

Media-Information 2023

With Supplement **street FOOD**

24

STUNDEN
GÄSTLICHKEIT



We are there for you

Publisher: B&L MedienGesellschaft mbH & Co. KG
Verlagsniederlassung München

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Kilian Roth -246
Luisa Wachsmuth -210

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Birte Januschewski -260

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Roland Ertl -271
Mario Reischl -272



Editor in chief:
Jeanette Lesch -140

**expertise from a
single source**



first class

Schulverpflegung

KAFFEE
& Co.

street
FOOD

TRINK
wine

blgastro^{de}

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.

Our specials 2023



Special: Meat, fish and dairy alternatives

Whether vegetables, soy, peas, oats, chickpeas or mushroom mycelium, whether Drying, 3D printing or in-vitro - the spectrum of raw materials and production processes for vegan and vegetarian substitute products is diverse. We want the readers of our gastro titles impart the knowledge that is often still missing about this in a practical way.



Editorial deadline: 17.03.2023

Advertising deadline: 20.03.2023

Release date: 11.04.2023 in   *first class*



#noticeablygreen

Our sustainability special was created in 2020 with the intention of breaking down detailed background information on the complex topic of sustainability into the AHM. The claim to show which #noticeablygreen contributions each individual can make is something we continue to do editorially in the magazines and in this special.



Editorial deadline: 08.05.2023

Advertising deadline: 26.05.2023

Release date: 15.06.2023 in   *first class*



Special: Digitale Küchentechnik

The fact that digitization reduces tiresome documentation work in the kitchen and secures the processes paved the way for skeptics too. What other possibilities there are, starting with the cash register system, through to kitchen technology that „talks“ to each other to artificial intelligence in meal planning or robots - that we want to show in our extensive special.



Editorial deadline: 31.07.2023

Advertising deadline: 09.08.2023

Release date: 07.09.2023 in   *first class*



streetFOOD Business

For more reach in the street food trend market, streetFOOD Business appears as a supplement identically in three strong industry titles that are for stand in this submarket:



With a digital presence on our industry portals.

Editorial deadline: 06.04.2023

Advertising deadline: 12.04.2023

Release date: 15.05.2023



Who's Who

The Supplement Who's Who presents the the players in the out-of-home market at the end of the year in the far-reaching supplement of Trade magazines:



With cross-media reporting on our industry portal.

Editorial deadline: 16.10.2023

Advertising deadline: 02.11.2023

Release date: 27.11.2023

We would be happy to make you an individual offer – talk to us!

What we offer:

Brief Description	24 Stunden Gastlichkeit provides the impetus to run a HoReCa-Business successfully. 24 Stunden Gastlichkeit gives information about challenges, news and trends of the branch and gives decision-making tools for investments in all areas of Out-of-Home-Market.
Target Audience	Responsible persons, executives and decision makers in the full-service gastronomy , quickservice-restaurants, Cafés and Coffeeshops in DACH-Area.
Appearance	6 times a year
Format	212 mm wide x 280 mm high
Year	in the 17th year 2023
Subscription price	Annual subscription price in Germany 43 euros (incl. shipping costs) Annual subscription price abroad 50 euros (incl. shipping costs)

Organ Official organ of Federal Association of Fast Food Service and Imbissbetriebe e.V. Cologne



Circulation Printed circulation 21.250 copies
Distributed circulation 21.166 copies
Sold Circulation 3.225 copies
Annual average of the quarters IV/21-III/22



geprüfte Auflage

Membership / Editorial partner










Recipient groups

Share of actually distributed circulation	absolut	in %
Fullservice Gastronomy	8.291	36,22
Quickservice-Restaurants	3.022	13,20
Cafés, Coffeeshops	3.271	14,29
Snackbars	2.348	10,26
Pubs and Taverns	2.334	10,20
Traffic zones gastronomy	844	3,69
Leisure-Time gastronomy	1.126	4,92
Caterer	380	1,66
Other	1.274	5,56

Total 22.890 100,00


Example 24 5/22 in September 2022 (Survey method by recipient file)

Termin- und Redaktionsplan 2023

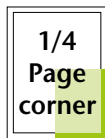

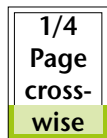
ISSUE	PLUS SUPPLEMENTS AND SPECIALS	FOOD & BEVERAGE	TECHNIC & DIGITALISATION	AMBIENCE	TRADE FAIRS
1 ED 10.01.2023 AD 12.01.2023 PD 31.01.2023	Fair-Special: Biofach 	<ul style="list-style-type: none"> comprehensive Breakfast Fish & Seafood Bread 	<ul style="list-style-type: none"> Knives Pay Desk, Payment systems Apple Pay & Co. 	<ul style="list-style-type: none"> Outdoor 	<ul style="list-style-type: none"> Hoga, Nürnberg 15.-17.01.2023 Biofach, Nürnberg 14.-17.02.2023 Internorga, Hamburg 10.-14.03.2023 ProWein, Düsseldorf 19.-21.03.2023 Chef-Sache, Wien 30.04.-01.05.2023 Gourmet Discovery, Hamburg 03.-04.04.2023 Anuga, Köln 07.-11.10.2023 HOST, Mailand/I 13.-17.10.2023 iba, München 22.-26.10.2023 Alles für den Gast, Salzburg/A 22.-26.10.2023
2 ED 16.02.2023 AD 20.02.2023 PD 07.03.2023	Fair-Special: Internorga	<ul style="list-style-type: none"> Desserts: Cream, Cakes, Icecream and others Burger, Fastfood and Snacking trends 	<ul style="list-style-type: none"> TV and Music-Systems Booking-Software 	<ul style="list-style-type: none"> Tableware Restrooms 	<ul style="list-style-type: none"> Gourmet Discovery, Hamburg 03.-04.04.2023 Anuga, Köln 07.-11.10.2023 HOST, Mailand/I 13.-17.10.2023 iba, München 22.-26.10.2023 Alles für den Gast, Salzburg/A 22.-26.10.2023
3 ED 20.04.2023 AD 25.04.2023 PD 23.05.2023	Special in:  meat, fish, and mopro-alternatives 	<ul style="list-style-type: none"> BBQ: meat, fish, vegetarian, vegan, sauces, dips and flavours Meat and Fish alternatives 	<ul style="list-style-type: none"> Hygiene and cleaning measures Energy-efficient kitchen-technologies 	<ul style="list-style-type: none"> Sustainable Take-Away concepts 	<ul style="list-style-type: none"> iba, München 22.-26.10.2023 Alles für den Gast, Salzburg/A 22.-26.10.2023
4 ED 28.06.2023 AD 30.06.2023 PD 28.07.2023	Special in:  #noticeablygreen Sustainability 	<ul style="list-style-type: none"> Potatoes, Pasta, Rice and others Flavours, Salt and Oils 	<ul style="list-style-type: none"> Blender, juice squeezers Kitchen renovation 	<ul style="list-style-type: none"> Workwear and Workshoes 	<ul style="list-style-type: none"> Intergastra, Stuttgart 03.-07.02.2024 Internorga, Hamburg März 2024
5 ED 21.08.2023 AD 23.08.2023 PD 12.09.2023	Special in:  The digital professional kitchen	<ul style="list-style-type: none"> Oktoberfest-Special Highend-Convenience 	<ul style="list-style-type: none"> Efficient kitchen and dishwashing technology 	<ul style="list-style-type: none"> Furniture: Tables, Chairs and others 	
6 ED 06.11.2023 AD 08.11.2023 PD 27.11.2023		<ul style="list-style-type: none"> Meat-classics: Schnitzel & co. Icecream and pastries 	<ul style="list-style-type: none"> Digital kitchen: Internet-of-things and K.I. Payment-systems 	<ul style="list-style-type: none"> Feel-good atmosphere: Light-ambience and noise protection 	

All information subject to change


Advertisement price list 16 from 1st January 2023



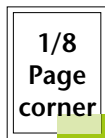

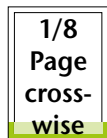
Gate cut 212 x 280 mm **11.020,00 €**
Preferential placement U2/U3
 Gate cut 212 x 280 mm **11.290,00 €**
Preferential placement U4
 Gate cut 212 x 280 mm **11.690,00 €**


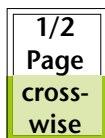
Gate cut corner 104 x 133 mm
 up 56 x 280 mm
 cross 212 x 73 mm **4.830,00 €**



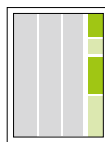

Gate cut 152 x 193 mm **8.150,00 €**


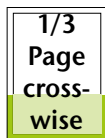
Gate cut corner 104 x 73 mm
 up 56 x 133 mm
 cross 212 x 43 mm **3.100,00 €**

Gate cut up 104 x 280 mm
 cross 212 x 133 mm **7.600,00 €**

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 €**

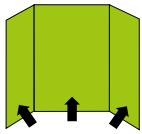
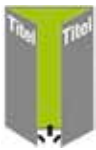
Gate cut up 72 x 280 mm
 cross 212 x 93 mm **5.800,00 €**

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!

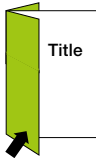
Format ads from 1/2 page upwards include a free full-size banner (468 x 60 pixels) in your industry section for 2 weeks on www.blgastro.de.
 All format ads from the ePaper issue link to your homepage.



Title altar fold

Title opened to the panorama page

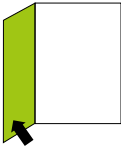
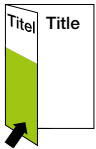
19.160,00 €



Title cover

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

17.000,00 €



Title flap

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

15.280,00 €

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



Bound-in inserts

Delivery quantity 22.000 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 **7.830,00 €**

4-sided **12.280,00 €**

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

Delivery address for bound-in inserts:

RADIN PRINT doo, Zagreb
Gospodarska 9
10431 Sveta Nedelja
Kroatien

Would you like to have your bound-in inserts printed directly by RADIN PRINT? We would be happy to make you an offer.



Inserts

Delivery quantity 22.000 copies
Partial editions possible on request.

Size: 205 x 280 mm

up to 25 g/1,000 **305,00 €**
postage included

Inserts also include objects, data carriers, glued brochures.
Inserts and gluing costs for postcards are not discountable.

Delivery address for inserts:

D&V Direktwerbung und Versandservice
Lugauer GmbH
Helene-Wessel-Bogen 13
80939 München



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!