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foodservice

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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
4	15.02.25	30.01.25		Snacks & finger food	Sustainable mobility solutions
5	01.03.25	13.02.25	INTER NORGASpecial 		Hotel-Technology & KI
6	15.03.25	27.02.25	hotelier des jahres hotel design AS: 21.02.25		Outdoor Innovations Bathroom & Sanitary
7	29.03.25	13.03.25		Side dishes & sauces	Bed, mattress & frame
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
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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No.	ET	AS	Highlights	Topics	Industry events
				Food & Beverage	Non-food/Technik
14	05.07.25	18.06.25		Frozen novelties	Purchasing solutions for the industry
15	19.07.25	03.07.25	workwear & SAFETY AS: 20.06.25 Top 50 hotel companies hotel design	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	hotel design		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	house keeping 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	KAFFEE & TEE AS: 02.10.25 hotel design		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 €



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



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



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



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



1/2 MAGAZINE FORMAT
vertical 109 × 260 mm
horizontal 224 × 130 mm
4,200 €



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



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



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



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.

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.

PAGE 3/PREFERRED POSITION
1/2 Page horizontal 282 × 202 mm 8,900 €

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 €

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

INSERTS
Maximum format DIN A4, Total circulation
Weight up to 25 g 5,000 €
Weight up to 50 g 5,900 €

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

PARTIAL INSERTS
(based on Nielsen areas)
Maximum format DIN A4, max. weight 50 g
Weight up to 25 g 315.00 €
Each additional 5 g 14.00 €

Plus selection fee of 250 €, plus postal charges or shipping costs (more than 30 g)

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

FROZEN FOOD –
THE MAGAZINE ABOUT
ABOUT ATTRACTIVE
CONVENIENCE PRODUCTS

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

Insert in ahgz,
foodservice, gvpraxis



FRÜHSTÜCK &
BACKWAREN

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



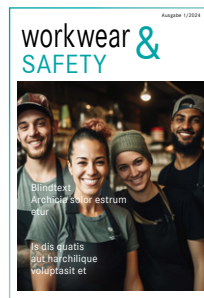
INNOVATION – NON-FOOD
THE MAGAZINE FOR NON-FOOD TRENDS
IN THE OUT-OF-HOME MARKET

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

Insert in ahgz,
foodservice, gvpraxis



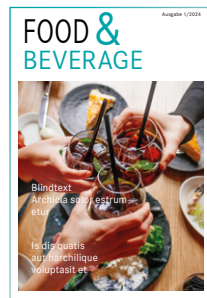
NEW



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



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



NEW



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**



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



- 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	

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

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

*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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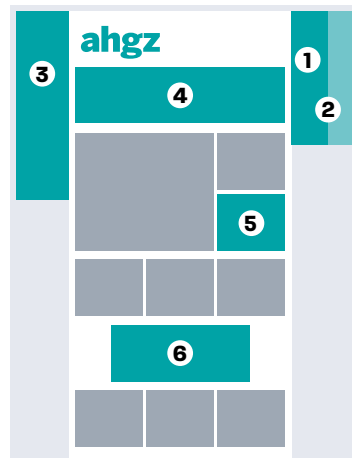
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Website: formats and prices

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



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

New:
Extended term

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

○	Poster-Ad ³⁾	Formats after consultation			1.770 €	3.540 €
○	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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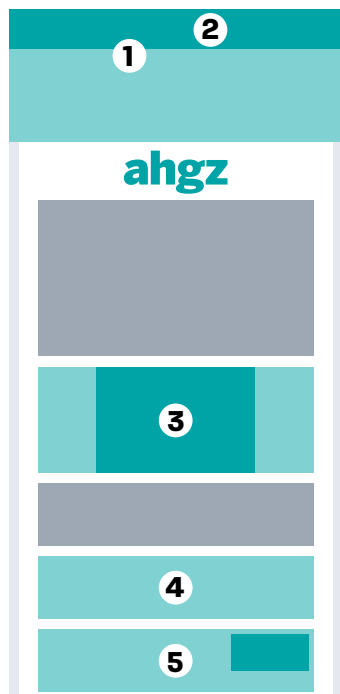
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Newsletter: formats and prices

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 20,000	1. Fri a month 6,500	flexible 17,000	Fri 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 €

- 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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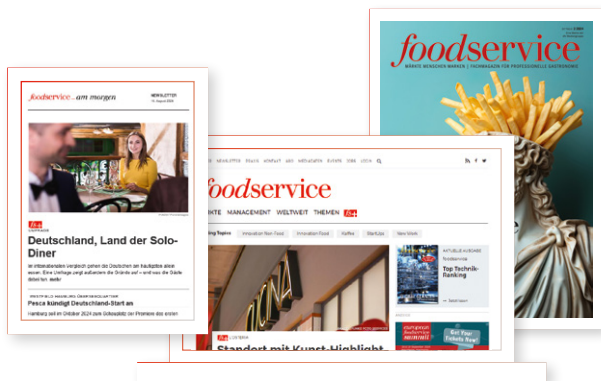
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foodservice ECONOMIC TREND SCOUT FOR THE FOODSERVICE INDUSTRY

Best PERFORMANCE VALUES FOR YOUR PRINT AND DIGITAL CAMPAIGNS



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



37,397
FOLLOWER ON OUR
SOCIAL MEDIA CHANNELS⁵

75 %
RESPONSIBLE FOR
PURCHASING DECISIONS⁶

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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				Food & Beverage	Non-food/Technik	
1	13.01.25	12.12.24	Copytest	Breakfast	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 NORGAA Special Coffeebar 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			

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Print: formats and prices

1/1 MAGAZINE FORMAT

210 × 297 mm 9,600 €



PANORAMIC AD

420 × 46 mm 6,650 €



FOLDER COVER

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



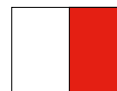
JUNIOR-PAGE

144 × 200 mm 8,400 €



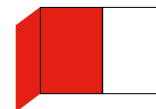
COVER PAGES

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 prequest



1/2 MAGAZINE FORMAT

vertical 100 × 297 mm
horizontal 210 × 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 × 297 mm
horizontal 210 × 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)



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.

Economy. Politics. People.	3
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foodservice

Markets. People. Brands.	12
Topic plan	13
Print: formats and prices	14
Website: formats and prices	15
Newsletter: formats and prices	16

gvpraxis

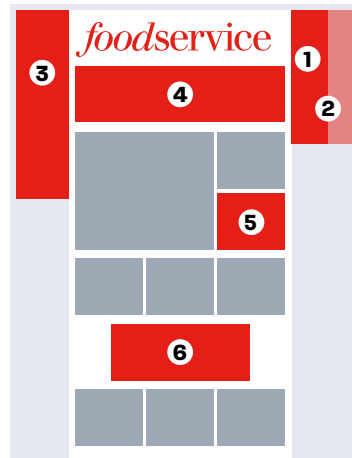
Business. Care. Education.	17
Topic plan	18
Print: formats and prices	19
Website: formats and prices	20
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Digital Talks	22
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Website: formats and prices

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

○	Poster-Ad ³⁾	Formats after consultation			1.900 €	3.800 €
○	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
Magazine Specials	7
Website: formats and prices	10
Newsletter: formats and prices	11

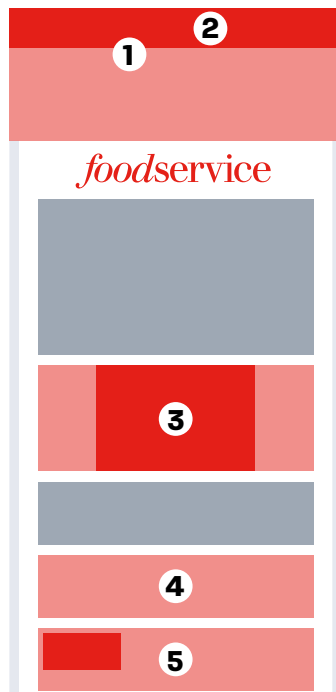
Markets. People. Brands.	12
Topic plan	13
Print: formats and prices	14
Website: formats and prices	15
Newsletter: formats and prices	16

Business. Care. Education.	17
Topic plan	18
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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	europa foodservice summit news 5,000
	per dispatch	5 for 4	4 week package
1 Mega-Ad 630 x 250 px	1,200 €	4,800 €	5,500 €
2 Top-Banner 630 x 75 px	1,100 €	4,400 €	5,300 €
3 Banner 1-5 300 x 250 px / 520 x 200 px	900 €	3,600 €	-
4 Text Ad without picture 450 characters	900 €	3,600 €	-
5 Text Ad with picture 450 characters Picture formats: 200 x 175 px	1.100 €	4,400 €	-

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
Print: formats and prices	6
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Website: formats and prices	10
Newsletter: formats and prices	11

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
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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

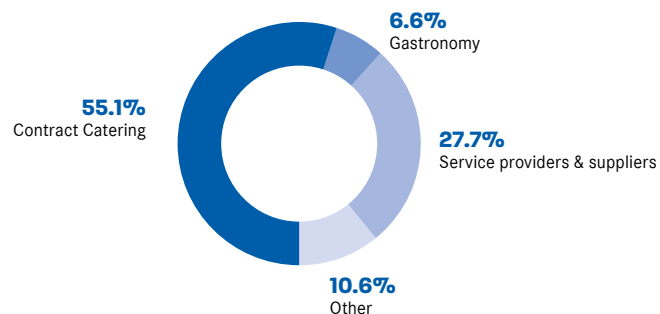
READERS PER ISSUE³

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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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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Print: formats and prices

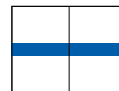
1/1 MAGAZINE FORMAT

210 × 297 mm 9,600 €



PANORAMIC AD

420 × 46 mm 6,650 €



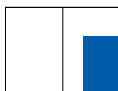
FOLDER COVER

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



JUNIOR-PAGE

144 × 200 mm 8,400 €



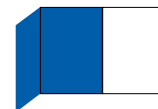
COVER PAGES

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 prequest



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 €

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



(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.

Economy. Politics. People.	3
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Magazine Specials	7
Website: formats and prices	10
Newsletter: formats and prices	11

foodservice

Markets. People. Brands.	12
Topic plan	13
Print: formats and prices	14
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Newsletter: formats and prices	16

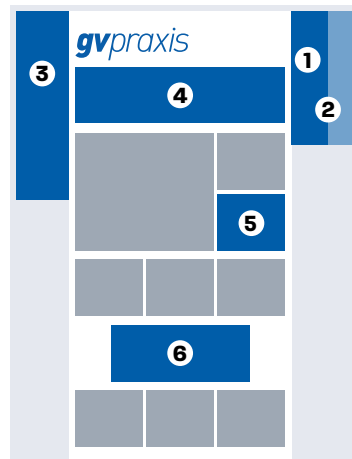
gvpraxis

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

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

○	Poster-Ad ³⁾	Formats after consultation			1.500 €	3.000 €
○	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
Topic plan	4
Print: formats and prices	6
Magazine Specials	7
Website: formats and prices	10
Newsletter: formats and prices	11

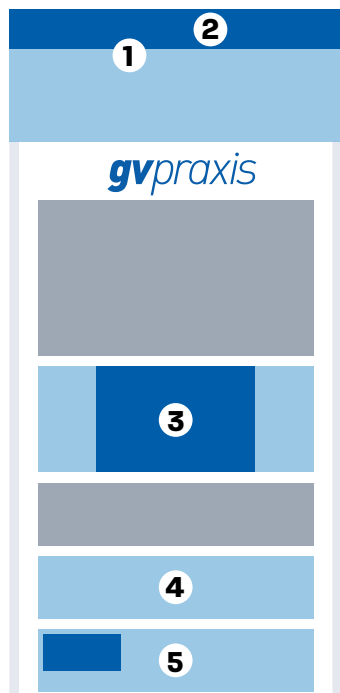
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Topic plan	18
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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Newsletter

Dispatch days

Recipients

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:

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

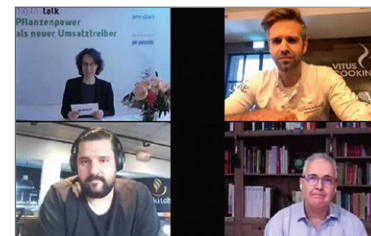
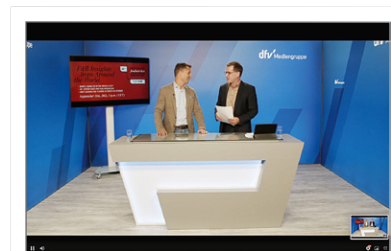
Our services:

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

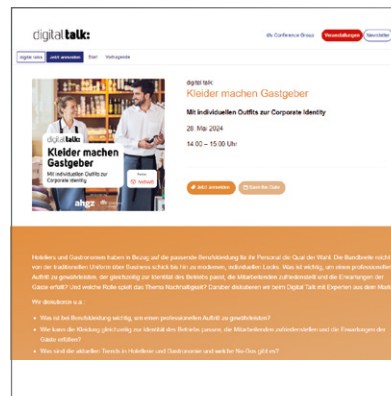
Price: **13,500 €***

*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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Advertorials

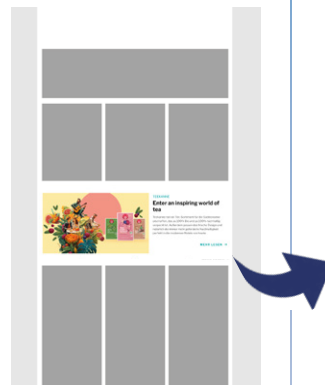
THE OPTIMAL ADVERTISING FORMAT FOR YOUR CONTENT MARKETING STRATEGY.

- 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.
- 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 specifications 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 for **1 week**

Price: **2,950 €**

All prices plus statutory VAT.



Stellenmarkt Immobilienmarkt C-Paper Newsletter Events Warten

ahgz HOTELLERIE GASTRONOMIE ZULIEFERER Suchbegriff eingeben

Enter an inspiring world of tea

Tee kann 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.

Also die beliebtesten Bio-Tee-Sorten sind nicht nur aus ökologischen Gründen, sondern auch aus Design-Gründen ein Muss für die Gastronomie. Bio-Tee ist nicht nur ein Produkt, sondern ein Erlebnis. Mit nachhaltigen Verpackungen und Bio-Tee-Sorten, die nicht nur das Auge, sondern auch den Geschmack überzeugen.

Unglaublich: Keine Marketing-Maßnahmen, sondern das Bio-Tee-Sortiment selbst, das den Gast zum Bio-Tee-Fan macht.

Tea ist ein Produkt, das nicht nur aus ökologischen Gründen, sondern auch aus Design-Gründen ein Muss für die Gastronomie ist. Bio-Tee ist nicht nur ein Produkt, sondern ein Erlebnis. Mit nachhaltigen Verpackungen und Bio-Tee-Sorten, die nicht nur das Auge, sondern auch den Geschmack überzeugen.

Tea ist ein Produkt, das nicht nur aus ökologischen Gründen, sondern auch aus Design-Gründen ein Muss für die Gastronomie ist. Bio-Tee ist nicht nur ein Produkt, sondern ein Erlebnis. Mit nachhaltigen Verpackungen und Bio-Tee-Sorten, die nicht nur das Auge, sondern auch den Geschmack überzeugen.

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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

- 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 €**

Exklusiv buchbar
Price: 5,500 €



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

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

CANCELLATION

Print bookings can be cancelled
until the advertising deadline.
Digital bookings up to 14 days
before publication date.

DISCOUNT SCALE

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

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

ahgz

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Contact

MARC BEHRENS

Head of Sales Area 1

Phone: +49 69 7595-1773

Email: marc.behrens@dfv.de

FELIX BLÜMLEIN

Senior Sales Manager Area 2

Phone: +49 69 7595-1794

Email: felix.bluemlein@dfv.de

MARTINA VALERIUS

Senior Sales Manager Area 3

Phone: +49 69 7595-1785

Email: martina.valerius@dfv.de

CHRISTIANE MÜCHER

Senior Sales Manager Area 4

Phone: +49 69 7595-1797

Email: christiane.muecher@dfv.de

CARMEN OTTE

Senior Sales Manager

Phone: +49 69 7595-1799

Email: carmen.otte@dfv.de

DISPOSITION

Email:

dispo@hotel-gastromedien.de

MARC D'ADDETTA

Director Media & Brand Solutions

Phone: +49 69 7595-1791

Email: marc.daddetta@dfv.de

THOMAS MEYER

Gesamtverlagsleiter

Phone: +49 69 7595-1771

Email: thomas.meyer@dfv.de

