

ahgz

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MEDIAKIT 2024

Price list No.5, valid from from 1st January 2024



dfv media group
Horeca Media

ahgz

foodservice

gvpraxis

ahgz

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dfv Horeca Media

STRONGER TOGETHER. MORE KNOWLEDGE FOR THE MARKET.

Under the umbrella of dfv Horeca media, the dfv media group bundles its entire media activities in the hotel and gastronomy market:

ahgz as the leading medium for the hotel industry and individual gastronomy, foodservice as the only trend and business trade medium for the brand and system gastronomy, as well as gvpraxis as the trade medium for the community catering sector.

Your advantages:

- Three media brands from one strong source
- Uniform formats and cross-media products for more efficiency and success.
- Individual solutions from our team for your communication needs.



**Place your target topics and messages into sub-segments
as well as the whole hospitality industry.**



dfv media group
Horeca Media

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ahgz NAVIGATOR AND PLATFORM FOR THE HOTEL WORLD

11,924

ACTUAL
CIRCULATION¹

3.8

READERS PER ISSUE²

48 Minutes

READING DURATION
PER ISSUE²

71%

OF THE READERS ARE IN
A LEADING POSITION²

Best

PERFORMANCE VALUES
FOR YOUR PRINT AND DIGITAL CAMPAIGNS



85%

RESPONSIBLE FOR
PURCHASING DECISIONS³

296,725

VISITS⁴

819,326

PAGE IMPRESSIONS
ON AHGZ.DE⁴

25,000

NEWSLETTER RECIPIENTS
AHGZ AM MORGEN⁵

61,594

FOLLOWER ON OUR
SOCIAL MEDIA CHANNELS⁶

38%

Ø OPENING RATE
IN THE NEWSLETTER⁷

¹ IVW III/2023 | ² Readership structure analysis dfv Horeca media 2022 | ³ Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 | ⁴ IVW II/2023 | ⁵ Recipient file, October 2023 | ⁶ Followers of the ahgz social media channels: Facebook, Instagram, LinkedIn, Xing, As of: October 2023 | ⁷ Own measurement CMS

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry Events
				Food & Beverage	Non-food/Technology
1	06.01.24	21.12.23		Breakfast & Brunch/ Bread and baked goods	Bed, mattress & frame
2	20.01.24	04.01.24	Copytest		Hygiene
3	03.02.24	18.01.24	 Special		Take away solutions
4	17.02.24	01.02.24		Snacks & finger food	Sustainable mobility solutions
5	02.03.24	15.02.24	 Special	Alternative proteins	Travel Technology
6	16.03.24	29.02.24	 AS: 16.02.2024		Outdoor Innovations Bathroom & Sanitary
7	30.03.24	14.03.24		Side dishes & sauces	Table Top
8	13.04.24	28.03.24	EM-Special	Everything for the barbecue season	Hotel laundry
9	27.04.24	11.04.24			Software solutions for process optimisation
10	11.05.24	25.04.24	 AS: 10.04.24	Dairy products	
11	25.05.24	08.05.24	 AS: 23.04.24	Non-alcoholic drinks	Workwear
12	08.06.24	23.05.24	Foodreport	Coffee & Tea	Coffee machines
13	22.06.24	06.06.24	 AS: 23.05.24		Dishwashing technology: Systematic cleaning

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry Events
				Food & Beverage	Non-food/Technology
14	06.07.24	20.06.24		Frozen novelties	Purchasing solutions for the industry
15	20.07.24	04.07.24	hotel design	Oils, fats & dressings	"Wellness, spa & cosmetics Smart Building Technology"
16	03.08.24	18.07.24		Breakfast as a sales driver	
17	17.08.24	01.08.24		Snacks & finger food	Tables & Chairs
18	31.08.24	15.08.24	workwear & SAFETY AS: 12.08.2024		Kitchen technology Tempering and Proofing
19	14.09.24	29.08.24	nächhaltigkeit AS: 14.08.24	Coffee & Tea	Smart Hotel Technology
20	28.09.24	12.09.24		Ice cream & dessert for the Winter season	Coffee machines
21	12.10.24	26.09.24	hotel design		Conversion & Modernisation
22	26.10.24	09.10.24	kaffee tee & frühstück AS: 19.09.2024	Finefood for the Festive Season	Hotel laundry
23	09.11.24	24.10.24	house keeping AS: 10.10.24		Delivery vehicles & solutions
24	23.11.24	07.11.24	hotel design		Hotel-TV & Guest Experience Technology
25	07.12.24	21.11.24	Veganuary-Special		Events, Weddings, Catering, Banquet Business

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Print: formats and prices

1/1 NEWSPAPER FORMAT

282 × 426 mm **12,150 €**



1/1 MAGAZINE FORMAT

224 × 260 mm **7,800 €**



1/2 NEWSPAPER FORMAT

vertical 167 × 406 mm
horizontal 282 × 202 mm
7,800 €



1/3 NEWSPAPER FORMAT

vertical 109 × 406 mm
horizontal 282 × 135 mm
5,650 €



1/4 NEWSPAPER FORMAT

vertical 167 × 202 mm
horizontal 282 × 101 mm
4,800 €



1/2 MAGAZINE FORMAT

vertical 109 × 260 mm
horizontal 224 × 130 mm
4,150 €



1/8 NEWSPAPER FORMAT

Corner 167 × 101 mm
horizontal 282 × 50 mm
2,550 €



2 × 1/2 NEWSPAPER FORMAT

588 × 202 mm **14,800 €**



TITLE PAGE

Heading advertisement
52 × 39 mm **1,200 €**
Bottom bar advertisement
282 × 50 mm **3,000 €**



FLYING PAGE

Page 1 153 × 409 mm +
Page 2 153 × 470 mm **13,250 €**



Both pages in bleed format, plus 4 mm trim on all four sides.
Documents must be available by the AS at the latest.

COVER PAGE

Page 1 282 × 384 mm +
Page 2 282 × 426 mm **23,950 €**



Both pages in type area. Design: Approval of ahgz editorial staff is necessary. Documents must be available by the AS at the latest.

PAGE 3/PREFERRED POSITION

½ Page horizontal 282 × 202 mm **8,750 €**

ISLAND ADVERTISEMENT

Positioned in editorial section,
surrounded by text from three sides at least,
Ad height 20 – 100 mm
Rate/mm 1 column (52 mm) **16.10 €**

EAR SPACE ADVERTISEMENTS

Positioned in editorial section,
surrounded by text from two sides at least
Rate/mm 1 column (52 mm) **7.00 €**

INSERTS

Maximum format DIN A4, Total circulation
Weight up to 25 g **5,000 €**
Weight up to 50 g **5,900 €**

Incl. postal charges, prices for differing parameters available on request

PARTIAL INSERTS

(based on Nielsen areas)
Maximum format DIN A4, max. weight 50 g
Weight up to 25 g **315.00 € %**
Each additional 5 g **14.00 € %**

Plus selection fee of 250 €, plus postal charges or shipping costs (more than 30 g)

All prices in 4c. Trimmed adverts are not possible. All prices plus VAT.

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Magazine Specials

WITH THE MAGAZINE SPECIALS YOU REACH THE ENTIRE OUT-OF-HOME MARKET IN AN ATTRACTIVE THEMATIC ENVIRONMENT.



Prices and formats see Page 10



NACHT DER STERNE – THE AWARD MAGAZINE

NEW

Publication date: 16.03.2024
Advertising deadline: 16.02.2024

Supplement in ahgz and
Mailing to around 1,000 guests at the gala



HOTELIER DES JAHRES – THE AWARD MAGAZINE

Publication date: 11.05.2024
Advertising deadline: 10.04.2024

Supplement in ahgz and
Mailing to around 1,000 guests at the gala

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Magazine Specials



INNOVATION – FOOD

THE MAGAZINE FOR FOOD TRENDS
IN THE OUT-OF-HOME MARKET

Publication date: 25.05.2024
Advertising deadline: 23.04.2024
Distributed circulation: 30.783 Copies*

Insert in ahgz,
foodservice, gvpraxis

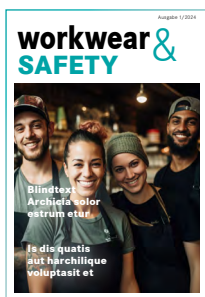


INNOVATION – NON-FOOD

THE MAGAZINE FOR NON-FOOD TRENDS
IN THE OUT-OF-HOME MARKET

Publication date: 22.06.2024
Advertising deadline: 23.05.2024
Distributed circulation: 30.783 Copies*

Insert in ahgz,
foodservice, gvpraxis



WORKWEAR & SAFETY –

THE TRENDMAGAZINE FOR OUTFITS
IN THE OUT-OF-HOME MARKET

Publication date: 31.08.2024
Advertising deadline: 01.08.2024
Distributed circulation: 48.121 Copies*

Insert in ahgz, foodservice, gvpraxis

Additional distribution
in the ABZ – Allgemeine
Bäckerzeitung and
afz allgemeine
fleischer zeitung



SUSTAINABILITY –

THE MAGAZINE ON ENVIRONMENTAL,
F&B AND ENERGY TRENDS

Publication date: 14.09.2024
Advertising deadline: 14.08.2024
Distributed circulation: 33.325 Copies*

Insert in ahgz,
foodservice, gvpraxis



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Magazine Specials Prices



COFFEE & TEA – THE TREND MAGAZINE FOR FOOD IN THE MORNING AND AROUND THE CLOCK

Publication date: 26.10.24
Advertising deadline: 19.09.2024
Distributed circulation: 39.987 Copies*

Insert in ahgz,
 foodservice, gvpraxis
**Additional distribution
 in the ABZ – Allgemeine
 Bäckerzeitung**



HOUSEKEEPING – THE MAGAZINE FOR HOUSEKEEPERS & ROOM SERVICE

Publication date: 09.11.2024
Advertising deadline: 10.10.2024

Insert in ahgz
 Further distribution at
 industry-relevant events

- All print specials appear in **MAGAZINE FORMAT** 210 x 297 mm
- Prices apply to all magazines
- Bound inserts and supplements available on request

1/1 PAGE 210 x 297 mm **9,450 €**
U2 **9,650 €**
U4 **9,850 €**



1/2 PAGE vertical 100 x 297 mm
 horizontal 210 x 149 mm **6,425 €**



1/3 PAGE vertical 79 x 297 mm
 horizontal 210 x 108 mm **5,700 €**



1/4 PAGE vertical 55 x 297 mm
 horizontal 210 x 88 mm **4,600 €**



**DIGITAL
THEME
SPECIAL**

The magazine specials can also
 be booked as digital themed specials.
 Further Info: <https://medien.hotel-gastromedien.de/digital-theme-specials>

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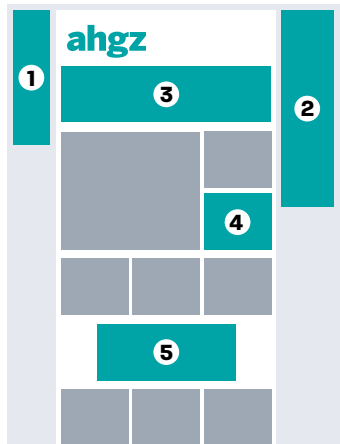
gvpraxis

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Website: formats and prices

ahgz IS THE DIGITAL INDUSTRY PLATFORM FOR DECISION-MAKERS IN THE HOTEL AND CATERING INDUSTRY INDIVIDUAL CATERING WITH DAILY BUSINESS NEWS.



i All ads also appear on mobile devices. For this purpose, please deliver the booked format in all specified sizes.

Formats	Desktop		Mobile	1 week in rotation	1 week exclusively
1 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	850 €	1,700 €
2 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1,500 €	3,000 €
3 Billboard	940 × 250 px	+	300 × 120 px	1,200 €	2,400 €
4 Medium Rectangle	300 × 250 px		300 × 250 px	850 €	1,700 €
5 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	900 €	1,800 €

Further online advertising formats

○	Poster-Ad ³⁾	Formats after consultation			1,475 €	2,950 €
○	Banner picture gallery	935 × 580 px	+	300 × 250 px	500 €	1,000 €

1) Left or right of the content.

2) Dynamically adapts the screen size.

3) Maximum 1 Poster-Ad/Dynamic Sitebar can be booked. It rotates with the Content-Ad or Skyscraper.

Other formats on request. All prices plus VAT.

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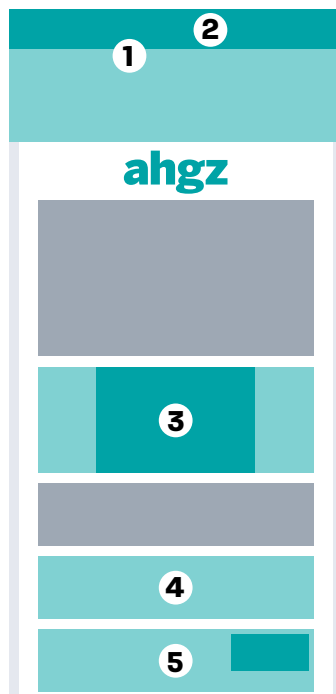
gvpraxis

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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Newsletter

Dispatch days

Recipients

Price advantage
in a 5-pack

	ahgz am morgen	ahgz hoteldesign	ahgz extra-news	ahgz gastro-woche
	Mon – Thur, Sat	1. Fri a month	flexible	Fri
	25,000	6,000	20,000	7,800
	per dispatch	5 for 4	per dispatch	4-week package
1 Mega-Ad 630 × 250 px	1,550 €	6,200 €	900 €	5,000 €
2 Top-Banner 630 × 75 px	1,200 €	4,800 €	750 €	4,800 €
3 Banner 1–5 300 × 250 px / 520 × 200 px	1,150 €	4,600 €	700 €	3,100 €
4 Text Ad 450 characters without picture	1,250 €	5,000 €	800 €	3,150 €
5 Text Ad 450 characters with picture – picture format: 160 x 90 px 160 x 90 px 250 x 140 px	1,400 €	5,600 €	900 €	3,300 €

- i** The dispatch day for the individual dispatch of ahgz in the morning can be freely selected.
The bookings of the 5 for 4 package can be freely distributed over the year.
The 4-week packages are valid for a consecutive period.

All prices plus VAT.

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foodservice ECONOMIC TREND SCOUT FOR THE FOODSERVICE INDUSTRY

9,263

ACTUAL
CIRCULATION¹

Ø 3.7

READERS PER ISSUE²

47 Minutes

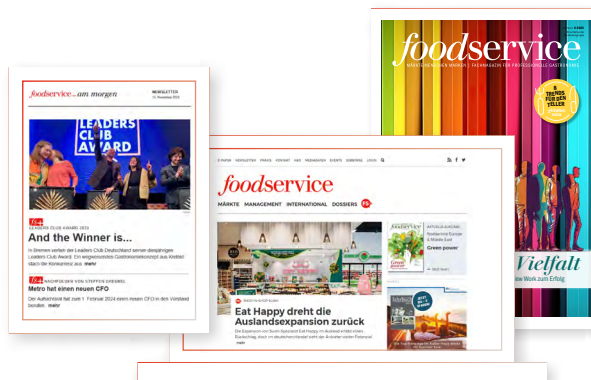
READING DURATION
PER ISSUE²

67 %

OF THE READERS ARE IN
A LEADING POSITION²

Best

PERFORMANCE VALUES
FOR YOUR PRINT AND DIGITAL CAMPAIGNS



75 %

RESPONSIBLE FOR
PURCHASING DECISIONS³

170,457

VISITS⁴

468,892

PAGE IMPRESSIONS
ON FOODSERVICE.DE⁴

15,000

NEWSLETTER RECIPIENTS
FOODSERVICE AM MORGEN⁵

34,440

FOLLOWER ON OUR
SOCIAL MEDIA CHANNELS⁶

34 %

Ø OPENING RATE
IN THE NEWSLETTER⁷

1 IVW III/2023 | 2 Readership structure analysis dfv Horeca media 2022 | 3 Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 | 4 IVW II/2023 and own evaluation | 5 Recipient file, October 2023 | 6 Followers of the ahgz social media channels: Facebook, Instagram, LinkedIn, Xing, As of: October 2023 | 7 Own measurement CMS

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry Events	
				Food & Beverage	Non-food/Technology	
1	10.01.24	13.12.23	Copytest	Breakfast	Foodwaste Management	
2	02.02.24	10.01.24	 Special	Bakery Cafes, Streetfood	Take Away Solutions Sustainable Mobility Solutions	Intergastra (03. – 07.02.24)
3	04.03.24	07.02.24	 Special Coffee bar ranking	Eis & Desserts Alternative proteins	Kitchen Technology Outdoor Innovations	Internorga (08. – 12.03.24)
4	22.04.24	26.03.24	Top 100 Gastronomy EM-Special	Everything for the barbecue season Beverage-Trends	Table Top Bar Equipment	
5	28.05.24	30.04.24		Fries & Dumplings Snacks & finger food Dairy products	Dishwashing technology	
6	26.06.24	03.06.24		Baking Snacks Coffee & Tea	Coffee machines Cleaning & Hygiene	
7/8	12.08.24	18.07.24	Technique Ranking	Meat & Poultry	Furnishings: Tables, Chairs & Co.	
9	11.09.24	19.08.24	Coffee Bar Ranking Europe	Organic, Regional, Sustainable	Reusable Systems in the To-Go Business	
10	09.10.24	13.09.24	Switzerland Ranking	Bread & Baked Goods Ice Cream for the Winter Season	Software Solutions for Process Optimization	European Foodservice Summit, Amsterdam (18. – 19.09.24)
11	18.11.24	24.10.24	France Ranking	Finefood for the Holidays	Delivery vehicles & Solutions	
12	16.12.24	21.11.24	Veganuary-Special			

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Print: formats and prices

1/1 MAGAZINE FORMAT

210 × 297 mm

9,450 €

PANORAMIC AD

420 × 46 mm

6,550 €

FOLDER COVER

210 x 297 mm

Front and back side **15,100 €**

JUNIOR-PAGE

144 × 200 mm

8,300 €

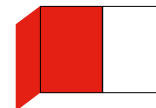
COVER PAGES

210 × 297 mm

U2: **9,650 €**U4: **9,850 €**

GATEFOLDER

The ad pages are opened once or twice from the 2nd cover page.
Price on prequest



1/2 MAGAZINE FORMAT

vertical 100 × 297 mm

horizontal 210 × 149 mm

6,425 €

HALF COVER outside

105 x 297 mm

Front and back side

11,250 €

BOUND-IN INSERT

Maximum format 218 x 305 mm
(untrimmed format)

2 pages

4 pages

6/8 pages

9,650 €**13,000 €**

on request

1/3 MAGAZINE FORMAT

vertical 79 × 297 mm

horizontal 210 × 108 mm

5,700 €

HALF COVER inside

105 x 297 mm

Left and right

10,250 €

INSERTS

Maximum format 204 x 290 mm

up to 25 g

up to 50 g

(Prices incl. postal charges)

6,750 €**7,800 €**

1/4 MAGAZINE FORMAT

vertical 55 × 297 mm

horizontal 210 × 88 mm

4,600 €

FRENCHDOOR 15,100 €

The cover can be opened from the middle to the left and right



Formats in bleed, plus 4 mm bleed. All prices in 4c, plus VAT. Other formats and special advertising formats such as bookmarks, banderoles, coating available on request.

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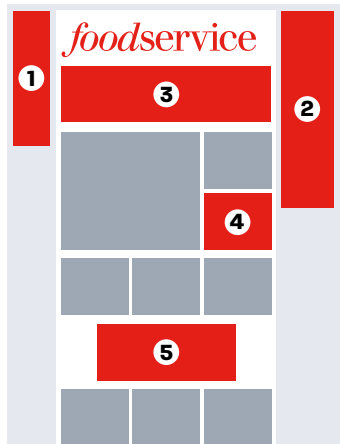
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Website: formats and prices

foodservice THE ONLINE PORTAL FOR BRAND AND SYSTEM CATERING.
DECISION-MAKERS IN THE INDUSTRY CAN FIND THE LATEST NEWS HERE.



i All ads also appear on mobile devices. For this purpose, please deliver the booked format in all specified sizes.

Newsletter	Desktop		Mobile	1 week in rotation	1 week exclusively
1 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	850 €	1,700 €
2 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1,500 €	3,000 €
3 Billboard	940 × 250 px	+	300 × 120 px	1,200 €	2,400 €
4 Medium Rectangle	300 × 250 px		300 × 250 px	850 €	1,700 €
5 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	900 €	1,800 €

Further online advertising formats

○	Poster-Ad ³⁾	Formats after consultation			1,475 €	2,950 €
○	Banner picture gallery	935 × 580 px	+	300 × 250 px	625 €	1,250 €

1) Left or right of the content.

2) Dynamically adapts the screen size.

3) Maximum 1 Poster-Ad/Dynamic Sitebar can be booked. It rotates with the Content-Ad or Skyscraper.

Other formats on request. All prices plus VAT.

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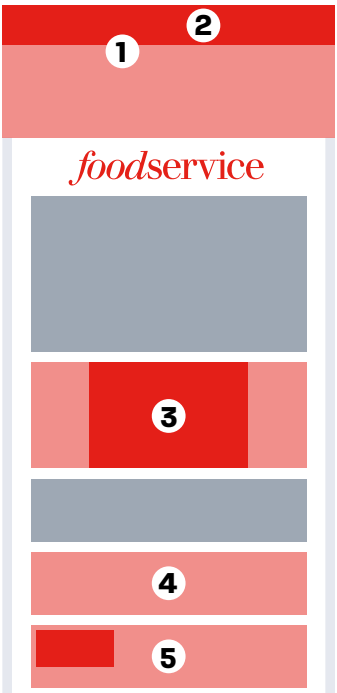
Portrait	12
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Data delivery contacts,	
Bank details and conditions	22
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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats

Dispatch days

Recipients

		foodservice am morgen	foodservice extra	Price advantage in a 5-pack	Price advantage in a 5-pack
		Mon, Wed, Fri	flexible		
		15,000	12,000		
		per dispatch	5 for 4	4-week package	
1	Mega-Ad 630 x 250 px	1,150 €	4,600 €	4,900 €	3,400 €
2	Top-Banner 630 x 75 px	1,050 €	4,200 €	4,650 €	3,400 €
3	Banner 1-5 300 x 250 px / 520 x 200 px	900 €	3,600 €	-	3,400 €
4	Text Ad without picture 450 characters	900 €	3,600 €	-	3,400 €
5	Text Ad with picture 450 characters Picture format: 200 x 175 px	1,000 €	4,000 €	-	3,400 €

i The dispatch day for the individual dispatch of foodservice am morgen can be freely selected.
The bookings of the 5 for 4 package can be freely distributed over the year.
The 4-week packages are valid for a consecutive period.

All prices plus VAT.

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gvpraxis MARKET BAROMETER AND INDUSTRY CLARIFIER FOR THE TOP DECISION-MAKERS OF COMMUNITY CATERING

9,596

ACTUAL
CIRCULATION¹

Ø 3.7

READERS PER ISSUE²

54 Minutes

READING DURATION
PER ISSUE²

81 %

OF THE READERS ARE IN
A LEADING POSITION²

Best

PERFORMANCE VALUES
FOR YOUR PRINT AND DIGITAL CAMPAIGNS

85 %

RESPONSIBLE FOR
PURCHASING DECISIONS³

45,060

VISITS⁴

154,840

PAGE
IMPRESSIONS⁴

12,600

NEWSLETTER RECIPIENTS
GVPRAXIS UPDATE⁵

8,000

FOLLOWER ON OUR
SOCIAL MEDIA CHANNELS⁶

30 %

Ø OPENING RATE
IN THE NEWSLETTER⁷

¹ IVW III/2023 | ² Readership structure analysis dfv Horeca media 2022 | ³ Sole and joint responsibility; Readership structure analysis dfv Horeca media 2022 |

⁴ IVW II/2023 and own evaluation | ⁵ Recipient file, October 2023 | ⁶ Followers of the ahgz social media channels: LinkedIn, Xing, As of: October 2023 | ⁷ Own measurement CMS

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Topic plan

ET = Publication, AS = Advertising deadline

No.	ET	AS	Highlights	Topics	Industry Events	
				Food & Beverage	Non-food/Technology	
1	03.01.24	06.12.23	Copytest	Breakfast Organic, Fairtrade, Regional	Rinsing technology: Cleaning with system Foodwaste Management	
2	02.02.24	10.01.24	 School catering Special	Alternative proteins	Take Away Solutions Sustainable Mobility Solutions	Intergastra (03.-07.02.24)
3	01.03.24	07.02.24	 Special	Trend: Convenient Food	Blenders, Mixers & Juicers Kitchen Technology: Cooking & Tempering	Internorga (08.-12.03.24) GV-Symposium, Wien (26.04.24)
4	15.04.24	19.03.24	EM-Special	Ice & Dessert, Asparagus All for the barbecue season	Office Coffee-Systems	
5	21.05.24	23.04.24	Ranking Contract Catering	Bread & Baked Goods Coffee & Tea Dairy products	Meal Distribution Coffee machines	gvpraxis trendtage (04.-05.06.24)
6	17.06.24	22.05.24	Self-direction Ranking Foodreport	Meat & Poultry Pizza & Pasta	Work Fashion Cleaning & Hygiene	
7/8	05.08.24	11.07.24	Technology Ranking	"Frei von"-Produkte	Output and Sales Counters Tabels, Chairs & Co.	
9	04.09.24	12.08.24	Coffee bar Ranking	Conference Catering Breakfast Coffee & Tea	Vending Solutions Resource Planning Systems Reusable Systems	Fachsymposium Systeme & Konzepte (03.-04.09.24)
10	02.10.24	09.09.24	Canteen Ranking	Dysphagie Finefood for the holidays	Coffee machines, Meals on Wheels Software Solutions for Process Optimization	
11	11.11.24	17.10.24	Stadium Ranking	Ice Cream and Dessert for the Winter Season	Delivery Vehicles & Delivery Solutions	
12	09.12.24	14.11.24	Veganuary-Special	TK Innovations Side dishes & sauces	Knives & Small Kitchen Appliances	

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Print: formats and prices

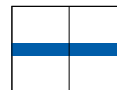
1/1 MAGAZINE FORMAT

210 × 297 mm

9,450 €

PANORAMIC AD

420 × 46 mm

6,550 €

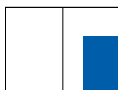
FOLDER COVER

210 × 297 mm

Front and back side **15,100 €**

JUNIOR-PAGE

144 × 200 mm

8,300 €

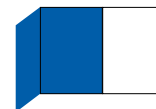
COVER PAGES

210 × 297 mm

U2: **9,650 €**U4: **9,850 €**

GATEFOLDER

The ad pages are opened once or twice from the 2nd cover page.
Price on prequest



1/2 MAGAZINE FORMAT

vertical 100 × 297 mm

horizontal 210 × 149 mm

6,425 €

HALF COVER outside

105 × 297 mm

Front and back side

11,250 €

1/3 MAGAZINE FORMAT

vertical 79 × 297 mm

horizontal 210 × 108 mm

5,700 €

HALF COVER inside

105 × 297 mm

Left and right

10,250 €

1/4 MAGAZINE FORMAT

vertical 55 × 297 mm

horizontal 210 × 88 mm

4,600 €

FRENCHDOOR 15,100 €

The cover can be opened from the middle to the left and right



BOUND-IN INSERT

Maximum format 218 x 305 mm (untrimmed format)

2 pages

4 pages

6/8 pages

9,650 €**13,000 €**

on request

INSERTS

Maximum format 204 x 290 mm

up to 25 g

up to 50 g

(Prices incl. postal charges)

6,750 €**7,800 €**

Formats in bleed, plus 4 mm bleed. All prices in 4c, plus VAT. Other special advertising formats such as bookmarks, banderoles, coating possible on request.

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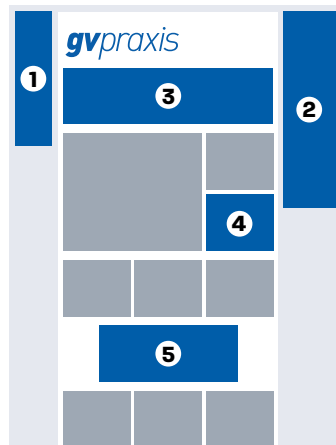
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Website: formats and prices

gvpraxis IS THE DIGITAL NEWS SERVICE FOR COMMUNITY CATERING.



i All ads also appear on mobile devices. For this purpose, please deliver the booked format in all specified sizes.

i The 4-week packages are valid for a continuous period.

Formats	Desktop		Mobile	4 weeks in rotation	4 weeks exclusively
1 Skyscraper¹⁾	160 × 600 px	+	320 × 480 px	850 €	1,700 €
2 Dynamic Sitebar²⁾³⁾	160 - 400 px × 600 - 900 px	+	320 × 480 px	1,500 €	3,000 €
3 Billboard	940 × 250 px	+	300 × 120 px	1,200 €	2,400 €
4 Medium Rectangle	300 × 250 px		300 × 250 px	850 €	1,700 €
5 Content-Ad	617 × 250 px or 300 × 250 px	+	300 × 250 px	900 €	1,800 €

Further online advertising formats

○	Poster-Ad ³⁾	Formats after consultation			1,475 €	2,950 €
○	Banner picture gallery	935 × 580 px	+	300 × 250 px	625 €	1,250 €

1) Left or right of the content.

2) Dynamically adapts the screen size.

3) Maximum 1 Poster-Ad/Dynamic Sitebar can be booked. It rotates with the Content-Ad or Skyscraper.

Other formats on request. All prices plus VAT.

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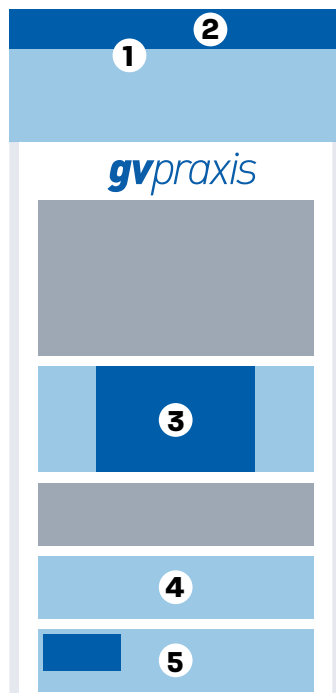
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Newsletter: formats and prices

CHOOSE FROM DIFFERENT FORMATS.



Formats

Dispatch days

Recipients

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2	Top-Banner 630 × 75 px	1,050 €	4,200 €	4,650 €
3	Banner 1–5 300 × 250 px / 520 × 200 px	900 €	3,600 €	–
4	Text Ad without picture 450 characters	900 €	3,600 €	–
5	Text Ad with picture 450 characters Picture format: 200 x 175 px	1,000 €	4,000 €	–

Price advantage
in a 5-pack

- i** The dispatch day for the individual dispatch of gvpraxis can be freely selected.
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All prices plus VAT.

ahgz

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Data delivery contacts, Bank details and conditions

SHIPPING ADDRESS

For bound and magazine inserts
(ahgz, foodservice, gvpraxis)

Westdeutsche Verlags- und Druckerei GmbH
z. Hd. Herrn Wolfgang Maier
Warenannahme Akzidenz
Vermerk: **ahgz xx/2024** or
foodservice xx/2024 or
gvpraxis xx/2024
Kurhessenstraße 4-6, 64546 Mörfelden-Walldorf

For bound and magazine inserts
(Magazine specials ahgz)

W. Kohlhammer Druckerei GmbH & Co.KG
z. Hd. Herrn Jörg Ackermann
Augsburger Straße 722, 70329 Stuttgart

PRINT DOCUMENTS

Please send your printing documents in time for
the respective advertising deadline to:

dispo@hotel-gastromedien.de

Please send digital advertising formats - no later
than three working days before publication to:

banner@hotel-gastromedien.de

TECHNICAL SPECIFICATIONS

**www.media.hotel-gastromedien.de/
data-delivery**

BANK DETAILS

Net within 30 days from the invoice date
Agency fee: 15 %
USt.-Ident.-Nr.: DE 114139662

Frankfurter Sparkasse, Frankfurt am Main
Bank code: 500 502 01
Account number: 34926
SWIFT BIC: HELA DE F 1822
IBAN: DE56 5005 0201 0000 0349 26

For the processing of print and online
advertising orders and online, the General
Terms and Conditions of the publisher
[https://www.hotel-gastromedien.de/
service/termsconditions_mediasales/](https://www.hotel-gastromedien.de/service/termsconditions_mediasales/)

CANCELLATION

**Print bookings can be cancelled until
the advertising deadline.**

**Digital bookings up to 14 days before
publication date.**

DISCOUNT SCALE

Discounts apply to purchases within 12 months
(insertion year) for ahgz, foodservice, gvpraxis
as well as the websites ahgz.de, food-service.de
and gvpraxis.de with all additional newsletter.

Turnover from	Discount
5,000 €	2%
10,000 €	4%
25,000 €	6%
50,000 €	8%
75,000 €	10%
100,000 €	12%
125,000 €	14%
150,000 €	16%
175,000 €	18%
200,000 €	20%
225,000 €	22%
250,000 €	24%
275,000 €	25%

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Contact

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Email: martina.valerius@dfv.de

CARMEN OTTE

Senior Sales Manager

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MARC D'ADDETTA

Director Media & Brand Solutions

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Email: felix.bluemlein@dfv.de

CHRISTIANE MÜCHER

Senior Sales Manager Area 4

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Email: christiane.muecher@dfv.de

DISPOSITION

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dispo@hotel-gastromedien.de

THOMAS MEYER

Business Director

Phone: +49 69 7595-1771

Email: thomas.meyer@dfv.de

