

MEININGERS

# CRAFT

MAGAZIN FÜR BIERKULTUR

## RATE CARD 2021



**MEININGER**  
VERLAG

MEININGER VERLAG GmbH  
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With **MEININGERS CRAFT** the **MEININGER VERLAG** is devoting a stand-alone title to the subject of beer culture since 2015.

The magazine is published four times a year and is aimed at the entire beer community, including brewers and brewing craftsmen, beer sommeliers, merchants, restaurateurs, beer keepers as well as consumers and enthusiasts for all things to do with the enjoyment and lifestyle associated with beer.

With regard to contents like lively articles on all aspects of beer, with a major focus on the brewers: large brewers, small brewers, exotic brewers, crazy brewers, daring brewers, controversial topics, opinions, successful business concepts, news, trends, events, the international scene and players, tastings, tips and tricks.

**In a word, it's about movers, markets and brands.**

also available as digital version

Other MEININGER-publications:



## 2 Publisher details

### PUBLISHER

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 www.meiningers-craft.de

### PUBLISHED

4 times a year

### SUBSCRIPTION PRICE

38.00 €

(incl. postage + VAT)

### PAYMENT Terms

Immediately without discount. If paid in advance, deduct 2 % discount.




### BANK DETAILS

Sparkasse Rhein-Haardt  
 IBAN: DE 22 5465 1240 0001 9261 46  
 BIC: MALA DE 51DKH

### TERMS & CONDITIONS

The general terms and conditions for the publishing sector shall apply to all order processing (see respective order confirmation).

## 3 Publishing Schedule 2021

Issue No. 02-2021	Issue No. 03-2021	Issue No. 04-2021	Issue No. 01-2021
Regional special: <b>Lower Saxony</b>	Regional special: <b>Rhineland</b>	Regional special: <b>Franconia</b>	Regional special: <b>Thuringia</b>
Beer type topic: <b>Pils</b>	Beer type topic: <b>Non-alcoholic</b>	Beer type topic: <b>Helles</b>	Beer type topic: <b>Kellerbier</b>
Raw materials and more: <b>Equipment and hob- by brewers</b>	Raw materials and more: <b>Malt</b>	Raw materials and more: <b>Hops</b>	Raw materials and more: <b>Brewing- and dispensing technologies</b>
<b>Selected special advertising formats:</b>	<b>L-advert</b>  <b>€ 4.600</b> Left-hand page strip on the left edge and bottom Format: 64 or 225 mm x 290 or 70 mm + 3mm bleed	<b>Diagonal</b>  <b>€ 3.800</b> Your advert runs diagonally on the right page with bleeding on the right side Format: 225 mm x 290 mm + 3 mm bleed	<b>Strip</b>  <b>€3.200</b> Your advert in the middle of the page, surrounded up and below by text parts Format: 225 x 92 mm + 3 mm bleed
<b>Further formats on request (fixed prices less 15 % agency discount)</b>			

## 4 Publishing Schedule 2021

### Issue No. 02-2021

Advertising deadline:	<b>15.01.2021</b>
Copy deadline:	<b>29.01.2021</b>
Publication date:	<b>26.02.2021</b>

### Issue No. 03-2021

Advertising deadline:	<b>09.04.2021</b>
Copy deadline:	<b>23.04.2021</b>
Publication date:	<b>28.05.2021</b>

### Issue No. 04-2021

Advertising deadline:	<b>16.07.2021</b>
Copy deadline:	<b>30.07.2021</b>
Publication date:	<b>27.08.2021</b>

### Issue No. 01-2022

Advertising deadline:	<b>24.09.2021</b>
Copy deadline:	<b>08.10.2021</b>
Publication date:	<b>05.11.2021</b>

MEININGERS

# CRAFT

MAGAZIN FÜR BIERKULTUR

<b>COLOUR DISPLAY</b>	1/1 page € 4.500
<b>PRINT RUN</b>	30,000
<b>MAGAZINE FORMAT</b>	width 225 mm x height 290 mm
<b>PRINT SPACE</b>	width 197 mm x height 250 mm 3 columns each 62 mm wide 4 columns each 45 mm wide
<b>PRINTING PROCESS</b>	Sheet-fed offset, 70 screen colour sets
<b>BINDING</b>	Adhesive
<b>ARTWORK</b>	see printing info

SIZE	FORMAT width x height (mm)	PRICE 4-colour (Euroscale)
1/1 page	225 x 290	€ 4,500
1/2 page vertical	108 x 290	€ 3,150
1/2 page horizontal	225 x 143	€ 3,150
1/3 page vertical	74 x 290	€ 2,700
1/3 page horizontal	225 x 92	€ 2,700
1/4 page vertical	57 x 290	€ 2,500
1/4 page horizontal	225 x 68	€ 2,500

For all formats: please add 3 mm bleed on all sides. Allow sufficient space between the bleed and important text and picture elements (min. 10 mm)

PRINT ADVERTORIAL	prices on request
Increase brand awareness among the core target group of beer-savvy consumers with your own self-designed print advertorial in MEININGERS CRAFT.	
Data delivery: 3-5 photos, Text: max. 3,500 characters, Approval + 1 proofing cycle included	
Finished delivery or creation by the editorial staff	

SPECIAL FORMATS* AND SPECIAL PLACEMENTS**		
2nd cover	225 x 290	€ 5,500
3rd cover	225 x 290	€ 5,500
4th cover	225 x 290	€ 5,500

\* Please ask for customized concepts of advert formats if not yet included in this rate card.

\*\* Placement instructions (minimum 1/2 page): +15 %.  
Cancellation deadline for cover pages: 6 weeks before publication.

Discounts: 2 insertions – 5 %, 4 insertions – 10 %; Agency fee: 15 % (also abroad)

INSERTS (INCL. DISTRIBUTION COSTS)		BOUND-IN INSERTS	
up to 25 g	€ 97 / 1000	4-page	€ 100 / 1000
up to 50 g	€ 112 / 1000	8-page	€ 132 / 1000
up to 75 g	€ 132 / 1000	12-page	€ 190 / 1000
up to 100 g	€ 183 / 1000		

Insert paper weight: min 90 g, no zig-zag folds.

Discounts are not given on inserts, bound inserts and tip-ons.

TIP-ON-CARDS (incl. distribution costs)	
Tip-on DIN post cards on carrier advertisement 1/1 page	
Adhesive costs (mechanical)	€ 125 / 1000
Adhesive costs (manual)	€ 195 / 1000
Test samples, CDs etc.: Prices on request	

**NOW REACH THE SCENE ONLINE!  
BANNER WEBSITE**

FORMAT	SIZE in pixels	PRICE
Full Banner	468 x 60	€ 700
Content Ad	600 x 150	€ 900
Medium Rectangle	300 x 250	€ 700

**YOUR CONTACT FOR ALL ASPECTS  
OF YOUR ONLINE ADVERTISING:**

Rebekka Weinrich  
Tel. +49 (0) 6321-8908-50  
weinrich@meiningers.de

**DATA DELIVERY:**

One week before the first running of the ad, please send data by email to Miriam Raffel, raffel@meiningers.de

**TECHNICAL SPECS:**

Please send the data in JPG or GIF format.  
Maximum file size for banners: 60 kB.

The screenshot shows the Meiningers Craft website interface. At the top, there are navigation menus and a search bar. Below the header, there are several content blocks: a large hero image with a man and a woman, a grid of smaller images related to beer awards and events, and a sidebar with social media links and a 'MEDIUM RECTANGLE 300 x 250 px' ad placeholder. At the bottom, there is a 'CONTENT AD 600 x 150 px' placeholder. The website layout is clean and modern, with a focus on beer-related content.



**BANNER IN NEWSLETTER**

FORMAT	SIZE in pixel	PRICE
Content Ad	600 x 150	900 €

\* Price per insertion. Newsletter issues every 3 months.

**Online-Advertorial: € 850**

(Costs for finished delivery)

Data delivery:

- 1 lead picture
- 2-3 images within text
- Text: max. 2,500 characters
- Approval + 1 proofing cycle included

Costs for raw material delivery, creation by the editorial staff  
**€ 1,000**

**CRAFT's Choice: € 550**

Your new product will be promoted on the MEININGERS CRAFT homepage for 14 days. Attractive banner space with link to the press release or desired website.

Data delivery:

- 1 image (product photo/cutout)
- Press release/desired text/product presentation

**Facebook post: € 550**

- 1-3 images
- Link to the desired page

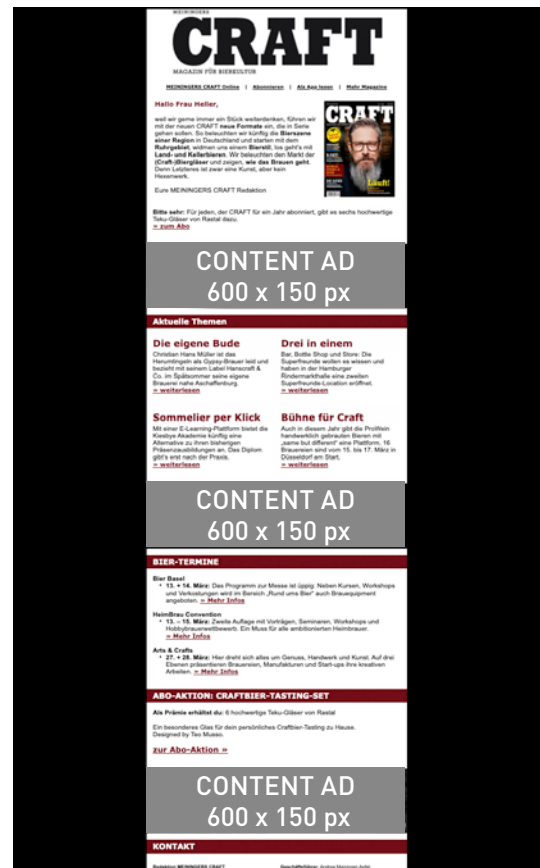
**Instagram post: € 550**

- Post in feed
- 1-3 images
- Tagging

**All in CRAFT € 2,500**

(complete online package) MEININGERS CRAFT 360° digital promotion. All-round turn-key package for your online advertising, reaching the beer community in a targeted way.

- Online advertorial
- Facebook post with link
- Instagram post with tagging
- Banner on homepage
- Teaser in the newsletter



8 Print

**PRINTING PROCESS** Sheet-fed offset, 70 screen colour sets

**PAPER**

Cover	300 g/m <sup>2</sup> wood-free matt coated
Picture printing	1.1 x volume
Content	115 g/m <sup>2</sup> wood-free matt coated
Picture printing	1.1 x volume

With light-toned images show-through cannot be entirely excluded.

**COLURS** Colour scale ISO 2846-1. Special hues or shades that cannot be achieved by the combination of the applicable colour scale by special agreement only. Details on request.

For technical reasons the publisher reserves the right to also build spot colours from the 4-colour scale. Minor deviations in tonal value are due to the customary tolerance range in web offset printing.

**COPY** Data delivery as printable PDF (300 dpi) and binding proof to ISO 12647-1. **The settings for the PDF (ISO coated v2 300 %) can be downloaded from the website www.pva.de .**

If PDF production is not possible: 300 dpi TIF file and /or uncompressed EPS files including all fonts used.

The standard for offset printing should be used as the basis for the image files. Total ink coverage must not exceed 300%.

**DATA DELIVERY** Print-ready PDF via email to: raffel@meininger.de Any necessary proof or typesetting work will be charged at cost price.

Please also note the terms and conditions in the order confirmation.

**BOUND-IN INSERTS**

Format for bound-in inserts: Min. = 105 x 148 mm (final size), Max. = 225 x 290 mm (final size); Insert thickness: Min. 115 g/m<sup>2</sup> for a single sheet, otherwise 80-300 g/m<sup>2</sup>; head trim = 5 mm; grind off allowance = 3 mm per page (double page = 6 mm in gutter); foot trim = 5 - 20 mm (if the insert is smaller than the magazine = trimmed to final format); front trim = 5 mm (if the insert is smaller than the magazine = trimmed to final format); Note: Artwork and text running over the spine will be partially obscured! **Special formats by agreement only!**

**SUPPLEMENTS**

Min. format: 105 x 148 mm (trimmed to final format), Max. format: 220 x 285 mm (trimmed to final format); Supplement thickness: min. 115 g/m<sup>2</sup> for a single sheet, max. thickness of supplement: 3 mm; **Supplements must be closed at back. Special formats by agreement only!**

Mailing address for supplements: westermann-druck | pva c/o johnen-druck GmbH & Co. KG Abt. Lettershop / TAV Bornwiese 5 54470 Bernkastel-Kues Germany

**GLUED-IN INSERTS**

Paper weight: 150 - 200 g/m<sup>2</sup>  
 Minimum format 100 x 100 mm  
 mechanically glued: only in horizontal format  
 Maximum format 110 x 200 mm  
 mechanically glued: only in horizontal format  
 Position: at least 30 mm from the upper and lower edges and 10 mm from gutter (max. 50 mm from gutter).  
 Positional tolerances of glueing process up to 5 mm

1. For the purpose of the General Terms and Conditions of Business set forth below, an "Advertisement Order" is the contract made between the publishing house and the customer relating to the publication of one or more advertisements or other advertising media [hereinafter together called "Advertisements"] by advertisers or other promoters [hereinafter together called "Advertisers"] in a magazine or newspaper with the aim of dissemination.

2. A "Closing" is a contract for the publication of several advertisements, with due consideration of the discounts that are to be granted to the Advertiser in accordance with the price list. Each publication is performed upon call by the customer. No discounts will be granted to enterprises of which the business purposes include placing Advertisement Orders for several Advertisers to obtain a joint discount. If a right to call each advertisement is granted in a Closing, the Order must be completed within one year of publication of the first advertisement, insofar as the first advertisement is called and published within one year of the contract being made.

3. If an Order pursuant to Nos. 1 and 2 is not performed due to circumstances for which the publishing house is not responsible, the customer must reimburse to the publishing house the difference between the discount granted and the one corresponding with the actual purchase made, this being without prejudice to any other legal obligations. If nothing has been agreed to the contrary, the customer has a retrospective claim to the discount corresponding to his actual purchase of advertisements within one year.

4. For calculation of purchased quantities, text millimetre lines will be converted into advertisement millimetres in accordance with the price.

5. Orders for advertisements and external supplements which are only to be published or included in certain issues or certain editions or at certain locations in the publication must be received by the publishing house in due time for the customer to be notified before the advertising deadline if the order cannot be performed in this way. Classified advertisements will be printed under the appropriate heading without any express agreement to this effect being required. Confirmations of placement are issued subject to reservation and placements can be changed for technical reasons. The publishing house cannot be held liable in such cases.

6. Text-section advertisements are advertisements which are adjoined on at least three sides by text and not other advertisements. If advertisements are of a design that is not identifiable as advertising, they will be clearly marked with the word "advertisement" by the publishing house.

7. The publishing house reserves the right to reject advertisements - including separate calls as part of a Closing - and orders for supplements if the following applies:

- their content breaches the law or public-authority regulations or
  - the Deutscher Werberat (German Advertising Standards Council) has objected to their content in complaint proceedings or
  - the publishing house cannot reasonably be expected to publish them in view of their content, design, origin or technical form or
  - they are advertisements containing advertising of or for third parties.
- Orders for other advertising media will only become binding for the publishing house upon submission and approval of the sample. Advertisements containing advertising of or for third parties (co-operative advertising) are subject in each single case to prior written acceptance by the publishing house. Such acceptance entitles the publishing house to make an extra charge for co-operative advertising. Supplements of which the format or design gives the reader the impression of being part of the newspaper or magazine or which contain external advertisements can be rejected by the publishing house for such reasons. The customer will be notified immediately of the rejection of an advertisement or other advertising medium.

8. Solely the customer is responsible for on-time supply and flawless quality of suitable artwork or other advertising media. If artwork for advertisements is supplied in a digital form, the customer must ensure that it is as required,

in particular that it complies with the publishing house's format or technical specifications and is provided in due time before the start of publication. Before digital transmission of artwork, the customer must ensure that the transmitted data is free from computer viruses. If the publishing house discovers a computer virus in a file that has been transmitted, it will delete the file without the customer being able to base any claims on such action. The publishing house reserves the right to make damages claims against the customer if it has suffered a loss as a result of such computer viruses transmitted by the customer. The customer shall pay the costs incurred by the publishing house for any artwork amendments requested by the customer or for which said customer is responsible. The features and quality of the advertisements or other advertising media are agreed to be those customary for the respective item pursuant to the data given in the price list and in the confirmation of order, this being as far as possible in view of the artwork provided. This only applies insofar as the customer meets the publishing house's specifications for preparation and supply of artwork.

9. Artwork will only be returned to the customer by special request. The publishing house's obligation to keep the artwork ends three months after initial publication of the advertisement.

10. If publication of the advertisement does not comply with the contractually agreed features and quality or performance, the customer shall have a claim to a reduction in payment or to a non-defective substitute advertisement or to substitute publication of the other advertising medium but only to the extent to which the purpose of the advertisement or the other advertising medium was adversely affected. The publishing house has the right to refuse a substitute advertisement or substitute publication if

- this involves an amount of work which, in view of the content of the contractual obligation and the principles of good faith, is grossly out of proportion with the customer's interest in performance or
- this would only be possible for the publishing house at a disproportionately high cost.

If the publishing house fails to place the substitute advertisement or publish the other advertising medium within the reasonable period that it has been allowed or if the substitute advertisement or publication is again defective, the customer has a right to a reduction in payment or rescission of the order. The order cannot be rescinded in the event of minor defects in the advertisement or publication of the other advertising medium. Any notices relating to non-apparent defects must be submitted within one year of the beginning of the statutory limitation period.

Damages claims resulting from a positive breach of obligation, culpa in contrahendo or an unlawful act are ruled out, including in the event of placement of an order by telephone; damages claims resulting from impossibility of performance and default are limited to compensation for the foreseeable loss and the amount is restricted to the remuneration payable for the relevant advertisement or supplement. This does not apply to intent and gross negligence on the part of the publishing house, its legal representatives and its vicarious agents. Liability of the publishing house for losses due to the lack of warranted features is not prejudiced. In addition, in commercial transactions, the publishing house will not be liable for gross negligence of vicarious agents either; in other cases, liability to merchants for gross negligence is limited in its scope to the foreseeable loss, this being up to the amount of the relevant advertisement payment. The publishing house is liable in accordance with legal regulations for claims under the Product Liability Act and for injury to life, body or health. Notices of defects - except for non-apparent defects - must be submitted within four weeks of receipt of the invoice and proof. All claims made against the publishing house based on breaches of contractual obligations are subject to a time limitation of one year as of the statutory start of the period of limitation, unless they are due to action with intent.

11. Test proofs will only be supplied upon express request. The customer is responsible for the correctness of the returned test proofs. The publishing house will make all the corrections of which it is notified by the advertising deadline or within the period allowed when the test proofs were sent.

12. If no special size rulings apply, invoice calculation will be based on the actual

printing height as customary for the type of advertisement.

13. The invoice must be paid within the period stated in the price list, unless a different payment period or an advance payment has been agreed in writing in individual cases. Possible discounts for early payment will be granted as per the price list. Any discount credits and subsequent discount debits will not be made until the end of the advertising year in all cases.

14. In the event of payment default or deferral, customary bank interest rates and the costs of collection will be charged. In the event of payment default, the publishing house can postpone continued performance of the ongoing order until payment has been made and can require advance payment of the remaining advertisements.

If there is justified reason to doubt the customer's solvency, the publishing house has the right, even during the term of a Closing, to make the publication of further advertisements dependent on advance payment of the sum by the advertising deadline and on settlement of outstanding invoiced amounts, irrespective of the payment date originally agreed.

15. The publishing house will supply an advertisement proof on request. Depending on the type and scope of the Advertisement Order, advertisement extracts, tear sheets or complete sample copies will be supplied. If a proof is no longer available, it will be replaced by legally binding confirmation by the publishing house that the advertisement was published and disseminated.

16. Pursuant to Sentence 2, a reduction in the print run in the event of a Closing covering several advertisements can justify a claim for price reduction if the overall average of the advertising year, beginning with the first advertisement, falls short of the guaranteed print run. A reduction in the print run only constitutes a defect justifying a price reduction if and to the extent that

- it amounts to at least 20 % for a guaranteed print run of up to 50,000 copies,
- it amounts to at least 15 % for a guaranteed print run of over 50,000 copies.

A reduction in the print run for the reasons given in Number 23 will not taken into account. The guaranteed print run is the average print run specified in the price list or in some other way or, if no print run has been specified, the average print run sold in the previous calendar year (for specialist magazines, the average print run actually circulated, if applicable). Any additional claims for price reductions relating to Closings are ruled out if the publishing house notified the customer of the drop in the print run in due time for said customer to be able to rescind the contract before the advertisement was published.

17. For box number advertisements, the publishing house will apply the due care expected of a business professional to keeping and forwarding offers on time. Registered and express letters sent in reply to box number advertisements will only be forwarded by standard post. Incoming post for box number advertisements will be kept for four weeks. Any letters not collected during this time will be destroyed. The publishing house will return valuable documents but has no obligation to do so. In an individual agreement, the publishing house can be granted the right, as the customer's representative, to open the incoming offers instead and in the declared interest of the customer. No letters in excess of the acceptable DIN A4 format or products or book and catalogue consignments or packages will be forwarded or accepted. However, acceptance and forwarding can be agreed in exceptional cases if the customer pays the charges/costs thus incurred.

18. The law of the Federal Republic of Germany applies to the Advertisement Order. The place of performance is the seat of business of the publishing house. In business transactions with merchants, legal bodies and special assets under public law, the legal venue for filing legal action is the seat of business of the publishing house. If publishing house claims are not asserted in dunning proceedings, the legal venue for non-merchants shall be determined by their place of residence.

If the residence or customary whereabouts of the customer, including non-merchants, is not known when the legal action is filed or if the customer has moved his residence or customary whereabouts outside the jurisdiction of the law since the contract was made, the publishing house's seat of business is agreed to be the legal venue.

19. Advertising agents and agencies have an obligation to comply with the publishing house's price list in their offers, contracts and invoices for Advertisers.

20. Price changes for Advertisement Orders already placed are effective for entrepreneurs if they are announced by the publishing house at least one month before publication of the advertisement or other advertising medium. The customer holds a right of rescission if prices are increased. The right of rescission must be exercised in writing within 14 days of receipt of notification of the price increase.

21. If a joint discount is claimed for affiliated enterprises, written evidence of the group status of the Advertiser will be required. Affiliated enterprises for the purpose of this provision are enterprises between which there is a capital participation of at least 50 per cent.

For incorporated companies, group status is to be shown by confirmation by an auditor or submission of the latest business report; for business partnerships, such status is to be shown by submission of an extract from the Trade Register. Such evidence must be furnished by no later than the end of the advertising year. Evidence submitted at a later date cannot be recognised in retrospect. Group discounts are always subject to the express written confirmation of the publishing house. Group discounts are only granted for the duration of membership of the group. Termination of group membership must be reported immediately, group discounts ending with termination of group membership.

22. The customer warrants that he possesses all the necessary rights for the content and for the legal acceptability of both the written and pictorial material provided for advertising and the supplied advertising media. Within the scope of the Advertisement Order, said customer will hold the publishing house harmless in respect of all claims of third parties which may arise for reason of a breach of legal regulations, in particular a breach of competitive and copyright law. In addition, the publishing house will be held harmless in respect of the costs of necessary legal defence. The customer has an obligation to support the publishing house in good faith with its legal defence against third parties, by providing information and documents. The customer undertakes to pay the costs of publication of any necessary counterstatement at the advertising rate applicable at the time. The customer assigns to the publishing house all the utilisation, property protection and other rights under copyright law required for use of advertising in print and online media of all kinds, including the internet, such rights being in particular the right of reproduction, dissemination, assignment, broad-casting, making publicly available, removal from a database and call. Said assignment is made to the extent necessary for performance of the order in terms of both time and content. The above rights are assigned without any geographical restriction in all cases.

23. In the event of operational disruptions or in cases of force majeure, illegal labour disputes, unlawful seizure, traffic disruptions, a general shortage of raw materials or energy and similar - both in the publishing house's operations and in external operations which the publishing house uses to meet its obligations - the publishing house has a claim to full payment of the published advertisements, provided that the published product was supplied by the publishing house with 90 % of the print run sold on average in the last four quarters or warranted in some other way. If smaller quantities were supplied by the publishing house, the invoice amount will be reduced in the same ratio as that of the guaranteed sold or warranted print run to the print run actually supplied.

24. In compliance with Section 33 of the Bundesdatenschutzgesetz (BDSG; Federal Data Protection Act), we advise that the necessary customer and delivery data is stored with the help of electronic data processing for the purposes of the business relationship. Status as of January 2015

# BEVERAGE INDUSTRY INTELLIGENCE FROM THE EXPERTS



Take advantage of our extensive specialist knowledge:  
[www.meininger.de](http://www.meininger.de)