

sweet vision



2020

media kit

sweet vision is the leading international journal for the sweets and confectionery industry. Our 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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







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sweet vision

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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

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Example

| | Format | Total payment/4 issues |
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Sizes and prices

Column width: 43 mm

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11,20 EUR per mm

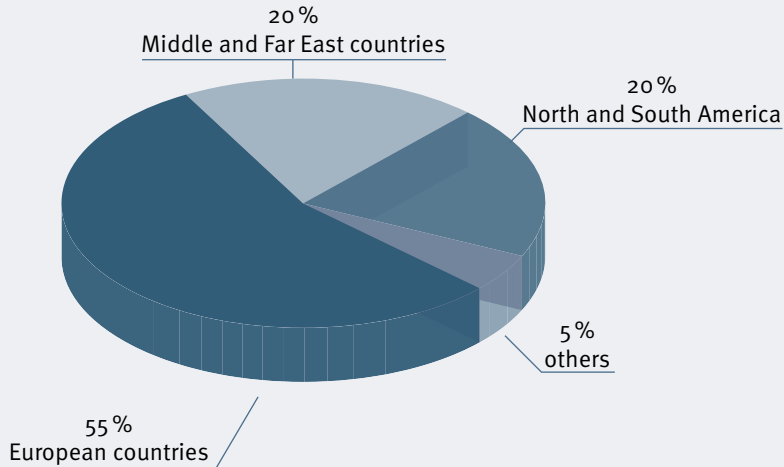
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Bookable only
for a minimum
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The circulation in 2020 is 2200 copies/issue:

- 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>March</p> | <p>Publication date 24.01.2020 Publisher's deadline 10.01.2019</p> | <p>ISM/ProSweets Cologne 02.02.–05.02.2020 Biofach Nuremberg 12.–15.02.2020 Salon du Chocolat Brussel 14.–16.02.2020 Gulfood, Dubai 16.–20.02.2020 SNAXPO Charlotte/North Carolina 22.–24.03.2020</p> | <p>Main topic cocoa and chocolate</p> <p>Topics cocoa/chocolate equipment, healthy chocolate, bar snacking, chocolate packaging and market opportunities, bean to bar production</p> |
| <p>April</p> <p>2</p> <p>June</p> | <p>Publication date 17.04.2020 Publisher's deadline 03.04.2020</p> | <p>interpack Dusseldorf 07.–13.05.2020 Sweets & Snacks Expo Chicago 19.–21.05.2020</p> | <p>Main topic sugar confectionery</p> <p>Topics sugar confectionery equipment, colours, flavours, packaging and markets</p> |
| <p>July</p> <p>3</p> <p>September</p> | <p>Publication date 21.08.2020 Publisher's deadline 07.08.2020</p> | <p>Sweet and Snacktec Delhi, India 23.–25.09.2020 Anutec Mumbai/India 23.–25.09.2020</p> | <p>Main topic biscuit/waffles/cookie</p> <p>Topics biscuit and cookie production lines, automation, ingredient handling, packaging and markets</p> |
| <p>October</p> <p>4</p> <p>December</p> | <p>Publication date 20.11.2020 Publisher's deadline 06.11.2020</p> | <p>SIAL Paris 18.–22.10.2020 Yummex (Sweets and Snacks Middle East) Dubai 03.–05.11.2020 FiE Frankfurt 01.–03.12.2020 Choco Tec Cologne 08.–10.12.2020</p> | <p>Main topic snack production</p> <p>Topics healthy snacking, snack bar lines, snack ingredients, packaging and markets</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

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At present we are developing new advertising opportunities for your business at our brand new digital service 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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