

# Media-Information 2023

*first class*  
DAS MANAGEMENT-MAGAZIN FÜR DIE HOTELLERIE



# We are there for you

first class

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

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expertise from a  
single source



**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  **24** *first class*  
STILLEN GÄSTLICHKEIT


## #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  **24** *first class*  
STILLEN GÄSTLICHKEIT


## 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  **24** *first class*  
STILLEN GÄSTLICHKEIT



## Who's Who

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

 **24** *first class*  
STILLEN GÄSTLICHKEIT

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:

*first class*

## Brief Description

Relaunched in 2020, first class provides the impetus to run a HoReCa-Business successfully. First class gives information about challenges, news and trends of the branch and gives decision-making tools for investments in all areas of the hotel and gastronomy business.

## Target Audience

Responsible persons, executives and decision makers in the management of Housekeeping, F&B and hotel management of middle, highclass Hotels and restaurants in DACH-Area.

## Appearance

10 times per year incl. Two double-issues

## Format

212 mm wide x 280 mm high

## Year

in the 41st. year 2023

## Subscription price

Annual subscription price in Germany 68 euros (incl. shipping costs)  
Annual subscription price abroad 85 euros (incl. shipping costs)

## Circulation

Printed circulation 13.625 copies  
Distributed circulation 13.539 copies  
Sold Circulation 11.065 copies  
Annual average of the quarters IV/21-III/22



geprüfte Auflage

## Recipient groups

Share of actually distributed circulation	absolut	in %
First-class hotels	3.651	26,24
middleclass-hotels	3.754	26,98
Highclass hotelgastronomy	1.320	9,49
Grand-, Boutique-, Spa-Hotels	1.446	10,39
Hotelschools + associations	905	6,51
spa facilities	761	5,47
Luxuryhotels	733	5,27
MICE hotels	806	5,79
Hotelketten (Zentralen)	243	1,75
Other	293	2,11
<b>Total</b>	<b>13.912</b>	<b>100,00</b>

Example FC 10/22 in Oktober 2022 (Survey method by recipient file)

## Membership / Editorial partner



Redaktioneller Partner der Akzent Hotels e.V., Goslar



Offizieller Partner der Berlin Partner GmbH, Berlin



Redaktioneller Partner von Deutsches Netzwerk Schulverpflegung e.V., Berlin



Redaktioneller Partner von Die BIO-Hotels, Nassereith/A



Redaktioneller Partner von Dachverband Fédération Internationale des Logis, Paris/F



Redaktioneller Partner vom Verband der Fachplaner Gastronomie – Hotellerie – Gemeinschaftsverpflegung e.V., Berlin



Redaktioneller Partner der Wellness-Hotels & Resorts GmbH, Düsseldorf



Redaktioneller Partner der Ringhotels e.V., München







Redaktioneller Partner von Hotel- und Direktorenvereinigung Deutschland e.V., Stuttgart



# Termin- und Redaktionsplan 2023

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ISSUE	PLUS SUPPLEMENTS AND SPECIALS	FOOD & BEVERAGE	AMBIENCE & DESIGN	TECHNIQUE & DIGITALISATION	MANAGEMENT	TRADE FAIRS
<b>1/2</b> <b>ED 13.01.2023</b> <b>AD 17.01.2023</b> <b>PD 06.02.2023</b>		<ul style="list-style-type: none"> <li>comprehensive Breakfast</li> <li>Coffee and Tea</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor</li> </ul>	<ul style="list-style-type: none"> <li>Pay Desk, Payment-system Warehouse-Management-solutions</li> </ul>	<ul style="list-style-type: none"> <li>Revenue-Management</li> <li>New Spa-Treatments</li> </ul>	<ul style="list-style-type: none"> <li>Trendset, Frankfurt 07. - 09.01.2023</li> <li>Horecava, Amsterdam 09. - 12.01.2023</li> <li>Heimtextil, Frankfurt 10. - 13.01.2023</li> <li>imm cologne, Köln 16. - 21.01.2023</li> <li>Hoga, Nürnberg 15. - 17.01.2023</li> <li>Gastro Ivent, Bremen 28. - 30.01.2023</li> <li>Ambiente, Frankfurt 03. - 07.02.2023</li> <li>Besser schlafen, Hannover 09. - 11.02.2023</li> <li>Nord Gastro&amp;Hotel, Husum 13. - 14.02.2023</li> <li>EuroShop, Düsseldorf 26.02.-02.03.2023</li> <li>ITB, Berlin 07. - 09.03.23</li> <li>Internorga, Hamburg 10. - 14.03.2023</li> <li>Independent Hotel Show, Amsterdam 14. - 15. 03. 2023</li> <li>ProWein, Düsseldorf 19. - 21.03.2023</li> <li>HRC - Hotel, Restaurant, Catering, London 20.03.-22.03.2023</li> </ul>
<b>3</b> <b>ED 08.02.2023</b> <b>AD 10.02.2023</b> <b>PD 01.03.2023</b>	<b>Fair-Special: Internorga</b>	<ul style="list-style-type: none"> <li>Summer Desserts: Creme, Cakes, Icecream and others</li> <li>Softdrinks</li> </ul>	<ul style="list-style-type: none"> <li>Tableware</li> </ul>	<ul style="list-style-type: none"> <li>Smart professional kitchens</li> <li>Wastemanagement</li> </ul>	<ul style="list-style-type: none"> <li>Professional development</li> <li>Workwear</li> </ul>	
<b>4</b> <b>ED 17.03.2023</b> <b>AD 21.03.2023</b> <b>PD 11.04.2023</b>	<b>Special in:</b>  meat, fish, and mopro-altervitives	<ul style="list-style-type: none"> <li>Vegetable meat and fish products</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable Hotelrooms</li> </ul>	<ul style="list-style-type: none"> <li>Laundrymanagement</li> <li>Vermin control</li> </ul>	<ul style="list-style-type: none"> <li>Employee motivation</li> </ul>	
<b>5</b> <b>ED 26.04.2023</b> <b>AD 28.04.2023</b> <b>PD 19.05.2023</b>		<ul style="list-style-type: none"> <li>BBQ: meat, fish, vegetarian, vegan, sauces dips and flavours</li> </ul>	<ul style="list-style-type: none"> <li>Hotel construction and renovation</li> </ul>	<ul style="list-style-type: none"> <li>Locking Systems</li> <li>Fire protection</li> <li>Energy-Solutions</li> </ul>	<ul style="list-style-type: none"> <li>Crossselling Ideas</li> <li>Marketing strategy</li> </ul>	
<b>6/7</b> <b>ED 26.05.2023</b> <b>AD 31.05.2023</b> <b>PD 26.06.2023</b>	<b>Special in:</b>  #noticeablygreen Sustainability	<ul style="list-style-type: none"> <li>Food for allergic clients</li> <li>Desserts and icecream</li> </ul>	<ul style="list-style-type: none"> <li>Accessible hotel from bathrooms to lobby</li> </ul>	<ul style="list-style-type: none"> <li>Hygiene measures</li> </ul>	<ul style="list-style-type: none"> <li>Employee health</li> <li>Inklusivity management</li> </ul>	

# 8/9

**ED 14.08.2023**  
**AD 17.08.2023**  
**PD 08.09.2023**

**Special in:**  
*first class* **24** CONVENTION **GV** MANAGER  
 The digital professional kitchen  


- Oktoberfest
- Potatoes, pasta, rice and others

- Style meets functionality renovation at bar, restaurant, light & furniture

- Save resources with digital flushing technology
- Ventilation systems for more freshness

- Employee recruitment

# 10

**ED 19.09.2023**  
**AD 21.09.2023**  
**PD 11.10.2023**

- Cereals: Breasts, Sweets, Pastries
- Coffee & Tea

- Spa-Area

- Smart backofficesolutions
- Cooling and heating solutions

- Housekeeping-Management
- Workwear

# 11/12

**ED 16.11.2023**  
**AD 20.11.2023**  
**PD 08.12.2023**

*who's* **who**  


- Festive dinner

- Highclass-Tableware for Dinners
- Serviced-Apartments

- Hotel-Safes
- Booking software

- MICE: Planning and marketing of conference offers
- HR-Management

- Fibo, Köln 13. - 16.04.2023
- Chef-Sache, Wien 30.04. - 01.05.2023
- Imex, Frankfurt a.M. 23. - 25.05.2023
- Gourmet Discovery, Hamburg Juni 2023
- Housekeeping Convention August/September 2023
- Expo Real, München 04. - 06.10.2023
- Anuga, Köln 07. - 11.10.2023
- HOST, Mailand 13. - 17.10.2023
- iba, München 22. - 26.10.2023
- Alles für den Gast, Salzburg 22. - 26.10.2023
- Südback, Stuttgart Oktober 2023
- Igeho, Basel 18. - 22.11.2023


All information subject to change

## 2024

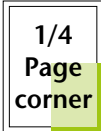

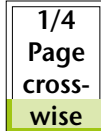
- Intergastra, Stuttgart 03. - 07.02.2024

# Advertisement price list 38 from 1st January 2023


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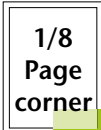

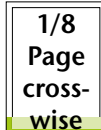
Gate cut 212 x 280 mm **9.830,00 €**  
**Preferential placement U2/U3**  
 Gate cut 212 x 280 mm **10.060,00 €**  
**Preferential placement U4**  
 Gate cut 212 x 280 mm **10.410,00 €**


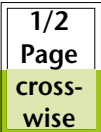
Gate cut corner 104 x 133 mm  
 up 56 x 280 mm  
 cross 212 x 73 mm **4.320,00 €**




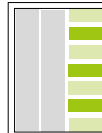
Gate cut 152 x 193 mm **7.510,00 €**


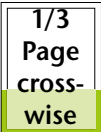
Gate cut corner 104 x 73 mm  
 up 56 x 133 mm  
 cross 212 x 43 mm **3.050,00 €**

Gate cut up 104 x 280 mm  
 cross 212 x 133 mm **6.100,00 €**

**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 **5.290,00 €**

**Industry partner entry:** Minimum term 1 year, 43 mm wide,  
 price per mm height b/w **3,95 €**  
 price per mm height 4c **6,05 €**

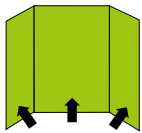
Binding placement regulations: 25% on the above base prices,  
 special colours HKS, Pantone etc. on request.

**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](http://www.blgastro.de).  
 All format ads from the ePaper issue link to your homepage.

Advertisements in gate cut: format plus 3 mm gate cut allowed on all sides.  
 Anzeigen im Anschnitt: Format zzgl. 3 mm Beschnittzugabe an allen Seiten

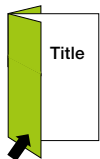
The statutory value added tax shall be added to all prices.  
 Allen Preisen ist jeweils die gesetzliche Mehrwertsteuer hinzuzurechnen.



### Title altar fold

Title opened to the panorama page

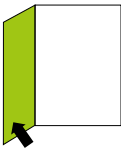
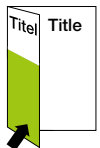
15.200,00 €



### Title cover

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

13.390,00 €



### Title flap

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

12.920,00 €

## 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](http://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 14.500 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 **7.140,00 €**

4-sided **10.560,00 €**

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 14.500 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!