

Media Information 2024

incl. industry portal **blgastro**^{de}





Brief characteristics

KAFFEE & Co. is the trade magazine for decision-makers, doers, owners, leaseholders, managers and executives in the top-selling hot drinks markets: HoReCa (hotel, restaurant, catering), bakeries and bakeries and patisseries. With comprehensive industry expertise KAFFEE & Co. provides an overview of the latest machines, products, trends and forward-looking concepts with concrete suggestions for more turnover.

Target groups

Each issue focuses on a specific target group (HoReCa or bakery), for which the circulation is also precisely targeted using our detailed, up-to-date address pool. This means, for example, that the issue with a target group and topic focus on bakery is also sent to managers from this segment in a personalised manner. It doesn't get any more precise than this!

Published

4 times a year

Format

212 mm wide x 280 mm high

Volume

6th year 2024

Subscription price (incl. shipping costs)

Annual subscription price domestic 37 Euro

Annual subscription price abroad 39 Euro

Circulation

Print run

16,500 copies

Circulation

15,235copies

Quarterly average II/23

Total address pool

OCS (Office Coffee Service)

absolute	in %
33.054	14

14%

Bakeries, pastry shops

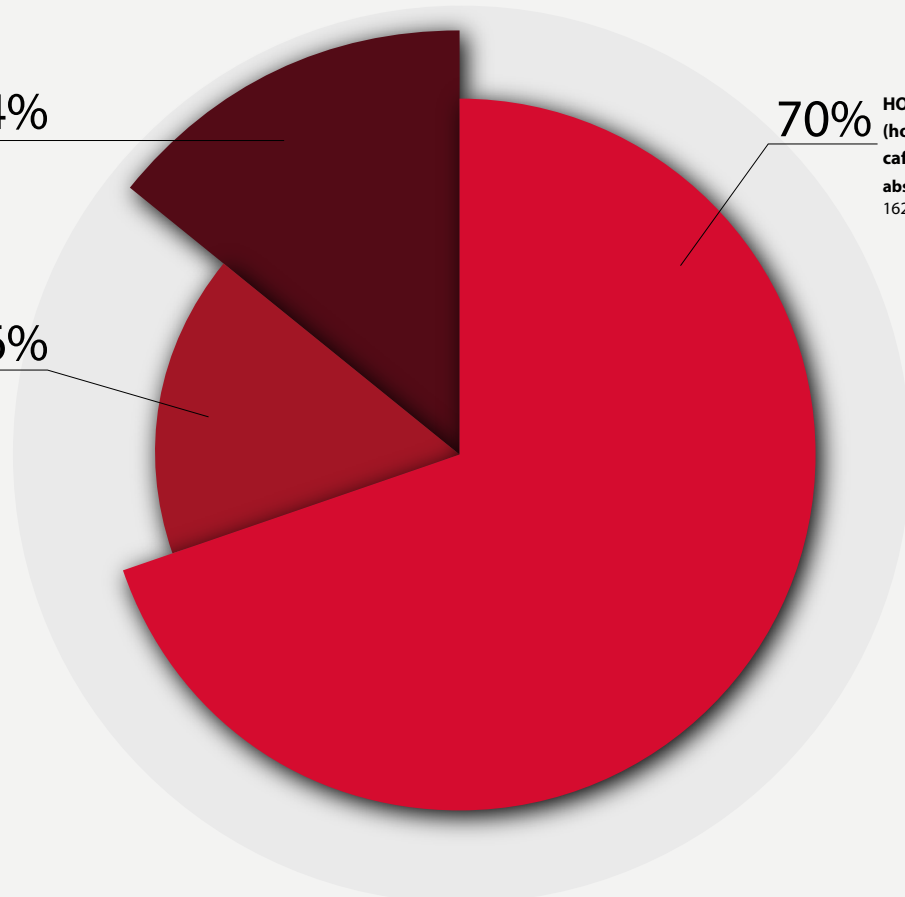
absolute	in %
37.561	16

16%

70%

HORECA (hotel, restaurant, catering, cafés, coffee shops etc.)

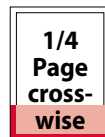
absolute	in %
162.746	70



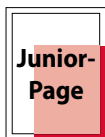
ISSUE	TARGET GROUPS	TECHNOLOGY & PRODUCTION	TRENDS	SERVICE & CONCEPTS
Sonderteil AD 14.12.2023 ED 02.01.2024 PD 23.01.2024	HoReCa Supplement in: 	In our Intergastra special, the special section KAFFEE & CO. is dedicated to the hot beverage themes of the trade fair. Among other things, we will present the Stuttgart Coffee Summit and the new Vending focus area.		
1 AD 06.02.2024 ED 08.02.2024 PD 01.03.2024	HoReCa Bakery Messe-Special: Internorga	<ul style="list-style-type: none"> • Portafilter & Co. • Mills 	<ul style="list-style-type: none"> • Sustainability, fair trade, etc. • Tea trends 2024 • Milk and milk alternatives 	<ul style="list-style-type: none"> • Disposable and reusable cups • Micro-roasteries
2 AD 03.05.2024 ED 07.05.2024 PD 05.06.2024	HoReCa Trade fair special for the World of Coffee, Copenhagen	<ul style="list-style-type: none"> • Coffee machine trends • Water filtration 	<ul style="list-style-type: none"> • Filter coffee • Ice cream to accompany your coffee • Pastries: donuts, muffins and more 	<ul style="list-style-type: none"> • Interior design and presentation trends • Take-away coffee: catering, trucks, bikes
3 AD 02.08.2024 ED 05.08.2024 PD 27.08.2024	HoReCa	<ul style="list-style-type: none"> • Portafilter • Roasting machines 	<ul style="list-style-type: none"> • Espresso • Coffee & Tea Cocktails; Cold Brew 	<ul style="list-style-type: none"> • Further training: Academies, barista courses & co.
4 AD 26.09.2024 ED 01.10.2024 PD 21.10.2024	Bakery Pastry shop Trade fair special for Südback, Stuttgart	<ul style="list-style-type: none"> • Fully automatic machines with self-service 	<ul style="list-style-type: none"> • Tea • Winter drinks: Punch, Hot chocolate & Co. 	<ul style="list-style-type: none"> • Sustainable one-way and reusable concepts
Special edition AD 12.11.2024 ED 14.11.2024 PD 04.12.2024	Office Coffee Service	<ul style="list-style-type: none"> • Hot drinks and vending machines • Water dispensers, cold drinks machines • Payment systems 	<ul style="list-style-type: none"> • Filterkaffee • Tea for every occasion 	<ul style="list-style-type: none"> • Office Coffee Systems: Trade and service • Cleaning supplies



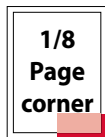
Gate cut 212 x 280 mm **11.000,00 €**
Preferential placement U2/U3
 Gate cut 212 x 280 mm **11.140,00 €**
Preferential placement U4
 Gate cut 212 x 280 mm **11.650,00 €**



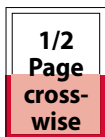
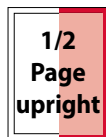
Gate cut corner 104 x 133 mm
 up 56 x 280 mm
 cross 212 x 73 mm **4.830,00 €**



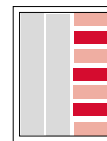
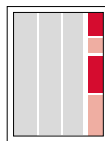
Gate cut 152 x 193 mm **8.130,00 €**



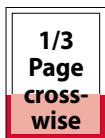
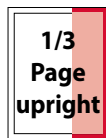
Gate cut corner 104 x 73 mm
 up 56 x 133 mm
 cross 212 x 43 mm **3.130,00 €**



Gate cut up 104 x 280 mm
 cross 212 x 133 mm **7.660,00 €**



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 €**



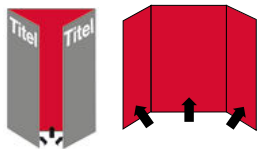
Gate cut up 72 x 280 mm
 cross 212 x 93 mm **5.790,00 €**

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 Palatinate

Title (unfolded to panorama page)

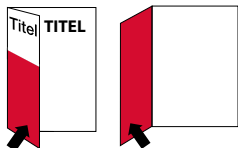
19.260,00 €



Title cover

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

17.100,00 €



Title flap

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

15.270,00 €

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: 15.500 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 **9.080,00 €**

4-sided **12.270,00 €**

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 inserts printed directly by RADIN PRINT?

We will be happy to provide you with a offer5

Inserts

Delivery quantity: 15.500 copies, partial editions possible on request.

Size: 205 x 280 mm

up to 25 g/1,000 **305,00 €**

including postal charges

Inserts also include objects, data carriers, glued brochures.

Inserts and gluing costs for postcards are not discountable.

Delivery address for inserts:

Pipp Papierverarbeitung und Versandservice e.K.

Zeppelinstr. 3

84051 Essenbach-Altheim

Deutschland

Inserts with follow-up mailing

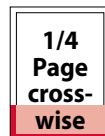
Use our qualified addresses twice for your success:

- Insert in the print edition
- Direct mailing to the same addresses with your personal cover letter and response element

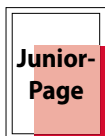
Price depends on the edition. We are pleased to give you individual information!



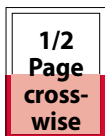
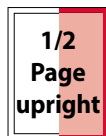
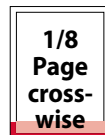
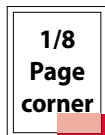
Gate cut 212 x 280 mm **10.850,00 €**
Preferential placement U2/U3
 Gate cut 212 x 280 mm **11.020,00 €**
Preferential placement U4
 Gate cut 212 x 280 mm **11.530,00 €**



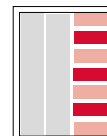
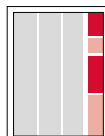
Gate cut corner 104 x 133 mm
 up 56 x 280 mm
 cross 212 x 73 mm **4.770,00 €**



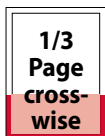
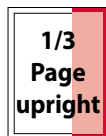
Gate cut 152 x 193 mm **8.050,00 €**



Gate cut up 104 x 280 mm
 cross 212 x 133 mm **7.520,00 €**



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 €**



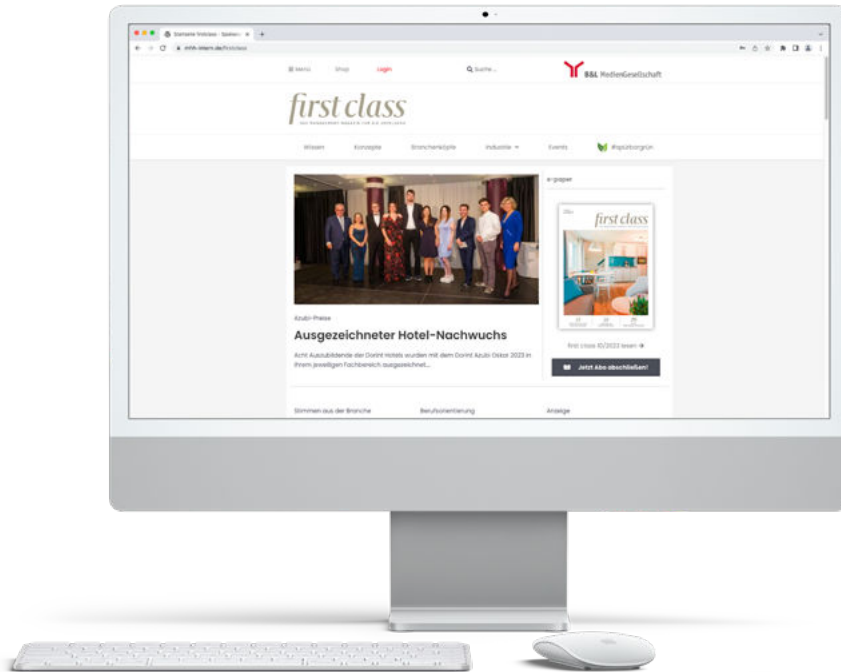
Gate cut up 72 x 280 mm
 cross 212 x 93 mm **5.720,00 €**

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,
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 All format ads from the ePaper issue link to your homepage.**



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

blgastro^{de} 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^{de}** media data at: www.blmedien.de/mediadaten



Editor in chief:
Michael Teodorescu -175

Editor:
Jeanette Lesch -140

Publisher:	B&L MedienGesellschaft mbH & Co. KG Verlagsniederlassung München
Postal address:	Postfach 21 03 46, D-80673 München
House address:	Garmischer Straße 7, D-80339 München
Switchboard:	(089) 370 60-0
Fax:	(089) 370 60-111
E-Mail:	muc@blmedien.de
Internet:	www.blmedien.de
Publishing Director:	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 13ZZ00000326043

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.