

# GastroSpiegel

▶▶ Magazine for Specialist Retailers and Planners

Media rates no. 11  
valid as of January 2019



jamVerlag GmbH

# Media 2019

[www.gastrospiegel.de](http://www.gastrospiegel.de)

## Brief characterisation

**GastroSpiegel** is a magazine that provides brief and concise information on current industry and product innovations for specialist retailers and planners of canteen kitchens and catering supplies. In this context, opinions and trends rank foremost. The target group of specialist retailers and planners has its say here. Furthermore, the views of industry partners from consulting firms and other branches of the industry are taken into consideration. The topic of personnel, training and development as well as the field of economic analysis also play an important role in the news coverage. **GastroSpiegel** observes marketing and management activities and introduces corporate product innovations. Last but not least, general topics on the out-of-home market are also helpful aspects of critical market presentation. A main content area for readers is the section „Analysis & Opinions“, which is meant to shed light on the sector from a certain angle.

The exclusivity of editorial contributions is particularly important. In-house research, interviews, analyses and critical commentaries by competent editorial staff make the magazine indispensable for readers. Information based on press releases is examined, edited and presented for the benefit of the readers. To sum it up, **GastroSpiegel** provides optimal media support for the entire industry.

## Publishing company

jamVerlag GmbH Phone: +49 (0) 69 / 86 711 404  
Lausitzer Straße 9 +49 (0) 69 / 86 711 413  
D-63075 Offenbach Fax: +49 (0) 69 / 86 711 406  
Germany

Internet: [www.jamverlag.de](http://www.jamverlag.de) [www.gastrospiegel.de](http://www.gastrospiegel.de)  
E-mail: [info@jamverlag.de](mailto:info@jamverlag.de)

## Head of Advertising

Antonia Seufert Phone: +49 (0) 69 / 86 711 413  
E-mail: [antonia.seufert@jamverlag.de](mailto:antonia.seufert@jamverlag.de)

## Insertions/ Advertisements

Julia Eckmann Phone: +49 (0) 21 02 / 1 689 834  
E-mail: [julia.eckmann@jamverlag.de](mailto:julia.eckmann@jamverlag.de)

## Editorial team

Ralf Lang (Chief Editor) E-mail: [ralf.lang@jamverlag.de](mailto:ralf.lang@jamverlag.de)  
Sören Nolte E-mail: [soeren.nolte@jamverlag.de](mailto:soeren.nolte@jamverlag.de)

## Editorial office

jamVerlag GmbH Phone: +49 (0) 21 02 / 16 89 834  
Christinenstr. 12 Fax: +49 (0) 21 02 / 16 89 839  
D-40880 Ratingen  
Germany

## Bank details

Frankfurter Volksbank eG  
IBAN: DE92 5019 0000 0005 0144 41  
BIC: FFBVDE33  
VAT no.: DE 206 622 118

## Term of payment

30 days net after invoicing

## Frequency

12 times per year

## Subscription rates

national annual subscription print + e-paper + online	48.00 €
national annual subscription print + e-paper	24.00 €
international annual subscription print + e-paper + online	56.00 €
international annual subscription print + e-paper	32.00 €

## Printed copies

3,243 copies (IVW II/2018)

## Printing circulation

3,177 copies (IVW II/2018)

## Trim size

210 mm width x 297 mm height, DIN A4

## Type area

advertisements: 180 mm width x 260 mm height  
editorial: 190 mm width x 260 mm height

## Printing technique

offset method

## Digital data

print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyscale pictures; at least 600 dpi with Bitmap pictures), data must be in CMYK, fonts have to be embedded. The customer is responsible for the correctness of texts and images. If required, digital data can be created by the publisher against invoice.

## Proof

A colour and position proof has to be delivered or sent in as a pdf.



## AD RATES

**Discounts** (purchase within 12 months)

<b>Placing rates</b>	2 insertions	3 %
	4 insertions	5 %
	6 insertions	10 %
	8 insertions	15 %
	12 insertions	20 %
<b>Page rates</b>	1 page	3 %
	3 pages	5 %
	5 pages	10 %
	7 pages	15 %
	12 pages	20 %

Additional discounts possible in combination with bookings in VerpflegungsManagement, VendingSpiegel, and/or EXISTENZ GASTRONOMIE.

**Prices per mm** column width 45 mm,  
price per mm/column 5.90 €

**Recruiting ads** (all prices per mm/column)

position wanted	column width 45 mm	1.20 €
position vacant	column width 45 mm	3.90 €
company sale	column width 45 mm	3.90 €

**Special placement** (all prices per mm/column)

**Front cover placement** column width 45 mm 8.20 €

**Individual placement** 210.00 €

**Additional colour charge** Price upon request

**Fixed Inserts** 2 pages 3,600.00 €

delivery: DIN A4 + 5 mm on each edge;  
a sample is requested in advance.

**Bound inserts** 4 pages (magazine centre) 6,050.00 €

delivery: DIN A4 + 5 mm on each edge;  
a sample is requested in advance.

**Loose inserts** max. size 206 x 292 mm, price per 1,000 copies, a sample is requested in advance


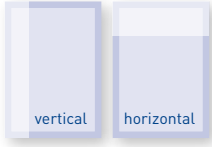
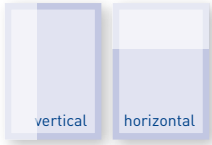
up to 25 g 400.00 €  
more than 25 g Price upon request

**Special formats** e.g. banderoles, ad flaps, or stickers (adhesive labels, postcards) upon request



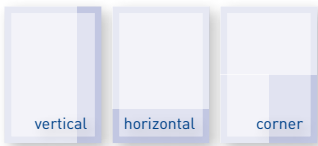
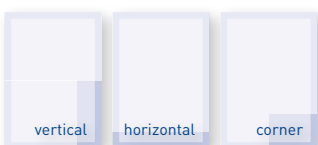
No additional charge for trim size.

All other formats upon request.

Prices in Euro excl. VAT.

	Formats	Type area format (width x height)	Bleed off format (width x height)	Prices
	<b>1/1</b>	180 x 260 mm	210 x 297 mm	4c 3,470.00 € b/w less 30 %
	<b>3/4 vertical</b>	135 x 260 mm	145 x 297 mm	4c 2,800.00 € b/w less 30 %
	<b>3/4 horizontal</b>	180 x 195 mm	210 x 210 mm	
	<b>2/3 vertical</b>	120 x 260 mm	130 x 297 mm	4c 2,500.00 € b/w less 30 %
	<b>2/3 horizontal</b>	180 x 175 mm	210 x 190 mm	

Full trim size: Please add 3 mm bleed on all sides.

	<b>1/2 vertical</b>	90 x 260 mm	100 x 297 mm	4c 2,060.00 € b/w less 30 %
	<b>1/2 horizontal</b>	180 x 130 mm	210 x 145 mm	
	<b>1/3 vertical</b>	60 x 260 mm	70 x 297 mm	4c 1,620.00 € b/w less 30 %
	<b>1/3 horizontal</b>	180 x 85 mm	210 x 100 mm	
	<b>1/4 vertical</b>	45 x 260 mm	55 x 297 mm	4c 1,290.00 € b/w less 30 %
	<b>1/4 horizontal</b>	180 x 65 mm	210 x 80 mm	
	<b>1/4 corner</b>	90 x 130 mm	100 x 145 mm	
	<b>1/8 vertical</b>	45 x 130 mm	55 x 145 mm	4c 760.00 € b/w less 30 %
	<b>1/8 horizontal</b>	180 x 30 mm	210 x 45 mm	
	<b>1/8 corner</b>	90 x 65 mm	100 x 80 mm	

Full trim size: Please add 3 mm bleed on all sides.

Issue	Deadline for editorial	Deadline for advertisements	Deadline for printing material	Date of publication	Exhibitions/Fairs
1	14.12.2018	17.12.2018	18.12.2018	04.01.2019	<b>Hoga</b> , Nuremberg 13.-15.01. <b>Sirha</b> , Lyon, 26.-30.01.
2	18.01.2019	21.01.2019	22.01.2019	01.02.2019	<b>Ambiente</b> , Frankfurt/Main, 08.-12.02.
3	15.02.2019	18.02.2019	19.02.2019	01.03.2019	<b>Internorga</b> , Hamburg, 15.-19.03. <b>Altenpflege</b> , Nuremberg, 02.-04.04.
4	22.03.2019	25.03.2019	26.03.2019	05.04.2019	<b>Iffa</b> , Frankfurt/Main, 04.-09.05.
5	19.04.2019	22.04.2019	23.04.2019	03.05.2019	<b>GastroSpiegel-Fachhandelstag</b> , Dusseldorf, 22./23.05.
6	24.05.2019	27.05.2019	28.05.2019	07.06.2019	
7	21.06.2019	24.06.2019	25.06.2019	05.07.2019	
8	19.07.2019	22.07.2019	23.07.2019	02.08.2019	
9	23.08.2019	26.08.2019	27.08.2019	06.09.2019	<b>Südback</b> , Stuttgart, 21.-24.09. <b>Anuga</b> , Cologne, 05.-09.10.
10	20.09.2019	23.09.2019	24.09.2019	04.10.2019	<b>HOST</b> , Milan, 18.-22.10. <b>Iss Gut!</b> , Leipzig, 03.-05.11.
11	18.10.2019	21.10.2019	22.10.2019	30.10.2019	<b>Alles für den Gast</b> , Salzburg, 09.-13.11. <b>Igeho</b> , Basel, 16.-20.11.
12	22.11.2019	25.11.2019	26.11.2019	06.12.2019	
1/2020	13.12.2019	16.12.2019	17.12.2019	03.01.2020	

{dd/mm/yyyy}

- Industry sector: Trading & Planning
    - Who does what and who has which opinion?  
In order to portray the general mood and current discussions within the branch of industry, opinion leaders are interviewed and controversial points of view are compared.
  - People & Personnel
    - News on staff changes.
  - Analysis & Opinions
  - Planning & Projects
  - Products & Innovations
  - Management & Marketing
  - Events, Trade fairs & Workshops
  - Topics & Trends
- 
- Topic highlights:
    - The interview (can be used in various categories)
    - Product of the month
    - Announcement of the month
    - Quotation of the month
    - Critical review of the month
    - Picture review
    - Inside knowledge

## WEBSITE CONTENT [www.gastrospiegel.de](http://www.gastrospiegel.de)

- HOME** This section attracts attention to a high degree owing to the significant and current news and information shown. Readers tend to stay a while. The homepage is the starting point for the internet presence and is therefore particularly suitable for placing banners.
- NEWS** This part features news from the industry and several commercial sectors in various categories. Thus, GS-Online not only serves as a gateway to the industrial branch, but also provides current information on the out-of-home market.
- EVENTS** Users are kept up-to-date in terms of professional development thanks to a broad overview of the most significant events within the industry line (reaching from workshops offered by vendors , to specialist trade fairs up to events organized by associations.)
- SERVICE** The e-paper feature stands out from the numerous service possibilities to choose from. Here subscribers can see all GastroSpiegel issues online. For subscribers, new issues are published online shortly before the print issue is distributed. Further interesting features are various download options as well as an overview of requests for proposal.
- JOB MARKET** Here job offers as well as applications for a post are published in addition to the print media of GastroSpiegel. Subscribers can hereby always access the most recent offers.

In all sections, advertising banners are visible also to non-subscribers!



**Full-size banners**

Format	Environment	Period	Rate
420 x 60 pixels	homepage	3 months	1,500.00 €
420 x 60 pixels	other headings	3 months	900.00 €

**Rectangle banners**

Format	Environment	Period	Rate
220 x 320 pixels	homepage	3 months	1,800.00 €
220 x 320 pixels	other headings	3 months	1,200.00 €

**Footer banners**

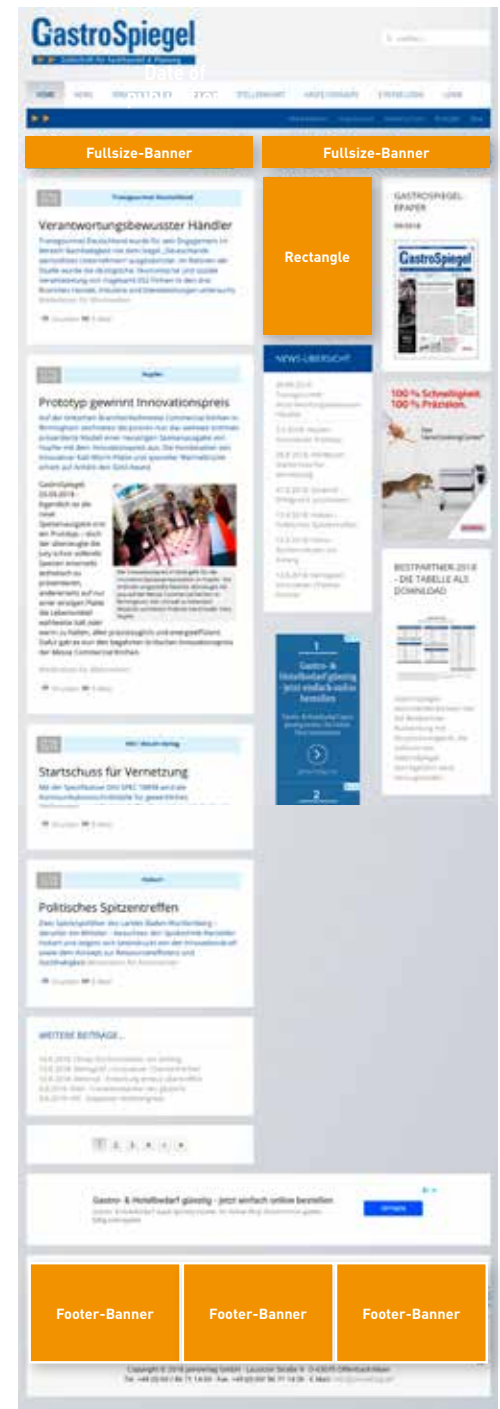
Format	Environment	Period	Rate
280 x 175 pixels	homepage	3 months	600.00 €
280 x 175 pixels	other headings	3 months	300.00 €

Max. two ads in rotation. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixels.



Several years ago the **GastroSpiegel** website was one of the first within the industry sector to be set up in a responsive design. Thus, the website automatically adapts to the display size of mobile end devices such as smartphones and tablets and keeps the font size.

Also the placement of advertising banners stays visible. When sidebars are hidden, rectangle banners pop up in full size in various places. By this means, **GastroSpiegel** provides an ideal general online communication with readers at all times.



Footer-Banner	Footer-Banner	Footer-Banner
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## General Terms and Conditions of jamVerlag for Print and Online Media

1. „Advertising order“ within the meaning of the following General Terms and Conditions of Business shall be understood to mean the contract to publish one or more advertisements or online advertisements from an advertiser or other space buyer in printed publications or on an internet site for the purpose of circulation.
2. In case of doubt, advertisements or online advertisements must be called for publication within one year of entering the contract. If a contract grants the right to call individual advertisements, the order must be executed within one year from publication of the first advertisement, insofar as the first advertisement is called and published within the period specified in sentence 1.
3. With contracts, the customer shall also be entitled, within the period agreed or specified in no. 2, to call for advertisements or online advertisements above and beyond the quantity specified in the order.
4. If an order is not fulfilled for reasons beyond the publisher's control, the customer shall be obliged to reimburse the publisher for the difference between the discount granted and the discount allowed on the actual purchase, without prejudice to any other legal obligations. Reimbursement will not apply if failure to meet the order is attributable to force majeure in the publisher's area of risk.
5. Orders requesting the publication of advertisements, inserts or online advertisements in specific issues or at specific positions in the printed publication or online space are carried out if the customer has declared that the advertisement, online advertisement or insert shall be published in specific issues or at specific positions of the printed matter or the online space and if this has been confirmed explicitly to the publisher. Classified advertisements shall be printed in the respective column without the need for any express agreement to this effect.
6. Advertisements that, due to their editorial design, are not readily recognisable as advertisements shall be clearly marked by the publisher using the word „Advertisement“.
7. The publisher reserves the right to refuse advertising orders or online advertising orders - including individual calls for publication under the terms of a contract - and orders for inserts on the grounds of content, origin or technical form if the relevant advertisement or online advertisement, at the publisher's due discretion, violates laws, official regulations or good morals or if the publisher cannot be reasonably expected to publish them. Orders for inserts are not binding on the publisher until a sample of the insert has been submitted and approved. Inserts in any format or make-up leaving the reader with the impression that they are an integral part of the newspaper or magazine or containing outside advertising will not be accepted. The customer will be informed immediately if an order is refused.
8. The customer shall be responsible for the punctual delivery of faultless advertising copies and online advertising media, which meet the publisher's technical requirements. The publisher shall immediately request substitutes for recognisably unsuitable or damaged printing material.
9. If all or part of the advertisement or the online advertisement is printed illegibly, incorrectly or incompletely, the customer shall be entitled to a reduction in price or to a faultless substitute advertisement; however, only to the extent to which the purpose of the advertisement or online advertisement has been impaired. If the publisher is not successful in rectifying the situation within a reasonable time limit set for this purpose or a substitute advertisement is again not faultless, the customer shall have the right to demand a reduction in price or to withdraw from the contract. Claims for damages arising from a positive breach of obligations, culpa in contrahendo and tort shall be excluded - including in the case of orders placed by telephone; claims for damages from impossibility of performance and default are limited to

- the replacement of the foreseeable loss and to the amount of fees payable for the relevant advertisement or insert. This does not apply in the event of intent and gross negligence on the part of the publisher, its legal representative or its vicarious agents. Any liability of the publisher for damage due to the absence of a guaranteed quality shall not be affected. In commercial transactions, the publisher shall also not be liable for gross negligence of simple vicarious agents; in other cases, the liability towards merchants for gross negligence is limited to the amount of the foreseeable losses up to a maximum of the relevant fees for the advertisements. Complaints for defects - with the exception of non-obvious defects - must be put forward within one week from receipt of the invoice.
10. Proof copies shall be delivered only if expressly requested. The customer shall be responsible for ensuring that the returned proof copies are correct. The publisher shall take into account all error corrections brought to its attention within the period set at the time the proof was sent.
  11. If no specific size requirements are stipulated, the charge will be based on the actual advertisement height or placement size normal for the type of the advertisement or online advertisement medium concerned.
  12. If the customer does not pay in advance, the invoice will be issued immediately, possibly, however, 14 days after the advertisement or online advertisement is published. The invoice is to be paid within the period specified in the price list and commencing from the time of invoice receipt, unless any other payment period or prepayment is agreed in the individual case. Any discounts for early payment shall be granted as specified in the price list.
  13. Interest and collection costs will be charged if payment is delayed or deferred. In the event of late payment, the publisher may defer further execution of the current order until such time as payment is made and demand prepayment for the advertisements or online advertisements still awaiting publication. In the event of justified doubts regarding the customer's ability to pay, the publisher is entitled, including during the term of an advertising contract and regardless of the period originally agreed for payment, to make the publication of further advertisements or online advertisements contingent on prepayment of the amount concerned and on the settlement of any outstanding invoice amounts.
  14. On request, the publisher shall supply a voucher copy together with the invoice. If it is no longer possible to procure a voucher copy, a legally binding certificate from the publisher on the publication and distribution of the advertisement or online advertisement shall take its place.
  15. All advertising orders will be processed in line with the applicable data protection regulations.
  16. In the event of keyed advertisements, the publisher shall exercise the care of a prudent businessman in the safekeeping and timely forwarding of offers. Registered and express letters responding to keyed advertisements shall only be forwarded by ordinary mail. Replies to keyed advertisements shall be kept for four weeks. Replies not collected within this period shall be destroyed. Although under no obligation to do so, the publisher shall return valuable documents. The publisher reserves the right, in the interest and for the protection of the customer, to open and inspect incoming offers so as to eliminate any misuse of the keyed advertisement service. The publisher is under no obligation to forward any business recommendations and offers of introduction.
  17. The place of jurisdiction for legal action involving business transactions with merchants, legal entities under public law or special funds under public law shall be the headquarters of the publisher. If the place of residence or customary abode of the customer is unknown at the time action is brought or if the customer moves its place of residence or customary place of abode outside the reach of the law after entering the contract, the agreed place of jurisdiction shall be the headquarters of the publisher.