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**european
foodservice**

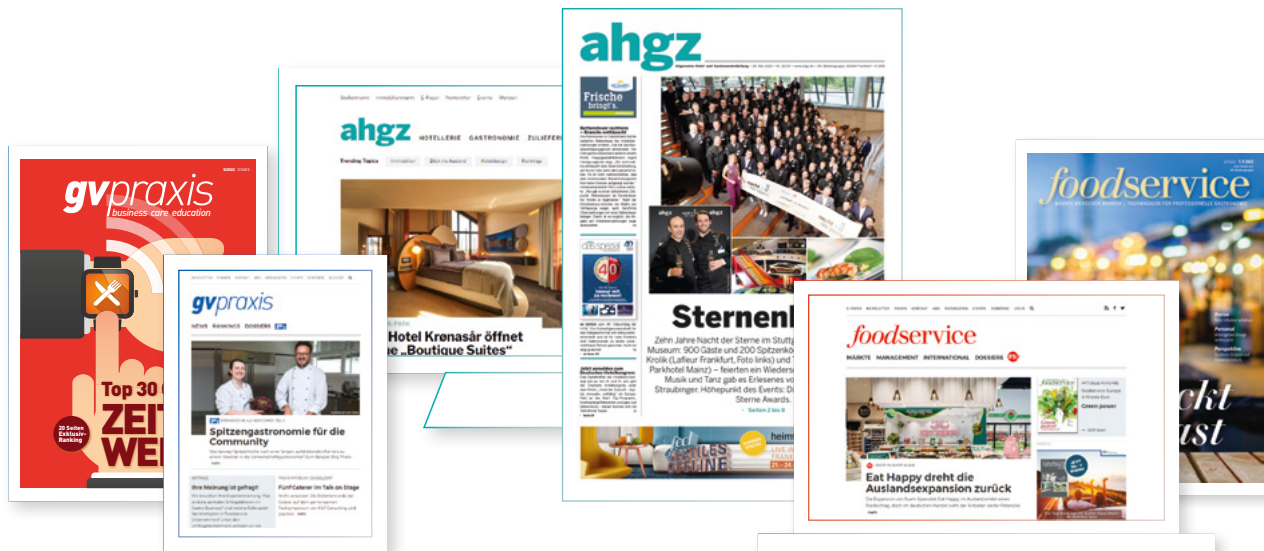
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MEDIAKIT 2023

Price list No. 4, valid from 1st January 2023



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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 and system gastronomy, as well as gvpraxis as the trade trade medium for the community catering sector.

Your advantages:

- The media brands from one strong source.
- Uniform formats and cross-media products for more efficiency and success.
- 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.**



dfv media group
Horeca Media

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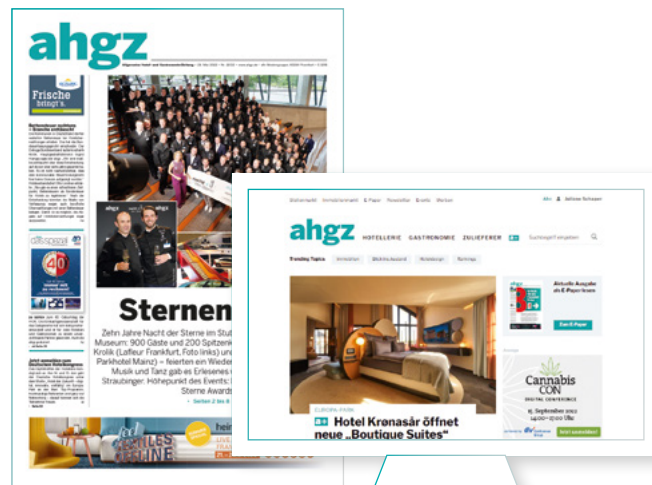
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Portrait

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, trade recommendations and trends for the industry.
- Special publications on current and relevant industry topics such as Innovation, Nachhaltigkeit, Kaffee, Tee & Frühstück 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	13,256
Sold copies	10,683
Subscription copies	5,646

Source: IVW II/2022

Regional circulation: www.ahgz.de/auflage

Volume	123 (2023)
Publication frequency	2-weekly (saturdays)
Annual subscription domestic	399 € (Package: Print + Digital; plus distribution fee and VAT)

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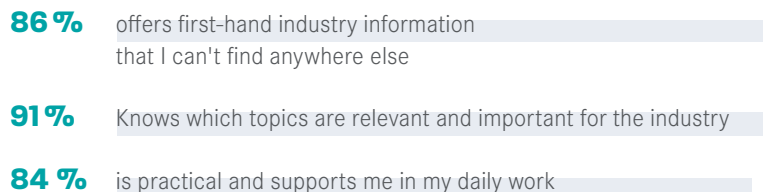
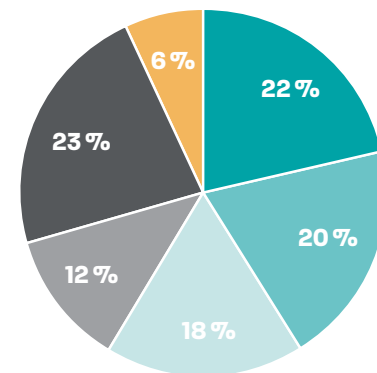
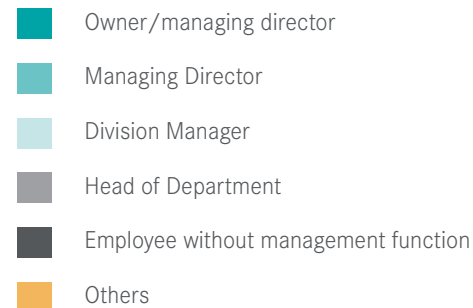
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Reader analysis

**TO WHAT EXTENT DO YOU AGREE WITH THE STATEMENTS ABOUT AHGZ****POSITION IN THE COMPANY**

Source: Readership structure analysis dfv Horeca media 2022

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Topic plan

ET = Publication, AS = Ad-Closing Date

No.	ET	AS	Highlights	Topics	Industry Events
				Food & Beverage	Non-food/Technology
1	07.01.23	22.12.22		Breakfast & Brunch	
2	21.01.23	05.01.23	Print Copytest		Hygiene
3	04.02.23	19.01.23		Bread & pastries	Bed, mattress, frame & co HOGA
4	18.02.23	02.02.23		Snacks & Fingerfood	
5	04.03.23	16.02.23	INTER NORGASpecial		Travel Technology ITB Berlin (07. - 09.03.2023)
6	11.03.23	23.02.23			Table Top Internorga (10. - 14.03.2023)
7	18.03.23	02.03.23			Outdoor Innovations ProWein (19. - 21.03.2023) Deutscher Hotelnachwuchs-Preis (25.03.2023)
8	01.04.23	16.03.23		All for the barbecue season	GastroTageWest (03. - 04.04.2023)
9	15.04.23	30.03.23	design AS: 22.03.23		Housekeeping Deutscher Hotelkongress & HotelExpo (24. - 25.04.2023) Hotelier des Jahres (24.04.2023)
10	29.04.23	13.04.23	INNOVATION AS: 05.04.2023 Top 200 Individual hotels	Ice Cream & Dessert	
11	13.05.23	27.04.23	hotelier des jahres AS: 19.04.2023	Non-alcoholic beverages	Work wear
12	27.05.23	11.05.23	INNOVATION AS: 03.05.2023	Coffee & tea	Coffee machines
13	10.06.23	25.05.23			Payment solutions for the industry

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No.	ET	AS	Highlights	Topics	Industry Events
				Food & Beverage	Non-food/Technology
14	24.06.23	09.06.23	kaffee tee & frühstück AS: 31.05.2023	Frozen food	Purchasing solutions for the industry
15	08.07.23	22.06.23		Oils, fats, dressings	Wellness & cosmetics
16	22.07.23	06.07.23			Rinsing technology: cleaning with a system
17	05.08.23	20.07.23	Top 50 hotel companies	Snacks & Fingerfood	Desks and chairs
18	19.08.23	03.08.23			Kitchen technology
19	02.09.23	17.08.23		Ice cream & dessert for the Winter season	Technology in front and backoffice
20	16.09.23	31.08.23		Coffee & Tea	Coffee machines
21	30.09.23	14.09.23	nachhaltigkeit AS: 06.09.23	Finefood & Christmas	Reconstruction and modernization
22	14.10.23	28.09.23			Hotel laundry
23	28.10.23	12.10.23	désign AS: 04.10.23		Delivery Vehicles & Delivery Solutions
24	11.11.23	28.10.23	housekeeping AS: 18.10.23	Breakfast as a sales driver	interbad
25	25.11.23	09.11.23			Hotel TV & Multimedia Solutions
26	09.12.23	23.11.23			Events, weddings, catering & banquet business

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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

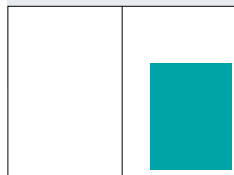
11,950 €



1/1 MAGAZINE FORMAT

224 x 260 mm

7,650 €



1/2 NEWSPAPER FORMAT

vertical 167 x 406 mm
horizontal 282 x 202 mm

7,650 €



1/3 NEWSPAPER FORMAT

vertical 109 x 406 mm
horizontal 282 x 135 mm

5,500 €



1/4 NEWSPAPER FORMAT

vertical 167 x 202 mm
horizontal 282 x 101 mm

4,650 €



1/2 MAGAZINE FORMAT

vertical 109 x 260 mm
horizontal 224 x 130 mm

4,050 €



1/8 NEWSPAPER FORMAT

Corner 167 x 101 mm
horizontal 282 x 50 mm

2,450 €



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.

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Inserts and special advertising

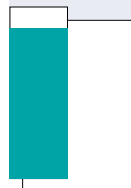
TITLE PAGE

- 1 Heading advertisement
52 x 39 mm **1,150 €**
- 2 Bottom bar advertisement
282 x 50 mm **2,900 €**



FLYING PAGE

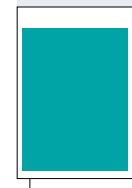
- | | | |
|--------|--------------|-----------------|
| Page 1 | 153 x 409 mm | 13,000 € |
| Page 2 | 153 x 470 mm | |



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 | 23,500 € |
| 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 **8,550 €**

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	4,900 €
Weight up to 50 g	5,800 €

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	305 € %o Stück
	Each additional 5 g	13.50 € %o Stück

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

All prices plus VAT.

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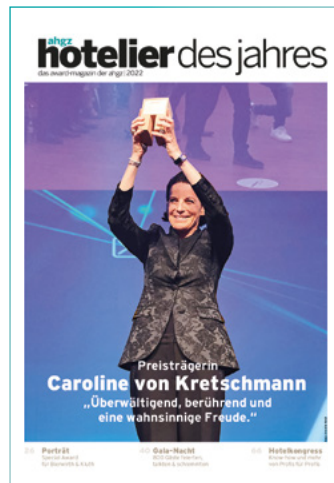
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Print specials

HOTELIER DES JAHRES – AWARD-MAGAZINE



Publication Date: 13.05.2023

Ad-Closing Date: 19.04.2023

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

Prices and formats see page 13

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: 11.11.2023

Ad-Closing Date: 18.10.2023

Supplement in the ahgz
Additional distribution at industry
relevant events

- The focus is on topics for room service, cleaning and care.
- Other topics: quality control and organization of cleaning staff, laundry / laundry leasing, guest service and guest supplies

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Print specials

INNOVATION –

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

**Innovation:
Trendy F&B concepts**

We show the top trends in the food market - from product development to the guest:

- What does the diverse future of meat and fish consumption look like
- What are the key products of tomorrow
- What characterises a climate-friendly, contemporary offer

Publication Date: 29.04.2023
Ad-Closing Date: 05.04.2023
Actual distributed circulation: 33,325 Copies*

Supplement in ahgz, foodservice, gvpraxis

Prices and formats see page 13 | *IVW II/2022

**Innovation:
Smart tech concepts**

We show current developments in the area of order and payment systems, supply chain management, robotics, vending and much and much more:

- Which smart solutions simplify processes
- How robotics solutions of look like tomorrow
- What automation can do today

Publication Date: 27.05.2023
Ad-Closing Date: 03.05.2023
Actual distributed circulation: 33,325 Copies*

Supplement in ahgz, foodservice, gvpraxis



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Print specials

DESIGN – THE MAGAZINE FOR CONSTRUCTION, DESIGN AND TECHNOLOGY IN THE HOTEL AND CATERING INDUSTRY



- Supplement in ahgz
- Additional delivery to 1,000 industry-related architects
- Additional distribution at industry-relevant events

Prices and formats see page 13

design 1

Innovations in the hotel room

- Technology for sustainable solutions
- Design and technology trends in bathrooms and sanitary facilities
- Smart innovations around the bed, furnishings, door and window

Publication Date: 15.04.2023

Ad-Closing Date: 22.03.2023

design 2

Smart technology & energy in hotel construction

- Solutions to increase efficiency
- New energy technology that saves operating costs
- Innovative infrastructure around (e-)mobility

Publication Date: 28.10.2023

Ad-Closing Date: 04.10.2023

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Print specials

COFFEE, TEA & BREAKFAST –

THE TREND MAGAZINE 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 the current trends in the boom market - from cold brew to hot beverages, from gastronomic concepts to technical innovations, from food trends to sustainability concepts.
- New specialities are as well as equipment for preparation preparation, crockery as well as ideas for the sweet attention at the edge of the cup.

Publication Date: 24.06.2023

Ad-Closing Date: 31.05.2023

Actual distributed circulation:
40,287 Copies*

Supplement in ahgz, foodservice, gvpraxis

Additional supplement in

ABZ – Allgemeine BäckerZeitung



SUSTAINABILITY –

THE MAGAZINE FOR ENVIRONMENT, F&B
AND ENERGY TRENDS



- Sustainability - a mega trend that hoteliers and restaurateurs have to take an interest in.
- We show ways to present itself to the guest as a sustainable business. We shed light on issues around Organic, food waste, packaging, energy management and and much more.
- Do good and talk about it - we give tips on marketing of the new eco-balance.

Publication Date: 30.09.2023

Ad-Closing Date: 06.09.2023

Actual distributed circulation:
33,325 Copies*

Supplement in ahgz, foodservice, gvpraxis



Prices and formats see page 13 | *IVW II/2022

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Print specials Preise

- 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
U2 9,250 €
U4 9,400 €
9,600 €

1/2 PAGE
vertical 100 × 297 mm
horizontal 210 × 149 mm
6,250 €

1/3 PAGE
vertical 79 × 297 mm
horizontal 210 × 108 mm
5,550 €

1/4 PAGE
vertical 55 × 297 mm
horizontal 210 × 88 mm
4,450 €

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.

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Events



HOTELIER DES JAHRES 2023

24. April 2023, Europa-Park, Rust
www.hotelier-des-jahres.de

On the evening of 24 April, the industry Award "Hotelier des Jahres" will be awarded – again this year at Europa-Park Rust. This is where the Who's Who of German hoteliers meet.

ahgz *hotelier
des jahres*



DIGITAL RESTAURANT DAY

19. – 20. Juni 2023,
 b'mine hotel, Frankfurt am Main

The trade congress all about digitalisation and new technologies in the catering industry. Especially in times of a shortage of skilled workers, stuttering supply chains and increased guest demands, these tools are more necessary and useful than ever.

Weitere Events:
www.ahgz.de/events



DEUTSCHER HOTELKONGRESS

24. – 25. April 2023, Europa-Park, Rust
www.hotelkongress.de

On April 24th and 25th, 2023 the decision-maker in the hotel industry gather at the Deutscher Hotelkongress & HotelExpo in the Europa-Park Rust!

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

ahgz deutscher
hotelkongress



DIGITAL HOTEL DAY

15. – 16. November 2023
 Rosewood München

The Digital Hotel Day is dedicated to the different segments of digitalisation in the hotel industry. The event will take November 2023 and is aimed at experts and executives in upper and middle management.

ahgz
DIGITAL
 HOTEL DAY

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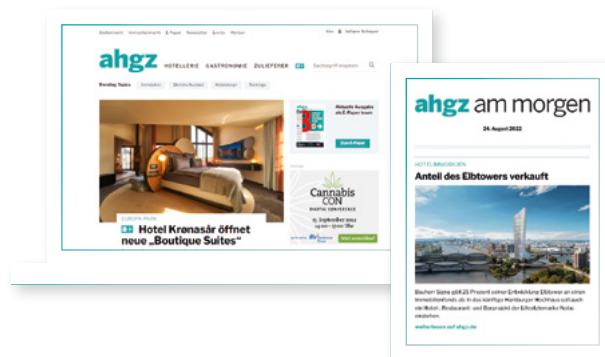
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Digital



ahgz.de is the digital industry platform for the hotel and individual and individual gastronomy. The digital offering provides up-to-the-minute business news for decision-makers in the industry.

Users can obtain additional information on various key topics the users receive via the extensive newsletter offer.

KEY FIGURES



750,495

PAGE IMPRESSIONS

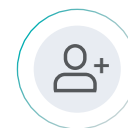
on ahgz.de¹



26,500

NEWSLETTER-RECIPIENTS

ahgz am Morgen²



52,291

FOLLOWER

on our social media channels³

1) IVW Mai/2022 2) Recipient file, January 2022 3) Followers of the ahgz social media channels: Facebook, Instagram, LinkedIn, Xing, As of: Mai 2022

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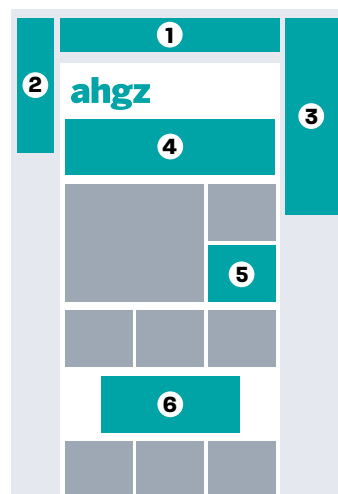
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Digital Special

Digital Talks	40
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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
1 Superbanner	980 × 150 px	+	300 × 120 px	2,000 €	1,000 €
2 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	1,600 €	800 €
3 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	2,900 €	1,450 €
4 Billboard	940 × 250 px	+	300 × 120 px	2,300 €	1,150 €
5 Medium Rectangle	300 × 250 px		300 × 250 px	1,600 €	800 €
6 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	1,700 €	850 €

Further online advertising formats

 Poster-Ad³⁾	Formats after consultation			2,850 €	1,425 €
 Banner picture gallery	935 × 580 px	+	300 × 250 px	900 €	450 €

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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gvpraxis

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Newsletter: Overview

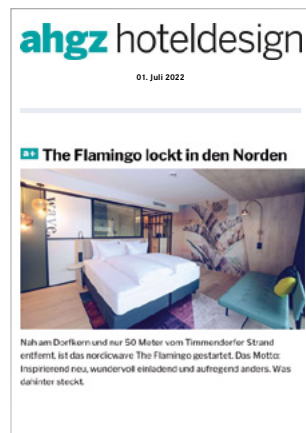


ahgz am morgen

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

Coverage

Recipients	26,500
Days of dispatch	daily from Monday to Thursday, Saturday

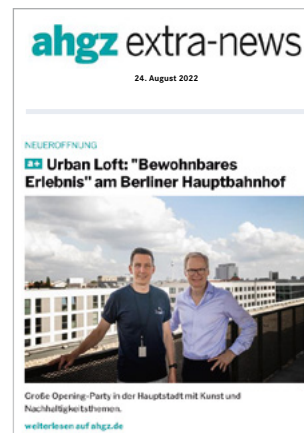


ahgz hoteldesign

The monthly newsletter for hotel and gastronomy design, construction and Technology

Coverage

Recipients	6,800
Days of dispatch	every first Friday of the month

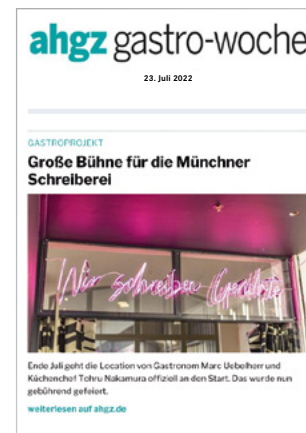


ahgz extra-news

Breaking news, special topics and events from our editor desk

Coverage

Recipients	22,000
Days of dispatch	close to the current message



ahgz gastro-woche

The weekly newsletter for the gastronomy

Coverage

Recipients	9,000
Days of dispatch	Friday

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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	
1 Mega-Ad 630 × 250 px	1,550 €	900 €	5,000 €	3,250 €
2 Top-Banner 630 × 75 px	1,200 €	750 €	4,800 €	2,800 €
3 Banner 1–5 300 × 250 px / 520 × 200 px	1,150 €	700 €	–	3,100 €
4 Text Ad without picture 450 characters	1,250 €	800 €	–	3,150 €
5 Text Ad with picture 450 characters picture format:	1,400 € 160 x 90 px	900 € 250 x 140 px	–	3,300 € 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.

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gvpraxis

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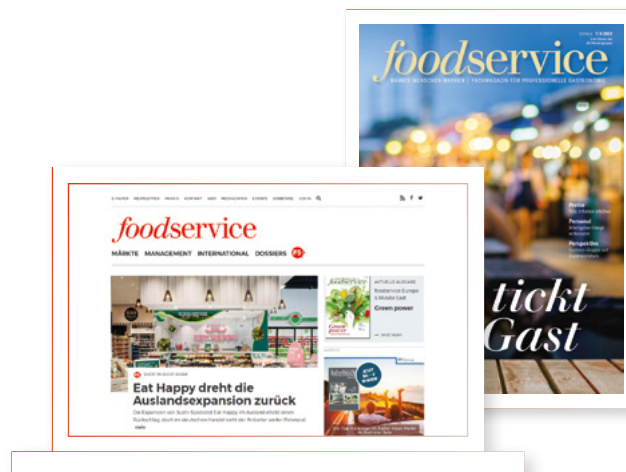
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Portrait

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



Leading medium for the professional restaurant and catering industry

- A new print edition every month with current political developments and background information, as well as trends and practical tips for the movers and shakers in professional gastronomy
- focus reports on relevant industry topics such as breakfast, takeaway, coffee machines and much more
- exclusive own market research: Top 100 Gastronomen in Deutschland und Europa, Top Kaffeebar-Ranking, Top Technology, Top Schweiz
- The online portal for the industry with current news and background information and of course a comprehensive newsletter offer

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

Circulation

Copies distributed incl. e-paper	9,984
Sold copies	3,287
Subscription copies	1,761

Source: IVW II/2022

Volume	42 (2023)
Publication frequency	11 x per year
Annual subscription domestic	269 € (Package: Print + Digital; plus distribution fee and VAT)

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foodservice**

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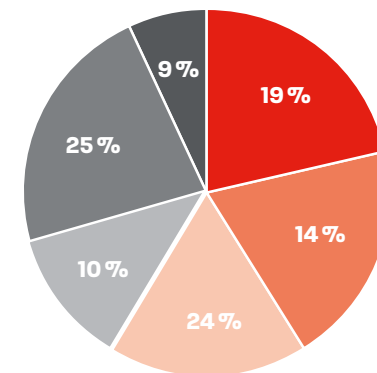
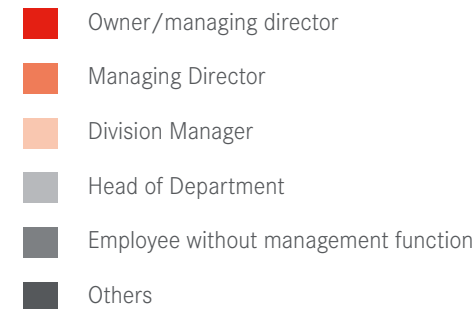
Reader analysis

foodservice

TO WHAT EXTENT DO YOU AGREE WITH THE STATEMENTS ABOUT FOODSERVICE?



POSITION IN THE COMPANY



Source: Readership structure analysis dfv Horeca media 2022

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Topic plan

ET = Publication, AS = Ad-Closing Date

No.	ET	AS	Highlights	Topics		Industry Events
				Food & Beverage	Non-food/Technology	
1	10.01.23	15.12.22	Print Copytest	Breakfast	Disposal and waste technology	
2	10.02.23	18.01.23		Bakery Cafés, Streetfood	Packaging solutions for Take Away	
3	03.03.23	07.02.23	Coffee Shop Ranking  Special	Ice Cream & Desserts Meat Substitutes & Plantbased	Kitchen technology Outdoor innovations	Internationales Foodservice Forum (09.03.2023) Internorga (10. - 14.03.2023) ProWein (19. - 21.03.2023)
4	21.04.23	27.03.23	Top 100 Ranking	All for the barbecue season Beverage trends	Table Top Bar equipment	
5	19.05.23	24.04.23		Fries & Dumplings Snacks & Fingerfood	Digital guest communication Payment solutions	
6	16.06.23	22.05.23		Baking snacks Coffee & Tea	Coffee machines Cleaning & Hygiene	
7/8	11.08.23	19.07.23	Technology Ranking	Meat & Poultry	Workwear Furnishings: table, chairs and co.	
9	11.09.23	17.08.23	European Coffee Shop Ranking	Organic, Regional, Sustainable	Reusable systems in the To-go business	European Foodservice Summit, Zürich (19. - 21.09.2023) IAA (05. - 10.09.2023)
10	02.10.23	07.09.23	Suisse Ranking	Bread & Pastries Ice cream for the winter season	Rinsing technology: Cleaning with system	iba (22. - 26.10.2023)
11	17.11.23	25.10.23	France Ranking	Finefood for the festive season	Delivery Vehicles & Delivery Solutions	
12	15.12.23	22.11.23			Knives & Small Kitchen Appliances	

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Events



INTERNATIONALES FOODSERVICE-FORUM

09. March 2023, Hamburg
www.food-service.de/fs-forum

The international foodservice 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

10. March 2023, Hamburg
www.food-service.de/hamburgerpreis

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

hamburger
foodservice
preis



CAFÉ FUTURE LIVE

10. - 14. March 2023, Hamburg
www.food-service.de/cfl

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

Café
 FUTURE *live*



EUROPEAN FOODSERVICE SUMMIT

19. - 21. September 2023, Zürich
www.food-service.de/efss

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

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foodservice**

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Digital Special

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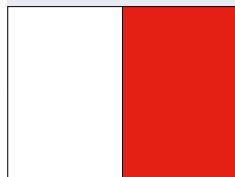
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Advertisement formats and prices

o Magazine format: 210 x 297 mm

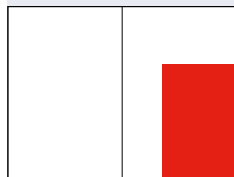
1/1 PAGE
210 × 297 mm

9,250 €



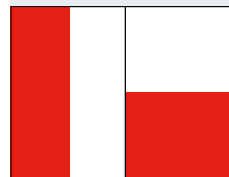
JUNIOR-PAGE
144 × 200 mm

8,150 €



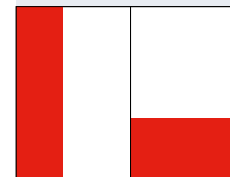
1/2 PAGE
vertical 100 × 297 mm
horizontal 210 × 149 mm

6,250 €



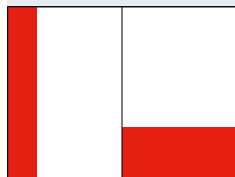
1/3 PAGE
vertical 79 × 297 mm
horizontal 210 × 108 mm

5,550 €



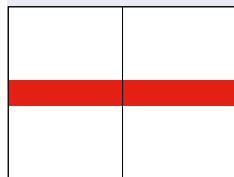
1/4 PAGE
vertical 55 × 297 mm
horizontal 210 × 88 mm

4,350 €



PANORAMIC AD
46 × 420 mm

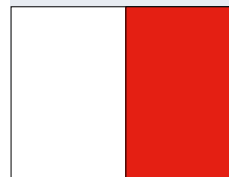
6,400 €



COVER PAGES
210 × 297 mm

U2: **9,400 €**

U4: **9,600 €**



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

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gvpraxis

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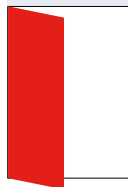
Inserts and special advertising

IF IT MAY BE A LITTLE MORE!

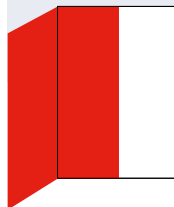
OUR SUGGESTIONS FOR ATTENTION-GRABBING AND UNUSUAL FORMS OF ADVERTISING.

HALF COVER outside

105 x 297 mm
Front and back side

**10,800 €****HALF COVER** inside

105 x 297 mm
Left and right

**9,900 €****FRENCHDOOR**

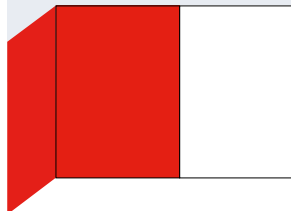
The cover can be opened from the middle to the left and right

**14,700 €****FOLDER COVER**

210 x 297 mm
Front and back side

**14,700 €****GATEFOLDER** whippable

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



Price on request

BOUND-IN INSERT

Maximum format 218 x 305 mm
(untrimmed format)

2 pages	9,250 €
4 pages	12,500 €
6/8 pages	on request

INSERTS

Maximum format 204 x 290 mm

up to 25 g	6,550 €
up to 50 g	7,600 €

(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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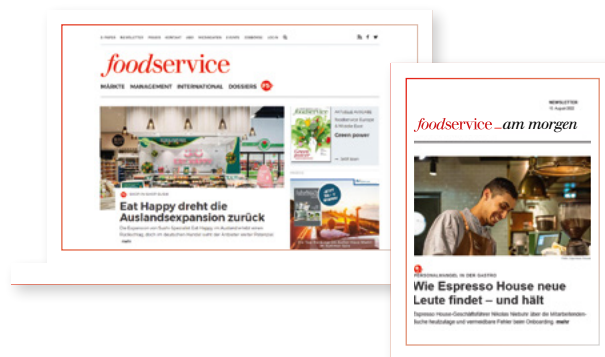
european foodservice

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Digital



foodservice is the online portal for the brand-name and system gastronomy. Here, decision-makers in the industry can find the latest news.

In addition, on the English-language pages **foodservice International** we offer industry reports for the international on-trade sector. The digital offering is supplemented by regular newsletters.

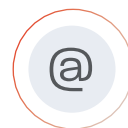
KEY FIGURES



814,336

PAGE IMPRESSIONS

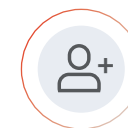
on food-service.de¹



15,250

NEWSLETTER-RECIPIENTS

foodservice am morgen²



27,806

FOLLOWER

on our social media channels³

1) IVW Mai/2022 2) Recipient file, January 2022 3) Followers of the foodservice social media channels: Facebook, Instagram, LinkedIn, Xing, As of: Mai 2022

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foodservice*

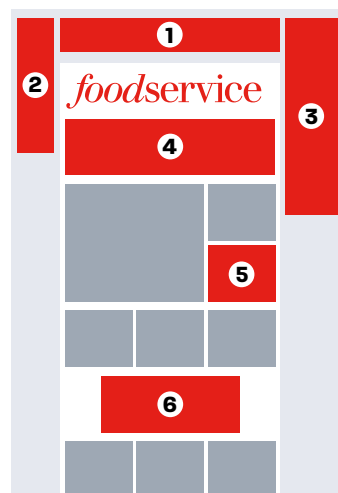
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Website: formats and prices

CHOOSE FROM DIFFERENT FORMATS.

i All ads are delivered mobile delivered. Please select the booked format in all specified sizes.

Formats	Desktop		Mobile	1 week exclusively	1 week in rotation
1 Superbanner	980 × 150 px	+	300 × 120 px	2,000 €	1,000 €
2 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	1,600 €	800 €
3 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	2,900 €	1,450 €
4 Billboard	940 × 250 px	+	300 × 120 px	2,300 €	1,150 €
5 Medium Rectangle	300 × 250 px		300 × 250 px	1,600 €	800 €
6 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	1,700 €	850 €

Further online advertising formats

○	Poster-Ad ³⁾	Formats after consultation			2,850 €	1,425 €
○	Banner picture gallery	935 × 580 px	+	300 × 250 px	900 €	450 €

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: Overview



o foodservice am morgen

The most important News and relevant topics

Coverage

Recipients	15,250
Days of dispatch	Monday, Wednesday and Friday



o foodservice Extra

Breaking news, specials and events direct from the foodservice editors desk

Coverage

Recipients	12,000
Days of dispatch	close to the current message

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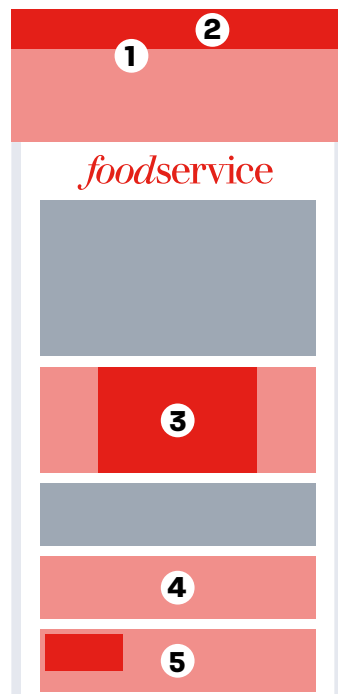
Digital Special

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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats

		foodservice am morgen	foodservice Extra
		Price per dispatch	Price for 4-week package
1	Mega-Ad 630 × 250 px	1,100 €	4,800 €
2	Top-Banner 630 × 75 px	1,000 €	4,550 €
3	Banner 1–5 300 × 250 px / 520 × 200 px	825 €	–
4	Text Ad without picture 450 characters	850 €	–
5	Textanzeige with picture 450 characters picture format: 200 x 175 px	950 €	–

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

All prices plus VAT.

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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
- Regular specials on relevant industry topics such as vending, office coffee systems, "free-from" products and much more.
- Exclusive own market research: Top Contract Caterer, Eigenregie-Ranking, Top Technology, Kaffeebar-Ranking
- The online service for the community catering sector with the latest news and background information on industry events on the website and in the newsletters.

Target group: Decision-makers from company catering, hospitals and clinics, nursing and old people's homes, sanatoriums, day-care centres and schools and student unions

Circulation

Copies distributed incl. e-paper	10,085
Sold copies	6,302
Subscription copies	4,521

Source: IVW II/2022

Volume	51 (2023)
Publication frequency	11 x jährlich
Annual subscription domestic	269 € (Package: Print + Digital; plus distribution fee and VAT)

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**european
foodservice**

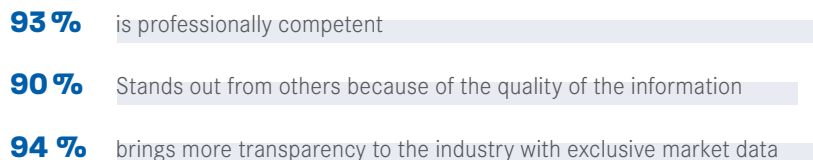
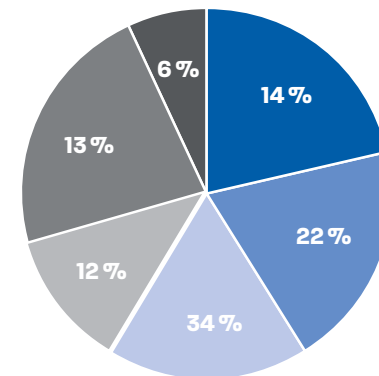
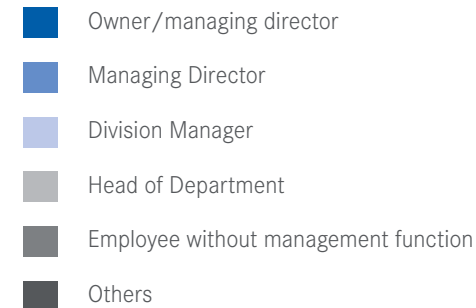
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Reader analysis

**TO WHAT EXTENT DO YOU AGREE WITH THE STATEMENTS ABOUT GVPRAXIS?****POSITION IN THE COMPANY**

Source: Readership structure analysis dfv Horeca media 2022

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Topic plan

ET = Publication, AS = Ad-Closing Date

No.	ET	AS	Highlights	Topics		Industry Events
				Food & Beverage	Non-food/Technology	
1	03.01.23	08.12.22	Print Copytest	Breakfast & Co Organic, Fairtrade, Regional	Rinsing technology: Cleaning with system	HOGA (15. - 17.01.2023)
2	03.02.23	11.01.23	School catering	Meat substitute & Plantbased	Meals on wheels	BIOFACH (14. - 17.02.2023)
3	03.03.23	08.02.23	 Special	Trends: Convenience food	Blenders, Mixers & Juicers Kitchen technology	Internorga (10. - 14.03.2023) Branchentag der Gemeinschaftsgastronomie (13.03.2023)
4	14.04.23	20.03.23		Ice Cream & Dessert; Asparagus All for the barbecue season	Dispensing and sales counters Office Coffee Systems	
5	12.05.23	18.04.23	Ranking Contract Catering	Bread and bakery products Coffee & Tea	Food distribution Coffee machines Payment solutions	Internationales Management-Forum (23. - 24.05.2023)
6	09.06.23	12.05.23	Self-direction Ranking	Meat & Poultry; Pizza & Pasta	Workwear, Cleaning & Hygiene	
7/8	04.08.23	12.07.23	Technology Ranking	"Free"-products	Reusable systems Furnishings: table, chairs and co.	
9	04.09.23	10.08.23	Coffee Shop Ranking	Conference catering Breakfast; coffee & tea	Vending solutions Merchandise management systems	Fachsymposium Trends, Konzepte & Innovationen
10	02.10.23	07.09.23	Canteen-Ranking	Dysphagia food Finefood for the festive season	Coffee machines Cleaning & Hygiene Meals on wheels	Anuga (7. - 11.10.2023)
11	10.11.23	18.10.23		Ice cream & dessert for the winter season	Delivery Vehicles & Delivery Solutions	
12	08.12.23	15.11.23		Frozen novelties; side dishes & sauces	Knives & Small Kitchen Appliances	

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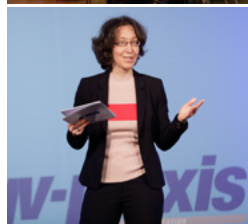
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Events

**TAG DER GEMEINSCHAFTSGASTRONOMIE**

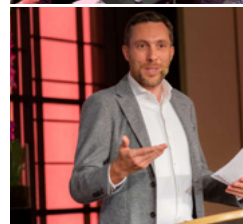
13. March 2023, Hamburg
www.gvpraxis.de/gv-branchentag

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**

23. - 24. Mai 2023, Hanau
www.gvpraxis.de/imf

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 & INNOVATIONEN**

05.- 06. September 2023, Düsseldorf
www.gvpraxis.de/fachsymposium

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. Oktober 2023, Köln
www.gvpraxis.de/frankfurterpreis

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.



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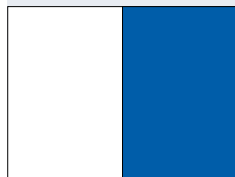
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Advertisement formats and prices

Magazine format: 210 x 297 mm

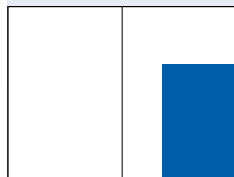
1/1 PAGE
210 × 297 mm

9,250 €



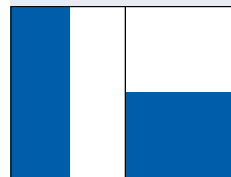
JUNIOR-PAGE
144 × 200 mm

8,150 €



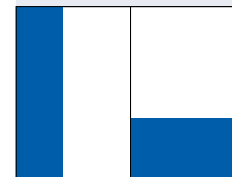
1/2 PAGE
vertical 100 × 297 mm
horizontal 210 × 149 mm

6,250 €



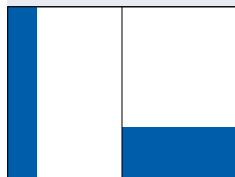
1/3 PAGE
vertical 79 × 297 mm
horizontal 210 × 108 mm

5,550 €



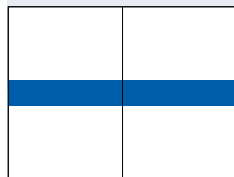
1/4 PAGE
vertical 55 × 297 mm
horizontal 210 × 88 mm

4,350 €



PANORAMIC AD
46 × 420 mm

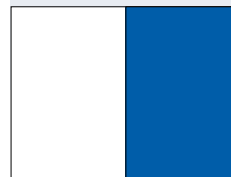
6,400 €



COVER PAGES
210 × 297 mm

U2: **9,400 €**

U4: **9,600 €**



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

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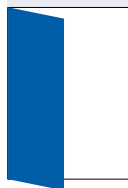
Inserts and special advertising

IF IT MAY BE A LITTLE MORE!

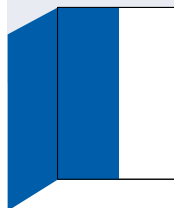
OUR SUGGESTIONS FOR ATTENTION-GRABBING AND UNUSUAL FORMS OF ADVERTISING.

HALF COVER outside

105 x 297 mm
Front and back side

**10,800 €****HALF COVER** inside

105 x 297 mm
Left and right

**9,900 €****FRENCHDOOR**

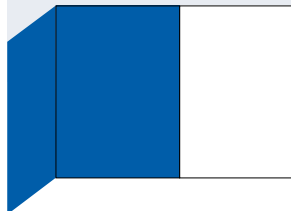
The cover can be opened from the middle to the left and right

**14,700 €****FOLDER COVER**

210 x 297 mm
Front and back side

**14,700 €****GATEFOLDER** whippable

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



Price on request

BOUND-IN INSERT

Maximum format 218 x 305 mm
(untrimmed format)

2 pages	9,250 €
4 pages	12,500 €
6/8 pages	on request

INSERTS

Maximum format 204 x 290 mm

up to 25 g	6,550 €
up to 50 g	7,600 €

(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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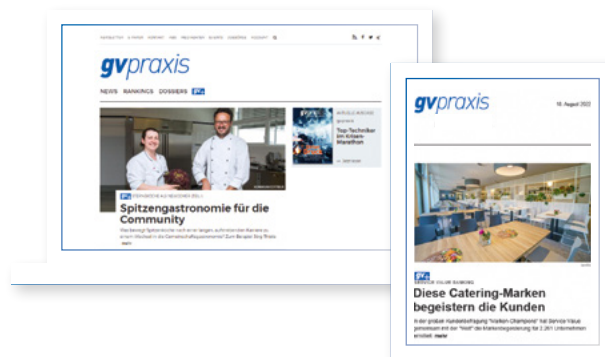
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Digital

**NEW**

gvpraxis.de is the digital news offering for the community catering industry.

The platform is aimed exclusively at decision-makers in Business, Care and Education and provides important news and background information on this complex area of the out-of-home market.

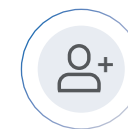
KEY FIGURES



DAILY NEWS
on gvpraxis.de



14,500
NEWSLETTER-RECIPIENTS
foodservice am Morgen¹



7,000
FOLLOWER
on our social media channels²

1) Recipient file, January 2022 2) Followers of the foodservice social media channels: Facebook, Instagram, LinkedIn, Xing, As of: Mai 2022

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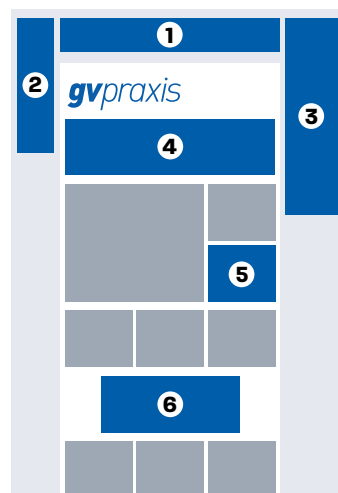
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Website: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats	Desktop		Mobile	4 weeks exclusively	4 weeks in rotation
1 Superbanner	980 × 150 px	+	300 × 120 px	2,000 €	1,000 €
2 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	1,600 €	800 €
3 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	2,900 €	1,450 €
4 Billboard	940 × 250 px	+	300 × 120 px	2,300 €	1,150 €
5 Medium Rectangle	300 × 250 px		300 × 250 px	1,600 €	800 €
6 Content-Ad	617 × 250 px oder 300 × 250 px	+	300 × 250 px	1,700 €	850 €

Weitere Online-Werbeformen

☐ Poster-Ad³⁾	Format nach Rücksprache			2,850 €	1,425 €
☐ Banner Bildergalerie	935 × 580 px	+	300 × 250 px	900 €	450 €

i All ads are delivered mobile delivered. Please select the booked format in all specified sizes.

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

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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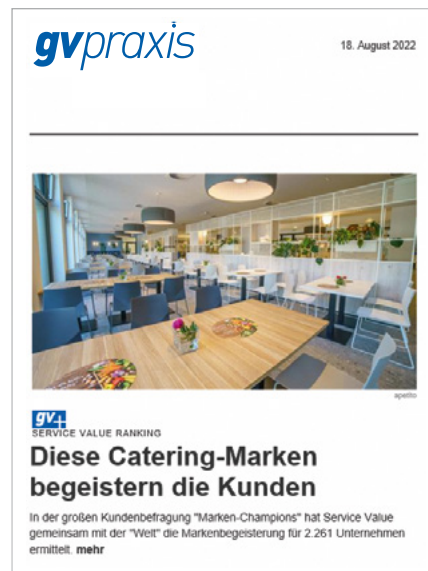
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Newsletter: Overview

○ **gvpraxis update**

Weekly newsletter with important news from the communal catering industry

Coverage

Recipients	14,500
Days of dispatch	Tuesday and Thursday

○ **gvpraxis Extra**

Breaking news, special topics and dates from the gvpraxis editorial team

Coverage

Recipients	13,000
Days of dispatch	close to the current message

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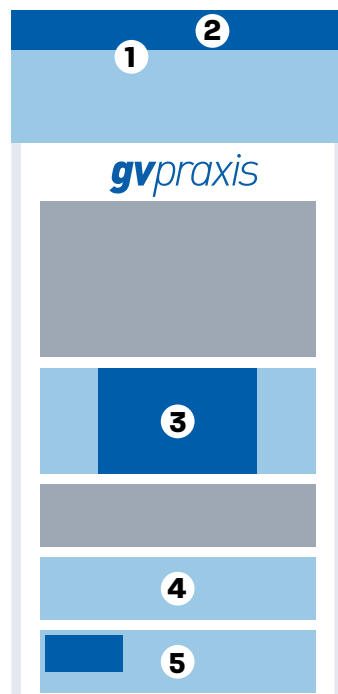
Digital Special

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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats

		gvpraxis update	gvpraxis Extra
		Price per dispatch	Price for 4-week package
1	Mega-Ad 630 × 250 px	1,100 €	4,800 €
2	Top-Banner 630 × 75 px	1,000 €	4,550 €
3	Banner 1–5 300 × 250 px / 520 × 200 px	825 €	–
4	Textanzeige without picture 450 characters	850 €	–
5	Textanzeige with picture 450 characters picture format: 200 x 175 px	950 €	–

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.

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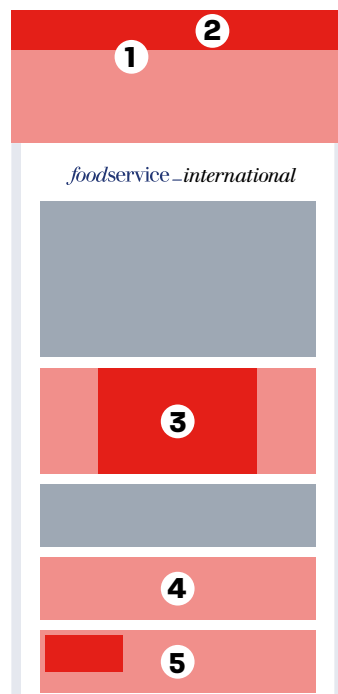
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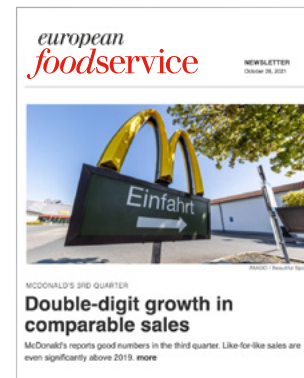
Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats	foodservice Bites
	Price 4-week package
1 Mega-Ad 630 × 250 px	3,400 €
2 Top-Banner 630 × 75 px	3,400 €
3 Banner 1-5 300 × 250 px / 520 × 200 px	3,400 €
4 Textanzeige without picture 450 characters	3,400 €
5 Textanzeige with picture 450 characters picture format: 200 x 175 px	3,400 €

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



o foodservice Bites

The international newsletter for the international out-of-home market.

Coverage

Recipients	7,000
Days of dispatch	Thursday

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Digital Talks

Your advantages:

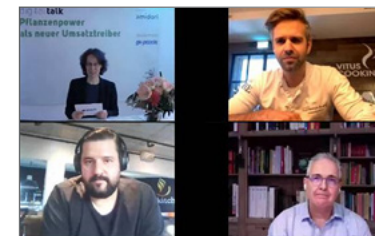
- compact informative session (60 - 90 minutes) about an industry-relevant topic.
- Elaboration of content with our editorial team in consultation with cooperation partner.
- Moderation by the editorial team of Horeca media.
- Live stream with chat function for direct interaction with your customers.

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



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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.
- Advertorials run through a complete news cycle: via the news stage and in a newsletter "in the morning" or "update". In addition, the advertorial is featured once teaser in the lead story.
- Your price: **2,500 €** for a placement of **1 week**

All prices plus VAT.

ahgz HOTELLERIE GASTRONOMIE ZULIEFERER Suchbegriff eingeben

Trending Topics: Coronakrise, Immobilien, Blick ins Ausland, Hoteldebits, Rankings

ANZEIGE

Eleganz im Hotelbad mit Geberit AquaClean Sela

Von Advertorial | Dienstag, 14. September 2023

MEIST GELESEN

PERSONALIE
Doris: Pawliski geht, Böckler übernimmt

UNFRIEDLICHE UNTER GASTRONOMIE

Personal nicht die drängendste Herausforderung

CORONASIDE
Corona-Lage spitzt sich zu, Warnstufen greifen

Das Dusch-WC Geberit AquaClean Sela präsentiert sich mit puristischem Design und komfortabler Ausstattung. So passt es ideal in jedes moderne Hotelbad.

Mit dem Dusch-WC AquaClean Sela von Geberit lässt sich jedes Hotelbad in eine Wellness-Oase für den Gast verwandeln. Das elegante Dusch-WC zeichnet sich durch zahlreiche Komfortfunktionen aus und macht so den Hotelaufenthalt zu einem Erlebnis der besonderen Art. Neben der Duschfunktion zur sanften Reinigung des Intimbereichs mit Wasser verfügt es zudem über eine spülrandlose WC-Keramik mit TurboFush-Spültechnologie für eine gründliche und leise Ausspülung.

Geberit AquaClean Sela verbindet puristisches Design mit praktischer Ausstattung. Mit seiner flachen Formensprache passt es ideal in moderne Hotelbäder. Die intelligente Technik für die Duschfunktion sowie Strom- und Wasseranschlüsse sind

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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/2023** oder
foodservice xx/2023 oder
gvpraxis xx/2023
Kurhessenstraße 4-6, 64546 Mörfelden-Walldorf

For bound and magazine inserts
(**Magazine specials der 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.media.hotel-gastromedien.de/data-delivery

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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

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[www.https://www.hotel-gastromedien.de/service/agb/](https://www.hotel-gastromedien.de/service/agb/)

Discount scale

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

Turnover from	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 %

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