



sweet vision

2021
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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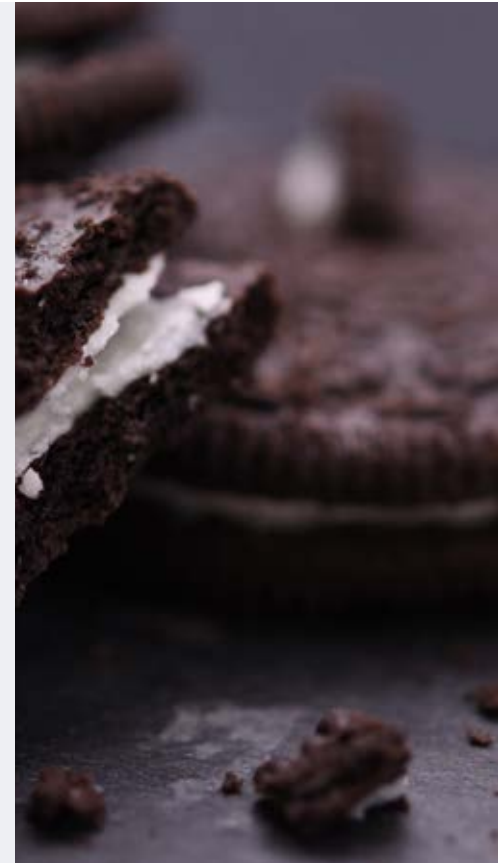
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Trim sizes	format	size	rate CMYK
	2/1 Double page spread	382 × 252 mm	6,459.00 EUR
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	1/1 Full page	171 × 252 mm	3,045.00 EUR
	1/2 Page horizontal 1/2 Page verticle	171 × 126 mm 85 × 252 mm	1,687.50 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

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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

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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

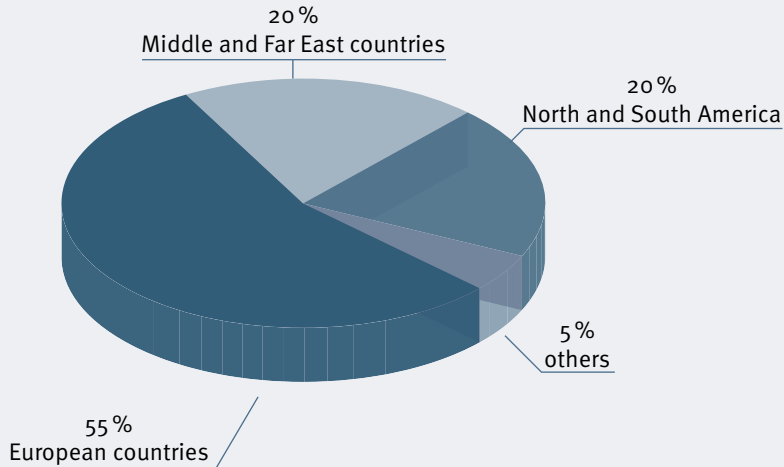
Full colour:

14,00 EUR per mm

Bookable only
for a minimum
of 4 issues.

The circulation in 2021 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
January 1 March	Publication date 22.01.2021 Publisher's deadline 08.01.2021	ISM/ProSweets Cologne 31.01.–03.02.2021 Salon du Chocolat Brussel 14.02.2021 Biofach Nuremberg 17.–20.02.2021 Gulfood, Dubai 21.–25.02.2021 interpack Dusseldorf 25.02.–03.03.2021 Anuga FoodTec Cologne 23.–26.03.2021 SNAXPO Charlotte/North Carolina 28.–30.03.2021	Main topic interpack preview Topics cccocoa/chocolate equipment, sugar confectionery lines, extrusion, bar production, almonds and chocolate
April 2 June	Publication date 16.04.2021 Publisher's deadline 02.04.2021	Sweets & Snacks Expo Chicago 23.–27.05.2021 Round Table Cocoa Hamburg 03.–04.06.2021	Main topic sugar confectionery Topics colours, flavours, cooking systems, jelly production, nuts and nutrition
July 3 September	Publication date 20.08.2021 Publisher's deadline 06.08.2021	Sweet and Snacktec Delhi, India to be announced Anutec Mumbai/India to be announced	Main topic chocolate, waffles and co Topics pralines production, biscuit and cookie production lines, automation, ingredient handling, packaging and markets, cocoa market developments
October 4 December	Publication date 19.11.2021 Publisher's deadline 05.11.2021	Yummex (Sweets and Snacks Middle East) Dubai to be announced FiE Frankfurt to be announced	Main topic snacks, enzymes, spices and more Topics special ingredients, herbs, healthy snacking, snack bar lines, snack ingredients, packaging and markets

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

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Payments

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Online services

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