

2019  
media kit

# sweet vision



sweet vision is the leading international journal for the sweets and confectionery industry. Our bi-monthly magazine informs you on trends, changes and news in every sector of this unique industry, each part with it's own characteristics and challenges. Product development, technology applications, ingredients, scientific developments, food legislation are just some of the dominant themes you will find in sweet vision. sweet vision is read by production managers, quality management representatives, product developers as well as marketing managers and CEO s within the sweets and confectionery industry.

sweet vision – formerly known as süßwaren technik+wirtschaft – was founded in Germany in 1955 and developed well over the years. The name change was a necessary development to focus on the growing international industry. sweet vision was born in 2014 and now runs under the brand of Erling publishing.

Internationally focused, we editorially feature and attend all major industry events to provide your brand with the best exposure possible. We look forward to meeting you soon.



## Main topics

- ingredients
- technology: trends in the supplying industry
- trends in sweets- and confectionery-markets
- Food legislation
- processing
- quality management, analytics
- packaging
- science & research
- events, conventions, trade fairs
- news, people

Our sweet vision team is looking forward to working with you. If you have any questions, please do not hesitate to get in contact with one of us.

editor in chief

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**Nicole Schulze-Wons**

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




# advertising rates

sweet vision

Trim sizes	format	size	rate CMYK
	2/1 Double page spread	396 × 276 mm	7430 USD
	2/2 Half double page spread	396 × 140 mm	3720 USD
	1/1 Full page	186 × 276 mm	3510 USD
	1/2 Page horizontal 1/2 Page verticle	186 × 136 mm 91,5 × 276 mm	1950 USD 1950 USD
	1/3 Page horizontal	186 × 92 mm	1600 USD
	1/4 Page horizontal 1/4 Page block 1/4 Page verticle	186 × 68 mm 132 × 96 mm 78 × 160 mm	1430 USD 1430 USD 1430 USD
	1/8 Page horizontal 1/8 Page block 1/8 Page verticle	186 × 36 mm 132 × 52 mm 78 × 84 mm	1140 USD 1140 USD 1140 USD

All other sizes on request.

Bleed sizes	format	size	rate CMYK
	2/1 Double page spread	420 × 297 mm	7660 USD
	2/2 Half double page spread	420 × 148 mm	3950 USD
	1/1 Full page	210 × 297 mm	3740 USD
	1/2 Page horizontal 1/2 Page verticle	210 × 149 mm 103,5 × 297 mm	2200 USD 2200 USD
	1/3 Page horizontal	210 × 101 mm	1830 USD
	1/4 Page horizontal 1/4 Page block 1/4 Page verticle	210 × 73 mm 144 × 105 mm 90 × 169 mm	1650 USD 1650 USD 1650 USD
	1/8 Page horizontal 1/8 Page block 1/8 Page verticle	210 × 37 mm 144 × 53 mm 90 × 85 mm	1370 USD 1370 USD 1370 USD

All other sizes on request.

For bleed ads,  
please add 3 mm  
trim on all sides

## Your company supplies the international sweets and confectionery industry?

Choose your individual category and take advantage of an easy and long-term way of marketing your products and services. sweet vision is available world-wide, so use our distribution network to send your message to production managers, product developers and CEO's in all the important sweets and confectionery related companies. If you order a buyers guide entry you will receive sweet vision on a regular basis, free of charge. Get an individual offer from us.

### Call

international

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### Example

	Format	Total payment/6 issues
<b>b/w</b>	43 mm × 20 mm	260 USD
	43 mm × 40 mm	520 USD
<b>Full colour</b>	43 mm × 20 mm	330 USD
	43 mm × 40 mm	650 USD

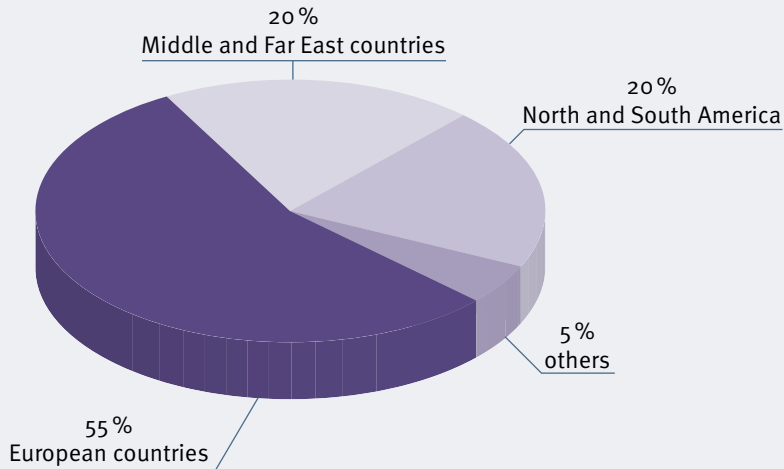
All other sizes on request.



Bookable only for a minimum of 6 issues.

The circulation in 2017 is 2200 copies/issue:

- 55 % European countries, with a focus on Germany, UK, Switzerland, Austria, the Mediterranean countries and Scandinavia.
- 20 % Middle and Far East countries, with a focus on India and China
- 20 % North and South America, with a focus on the United States and Canada





Issue	Dates	Events	Editorial schedule
<p>January</p> <p>1</p> <p>February</p>	<p><b>Publication date</b> 22.01.2019  <b>Publisher's deadline</b> 10.01.2019</p>	<p><b>ISM/ProSweets</b> 27.01.–31.01.2019 Cologne  <b>Gulfood</b> 17.02.–21.02.2019 Dubai  <b>Upakovka</b> 29.01.–02.02.2019 Moscow  <b>Salon du Chocolat</b> 22.02.–24.02.2019 Brussels</p>	<p><b>Main topic</b> chocolate and sugar confectionery</p> <p><b>Topics</b> cooking and cooling, packaging technology, chocolate technology</p>
<p>March</p> <p>2</p> <p>April</p>	<p><b>Publication date</b> 14.03.2019  <b>Publisher's deadline</b> 01.03.2019</p>	<p><b>Biofach</b> 13.02.–16.02.2019 Nuremberg  <b>SNAXPO</b> 31.03.–02.04.2019 Orlando, FL</p>	<p><b>Main topic</b> snacks and healthy food</p> <p><b>Topics</b> better ingredients, healthy snacking, new foods, extrusion</p>
<p>May</p> <p>3</p> <p>June</p>	<p><b>Publication date</b> 16.05.2019  <b>Publisher's deadline</b> 02.05.2019</p>	<p><b>Sweets &amp; Snacks Expo</b> 21.05.–23.05.2019 Chicago, IL  <b>Round Table Cocoa</b> 13–14.06.2019 Hamburg</p>	<p><b>Main topic</b> sweet bakery and bar lines</p> <p><b>Topics</b> biscuit lines, bakery equipment, oven systems, chocolate bar lines</p>

Issue	Dates	Events	Editorial schedule
<p>July</p> <p><b>4</b></p> <p>August</p>	<p><b>Publication date</b> 18.07.2019  <b>Publisher's deadline</b> 04.07.2019</p>		<p><b>Main topic</b>                      colouring foodstuff and flavour</p> <p><b>Topics</b>                      new colours for the future, different flavouring systems, healthy ingredients, new chewing gum systems</p>
<p>September</p> <p><b>5</b></p> <p>October</p>	<p><b>Publication date</b> 19.09.2019  <b>Publisher's deadline</b> 05.09.2019</p>	<p><b>Sweets and Snacks</b> 30.10.–01.11.2019                      Middle East Dubai  <b>Fachpack</b> 24.09.–26.09.2019 Nuremberg</p>	<p><b>Main topic</b>                      ingredients for cocoa- and chocolate products</p> <p><b>Topics</b>                      nuts, raisins and the new ones, fats and oils, emulsifiers, new moulding systems</p>
<p>November</p> <p><b>6</b></p> <p>December</p>	<p><b>Publication date</b> 14.11.2019  <b>Publisher's deadline</b> 31.10.2019</p>	<p><b>Food Ingredients Europe</b> 03–05.12.2019 Paris</p>	<p><b>Main topic</b>                      coating, cutting and IT</p> <p><b>Topics</b>                      new cutting systems, coating in 2021, controlling your chocolate bar line from home</p>



## Format

210 mm × 297 mm (w × h) / DIN A4. Type area: 186 mm × 276 mm (w × h)

## Printing and binding process

Sheetfed offset in accordance with Euroscale (CMYK) and wire stitching

## Print material

Please send your print materials in CMYK, not in RGB, high resolution EPS, TIF, PSD, PDF, 300 dpi.

Fonts embedded or send fonts extra

## Regular publication

6 issues per year: January, March, May, July, September, November

## Publishing house

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## Payments

Payments are due at the latest 10 days after receipt of the invoice via bank or wire transfer.

Sales tax id: DE 270462229

## Bank account

account name: Erling Verlag

bank name: Commerzbank Lüchow

IBAN/SEPA: DE57 2584 1403 0549 0313 00

SWIFT/BIC: COBADEFF244

## Online services

At present we are developing new advertising opportunities for your business at our brand new digital service [www.sweetvision.de](http://www.sweetvision.de). Please visit us frequently for the latest news in the international sweets and confectionery business or contact us for further information:

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