

**gvpraxis extra**  
FOOD SERVICE

EXTRA  
15. Mai 2022



**GIV-BRANCHENTAG | NACHHALTIGKEIT**  
**"Es muss schmecken und Lust machen, zu genießen"**  
 Am GIV-Branchentag auf der Internorga präsentierten drei Nachhaltigkeits-Pioniere aus Business, Care und Education ihre wegweisenden Konzepte. *mehr*

## FOOD SERVICE am Morgen

The most important News and relevant topics

### Coverage

Recipients	16,000
Days of dispatch	Monday, Wednesday and Friday

## gvpraxis update

Weekly newsletter with important news from the communal catering industry

### Coverage

Recipients	16,000
Days of dispatch	Thursday

## FOOD SERVICE Extra

Breaking news, specials and events direct from the FOOD SERVICE editors desk

### Coverage

Recipients	11,000
Days of dispatch	close to the current message

## gvpraxis Extra

Breaking news, specials and events direct from the FOOD SERVICE editors desk

### Coverage

Recipients	11,000
Days of dispatch	close to the current message

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

**gvpraxis**

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

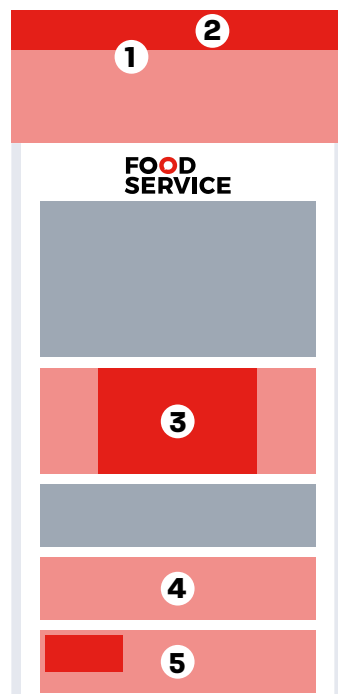
Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

**Digital Talks****EUROPE & MIDDLE EAST**  
**foodservice**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44
Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Newsletter: formats and prices

### CHOOSE FROM DIFFERENT FORMATS.



Formats	FOOD SERVICE am Morgen	gvpraxis update	FOOD SERVICE Extra	gvpraxis Extra
	Price per dispatch		Price for 4-week package	
<b>1</b> Mega-Ad 630 × 250 px	<b>1,075 €</b>	<b>1,075 €</b>	<b>4,625 €</b>	<b>4,625 €</b>
<b>2</b> Top-Banner 630 × 75 px	<b>975 €</b>	<b>975 €</b>	<b>4,400 €</b>	<b>4,400 €</b>
<b>3</b> Banner 1–5 300 × 250 px / 520 × 200 px	<b>800 €</b>	<b>800 €</b>	–	
<b>4</b> Text Ad without picture 450 characters	<b>825 €</b>	<b>825 €</b>	–	
<b>5</b> Text Ad with picture 450 characters Picture format: 200 x 175 px	<b>925 €</b>	<b>925 €</b>	–	

**i** The dispatch day for "FOOD SERVICE am Morgen" can be chosen freely.  
The 4-week packages are valid for a continuous period.

All prices plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

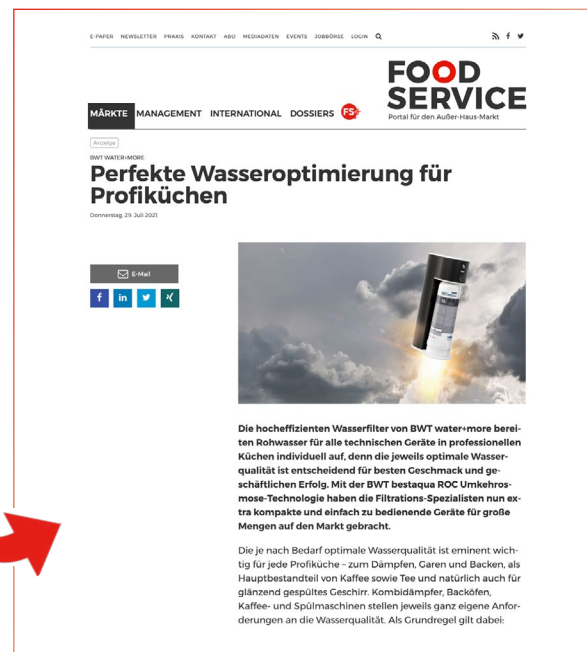
## Advertorials

### THE OPTIMAL ADVERTISING FORMAT FOR YOUR CONTENT MARKETING STRATEGY.

- Your advertising in the editorial layout.
- Your advertorial can be enhanced with images, PDFs and videos. We will sent you the exact specifications on demand.
- Via elements on the homepage and below freely accessible articleless on ahgz.de, we'll generate additional traffic for the advertorial.
- Advertorials are available on the webiste even after the expiry of the booking.
- Your price: **4,500 €** for a placement of **four weeks**



All prices plus VAT.



## ahgz

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Digital Talks

### Your advantages:

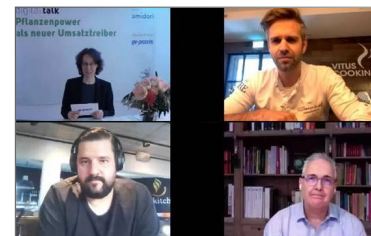
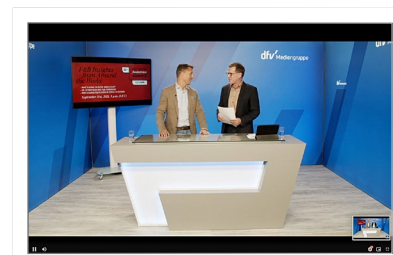
- compact informative session (60 - 90 minutes) about an industry-relevant topic.
- Elaboration of content with our editorial team in consultation with cooperation partner.
- Moderation by the editorial team of Hotel und Catering media.
- Live stream with chat function for direct interaction with your customers.

### Our services:

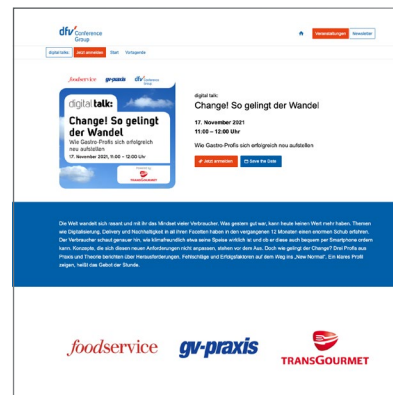
- Logo presence on the landing page, in E-Mailings and on the streaming platform.
- High-reach marketing via the Lines of the dfv media group.
- Leads of your participants are guaranteed through an exclusive partnership.
- Your price: **13,500 €\***

\*Prices plus statutory VAT, not eligible for sales scales and agency fee

### Example: Live stream



### Example: Landing-Page



### Example: Banner





Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

## foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44
Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Portrait

### FOODSERVICE EUROPE & MIDDLE EAST TRADE JOURNAL FOR THE HORECA SECTOR



#### The specialist magazine for the international out-of-home market

- 4 print editions per year, with a particular focus on the markets in Europe, Middle East and USA.
- Exclusive own market research:  
Top 99 European Foodservice Groups, Top European Coffeebar Ranking
- Own English-language website with the latest news the branch
- Weekly newsletter

**Target group:** Decision-makers in the international out-of-home market, from fast food through fine dining and event catering to the hotel industry.

#### Circulation

Print	<b>9,000</b> Copies	Publication frequency	4 x per year
E-Paper	<b>10,000</b> Copies	Annual subscription domestic	199 €
		(Package: Print + Digital; plus distribution fee and VAT)	

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

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Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

## gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

# Topic plan, Advertisement formats and prices

ET = Publication, AS = Ad-Closing Date

No.	ET	AS	Highlights	Topics	Industry Events
1	23.03.22	28.02.22	• Top 50 Russia • Expert's Vision Board	Contract Catering	• Internorga (30.04. – 04.05.2022)
2	10.05.22	13.04.22	• European Coffeebar Ranking	Travel Catering	• NRA, Chicago (22. – 25.05.2022)
3	16.09.22	24.08.22	• Top 100 Germany	Foodservice in shopping venues	• 23. European Foodservice Summit, Zurich (20. – 22.09.2022) • Sial, Paris (15. – 19.10.2022)
4	25.11.22	02.11.22	• Top 99 Europe	Foodservice in theme parks	• gulhost, Dubai (08. – 10.11.2022)

In all issues: pan-European survey, alternative protein Series, Middle East - section

**1/1 PAGE**  
210 × 297 mm **9,490 €**

**1/2 PAGE**  
vertical 100 × 297 mm  
horizontal 210 × 149 mm **6,185 €**

## SPECIAL ADVERTISING

Maximum format 217 x 307 mm  
(untrimmed format)

Bound-in insert **8,510 €**  
Cover Page U4 **10,455 €**

## INSERTS

Maximum format 204 x 290 mm

up to 25 g **6,780 €**  
up to 50 g **7,290 €**

(Prices incl. postal charges)

Formats in bleed, plus 4 mm bleed. All prices in 4c, plus VAT.

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

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Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

## Digital Talks

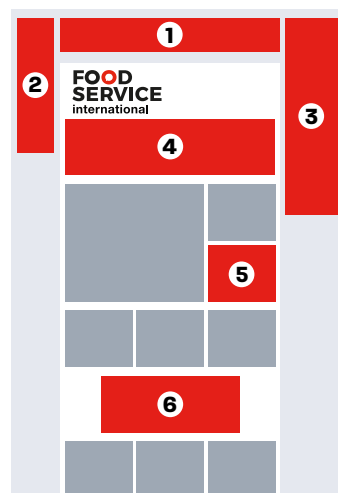
## EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

# Website: formats and prices

## THE PLATFORM FOR THE INTERNATIONAL OUT-OF-HOME MARKET.



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

Formats	Desktop		Mobile	4-week package
<b>1 Superbanner<sup>1)</sup></b>	980 × 150 px	+	300 × 120 px	<b>3,600 €</b>
<b>2 Skyscraper<sup>2)</sup></b>	160 × 600 px	+	320 × 480 px	<b>3,600 €</b>
<b>3 Dynamic Sitebar<sup>3)4)</sup></b>	160 - 400 px × 600 - 900 px	+	320 × 480 px	<b>3,600 €</b>
<b>4 Billboard<sup>1)</sup></b>	940 × 250 px	+	300 × 120 px	<b>3,600 €</b>
<b>5 Medium Rectangle</b>	300 × 250 px		300 × 250 px	<b>3,600 €</b>
<b>6 Content-Ad</b>	617 × 250 px or 300 × 250 px	+	300 × 250 px	<b>3,600 €</b>

### Further online advertising formats

○ <b>Poster-Ad<sup>4)</sup></b>	617 × 980 px			<b>3,600 €</b>
<hr/>				
○ <b>Banner picture gallery</b>	935 × 580 px	+	300 × 250 px	<b>3,600 €</b>

1) Superbanner and Billboard are also in rotation to each other.

2) Left or right of the content.

3) Dynamically adapts the screen size.

4) 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	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

**foodservice**

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

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Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

**FOOD SERVICE**

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Thematic channel	36
Newsletter	37
Advertorials	39

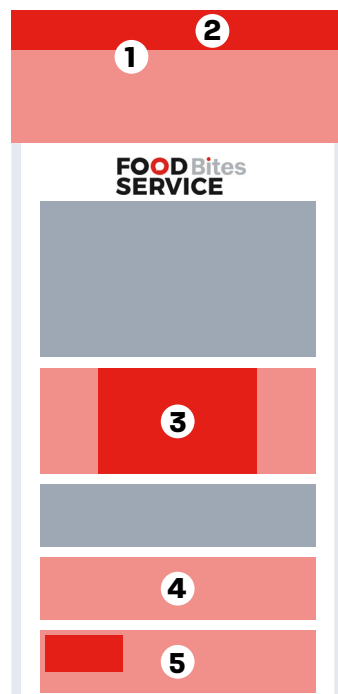
**Digital Talks**

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

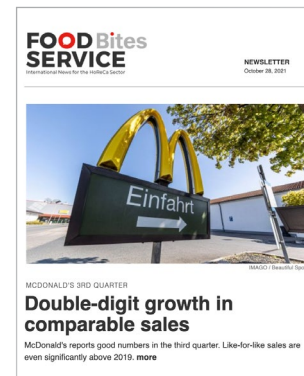
# Newsletter

## CHOOSE FROM DIFFERENT FORMATS.



Formats	FOOD SERVICE Bites
	Price for 4-week package
<b>1 Mega-Ad</b> 630 × 250 px	<b>3,400 €</b>
<b>2 Top-Banner</b> 630 × 75 px	<b>3,400 €</b>
<b>3 Banner 1–5</b> 300 × 250 px / 520 × 200 px	<b>3,400 €</b>
<b>4 Text Ad without picture</b> 450 characters	<b>3,400 €</b>
<b>5 Text Ad with picture</b> 450 characters Picture format: 200 x 175 px	<b>3,400 €</b>

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



### FOOD SERVICE Bites

Weekly english newsletter for the international out-of-home market.

### Coverage

Recipients	11,000
Days of dispatch	Thursday

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

## foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

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Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

## FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

Digital Talks	40
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## EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Data delivery contacts

### 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/2022** oder  
**foodservice xx/2022** oder  
**gvpraxis xx/2022**  
Kurhessenstraße 4-6, 64546 Mörfelden-Walldorf

For bound and magazine inserts  
(foodservice Europe & Middle East)

Printec Offset Medienhaus e.K.  
z. H. Herrn Michael Suckow  
Ochshäuser Straße 45, 34123 Kassel

For bound and magazine inserts  
(for 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 to - no later  
than three working days before publication:

**banner@hotel-gastromedien.de**

### TECHNICAL SPECIFICATIONS

**www.hotel-gastromedien.de/Digital-TS-EN**

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

foodservice

Portrait	23
Topic plan	25
Advertisement formats and prices	27
Inserts and special advertising	28

gvpraxis

Portrait	29
Topic plan	31
Advertisement formats and prices	33
Inserts and special advertising	34

FOOD SERVICE

Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

Digital Talks	40
---------------	----

EUROPE & MIDDLE EAST  
foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

Bank details and conditions

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

Discount scale

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

Umsatz ab	Rabatt
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%

Portrait	5
Topic plan	7
Advertisement formats and prices	10
Inserts and special advertising	11
Print specials	12
Website: formats and prices	18
Thematic channel	19
Newsletter	20
Advertorials	22

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Inserts and special advertising	28

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Topic plan	31
Advertisement formats and prices	33
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Website: formats and prices	35
Thematic channel	36
Newsletter	37
Advertorials	39

Digital Talks	40
---------------	----

## EUROPE & MIDDLE EAST foodservice

Portrait	41
Topic plan	42
Advertisement formats and prices	42
Website: formats and prices	43
Newsletter	44

Data delivery contacts	45
Bank details and conditions	46
Your contacts	47

## Your contacts

### MARC BEHRENS

#### Senior Sales Manager Area 1

Phone: +49 69 7595-1773

Email: marc.behrens@dfv.de

### MARTINA VALERIUS

#### Senior Sales Manager Area 3

Phone: +49 69 7595-1785

Email: martina.valerius@dfv.de

### FELIX BLÜMLEIN

#### Senior Sales Manager International Area 5 New Products Development

Phone: +49 69 7595-1794

Email: felix.bluemlein@dfv.de

### DISPOSTION

Email:

dispo@hotel-gastromedien.de

### CHRISTOPH BEYREISS

#### Senior Sales Manager Area 2

Phone: +49 69 7595-1772

Email: christoph.beyreiss@dfv.de

### CHRISTIANE MÜCHER

#### Senior Sales Manager Area 4

Phone: +49 69 7595-1797

Email: christiane.muecher@dfv.de

### MARC D'ADDETTA

#### Director Media & Brand Solutions

Phone: +49 69 7595-1791

Email: marc.daddetta@dfv.de

### THOMAS MEYER

#### Business Director

Phone: +49 69 7595-1771

Email: thomas.meyer@dfv.de

