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MEDIAKIT 2025

Price list No. 6, valid from 1st January 2025



dfv media group
Horeca Media

ahgz

foodservice

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dfv Horeca Media

STRONGER TOGETHER. MORE KNOWLEDGE FOR THE MARKET.

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

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

Your advantages:

- Three 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 as the whole hospitality industry.



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ahgz NAVIGATOR AND PLATFORM FOR THE HOTEL WORLD

Best PERFORMANCE VALUES
 FOR YOUR PRINT AND DIGITAL CAMPAIGNS



66,481
 FOLLOWER ON OUR
 SOCIAL MEDIA CHANNELS⁴

85%
 RESPONSIBLE FOR
 PURCHASING DECISIONS⁵

11,162
 ACTUAL
 CIRCULATION¹



867,787
 PAGE IMPRESSIONS
 ON AHGZ.DE¹

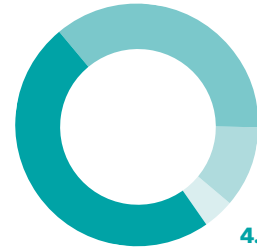
Ø 3.8
 READERS PER ISSUE²

20,000
 NEWSLETTER RECIPIENTS
 AHGZ AM MORGEN³



READERSHIP STRUCTURE OF THE DISTRIBUTED CIRCULATION⁶

48.8%
 Hotel industry



36.4%
 Gastronomy

10.8%
 Services

4.0%
 Other

1 IVW II/2024 | 2 Readership structure analysis dfv Horeca media 2022 | 3 Recipient file, September 2024 | 4 Followers of the ahgz social media channels: Facebook, Instagram, LinkedIn, Xing, As of: September 2024 | 5 Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 | 6 Evaluation of own dispatch file

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry events
				Food & Beverage	Non-food/Technology
1	04.01.25	12.12.24		Breakfast & Brunch/ Bread and baked goods	Take away solutions
2	18.01.25	02.01.25	Copytest		Hygiene
3	01.02.25	16.01.25	Special Deutscher Hotelkongress	Alternative proteins	Table Top Bio-Fach (11. - 14.02.25)
4	15.02.25	30.01.25		Snacks & finger food	Sustainable mobility solutions Deutscher Hotelkongress (18. - 19.02.25) Hotelier des Jahres (18.02.25)
5	01.03.25	13.02.25	INTER NORGA Special 		Hotel-Technology & KI ITB (04. - 06.03.25)
6	15.03.25	27.02.25	hotelier des jahres  AS: 21.02.25		Outdoor Innovations Bathroom & Sanitary Internorga (14. - 18.03.25) ProWein (16. - 18.03.25)
7	29.03.25	13.03.25		Side dishes & sauces	Bed, mattress & frame Deutscher Hotelnachwuchs-Preis (05.04.25)
8	12.04.25	27.03.25		Everything for the barbecue season	Hotel laundry
9	26.04.25	08.04.25	FROZEN FOOD AS: 12.03.25 Top 100 individual hotels	Spirits	Bar concepts
10	10.05.25	23.04.25		Dairy products	Digital solutions for optimised workflows IBA (18. - 22.05.25)
11	24.05.25	08.05.25	Frühstück & BACKWAREN AS: 11.04.25	Non-alcoholic drinks	Workwear
12	07.06.25	21.05.25	Foodreport	Coffee & Tee	Coffee machines
13	21.06.25	03.06.25	NONFOOD AS: 14.05.25		Dishwashing technology: Systematic cleaning

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14	05.07.25	18.06.25		Food & Beverage Frozen novelties	Non-food/Technik Purchasing solutions for the industry
15	19.07.25	03.07.25	workwear & SAFETY AS: 20.06.25 Top 50 hotel companies hoteldesign	Oils, fats & dressings	Wellness, spa & cosmetics Smart Building Technology
16	16.08.25	30.07.25		Snacks & finger food	Tables & Chairs
17	30.08.25	14.08.25			Kitchen technology
18	13.09.25	28.08.25			Vending
19	27.09.25	11.09.25	FOOD & BEVERAGE AS: 08.08.25	Coffee & Tea	Coffee machines IAA (09. - 17.09.25)
20	11.10.25	24.09.25	hoteldesign		Conversion & Modernisation
21	25.10.25	09.10.25	nachhaltigkeit AS: 05.09.25		Delivery vehicles & solutions EXPO REAL (06.-08.10.25)
22	08.11.25	23.10.25	KAFFEE & TEE AS: 02.10.25 housekeeping AS: 10.10.25	Ice cream & dessert for the Winter season / Finefood for the Festive Season / Coffee & Tea	Digital Hotel Day (17. - 18.11.25)
23	22.11.25	06.11.25	hoteldesign		Hotel-TV & Guest Experience Technology Alles für den Gast (08. - 11.11.25)
24	06.12.25	20.11.25	Verganuary Special		Events, Weddings, Catering, Banquet Business
25	20.12.25	04.12.25			

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Print: formats and prices

1/1 NEWSPAPER FORMAT
 282 × 426 mm 12,300 €



1/8 NEWSPAPER FORMAT
 Corner 167 × 101 mm
 horizontal 282 × 50 mm
 2,650 €



PAGE 3/PREFERRED POSITION
 ½ Page horizontal 282 × 202 mm 8,900 €

1/1 MAGAZINE FORMAT
 224 × 260 mm 7,900 €



2 × 1/2 NEWSPAPER FORMAT
 588 × 202 mm 14,900 €



ISLAND ADVERTISEMENT
 Positioned in editorial section,
 surrounded by text from three sides at least,
 Ad height 20 – 100 mm
 Rate/mm 1 column (52 mm) 16.80 €

1/2 NEWSPAPER FORMAT
 vertical 167 × 406 mm
 horizontal 282 × 202 mm
 7,900 €



TITLE PAGE
 Heading advertisement
 52 × 39 mm 1,250 €
 Bottom bar advertisement
 282 × 50 mm 3,100 €



EAR SPACE ADVERTISEMENTS
 Positioned in editorial section,
 surrounded by text from two sides at least
 Rate/mm 1 column (52 mm) 7.15 €

1/3 NEWSPAPER FORMAT
 vertical 109 × 406 mm
 horizontal 282 × 135 mm
 5,750 €



FLYING PAGE
 Page 1 153 × 409 mm +
 Page 2 153 × 470 mm 13,500 €



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

INSERTS
 Maximum format DIN A4, Total circulation
 Weight up to 25 g 5,000 €
 Weight up to 50 g 5,900 €
 Incl. postal charges, prices for differing parameters available
 on request

1/4 NEWSPAPER FORMAT
 vertical 167 × 202 mm
 horizontal 282 × 101 mm
 4,900 €



COVER PAGE
 Page 1 282 × 384 mm +
 Page 2 282 × 426 mm 24,000 €



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

PARTIAL INSERTS
 (based on Nielsen areas)
 Maximum format DIN A4, max. weight 50 g
 Weight up to 25 g 315.00 €
 Each additional 5 g 14.00 €
 Plus selection fee of 250 €, plus postal
 charges or shipping costs (more than 30 g)

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

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Magazine Specials

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

DIGITAL
THEMED
SPECIAL

The magazine specials can also be booked as digital themed specials. Further information on page 24.

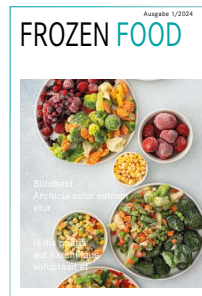


HOTELIER DES JAHRES – THE AWARD MAGAZINE

Publication date: 15.03.2025
Advertising deadline: 21.02.2025

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

*Prices and formats see Page 10 | Circulation ahgz, foodservice and gvpraxis according to IVW II/2024, circulation ABZ according to publisher's statement



FROZEN FOOD – THE MAGAZINE ABOUT ATTRACTIVE CONVENIENCE PRODUCTS

Publication date: 14.04.2025
Advertising deadline: 12.03.2025
Distributed circulation: 30,038 Copies*

Insert in ahgz, foodservice, gvpraxis



BREAKFAST & BAKED GOODS THE MAGAZINE FOR FOOD TRENDS IN THE MORNING

Publication date: 19.05.2025
Advertising deadline: 11.04.2025
Distributed circulation: 38,038 Copies*

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



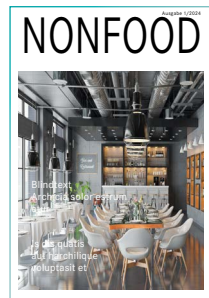
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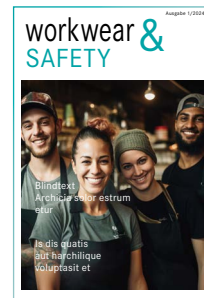
Magazin-Specials



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

Publication date: 16.06.2025
Advertising deadline: 14.05.2025
Distributed circulation: 30,038 Exemplare*

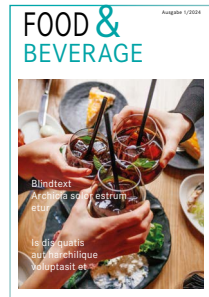
Insert in ahgz,
 foodservice, gvpraxis



WORKWEAR & SAFETY –
THE TRENDMAGAZINE FOR OUTFITS
IN THE OUT-OF-HOME MARKET

Publication date: 19.07.2025
Advertising deadline: 20.06.2025
Distributed circulation: 30,038 Exemplare*

Insert in ahgz,
 foodservice, gvpraxis



NEW
FOOD & BEVERAGE –
THE MAGAZINE FOR F&B TRENDS IN
THE OUT-OF-HOME MARKET

Publication date: 08.09.2025
Advertising deadline: 08.08.2025
Distributed circulation: 30,038 Exemplare*

Insert in ahgz,
 foodservice, gvpraxis



SUSTAINABILITY –
THE MAGAZINE ON ENVIRONMENTAL,
F&B AND ENERGY TRENDS

Publication date: 06.10.2025
Advertising deadline: 05.09.2025
Distributed circulation: 30,038 Exemplare*

Insert in ahgz,
 foodservice, gvpraxis



*Prices and formats see Page 10 | Circulation ahgz, foodservice and gvpraxis according to IVW II/2024, circulation ABZ according to publisher's statement

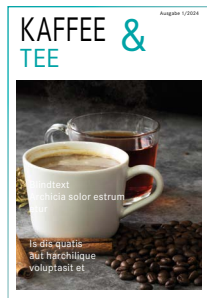
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Magazine Specials Prices



COFFEE & TEA – THE TREND MAGAZINE FOR AROMATIC VARIETY AROUND THE CLOCK

Publication date: 01.11.2025
Advertising deadline: 02.10.2025
Distributed circulation: 38,038 Copies*

Insert in ahgz, foodservice, gvpraxis

Additional distribution in the ABZ – Allgemeine Bäckerzeitung



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

1/1 PAGE	210 × 297 mm	9,600 €	
U2		9,650 €	
U4		9,850 €	

1/2 PAGE	vertical 100 × 297 mm horizontal 210 × 149 mm	6,525 €	
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1/3 PAGE	vertical 79 × 297 mm horizontal 210 × 108 mm	5,800 €	
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1/4 PAGE	vertical 55 × 297 mm horizontal 210 × 88 mm	4,700 €	
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HOUSEKEEPING – THE MAGAZINE FOR HOUSEKEEPERS & ROOM SERVICE

Publication date: 08.11.2025
Advertising deadline: 10.10.2025

Insert in ahgz und ahgz austria
 Further distribution at industry-relevant events



*Prices and formats see Page 10 | Circulation ahgz, foodservice and gvpraxis according to IVW II/2024, circulation ABZ according to publisher's statement

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

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gvpraxis

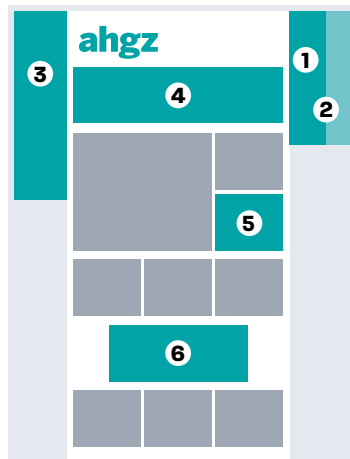
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Website: formats and prices

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

New:
Extended term



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

Formats	Desktop		Mobile	2 weeks in rotation	2 weeks exclusively
1 Skyscraper ¹⁾	160 × 600 px	+	320 × 480 px	1.020 €	2.040 €
2 Halfpage Ad	300 × 600 px	+	320 × 480 px	1.250 €	2.500 €
3 Dynamic Sitebar ²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1.900 €	3.800 €
4 Billboard	940 × 250 px	+	300 × 120 px	1.500 €	3.000 €
5 Medium Rectangle	300 × 250 px		300 × 250 px	1.050 €	2.100 €
6 Content-Ad	617 × 250 px oder 300 × 250 px	+	300 × 250 px	1.100 €	2.200 €

Further online advertising formats

o Poster-Ad ³⁾	Formats after consultation			1.770 €	3.540 €
o Banner picture gallery	935 × 580 px	+	300 × 250 px	800 €	1.600 €

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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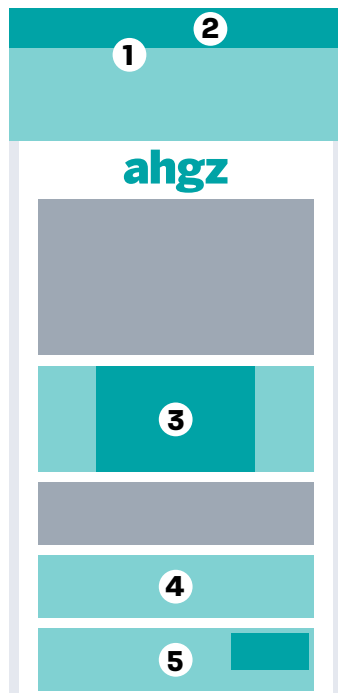
gvpraxis

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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Newsletter

Dispatch days

Recipients

Price advantage in a 5-pack

	ahgz am morgen	ahgz hoteldesign	ahgz extra-news	ahgz gastro-woche
	Mon – Thur, Sat	1. Fri a month	flexible	Fri
	20,000	6,500	17,000	6,500
	per dispatch	5 for 4	per dispatch	4 week package
1 Mega-Ad 630 × 250 px	1,550 €	6,200 €	950 €	5,500 €
2 Top-Banner 630 × 75 px	1,200 €	4,800 €	800 €	5,300 €
3 Banner 1–5 300 × 250 px / 520 × 200 px	1,150 €	4,600 €	750 €	–
4 Text Ad without picture 450 characters	1,250 €	5,000 €	850 €	–
5 Text Ad with picture 450 characters – picture format: 160 x 90 px 160 x 90 px 250 x 140 px	1,400 €	5,600 €	950 €	–
				3,350 €
				160 x 90 px

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

All prices plus VAT.

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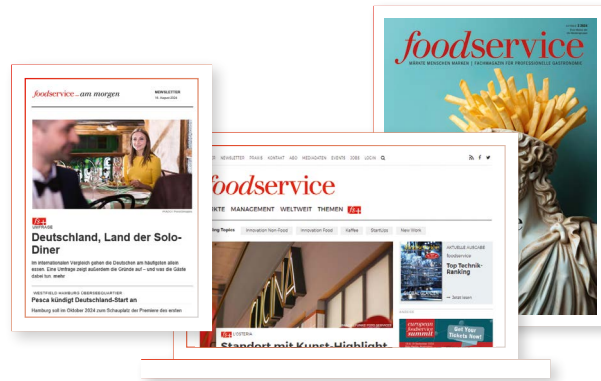
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foodservice ECONOMIC TREND SCOUT FOR THE FOODSERVICE INDUSTRY

Best PERFORMANCE VALUES
 FOR YOUR PRINT AND DIGITAL CAMPAIGNS



37,397
 FOLLOWER ON OUR
 SOCIAL MEDIA CHANNELS⁵

75 %
 RESPONSIBLE FOR
 PURCHASING DECISIONS⁶

9,254
 ACTUAL
 CIRCULATION¹



491,822
 PAGE IMPRESSIONS
 ON FOODSERVICE.DE²

Ø **3.7**
 READERS PER ISSUE³

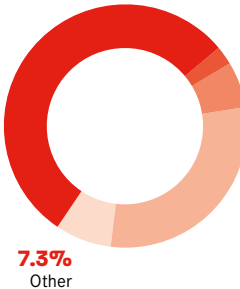
12,000
 NEWSLETTER RECIPIENTS
 FOODSERVICE AM MORGEN⁴

READERSHIP STRUCTURE OF THE DISTRIBUTED CIRCULATION⁷

54.7%
 Gastronomy

2.5%
 Contract Catering

6.1%
 Hotel industry



29.4%
 Service providers & suppliers

7.3%
 Other

1 IVW II/2024 | 2 IVW II/2024 and own evaluation | 3 Readership structure analysis dfv hotel and catering media 2022 | 4 Recipient file, September 2024 | 5 Followers of the foodservice social media channels: Facebook, Instagram, LinkedIn, Xing, As of: September 2024 | 6 Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 | 7 valuation of own dispatch file

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1	13.01.25	12.12.24	Copytest	Food & Beverage Breakfast	Non-food/Technik Foodwaste Management	
2	10.02.25	16.01.25	Sweets/Sweet Bakery	Bakery Cafes, Snacks	Take Away Solutions Sustainable Mobility Solutions	
3	10.03.25	12.02.25	INTER NORGGA Special Coffeobar Ranking	Ice & Desserts Alternative proteins	Kitchen Technology Outdoor Innovations	Internorga (14. - 18.03.25)
4	22.04.25	26.03.25	Top 100 Gastronomy	Everything for the barbecue season, AFG trends Alcoholic drinks	Table Top Bar Equipment Small kitchen appliances	
5	26.05.25	30.04.25	Bowls	Fries & Dumplings Snacks & finger food Dairy products	Dishwashing technology: Cleaning with system	
6	23.06.25	26.05.25	Foodreport	Baking snacks / Bread & baked goods, coffee & tea	Coffee machines Cleaning & Hygiene	Digital Restaurant Day (02. - 03.06.25)
7/8	11.08.25	17.07.25	Technology Ranking	Meat & Poultry	Furnishings: Tables, Chairs & Co.	
9	15.09.25	21.08.25	Coffee Shop-Ranking Europe	Organic, Regional, Sustainable	Dark Kitchen Technology Reusable Systems in the To-Go Business	European Foodservice Summit, Amsterdam (17. - 19.09.25)
10	13.10.25	17.09.25	Switzerland Ranking	Ice Cream for the Winter Season	Software Solutions for Process Optimization	snackday
11	17.11.25	23.10.25	Stadium Ranking FranceRanking	Finefood for the Holidays	Delivery vehicles & Solutions	
12	15.12.25	20.11.25	Veganuary-Special			

Economy. Politics. People. 3
 Topic plan 4
 Print: formats and prices 6
 Magazine Specials 7
 Website: formats and prices 10
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Markets. People. Brands. 12
 Topic plan 13
 Print: formats and prices 14
 Website: formats and prices 15
 Newsletter: formats and prices 16

Business. Care. Education. 17
 Topic plan 18
 Print: formats and prices 19
 Website: formats and prices 20
 Newsletter: formats and prices 21

Digital Talks 22
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 Data delivery contacts 25
 Bank details and conditions 26
 Contact 27

Print: formats and prices

1/1 MAGAZINE FORMAT
 210 x 297 mm 9,600 €



PANORAMIC AD
 420 x 46 mm 6,650 €



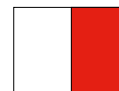
FOLDER COVER
 210 x 297 mm
 Front and back side 15,350 €



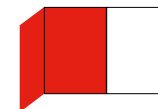
JUNIOR-PAGE
 144 x 200 mm 8,400 €



COVER PAGES
 210 x 297 mm U2: 9,650 €
 U4: 9,850 €



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



1/2 MAGAZINE FORMAT
 vertical 100 x 297 mm
 horizontal 210 x 149 mm
 6,525 €



HALF COVER outside
 105 x 297 mm
 Front and back side
 11,500 €



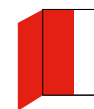
BOUND-IN INSERT
 Maximum format 218 x 305 mm
 (untrimmed format)

2 pages 9,950 €
 4 pages 13,500 €
 6/8 pages on request

1/3 MAGAZINE FORMAT
 vertical 79 x 297 mm
 horizontal 210 x 108 mm
 5,800 €



HALF COVER inside
 105 x 297 mm
 Left and right
 10,500 €



INSERTS
 Maximum format 204 x 290 mm

up to 25 g 6,850 €
 up to 50 g 7,900 €
 (Prices incl. postal charges)

1/4 MAGAZINE FORMAT
 vertical 55 x 297 mm
 horizontal 210 x 88 mm
 4,700 €



FRENCHDOOR 15,350 €
 The cover can be opened
 from the middle to the
 left and right



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

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foodservice

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Topic plan	13
Print: formats and prices	14
Website: formats and prices	15
Newsletter: formats and prices	16

gvpraxis

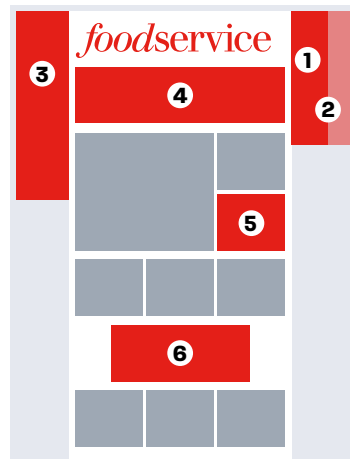
Business. Care. Education.	17
Topic plan	18
Print: formats and prices	19
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Website: formats and prices

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

New:
Extended term



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

Formats	Desktop		Mobil	2 weeks in rotation	2 weeks exclusively
1 Skyscraper ¹⁾	160 × 600 px	+	320 × 480 px	1.020 €	2.040 €
2 Halfpage Ad	300 × 600 px	+	320 × 480 px	1.250 €	2.500 €
3 Dynamic Sitebar ²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1.770 €	3.540 €
4 Billboard	940 × 250 px	+	300 × 120 px	1.500 €	3.000 €
5 Medium Rectangle	300 × 250 px		300 × 250 px	1.050 €	2.100 €
6 Content-Ad	617 × 250 px oder 300 × 250 px	+	300 × 250 px	1.100 €	2.200 €

Further online advertising formats

o Poster-Ad ³⁾	Formats after consultation		1.900 €	3.800 €
o Banner picture gallery	935 × 580 px	+	300 × 250 px	800 € 1.600 €

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.

Economy. Politics. People.	3
Topic plan	4
Print: formats and prices	6
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Website: formats and prices	10
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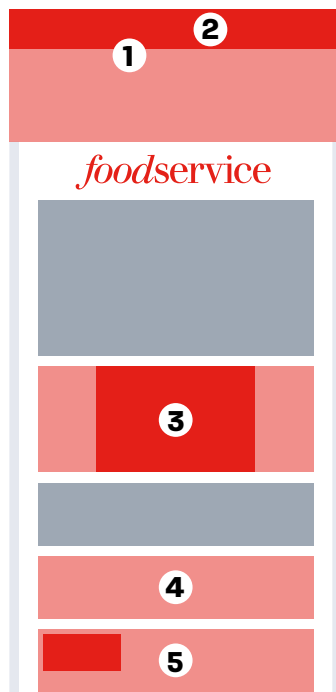
Markets. People. Brands.	12
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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



NEWSLETTER

Dispatch days

Recipients

	foodservice am morgen Mon., Thur, Fri 12,000	foodservice extra 9,500	european foodservice summit news 5,000	
	per dispatch	5 for 4	4 week package	
1 Mega-Ad 630 × 250 px	1,200 €	4,800 €	5,500 €	3,400 €
2 Top-Banner 630 × 75 px	1,100 €	4,400 €	5,300 €	3,400 €
3 Banner 1-5 300 × 250 px / 520 × 200 px	900 €	3,600 €	-	3,400 €
4 Text Ad without picture 450 characters	900 €	3,600 €	-	3,400 €
5 Text Ad with picture 450 characters Picture formats: 200 x 175 px	1.100 €	4,400 €	-	3,400 €

Price advantages
in a 5-pack

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

All prices plus VAT.

Economy. Politics. People. 3
 Topic plan 4
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gvpraxis MARKET BAROMETER AND INDUSTRY CLARIFIER FOR THE TOP DECISION-MAKERS OF COMMUNITY CATERING

Best PERFORMANCE VALUES
 FOR YOUR PRINT AND DIGITAL CAMPAIGNS



9,392
 FOLLOWER ON OUR
 SOCIAL MEDIA CHANNELS⁵

85%
 RESPONSIBLE FOR
 PURCHASING DECISIONS⁶

9,622
 ACTUAL
 CIRCULATION¹



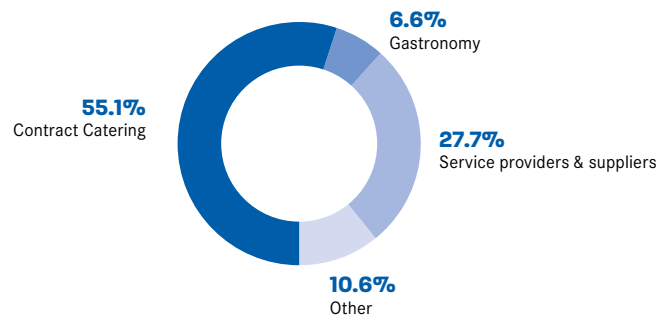
215,091
 PAGE
 IMPRESSIONS²

Ø 3.7
 READERS PER ISSUE³

9,500
 NEWSLETTER RECIPIENTS
 GVPRAXIS UPDATE⁴



READERSHIP STRUCTURE OF THE DISTRIBUTED CIRCULATION⁷



1 IVW II/2024 | 2 IVW II/2024/and own evaluation | 3 Readership structure analysis dfv Horeca media 2022 | 4 Recipient file, September 2024 | 5 Followers of the gvpraxis social media channels: LinkedIn, Xing, As of: September 2024 | 6 Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 | 7 Evaluation of own dispatch file

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foodservice

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gvpraxis

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry events	
				Food & Beverage	Non-food/Technik	
1	06.01.25	05.12.24	Copytest	Breakfast & Co Organic, Fairtrade, Regional	Rinsing technology: Cleaning with system Foodwaste Management	
2	03.02.25	09.01.25	School Catering Special	Alternative Proteine	Take Away Solutions Sustainable Mobility Solutions	GV-Symposium, Wien (26.02.25)
3	03.03.25	06.02.25	INTER NORGA Special	Trend: Convenient Food	Blenders, Mixers & Juicers, Combi steamers & Co	Internorga (14. - 18.03.25)
4	14.04.25	20.03.25		Ice & Dessert, Asparagus All for the barbecue season	Office Coffee-Systems	
5	19.05.25	23.04.25	Ranking Contract Catering	Brot- und Backwaren Kaffee & Tee Molkereiprodukte	Meal Distribution Coffee machines	
6	16.06.25	20.05.25	Top Self-direction Foodreport	Meat & Poultry Pizza & Pasta	Work Fashion Cleaning & Hygiene	gvpraxis trendtage (01. - 02.07.25)
7/8	04.08.25	10.07.25	Technology Ranking	"Free from" products	Output and Sales Counters Tabels, Chairs & Co.	
9	08.09.25	14.08.25	Coffee Bar Ranking	Conference Catering Coffee & Tea	Vending Solutions Resource Planning Systems Reusable Systems	Fachsymposium Systeme & Konzepte (16. - 17.09.25)
10	06.10.25	10.09.25	Canteen Ranking	Dysphagie Finefood for the holidays	Coffee machines, Meals on Wheels Software Solutions	
11	10.11.25	16.10.25	Stadium-Ranking	Ice Cream and Dessert for the Winter Season	Delivery Vehicles & Delivery Solutions	
12	08.12.25	13.11.25	Veganuary- Special	TK Innovations Side dishes & sauces	Knives & Small Kitchen Appliances	Smart Care

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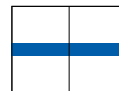
Digital Talks 22
 Advertorials 23
 Digital theme specials 24
 Data delivery contacts 25
 Bank details and conditions 26
 Contact 27

Print: formats and prices

1/1 MAGAZINE FORMAT
 210 × 297 mm 9,600 €



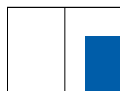
PANORAMIC AD
 420 × 46 mm 6,650 €



FOLDER COVER
 210 × 297 mm
 Front and back side 15,350 €



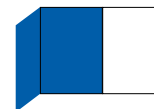
JUNIOR-PAGE
 144 × 200 mm 8,400 €



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



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



1/2 MAGAZINE FORMAT
 vertical 100 × 297 mm
 horizontal 210 × 149 mm
 6,525 €



HALF COVER outside
 105 × 297 mm
 Front and back side
 11,500 €



BOUND-IN INSERT
 Maximum format 218 x 305 mm
 (untrimmed format)

2 pages 9,950 €
 4 pages 13,500 €
 6/8 pages on request

1/3 MAGAZINE FORMAT
 vertical 79 × 297 mm
 horizontal 210 × 108 mm
 5,800 €



HALF COVER inside
 105 × 297 mm
 Left and right
 10,500 €



INSERTS
 Maximum format 204 x 290 mm

up to 25 g 6,850 €
 up to 50 g 7,900 €
 (Prices incl. postal charges)

1/4 MAGAZINE FORMAT
 vertical 55 × 297 mm
 horizontal 210 × 88 mm
 4,700 €



FRENCHDOOR 15,350 €
 The cover can be opened
 from the middle to the
 left and right



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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Topic plan	4
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foodservice

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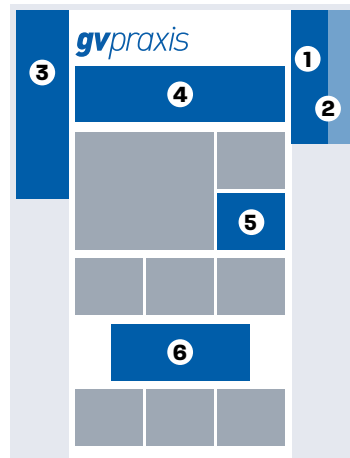
gvpraxis

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Website: formats and prices

gvpraxis IS THE DIGITAL NEWS SERVICE FOR COMMUNITY CATERING.



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

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

Formats	Desktop		Mobil	4 weeks in rotation	4 weeks exclusively
1 Skyscraper ¹⁾	160 × 600 px	+	320 × 480 px	875 €	1.750 €
2 Halfpage Ad	300 × 600 px	+	320 × 480 px	1.050 €	2.100 €
3 Dynamic Sitebar ²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1.550 €	3.100 €
4 Billboard	940 × 250 px	+	300 × 120 px	1.250 €	2.500 €
5 Medium Rectangle	300 × 250 px		300 × 250 px	875 €	1.750 €
6 Content-Ad	617 × 250 px oder 300 × 250 px	+	300 × 250 px	925 €	1.850 €

Further online advertising formats

o Poster-Ad ³⁾	Formats after consultation			1.500 €	3.000 €
o Banner picture gallery	935 × 580 px	+	300 × 250 px	650 €	1.300 €

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.

Economy. Politics. People.	3
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foodservice

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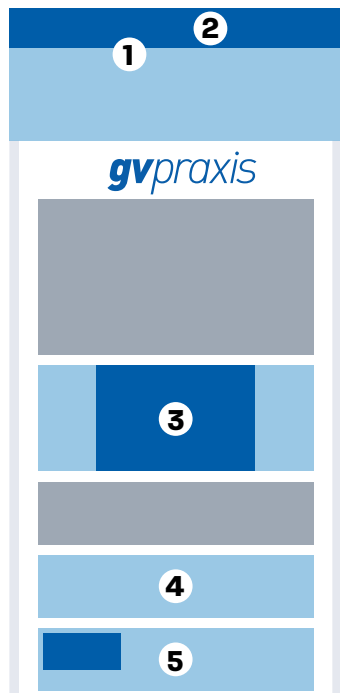
gvpraxis

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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Newsletter

Dispatch days

Recipients

	<i>gvpraxis</i> update	<i>gvpraxis</i> extra	
	Di. und Do. 9,500	8,500	
	per dispatch	5 for 4	4 week package
1 Mega-Ad 630 × 250 px	1,200 €	4,800 €	5,500 €
2 Top-Banner 630 × 75 px	1,100 €	4,400 €	5,300 €
3 Banner 1–5 300 × 250 px / 520 × 200 px	900 €	3,600 €	-
4 Text Ad without picture 450 characters	950 €	3,800 €	-
5 Text Ad with picture 450 characters picture format: 200 x 175 px	1,050 €	4,200 €	-

Price advantage
in a 5-pack

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

All prices plus VAT.

Economy. Politics. People. 3
 Topic plan 4
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Digital Talks

Your advantages:

- Entertaining session (60 – 90 minutes) on a topic on an industry-relevant topic.
- Content developed by our editorial team in consultation with co-operation partners.
- Moderation by the editorial team of the hotel and catering media.
- Live stream with chat function for direct interaction with your customers.

Our services:

- Logo presence on the Talk website, in e-mailings and on the streaming platform.
- High-reach marketing via the lines of the dfv media group.
- Through an exclusive partnership we guarantee the leads of your participants.

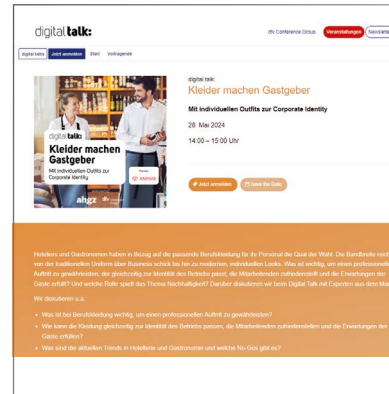
Price: **13,500 €***

*Prices plus VAT at the statutory rate, not sales scale and AE-eligible

Example Live-Stream



Example Landing-Page



Example Banner



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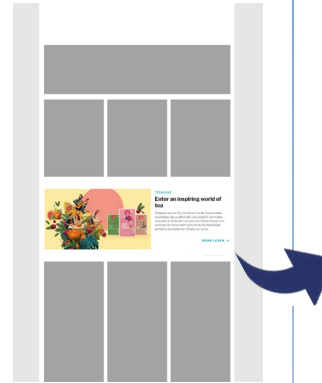
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Advertorials

THE OPTIMAL ADVERTISING FORMAT FOR YOUR CONTENT MARKETING STRATEGY.

- Your advertisement in the editorial layout appears exclusively for a period of one week.
- The advertorial will be published on the booked homepage published.
- Teasers on the homepage and under freely articles, additional traffic is directed to the advertorial advertorial.
- The booking also includes a one-off advertorial via the newsletter 'am morgen' or 'am morgen' or "update" newsletter.
- Your advertorial can be supplemented with images, PDFs and videos. be added. The exact specificati- ons will be sent to you on request.
- Advertorials are also active after the booking period active and can be found via the search page.
- Publication via social media channels for additional attention and maximum visibility.



Price for an exclusive placement fo **1 week**

Price: **2,950 €**

All prices plus statutory VAT.

ahgz HOTELLERIE GASTRONOMIE ZULIEFERER Suchbegriff eingeben

Enter an inspiring world of tea

Teekanne hat ein Tee-Sortiment für die Gastronomie erschaffen, das zu 100% Bio und zu 100% nachhaltig verpackt ist. Außerdem passen das frische Design und natürlich die immer mehr geforderte Nachhaltigkeit perfekt in die modernen Hotels von heute.

Allein die geliebten Gastmehlsarten darf sich auch mehr freuen die werden für Bioqualität und Nachhaltigkeit zu 100% aus biologischen, hochwertigen, Bio-Produkten sowie aus Bio-Produkten mit nachhaltigen Materialien und Verpackungen. Damit wird der Bio-Mythos endlich Wirklichkeit. Bio-Produkte sind nicht nur gesund, sondern auch ein Zeichen für Qualität und Nachhaltigkeit.

Originals. So wie Berlin. Herberge verleiht dem Sortiment seinen unvergleichlichen Charakter.

Teekanne hat sich nicht nur bei der Produktion engagiert, sondern auch bei der Verpackung. So sind alle Teekanne-Produkte nicht nur nachhaltig, sondern auch ein Zeichen für Qualität und Nachhaltigkeit.

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Digital theme specials

The digital topic specials bundle online articles on relevant industry topics, such as innovation, sustainability or breakfast. Take advantage of the special attention of this attractive collection of topics and present your advertising message in a digital digital topic special.

Your advantages:

- Inclusion in two exclusive themed newsletters to recipients of ahgz, foodservice or gvpraxis
- Presence in the digital topic special on ahgz.de, food-service.de or gvpraxis.de
- High visibility due to limited advertising space
- Highly relevant editorial environment
- Long-term effect due to the duration of 8 weeks

Mega-Ad package

Exklusiv buchbar
Price: 5,500 €

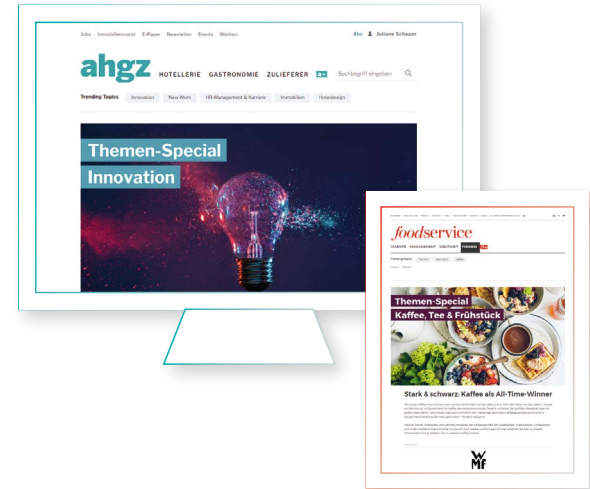
- Mega-Ad in the newsletter
- Content-Ad in relevant articles
- Logo placement in two themed newsletters and on the landing page

Price: **3,700 €**

Content-Ad package

- Content ad in the newsletter
- Content-Ad in relevant articles
- Logo placement in two themed newsletters and on the landing page

Price: **3,500 €**



All topics can be found under:
medien.hotel-gastromedien.de/digitale-themenspecials

ahgz

Economy. Politics. People.	3
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foodservice

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gvpraxis

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Data delivery contacts

MAILING ADDRESSES FOR BOUND INSERTS AND SUPPLEMENTS

ahgz

Dierichs Druck + Media GmbH
Warenannahme
Vermerk: **ahgz xx/2025**
Frankfurter Str. 168
34121 Kassel

foodservice, gvpraxis

Silber Druck GmbH & Co. KG
Warenannahme
z. Hd. Herrn Timo Träbing
Vermerk: **foodservice xx/2025** oder
gvpraxis xx/2025
Otto-Hahn-Straße 25
34253 Lohfelden

Magazin Specials ahgz

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

PRINT DOCUMENTS

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

dispo@hotel-gastromedien.de

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

banner@hotel-gastromedien.de

TECHNICAL SPECIFICATIONS

[medien.hotel-gastromedien.de/
datananlieferung](https://medien.hotel-gastromedien.de/datananlieferung)

ahgz

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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
Bank code: 500 502 01
Account number: 34926
SWIFT BIC: HELA DE F 1822
IBAN: DE56 5005 0201 0000 0349 26

For the processing of print and online advertising orders and online, the General Terms and Conditions of the publisher www.hotel-gastromedien.de/service/termsconditions_mediasales/

CANCELLATION

Print bookings can be cancelled until the advertising deadline.

Digital bookings up to 14 days before publication date.

DISCOUNT SCALE

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

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

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