

Media Information 2024

incl. specials Intergastra, TRINKtime, Future Foods, who's who
and industry portal **blgastro**^{de}





Brief characteristics

For 75 years, the philosophy of GVMANAGER has been to provide professional, value-oriented information for specialists and managers in the catering industry, ensuring a high level of practical relevance through best-practice examples, tips from colleagues and expert background knowledge. This is because GVMANAGER aims to support those responsible in a spirit of partnership to optimally master

the daily challenges and to utilise the changes in the industry as an opportunity for further development.

Target groups

Specialists and managers as well as other decision-makers and driving forces in community catering: from chefs and kitchen managers to catering managers and managing directors - divided into the Care, Business and Education sections (see next page).

Published

10 times a year

Format

212 mm wide x 280 mm high

Volume

75.th year 2024

Subscription price (incl. shipping costs)

Annual subscription price domestic 105 Euro

Annual subscription price abroad 120 Euro

Circulation

Print run

10.500 copies

Circulation

10.422 copies

Sold circulation

5.460 copies

Quarterly average II/23



geprüfte Auflage

Recipient groups

Share of actually distributed circulation

Student unions and educational institutions

absolute	in %
472	4,53

Traffic zone gastronomy

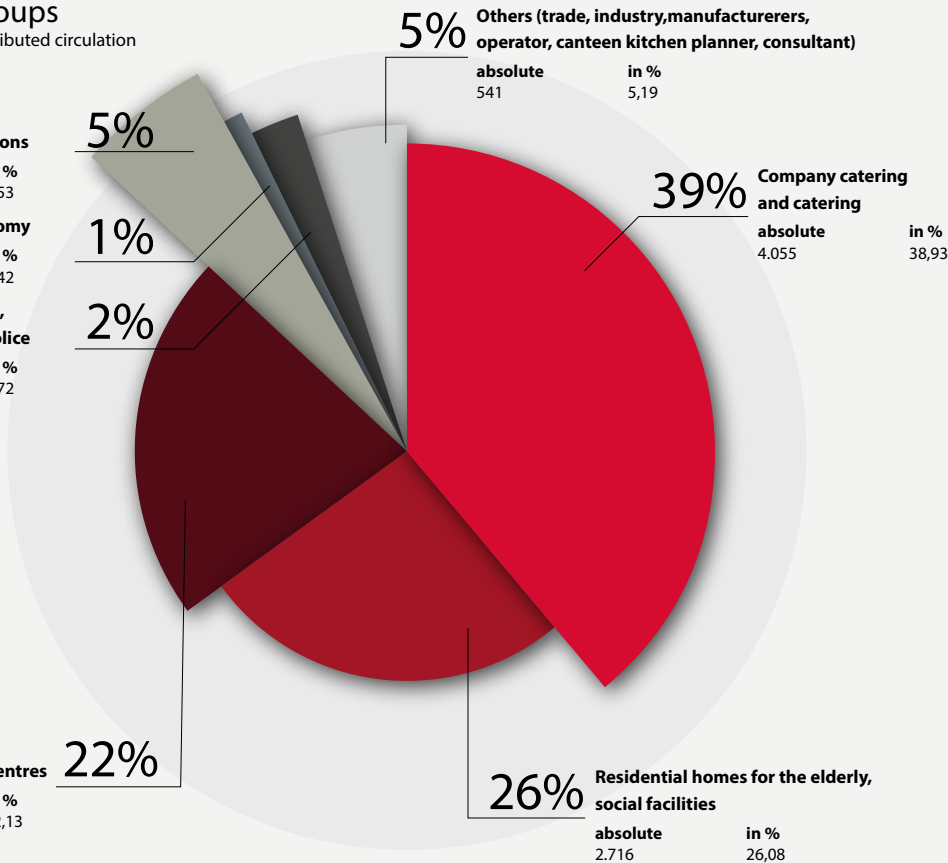
absolute	in %
148	1,42

Correctional centres, armed forces and police

absolut	in %
179	1,72

Hospitals, clinics and rehabilitation centres

absolute	in %
2.305	22,13



Organ

Official organisation of the VKK
Verband der Küchenleitung e.V.



Membership / Editorial partner



What we do • specialist conference and branch award

We bring the branch together



**GV
MANAGER** directs as
media partner
in cooperation with

 **MANAGEMENT
FORUM
STARNBERG**

the annual specialist conference on Construction and operational commercial kitchens and modern company catering, since 2020.

**The conference will be held for the 10th time in 2024:
16/17 April in Munich**



GV
MANAGER

has been honouring outstanding leaders in the catering industry since 2009, who stand out in the industry through their commitment, charisma, leadership, team spirit, special achievements and courage to innovate, with the Catering Manager of the Year award. Since 2020, there has also been the GV Team of the Year award. An expert jury assesses the award winners.

Our specials 2024



TRINKtime

Our TRINKtime specials appear identically in the trade magazines:



Special TRINKtime: Non-alcoholic (Internorga edition)

Editorial deadline: 29.01.2024
Advertisement deadline: 08.02.2024
Publication date: 29.02.2024

Special TRINKtime: Cocktails, juices & fillers

Editorial deadline: 12.04.2024
Advertisement deadline: 19.04.2024
Publication date: 22.05.2024

Special TRINKtime: Spirits & Drinks

Editorial deadline: 09.08.2024
Advertisement deadline: 19.08.2024
Publication date: 12.09.2024



Special: Intergastra, Stuttgart

For the first major spring trade fair in 2024, Intergastra, we are offering a high-reach special. Supplement to the trade magazines:



Editorial deadline: 17.12.2023
Advertisement deadline: 05.01.2024
Publication date: 31.01.2024



Special: Future Foods

The food market in particular is undergoing major change. We highlight trends and developments for caterers, from meat alternatives to sustainable food concepts. Supplement to the trade magazines:



Schulverpflegung

Editorial deadline: 09.08.2024
Advertisement deadline: 19.08.2024
Publication date: 12.09.2024



Special: who's who



At the end of the year, the Supplement who's who presents the players in the out-of-home market in the high-reach supplement of the trade magazines:





Editorial deadline: 18.10.2024
Advertisement deadline: 31.10.2024
Publication date: 25.11.2024

For further information, please refer to our Specials price list. We will be happy to provide you with a customised offer.

Schedule and editorial plan 2024

ISSUE	SPECIALS	FOOD & BEVERAGE	TECHNOLOGY & EQUIPMENT	MANAGEMENT	TRADE FAIRS & EVENTS
1/2 ED 10.01.2024 AD 11.01.2024 PD 30.01.2024	Trade fairspecial: Supplement Intergastra in 	<ul style="list-style-type: none"> • #spürbargrün food concepts - organic, regional, seasonal, fair, climate-friendly • Convenience complete concepts 	<ul style="list-style-type: none"> • Basic thermal equipment • Reusable concepts • Small appliances, blenders, food processors 	<ul style="list-style-type: none"> • Modular systems for process management and merchandise management 	<ul style="list-style-type: none"> • Intergastra & Gelatissimo, Stuttgart 03.–07.02.2024 • Biofach, Nürnberg 13.–16.02.2024 • Gastro Ivent & Fish International, Bremen 25.–27.02.2024 • Internorga, Hamburg 08.–12.03.2024 • 9. Fachkonferenz Bau und Betrieb von Großküchen und moderner Betriebsgastronomie, München 16.–17.04.2024 • Altenpflege, Essen 23.–25.04.2024
3 ED 13.02.2024 AD 15.02.2024 PD 04.03.2024	Trade fair special: Internorga TRINKtime -Special: Non-alcoholic: Water, juices, soft drinks	<ul style="list-style-type: none"> • Breakfast and power snacks: baked goods, muesli, eggs, spreads, hot drinks • Meat for grill & co. 	<ul style="list-style-type: none"> • Outdoor furniture: tables, chairs, umbrellas and awnings • Additional business events and conference catering: Multifunctional technology and software for planning • Workwear and shoes 	<ul style="list-style-type: none"> • Pest control, HACCP and quality management 	
4 ED 21.03.2024 AD 25.03.2024 PD 16.04.2024		<ul style="list-style-type: none"> • #spürbargrün vegetarian-vegan spring cuisine • Ice cream, desserts, pastries, coffee 	<ul style="list-style-type: none"> • Food ordering and distribution systems for hospitals and homes • Planning, construction and interim solutions for Commercial kitchens 4.0 	<ul style="list-style-type: none"> • Energy management • Ranking of the  	
5 ED 19.04.2024 AD 23.04.2024 PD 22.05.2024	TRINKtime -Special: Cocktails, juices & fillers	<ul style="list-style-type: none"> • Street food trend and concepts: Burgers & Co. • Dysphagia food for patients and senior citizens 	<ul style="list-style-type: none"> • Hot beverage technology, crockery, cups and accessories • #spürbargrün washing up and cleaning 	<ul style="list-style-type: none"> • Waste avoidance and disposal management 	
6/7 ED 05.06.2024 AD 10.06.2024 PD 04.07.2024		<ul style="list-style-type: none"> • Personalised nutrition: vegan, allergen-free & co. • Sustainable fish & seafood 	<ul style="list-style-type: none"> • Refrigeration technology and counters • Containers for packaging and storage 	<ul style="list-style-type: none"> • Guest communication: print media, digital signage, apps, customer loyalty, Feedback and complaint management 	

ISSUE	SPECIALS	FOOD & BEVERAGE	TECHNOLOGY & EQUIPMENT	MANAGEMENT	TRADE FAIRS & EVENTS
8	75 years of GVMANAGER - 75 years of movers and shakers in the branch outstanding GV managers and the transformation				<ul style="list-style-type: none"> • 18. S&F-Symposium, Fürstenfeldbruck 9.–10.10.2024 • Auszeichnung GV-Manager des Jahres 2024, Fürstenfeldbruck 9.10.2024 im Rahmen des S&F-Symposiums • Südback, Stuttgart 26.–29.10.2024 • Alles für den Gast, Salzburg/A November 2024
ED 15.07.2024 AD 18.07.2024 PD 14.08.2024		<ul style="list-style-type: none"> • The winter coffee break: tea and coffee, cakes, tarts • Potato products 	<ul style="list-style-type: none"> • (Self-service) checkout and payment systems • All about Cook & Chill production: Thermics, recooling technology, cold storage, regeneration 	<ul style="list-style-type: none"> • Personnel planning with the help of digital tools 	
9					
ED 09.08.2024 AD 14.08.2024 PD 11.09.2024					
10	Special: Future Foods Supplement in 24 first class  Schulverpflegung TRINKtime -Special: Spirits & Drinks	<ul style="list-style-type: none"> • Premium convenience for the festive season • Pasta and pizza 	<ul style="list-style-type: none"> • Food transport: technology, concepts, system crockery and vehicles • Feel-good ambience: chairs, tables, light and noise protection 	<ul style="list-style-type: none"> • Software for route planning and logistics 	
ED 16.09.2024 AD 18.09.2024 PD 09.10.2024					
11	Award for the GV Manager of the Year	<ul style="list-style-type: none"> • Spices and ingredients for international food trends • Food and beverage concepts for senior citizens and patients 	<ul style="list-style-type: none"> • 24-7 supply: Intelligent vending machines and hot drinks technology • Hygienic equipment: floors and wall coverings, sinks, cleaning & disposal, hygiene sluices 	<ul style="list-style-type: none"> • Digital hygiene management, measurement technology, apps 	
ED 21.10.2024 AD 23.10.2024 PD 20.11.2024					
12	Special: who's who Supplement in  first class 24 <small>EDITORIAL</small>	<ul style="list-style-type: none"> • Meat classics: roulade, schnitzel & co. • Milk and cheese products • Bread and baked goods 	<ul style="list-style-type: none"> • Multifunctional cooking technology • Ventilation and air conditioning technology 	<ul style="list-style-type: none"> • Personnel leasing and temporary work 	
ED 19.11.2024 AD 21.11.2024 PD 10.12.2024					



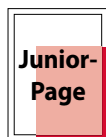
Gate cut 212 x 280 mm **9.350,00 €**

Preferential placement U2/U3

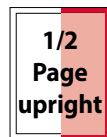
Gate cut 212 x 280 mm **9.400,00 €**

Preferential placement U4

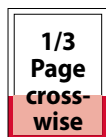
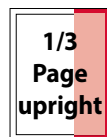
Gate cut 212 x 280 mm **9.700,00 €**



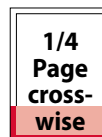
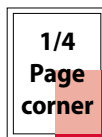
Gate cut 152 x 193 mm **7.480,00 €**



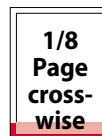
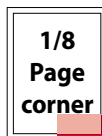
Gate cut up 104 x 280 mm cross 212 x 133 mm **6.150,00 €**



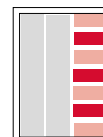
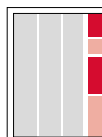
Gate cut up 72 x 280 mm cross 212 x 93 mm **5.340,00 €**



Gate cut corner 104 x 133 mm up 56 x 280 mm cross 212 x 73 mm **4.360,00 €**



Gate cut corner 104 x 73 mm up 56 x 133 mm cross 212 x 43 mm **3.075,00 €**



Brand display window
single column 43 mm wide, max. 75 mm high, per mm height 4c **9,10 €**
two columns 90 mm wide, max. 35 mm high, per mm height 4c **18,20 €**

Industry partner entry: Minimum term 1 year, 43 mm wide, price per mm height b/w **4,90 €**
price per mm height 4c **6,70 €**

Binding placement regulations: 25% on the above base prices, special colours HKS, Pantone etc. on request.

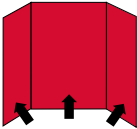
Other formats available on request – just talk to us!

Format ads from 1/2 page upwards include a free full-size banner (468 x 60 pixels) in your industry section for 2 weeks on www.blgastro.de. All format ads from the ePaper issue link to your homepage.



Title-Altar Palatinate

Title (unfolded to panorama page)
13.700,00 €



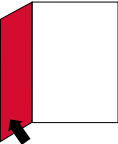
Title cover

Title- and back cover
(front and back, 4 pages.
Inside pages: Note the overgluing
5 mm in the waistband)
12.850,00 €



Title flap

1/2 page outside and inside
of the title flap.
(Inside pages: Note the overgluing
5 mm in the waistband)
12.150,00 €



Bound-in inserts

Delivery quantity: 11.000 copies, partial editions possible on request.
Please deliver bound-in inserts untrimmed folded. Size: 212 x 280 mm + Bleed allowance
3 mm/waistband, 5 mm/outside each

2-sided **7.180,00 €**

4-sided **10.590,00 €**

Discounts only according to the quantity scale, taking into account half the volume.

Delivery address for boind-in inserts:

RADIN PRINT doo, Zagreb
Gospodarska 9
10431 Sveta Nedelja
Kroatien

Would you like to have your bound inserts printed directly by RADIN PRINT?
We will be happy to provide you with a offer5

**Other special forms of advertising available
on request. Talk to us!**

With all the above advertising forms including free linking of the advertisement
(not possible with inserts) and free full-size banner for 2 weeks in your industry
section on www.blgastro.de.

Discounts: For purchase within one year within the publishing portfolio.
Same formats are discounted together in all our titles.

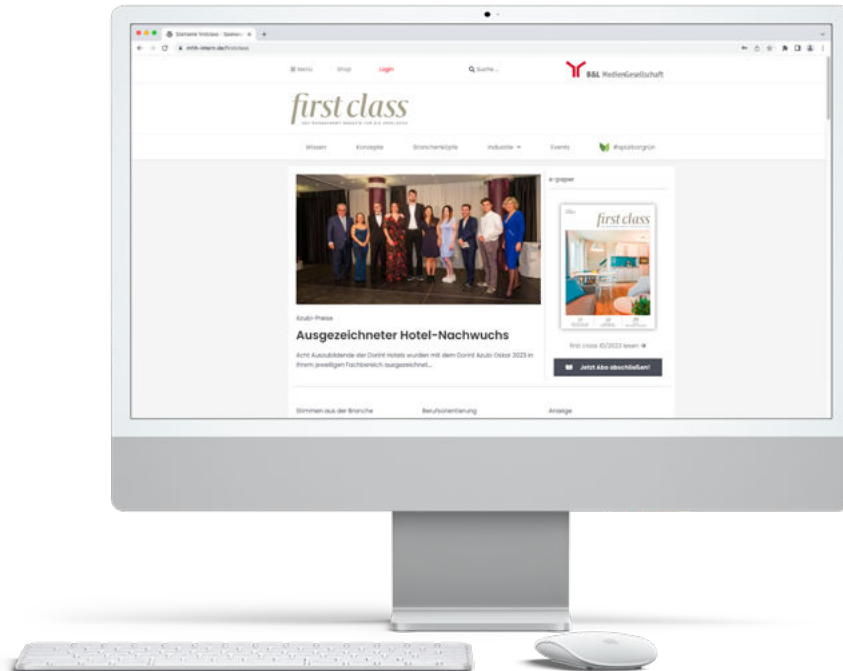
Acc. to rebate scale		Acc. to quantity scale	
from 3 ads	3 %	from 1 page	3 %
from 6 ads	5 %	from 3 pages	5 %
from 9 ads	10 %	from 6 pages	10 %
from 12 ads	15 %	from 8 pages	15 %
from 18 ads	17 %	from 10 pages	20 %
from 24 ads	20 %	from 12 pages	22 %

Additional technical costs and space surcharges are not discountable.
Advertisements in the list of sources of supply and occasional/job advertisements as
well as partial supplements are also not eligible for discounts

Inserts with follow-up mailing

Use our qualified addresses twice for your success:
• Insert in the print edition
• Direct mailing to the same addresses with your
personal cover letter and response element

Price depends on the edition. We are pleased
to give you individual information!



Our
forms of
advertising
will be displayed without
exception
on all devices!

blgastro[®] offers audience focused individual platforms
for all sectors of the HoReCa/out-of- home market.



- ✓ In contrast to traditional news portals our industry platforms stand for targeted market information, customised to the target groups. Users will find user-orientated background reports, reports, best practice examples and much more for sustainable and successful company management.
- ✓ Without exception our advertising formats are displayed on all end devices as desktop computers, tablets or smartphones.
- ✓ The platforms are responsive and adapt to all devices.
- ✓ Regular newsletters are published twice a week for registered users with high opening and click rates.
- ✓ We send out special newsletters on market-relevant dates and topics.
- ✓ Advertising is possible audience focused for individual submarkets as well as across sectors (run-of-sites).

You can find the complete 2024 **blgastro**[®] media data at:
www.blmedien.de/mediadaten



Editor in chief:

Claudia Kirchner

-155

Editor:

Sarah Hercht

-125

Publisher:

B&L MedienGesellschaft mbH & Co. KG
Verlagsniederlassung München

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Bernd Moeser (089) 370 60-200

Assist. Publ. Director:

Basak Aktas -270

Head of Services:

Michael Teodorescu -165

Media Consulting

Bernd Moeser -200

Sebastian Lindner (responsible) -215

Gerhild Burchardt -205

Fritz Fischbacher -230

Concetta Herion -240

Rocco Mischok -220

Kilian Roth -246

Disposition:

Felix Hesse -261

Sales:

Basak Aktas (responsible) -270

Roland Ertl -271

Printing process: Web offset

Printing material: Must be sent by the day of the deadline for printing documents (see Appointment plan/editing plan). For technical production reasons, we ask you only to send digitised print documents by e-mail to f.hesse@blmedien.de or by CD, plus proof/colour print by post. We ask you to save your advertisement in TIFF format or as a printable PDF if possible, as open files can lead to discrepancies. Please ensure that your digitized advertisement has an image resolution of 300 dpi in CMYK mode and a size of 1:1. In case of delivery of final artwork, slides, photos or reproducible originals, the cost price will be charged for the production/ completion of the advertisement.

Terms of payment: 3 % discount for advance payment and direct debit, 2 % discount for payment within 8 days of invoice date, otherwise 14 days after invoice date at the latest without deduction.

Bank account:

Commerzbank AG, Hilden
IBAN: DE 58 3004 0000 0652 2007 00
BIC: COBADEFFXXX
Creditor-ID: DE 13ZZZ00000326043

The general terms and conditions for advertising apply.

1. An "advertisement order" within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.

2. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price in effect according to the price list valid at the time of publication.

3. Discounts as quoted in the price list are only allowed for advertisements that one client orders for one publication within one year after the appearance of the first advertisement.

4. If the advertiser has, at the beginning of the one year time limit, ordered multiple advertisements with claims to a price reduction, and calls in additional advertisements within that time limit, he/she has retroactive claims to a price reduction corresponding to his actual purchase.

5. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased. No claims on the part of the advertiser shall ensue if, owing to force majeure.

6. The publication of advertisements in particular places within the printed work or in particular issues cannot be guaranteed. Orders for ads that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publishers in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. If the client has reserved the right to withdraw, a notice period of at least 8 weeks prior to the first month of release must be observed. Withdrawing from contract is not possible in the case of calendars.

7. Advertisement orders can be cancelled up to the advertisement deadline. The cancellation has to be made in written form (via post, fax or e-mail). If the advertisement is already in print, the client has to pay for it. Otherwise, the publisher may demand reimbursement of the costs incurred up to the cancellation in accordance with the legal rules and regulations.

8. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper/ magazine on account of their format, or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.

9. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The Publisher does not accept any liability that handwritten ads or ads placed by phone and/or changes and cancellations made in these ways are factually correct. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.

10. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. Control data which are missing or defectively printed shall create no claim for the Customer unless something to the contrary has been agreed upon between the parties. Claims for

compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded. Claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. Complaints must be put forward within four weeks of receipt of the invoice and voucher copy.

11. Incoming requests, messages, cards and address printouts that are destined for the client will be forwarded by the publisher as normal mail, unless the publisher has a right of retention because the client is in default of payment. In the event of loss of a consignment, the client has no right to a price reduction.

12. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

13. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent five days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list. Annual invoices for prints of the category „Bezugsquellen“ are due with the publication of the first edition of the calculation period at the latest.

14. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment is made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to make the appearance

of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on. Any approved discount shall cease to apply in the event of insolvency, compulsory composition proceedings or a lawsuit.

15. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the nature and size of the advertisement order up to two clippings, tear sheets, or complete voucher copies will be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.

16. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if a certain circulation was stated in the price list and the circulation dropped by more than 20%. Claims to price reductions are excluded, however, if the publisher has informed the advertiser in due time of the drop in circulation (more than 10%) and has offered the advertiser the choice of withdrawing from the contract.

18. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print. The transport risk of all printed documents returned to the client or third parties by the publisher are at the expense of the recipient.

18. Advertisements with content from competing publishers cannot be accepted.

19. Place of jurisdiction and place of performance is the office of the publishing house. The contractual relationships of the parties are subject to the laws of the Federal Republic of Germany.