

INTERNATIONAL MAGAZINE FOR THE CONFECTIONERY AND SNACK BUSINESS

Advertising rates
List no. 40 valid from January 1st 2012

50th edition 2012

S H O R T P R O F I L E

The international magazine SG SWEETS GLOBAL NETWORK (SG) is well established as an informative and influential confectionery sector journal in Germany and throughout Europe. For almost 50 years SG has been valued by sales managers, marketing executives and buyers at all major German retailers as an important source of confectionery business news. Broadening the scope of the magazine and featuring articles in English has steadily increased readership over the past ten years, both in Germany and abroad.

Apart from the core readership in the German-speaking countries Austria, Germany and Switzerland SG also has subscribers in Italy, Spain, the UK, Benelux states, Scandinavia and – increasingly – Central and Eastern Europe. Numerous sector professionals overseas also read SG and the magazine is dispatched to 70 different countries in all.

Key subscribers include decision makers and proprietors of national and international confectionery concerns as well as import company managers, and brokers.

Also among SG subscribers are buyers, marketing executives and sales managers from the wholesale and specialist retail sector, as well as those responsible for the buying, marketing and distribution of confectionery in food retail chains, C+C businesses and department stores. Numerous readers are active in marketing companies, service companies and agencies.

The spectrum of subjects featured in the magazine covers all downstream sectors of the supply chain, especially marketing and sales. Category management, CRM, online-marketing and social media, market observations and current trends at the POS integrate as well as import and export of convenience products of the international confectionery industry. In addition the retailer market of confectionery – domestic and abroad – is another main focus of the SG Magazine.

SG examines a wide range of topics and issues related to the product segments chocolate, sugar confectionery, fine pastries, salty snacks and ice cream. Reports on markets and trends, company portraits, information about new products and promotions, as well as reviews of major confectionery sector shows feature prominently.

SCHEDULE AND SPECIAL TOPICS 2012

EDITION DATE	SPECIAL TOPICS	PUBLICATION DATE	ADVERTS CLOSING DATE	CLOSING PRINT READY COPY
01/2012	Preview of ISM 2012 List of exhibiting company representatives <i>Bonus circulation: ISM and ProSweets Cologne 2012</i>	January 2 nd , 2012	December 12 th , 2011	Dezember 16 th , 2011
02/2012	ISM edition featuring list of innovations presented at ISM 2012 <i>Bonus circulation: ISM and ProSweets Cologne 2012</i>	January 27 th , 2012	January 10 th , 2012	January 12 th , 2012
03/2012	Latest ISM 2012 news: background reports, corporate news, presentations	March 1 st , 2012	February 15 th , 2012	February 17 th , 2012
04/2012	Review of ISM, presentation of new products manufactured by companies based in German-speaking countries	April 2 nd , 2012	March 19 th , 2012	March 21 st , 2012
05/2012	Snacks, nuts, salty snacks Confectionery markets in Europe <i>Bonus circulation: Sweets & Snacks Expo 2012 in Chicago</i>	May 2 nd , 2012	April 18 th , 2012	April 20 th , 2012
06/2012	Sugar confectionery and children's novelty items Spanish market developments	June 1 st , 2012	May 18 th , 2012	May 21 st , 2012
07/2012	Organic and fair trade sector developments Review of Sweets & Snacks Expo US confectionery market trends	July 2 nd , 2012	June 18 th , 2012	June 21 st , 2012
08/2012	Sweet biscuits and fine pastries International confectionery market trends	August 1 st , 2012	July 18 th , 2012	July 20 th , 2012
09/2012	Seasonal products: innovations to be launched by May 2013 <i>Bonus distribution: Sweets & Snacks China 2012 in Shanghai</i>	September 3 rd , 2012	August 20 th , 2012	August 22 nd , 2012
10/2012	Coated sweets, nougat, marzipan Benelux confectionery market <i>Bonus distribution: Sweets & Snacks Middle East 2012 in Dubai</i>	October 1 st , 2012	September 17 th , 2012	September 20 th , 2012
11/2012	Chocolate market trends and new products Review of Sweets & Snacks China	November 1 st , 2012	October 18 th , 2012	October 22 nd , 2012
12/2012	Driving sales at the POS Review of Sweets & Snacks Middle East	December 3 rd , 2012	November 19 th , 2012	November 21 st , 2012

Regular features: *innovations • company portraits • reports • national and international shows • market research • sales promotion • nationwide advertising campaigns*

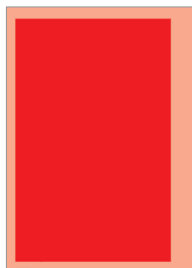
We reserve the right to make changes regarding content and special topics and will inform you in a timely fashion.

ADVERTISEMENT SIZES AND PRICES

Full page

Type area: 176 mm (width) x 256 mm (depth)
Bleed : 210 mm (width) x 297 mm (depth)*

b/w 2.060,00 €
four colour 3.010,00 €



Two thirds page

Type area: 109 mm (width) x 256 mm (depth)
Bleed: 137 mm (width) x 297 mm (depth)*

b/w 1.370,00 €
four colour 2.320,00 €



Half page, vertical

Type area: 83 mm (width) x 256 mm (depth)
Bleed: 105 mm (width) x 297 mm (depth)*

b/w 1.030,00 €
four colour 1.980,00 €



Half page, horizontal

Type area: 176 mm (width) x 126 mm (depth)
Bleed: 210 mm (width) x 148 mm (depth)*

b/w 1.030,00 €
four colour 1.980,00 €



One third page, vertical

Type area: 52 mm (width) x 256 mm (depth)
Bleed: 75 mm (width) x 297 mm (depth)*

b/w 750,00 €
four colour 1.600,00 €



One third page, horizontal

Type area: 176 mm (width) x 80 mm (depth)
Bleed: 210 mm (width) x 97 mm (depth)*

b/w 750,00 €
four colour 1.600,00 €



One quarter page, vertical

Type area: 83 mm (width) x 126 mm (depth)
Bleed: 111 mm (width) x 143 mm (depth)*

b/w 580,00 €
four colour 1.250,00 €



One quarter page, horizontal

Type area: 176 mm (width) x 65 mm (depth)
Bleed: 210 mm (width) x 82 mm (depth)*

b/w 580,00 €
four colour 1.250,00 €



One eighth page, vertical

Type area: 52 mm (width) x 110 mm (depth)

b/w 290,00 €
four colour 980,00 €



One eighth page, horizontal

Type area: 110 mm (width) x 52 mm (depth)

b/w 290,00 €
four colour 980,00 €



*All bleed ads include 3 mm trim (outer edges). All prices quoted are net and subject to VAT at prevailing rate.

TECHNICAL SPECIFICATIONS

Magazine format:

210 mm (width) x 297 mm (depth)

Type area:

176 mm (width) x 256 mm (depth)

Front coveradvert format:

124 mm (width) x 176 mm (depth),
not including bleed

(Prices available upon request)

No charge for bleed

Inserts:

maximum size
200 mm (width) x 290 mm (depth)

maximum weight 75 g
(Prices available upon request)

Bound inserts:

folded, untrimmed - allow 3 mm head
trim, side trim, bottom trim

(Prices available upon request)

Glued inserts:

only possible together with a
full page advert

(Prices and specifications available on request)

Printing process:

Offset, CTP
70 l/cm
Colour scale: Euro scale

Closing date for adverts:

see schedule

Closing date for printing data:

see schedule

Printing materials:

in digital form,
including proofs

PUBLISHER, SUBSCRIPTION RATES, GENERAL INFORMATION ABOUT SG

Publisher:

SWEETS GLOBAL NETWORK e.V.
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SG Magazine appears monthly

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+ 7% VAT
Annual subscription, abroad 55,00 €
including p&p

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6.250

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TERMS OF BUSINESS, PAYMENT

Discount rates:

3 ads: 5 %
6 ads: 10 %
12 ads: 15 %
Valid only for ad placement
during 2012

Agency commission:

15 %

Payment:

All invoices payable net
within 14 days, without deduction

Banking information:

HypoVereinsbank München
Account n°: 6 860 071 345
Sorting code: 700 202 70
IBAN: DE24700202706860071345
SWIFT-BIC: HYVEDEMM



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