MIXOLOGY PROFILE
THE MAGAZINE FOR BAR CULTURE AND MIXOLOGY ONLINE

MIXOLOGY –
THE MAGAZINE FOR BAR CULTURE

The added value of the mix: MIXOLOGY, the magazine for bar culture, is a Special Interest publication that has been reporting for over 16 years on all aspects of the high-quality bar and beverage industry with the most extensive coverage in Germany, Austria and Switzerland. From local to global, with a view to the craft sector, social issues, business and the industry as a whole, with an approach that is always critical, detailed and independent.

The magazine was founded in 2002 in a bar by two working bartenders, Jens Hasenbein and Helmut Adam, as a professional magazine for a growing industry. Today, MIXOLOGY has positioned itself as a unique publication both for bar professionals and connoisseurs who have a passion for bars and high-quality drinks. MIXOLOGY represents inspiration, innovation and contact with the leading influencers on the scene.

The aspiration of the founding days has remained unchanged: some of the most famous bartenders of our time and leading culinary journalists write for MIXOLOGY. Always up to date with the latest trends, with a stylish, contemporary layout and an in-depth analysis of the scene, the magazine for bar culture offers ‘100% bar’ every two months.

MIXOLOGY ONLINE

The daily reports from MIXOLOGY online cover information about cocktail competitions, industry news, current expert debates, topics including bar knowledge, interior design and home bars and cool drink ideas. There are also regular updates on the most important openings of new bars, profiles of the leading figures in the bar sector and, last but not least, product recommendations from the editorial team.

MIXOLOGY online is always on trend and up to date with the latest events in the sector. A cocktail recipe page, bar guide, job platform and the websites of MADE IN GSA (Germany Switzerland and Austria) and the MIXOLOGY BAR AWARDS round up the online presence.

MIXOLOGY NEWSLETTER

The MIXOLOGY newsletter provides weekly and monthly news on the most important news, job vacancies and current content from print and online.

MIXOLOGY SOCIAL MEDIA

With cocktail recipes, bar profiles and portraits, all wrapped up in an aesthetic design, the doors to bar culture are opened to a wide audience in stunning visual style. Our social media channels are international and, in addition to daily reports, our social media channels cover a range of selected cocktail competitions and events: the direct line to the community.

— MIXOLOGY.EU
**READER DATA**

Mixology’s readership is a unique mix of influential restaurateurs, creative bar professionals who are eager to learn and quality-conscious connoisseurs. Mixology readers appreciate the mix of industry-specific topics, innovations, general cuisine and extensive topics from culture, music and interior design.

Despite the broad content, Mixology remains unique in the technical and editorial depth of its articles in the German-speaking territories, and has little overlap with other publications.

- **‘Mixology readers are loyal’**
  - 53% of readers have known about the magazine for 5 years or longer

- **‘Mixology works across all sectors’**
  - 72% of readers rate the influence of the magazine on bar culture as high or very high

- **‘Mixology has street cred’**
  - 80% of readers would strongly recommend Mixology

- **‘Mixology readers are connoisseurs and influencers’**
  - 40% of readers are bartenders or restaurateurs
  - 53% of readers are connoisseurs

45% of all the magazine copies circulated are read by two or more people

67% of readers spend between 1 and 3 hours reading one issue

55% of all readers consider the magazine to be essential specialist reading

43% of all readers keep the magazine

32% of readers subscribe from the very beginning and never miss an issue

Source: Mixology reader survey 11/2018
61% of readers have a net income of over €2,000. Mixology readers spend an above-average amount of money on food, beverages, travel and culture. Sustainability, quality and craft products are particularly important to them.

4.3% 8.6% 20.2%
18-24 years 25-34 years 45-54 years

23.4% 41.4% 25.5%
General university entrance certificate (secondary school leaving certificate) 25-34 years 35-44 years

35.9% 10.6% 10.4%
University degree Polytechnic entrance certificate (vocational/technical diploma) Secondary school certificate (intermediate school-leaving certificate) or equivalent

9.8% 6.9% 2.9%
Business qualification or training for a trade or craft Polytechnic degree High school/primary school leaving certificate

44.9% 30.2% 6.9%
Design Employed in a managerial role (Manager, CEO)

31% 34.7% 4%
Entrepreneur / self-employed / freelancer Position in the company Training or studying

60.9% 61.8% 67.9%
HR Marketing Range and product procurement

78.1% 61.8%
Conception Marketing

Source: Mixology reader survey 11/2018
### PUBLISHING SCHEDULE AND TOPICS 2020/21

#### Issues

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<th>Copy deadline</th>
<th>Focus</th>
<th>Drinks world</th>
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<th>Spirits</th>
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<td>06.02.2020</td>
<td>20.12.2019</td>
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<td>Norway</td>
<td>Coffee Cocktails</td>
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<td>Liqueur</td>
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<td>4/20</td>
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#### Special edition

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#### Features in Every Issue

- **Bars and People**: Trends +++ New features +++ Bar and bartender portraits
- **Drinks**: Spirits, syrups, liqueurs +++ Beer +++ Wine +++ Alcohol-free drinks +++ Coffee
- **Business**: Business +++ Market research +++ Industry
- **Culture**: Music +++ Books +++ Artist Portraits +++ Architecture and design +++ Style
- **News and announcements**: Events and competitions +++ News +++ Innovations

*Executive special edition of Mixology for Berlin Bar Week with info on the Mixology Bar Awards.
FORMS AND PRICES
PRINT / SPECIAL EDITION

ADVERTISEMENTS | MARGIN ALLOWANCE: 1 MM

2/1 DOUBLE PAGE
470 x 298 mm
€9,960

1/1 PAGE
235 x 298 mm
€4,980

1/2 PAGE
BROADSIDE
235 x 149 mm
€3,380

1/2 PAGE
UPRIGHT
118 x 298 mm
€3,380

1/3 PAGE
BROADSIDE
235 x 99 mm
€2,400

1/3 PAGE
UPRIGHT
78 x 298 mm
€2,400

COVER PAGE
U2 / U3
235 x 298 mm
€5,980

COVER PAGE
U4
235 x 298 mm
€6,480

DISCOUNTS | VOLUME DISCOUNT:

from 3 ads ........................................... 5%
from 6 ads ......................................... 10%
from 8 ads ......................................... 15%

* on request and subject to approval by the editorial team

All ad bookings must be made together; no retroactive discounts can be applied.
ADVERTORIAL

Advertorials are calculated based on the respective ad price plus creation costs, and included in the annual financial statements.

CREATION COSTS

(including concept, text and layout, excluding image rights and photo productions)

1/1 PAGE €1,200
1/2 PAGE €800

Additional formats on request. We would be happy to provide a specific quote for photo productions.

Advertorials are marked with the word ‘Advertisement’. No discounts or agency discounts may be applied to creation costs.

We require the briefing, image and text material at least 3 weeks before the print deadline.

Timings for individual photo productions on request.

SPECIAL FORMS OF ADVERTISING

Special forms of advertising require long-term planning and the individual coordination of all the technical parameters.

A binding reservation must be made early. Prices on request, e.g. sleeve, cover pages plus back cover, maxi cover page, bookmarks ...

SMALL ADS

1/6 AD €500
- Your logo with a short descriptive text
- Your large-size logo with no descriptive text

1/6 AD €300
- Headline and descriptive text

Not the right solution for you? Let’s talk and find the perfect environment for your advertising message.

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ONLINE FORMATS AND PRICES — ADVERTORIALS AND COCKTAILS

NATIVE ADVERTISING

Why native advertising, and how do native ads work? We showcase your brand in our editorial environment as part of an editorial theme, but without advertising the product directly. Storytelling is used to make your brand visible to your direct target group in our medium and in an authentic way. Native advertising offers:

- Constant information and knowledge about you and your products
- Real added value for readers
- Authentic storytelling results in higher interaction rates
- Articles are designed in the MIXOLOGY look and feel, and are therefore rarely recognised as advertising
- Exclusive content for your message
- Avoidance of ad blockers

ADVERTORIAL ONLINE¹

(350 words + 1 cover image + link) ........................................ €1,600
Plus image gallery (up to 10 images) ................................ €300
Plus video integration .......................................................... €300
Plus cocktail recipe cocktails.mixology² .......................... €500
Plus entry into the event calendar ° ................................. €300
Teasers in the weekly newsletter ......................................... €700
Teasers in the monthly newsletter ...................................... €900
Product placement ............................................................. €500

NEWSLETTER

The MIXOLOGY newsletter, either weekly or monthly, focuses on the most exciting topics, articles and discussion points and delivers all the news straight to the inbox of our MIXOLOGY readers.

- Enhance your advertising message with a banner or advertorial teaser and reach your target audience directly.
- Banner in the weekly newsletter 728 x 90 px .................. €700
- Banner in the monthly newsletter 728 x 90 px ............. €900

COCKTAILS

The world of cocktails online. Present your latest interpretations, signature drinks and competition creations on the curated MIXOLOGY cocktail platform.

- Cocktail recipe ‘Perfect Serve’ online
  (100 words + 1 cover image + logo + link) .......................... €900

¹ Marked as advertising
² Period of 1 year, otherwise recipes only as continuous text or a caption

— COCKTAILS.MIXOLOGY.EU
ONLINE FORMATS AND PRICES — SOCIAL MEDIA

SOCIAL MEDIA

A new product, a signature drink or a full report of your event; use MIXOLOGY’s social media channels to reach an international specialist audience and connoisseurs.

— @mixology

FACEBOOK

Facebook post for advertorial 1/5
(Link to advertorial or up to 3 images as a gallery with a link to the advertorial) €800

Facebook Post 1/5
(Link to a site of your choice, 3 images as a gallery with a link of your choice) €1,000

INSTAGRAM

Instagram post feed 1/5 (1 post up to 3 images) €1,000

Instagram stories 1/5 (up to 5 consecutive stories incl. short text, tags and links) €800

Instagram stories highlights 1/4 (e.g. event) from €800

IGTV (video Instagram TV) 1/5 from €800

1 Marked as advertising
2 Marked as advertising, including tagging your social media presence
3 Period of 1 year, otherwise recipes only as continuous text or a caption
4 Period of 3 months (e.g. announcement of event, event live, event winners)
5 only in the package price with advertorial
ONLINE FORMATS AND PRICES
ONLINE – JOB ADVERTISEMENTS AND BANNERS

JOB ADVERTISEMENTS
Are you looking for staff for your company? For your salesforce? Or do you need a brand ambassador for your brand? We can offer an attractive deal for you to place your job ads in the MIXOLOGY Online job portal with a posting in the newsletter with almost no media waste.

YOUR JOB ADS ON MIXOLOGY ONLINE

BASIC
- Publication on jobs.mixology.eu
- 6 publications in the weekly newsletter (2,900 subscribers)
- Text ad with logo
- Period of ad: 60 days

PREMIUM
- Publication on jobs.mixology.eu
- 9 publications in the weekly MIXOLOGY newsletter
- Text ad with logo
- Period of ad: 90 days
- Refresh and update data after 3 weeks
- Publication on Facebook
- Teasers for ad on mixology.eu

BILLBOARD AD
- 970 x 250 px
- €975 / 2 weeks

SUPER BANNER
- 728 x 90 px
- €775 / 2 weeks

CONTENT AD
- 600 x 450 px
- €775 / 2 weeks

BANNER
Place your banner on MIXOLOGY Online both as a billboard ad or super banner on the home page or as continuous text between the articles.
All the banners are responsive so they can also be viewed on mobile devices.

Still not the right solution for you? Let’s talk and find the perfect environment for your advertising message.

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Since 2016, the Mixology special edition has been published roughly a month before the Bar Convent Berlin and the Mixology Bar Awards. Born out of its predecessor, the ‘Bar Week Booklet’, the special edition is now a full supplement to the publications issued by the publishing house and, in its product features, scope, format, print run and circulation, is identical to the regular issues of the magazine and is also available for sale in retail outlets. The special edition is part of the Mixology subscription.

In addition to an extensive spread about the imminent Mixology Bar Awards, every year the special edition specifically covers the hottest topics in the bar sector: which categories, drinks and bar concepts will play a greater role in the near future? Which people influence events and set the trends?

As a large number of Mixology readers every year attend the world’s leading bar trade fair, Bar Convent Berlin and the awards, the special edition includes a new and in-depth look at Berlin’s gastronomic scene.

The Mixology Special Edition offers some attractive advertising deals to make it the perfect opportunity to showcase your new or established product in the run-up to the largest international trade fair in the sector.
WHAT THE READERS SAY –
MIXOLOGY IN A SENTENCE...

“Has its finger on the pulse of the industry.”

“The leading medium for the modern bar.”

“Fun, informative and informal.”

“The trendiest and most popular bar magazine in Germany.”

“A great mix of information and entertainment.”

“Always one step ahead.”

We can, of course, tell you a lot about our magazine, but you can also find out what our readers think here.
MIXOLOGY BAR AWARDS

THE OSCARS
OF THE BAR SCENE

The Mixology Bar Awards have been presented every year since 2007 during the Bar Convent Berlin as the ‘Oscars of the Bar Scene’ in Berlin. The awards comprise 14 categories, and recognise the most important and influential bars, bartenders, products and other personalities from the German-speaking scene. The Mixology Bar Awards also generate a broad media echo in the public media including in Der Spiegel and Süddeutsche Zeitung newspapers, Stern magazine and public radio.

Unlike all other award formats and ‘best lists’, the Mixology Bar Awards are presented in a unique, two-stage process. The ‘Jury Advisory Board’, consisting of several hundred experts, first nominates the candidates in all the categories in a long list. A carefully selected jury of renowned bartenders, bar managers and trade journalists then determine the final winners in a secret vote.

The Mixology Bar Awards ceremony is one of the leading and most prestigious events in the annual calendar of the international scene. The ‘Who’s Who’ of the sector, including the most respected experts and decision-makers in the industry, are invited to the awards party evening in Berlin to celebrate and to network.

Why not take the opportunity to be an award sponsor to showcase your product in this unique and high-calibre environment!

If you require additional information, we will be happy to send you our detailed media info on the Mixology Bar Awards.

— AWARDS.MIXOLOGY.EU
PUBLISHING AND SALES DATA

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PUBLICATION
Mixology: 6 issues a year
Special edition: 1 issue a year

MAGAZINE PRICE
€9.50

CIRCULATION
(IVW Q2 / 2019) 7,569
Geographical distribution of the readership
85% Germany, 15% other countries

PAYMENT TERMS
Invoices are payable immediately with no discount.
A 2% discount is applied to advance payment or
direct debit.
TECHNICAL DATA

PRINTING
4/4 colour sheet-fed offset
Paper: Tauro (uncoated, white)
Adhesive binding
Magazine format: 235 x 298 mm

PRINTING MATERIALS
· Digital print templates
· No special colours
· No RGB
· Integrated fonts
· Image resolution at least 300 dpi to the original size
· Margin allowance and trim 3 mm
· Any text and image elements running into the trim must observe a safe distance from the margin. This applies in particular to the inside cover pages (inside cover pages U2+U3).

DATA CARRIERS
CD ROM or DVD clearly indicating the issue you have booked. No claims may be asserted in the event of incorrect PDF data or data formats other than those stipulated. We assume no guarantee for colour deviations. No proofs will be sent.

TECHNICAL SPECIFICATIONS
· Inner pages (uncoated):	PSO_Uncoated_v3.icc (FOGRA 52)
· Cover page U4: PSO_Coated_v3.icc
· Download from www.eci.org
· We reserve the right to adapt the data if your data contains no profiles or different profiles
· Total ink coverage: maximum 300%
· 70 screen grid
· Data delivery as PDF/X4 only, including exact positioned proof

DATA TRANSFER
Via e-mail:anzeigen@editienne.de
or www.wetransfer.com
clearly indicating the issue you have booked.

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Industriestr. 15
D-76829 Landau/Pfalz

IMPORTANT!
Please ensure by-products are clearly labelled (magazine, issue, customer)