

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.

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Advertising

international

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


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


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Trim sizes	format	size	rate CMYK
	2/1 Double page spread	396 × 276 mm	6,459.00 EUR
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	1/3 Page horizontal	186 × 92 mm	1,380.00 EUR
	1/4 Page horizontal 1/4 Page block 1/4 Page verticle	186 × 68 mm 132 × 96 mm 78 × 160 mm	1,226.25 EUR 1,226.25 EUR 1,226.25 EUR
	1/8 Page horizontal 1/8 Page block 1/8 Page verticle	186 × 36 mm 132 × 52 mm 78 × 84 mm	985.63 EUR 985.63 EUR 985.63 EUR

All other sizes on request.

Bleed sizes	format	size	rate CMYK
	2/1 Double page spread	420 × 297 mm	6,659.00 EUR
	2/2 Half double page spread	420 × 148 mm	3,429.50 EUR
	1/1 Full page	210 × 297 mm	3,245.00 EUR
	1/2 Page horizontal 1/2 Page verticle	210 × 149 mm 103,5 × 297 mm	1,887.50 EUR 1,887.50 EUR
	1/3 Page horizontal	210 × 101 mm	1,580.00 EUR
	1/4 Page horizontal 1/4 Page block 1/4 Page verticle	210 × 73 mm 144 × 105 mm 90 × 169 mm	1,426.25 EUR 1,426.25 EUR 1,426.25 EUR
	1/8 Page horizontal 1/8 Page block 1/8 Page verticle	210 × 37 mm 144 × 53 mm 90 × 85 mm	1,185.63 EUR 1,185.63 EUR 1,185.63 EUR

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.

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Example

	Format	Total payment/6 issues
b/w	43 mm × 20 mm	224,00 €
	43 mm × 40 mm	448,00 €
Full colour	43 mm × 20 mm	280,00 €
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All other sizes on request.



Sizes and prices

Column width: 43 mm

Ad height

b/w:

11,20 EUR per mm

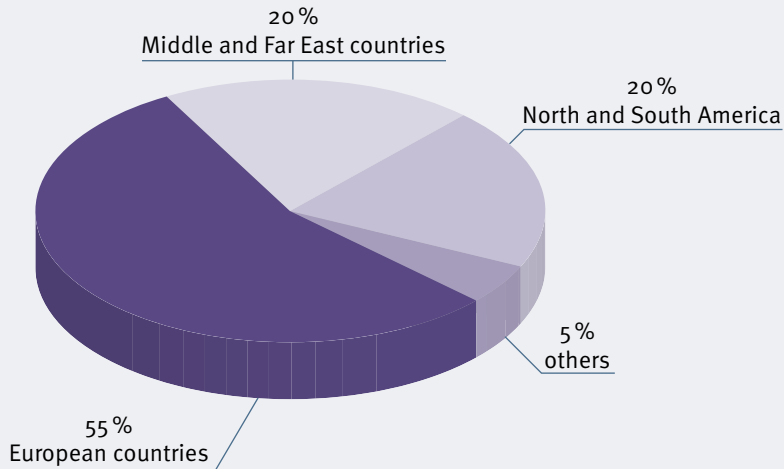
Full colour:

14,00 EUR per mm

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

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