

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.

editor in chief

Stephan Musiol

+49-175/5606618

musiol@sweetvision.de

circulation

Nicole Schulze-Wons

📞 +49 (0) 58 44 / 97 11 88-0

📠 +49 (0) 58 44 / 97 11 88-9

subscription@sweetvision.de

Advertising

international

Stephan Musiol

+49-175/5606618

musiol@sweetvision.de








Germany/Austria/Switzerland

Horst Saenger








+49 (0) 58 44 / 97 51 95

saenger@sweetvision.de



Trim sizes	format	size	rate CMYK
	2/1 Double page spread	382 × 252 mm	6,459.00 EUR
	2/2 Half double page spread	382 × 126 mm	3,229.50 EUR
	1/1 Full page	171 × 252 mm	3,045.00 EUR
	1/2 Page horizontal 1/2 Page verticle	171 × 126 mm 85 × 252 mm	1,687.50 EUR 1,687.50 EUR
	1/3 Page horizontal	171 × 84 mm	1,380.00 EUR
	1/4 Page horizontal 1/4 Page block 1/4 Page verticle	171 × 63 mm 112 × 96 mm 60 × 173 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	171 × 43 mm 113 × 64 mm 60 × 90 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.

Call

international
Stephan Musiol
+49-175/5606618
musiol@sweetvision.de

Germany/Austria/Switzerland
Horst Saenger
+49 (0) 58 44 / 97 51 95
saenger@sweetvision.de

Example

	Format	Total payment/4 issues
b/w	43 mm × 20 mm	224,00 €
	43 mm × 40 mm	448,00 €
Full colour	43 mm × 20 mm	280,00 €
	43 mm × 40 mm	560,00 €

All other sizes on request.



Sizes and prices

Column width: 43 mm

Ad height

b/w:

11,20 EUR per mm

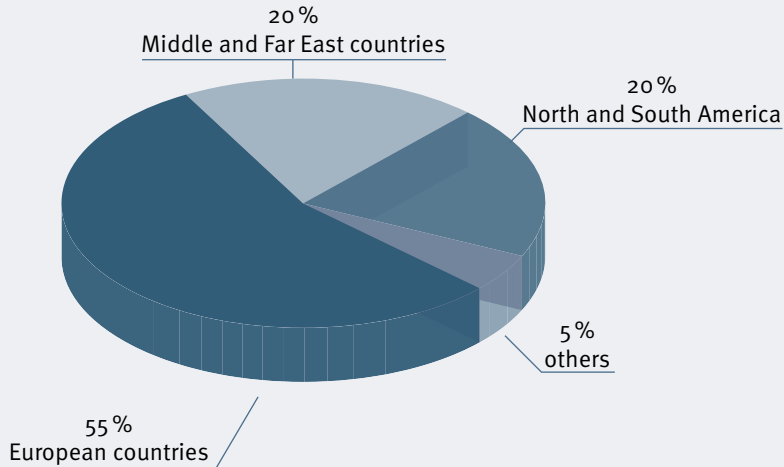
Full colour:

14,00 EUR per mm

Bookable only
for a minimum
of 4 issues.

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

Regular publication

4 issues per year: January–March, April–June, July–September, October–December

Publishing house

ERLING Verlag GmbH & Co. KG
Klein Sachau 4
29459 Clenze
Germany



ERLING

☎ +49 (0) 58 44 / 97 11 88 - 0

☎ +49 (0) 58 44 / 97 11 88 - 9

✉ mail@erling-verlag.com

www.erling-verlag.com

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. Please visit us frequently for the latest news in the international sweets and confectionery business or contact us for further information:

Stephan Musiol editor in chief

+49 (0) 40 / 76 97 92 50

musiol@sweetvision.de

Horst Saenger advertising DACH

+49 (0) 58 44 / 97 51 95

saenger@sweetvision.de

Nicole Schulze-Wons circulation

☎ +49 (0) 58 44 / 97 11 88-0

☎ +49 (0) 58 44 / 97 11 88-9

subscription@sweetvision.de