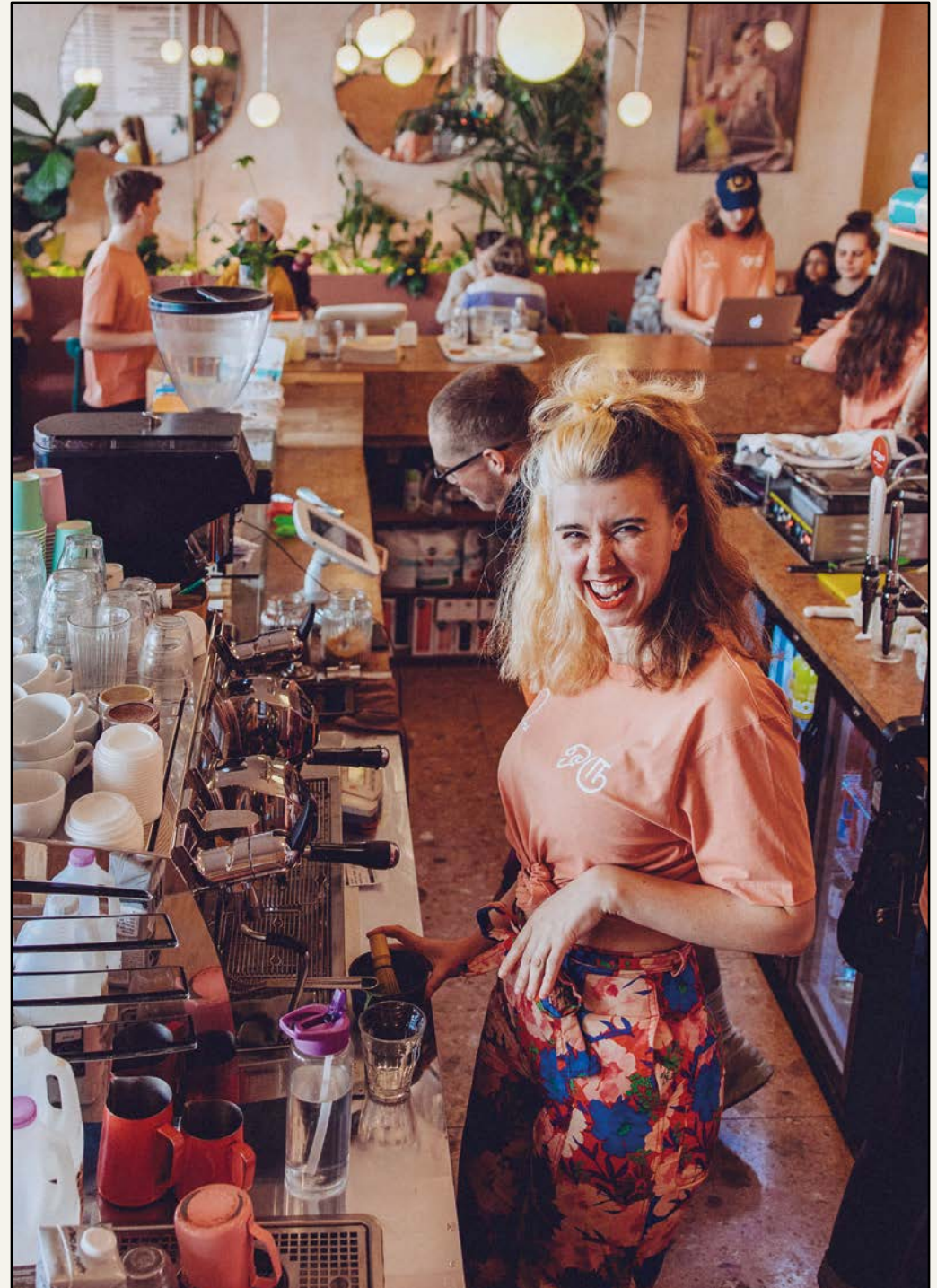


SINCE 1995

**fizzzz**<sup>®</sup>  
GASTRO.CULTURE.NOW!

RATE CARD 2024 / PRINT & DIGITAL  
PRICES → VALID FROM 01.10.2023



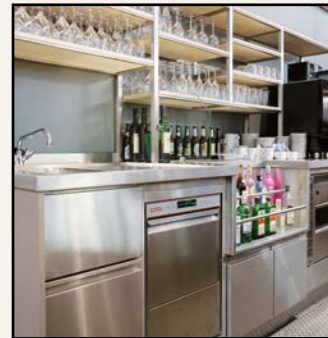
# CONTENTS



**fizzzz**<sup>®</sup>  
GASTRO · CULTURE · NOW!

## 1 PROFILE

- 1.1 FIZZ profile
- 1.2 Reader data from the world of catering

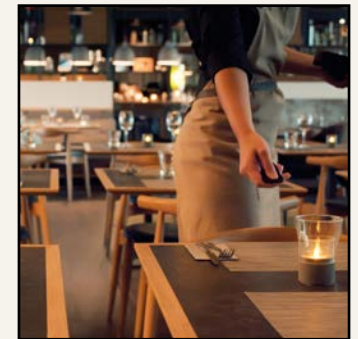


## 2 PRINT

- 2.1 Editorial highlights 2024
- 2.2 Advertisement prices and formats
- 2.3 Individual advertising formats
- 2.4 Advertorials

## 3 DIGITAL

- 3.1 Online highlights 2024
- 3.2 Online advertorials
- 3.3 Banners, homepage and newsletters
- 3.4 Social media
- 3.5 FIZZ spotlight



## 4 SERVICE

- 4.1 Jobs section
- 4.2 FIZZ Awards
- 4.3 Publication and sales data
- 4.4 Technical data
- 4.5 Other Meininger publications
- 4.6 General Terms and Conditions

## FIZZ GASTRO.CULTURE.NOW!

FIZZ is the reference work for proprietors, decision-makers and early adopters from the contemporary, urban restaurant scene. It is essential reading for all restaurateurs who want to benefit from input from industry trailblazers. The magazine sniffs out the latest concept trends, highlights valuable tips and models for a successful business and offers readers the latest news and trends from the food and beverage industry, plus the equipment sector.

Monthly as a printed magazine, weekly as a news letter, or 24/7 via the website and social media channels.

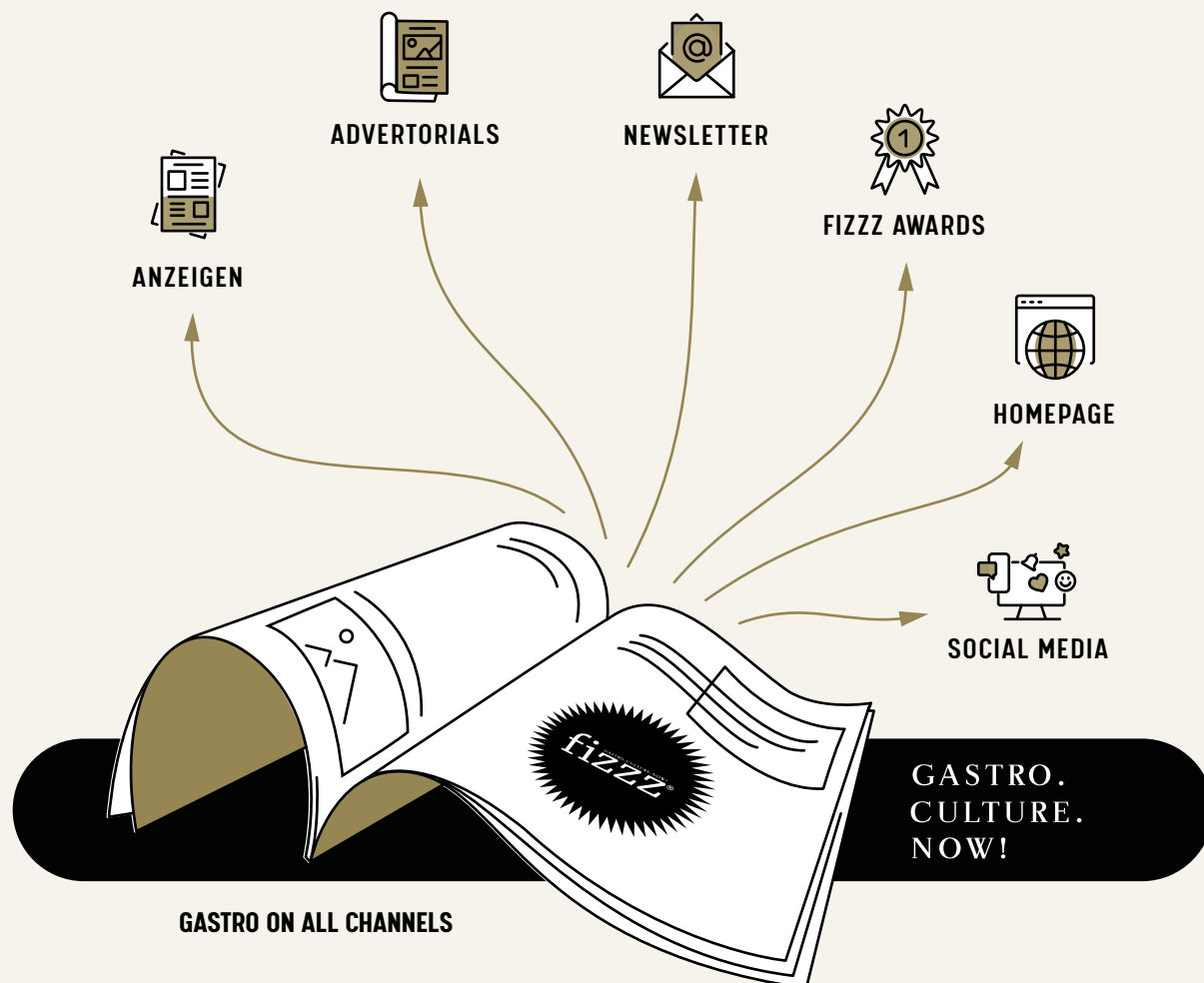
THE ULTIMATE TREND GUIDE SINCE 1995

## KEY FACTS

- ▷ Print run → 6,000 copies
- ▷ Circulation → 5,922 copies

INDUSTRY NEWS  
FROM THE  
CATERING SCENE

MONTHLY

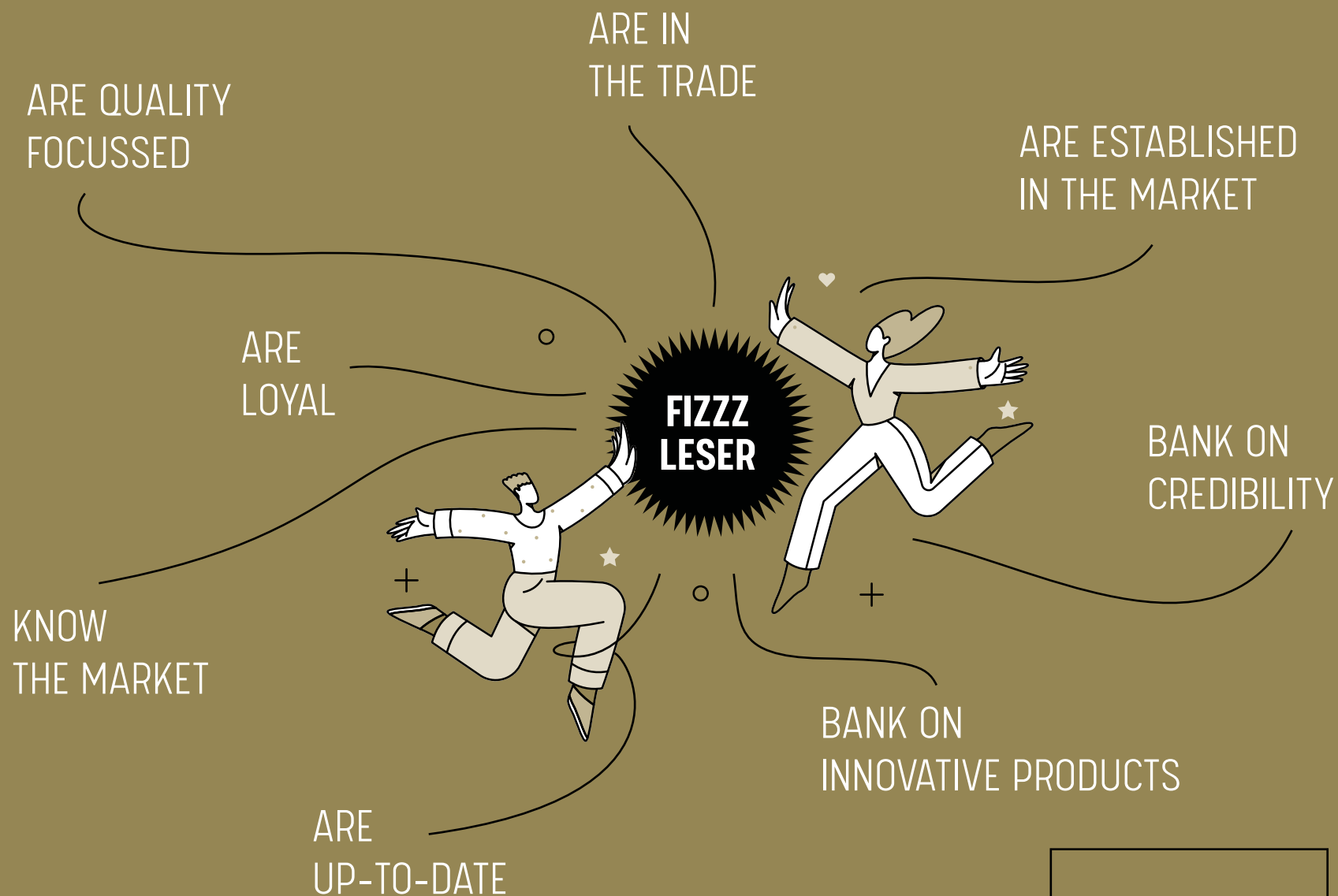






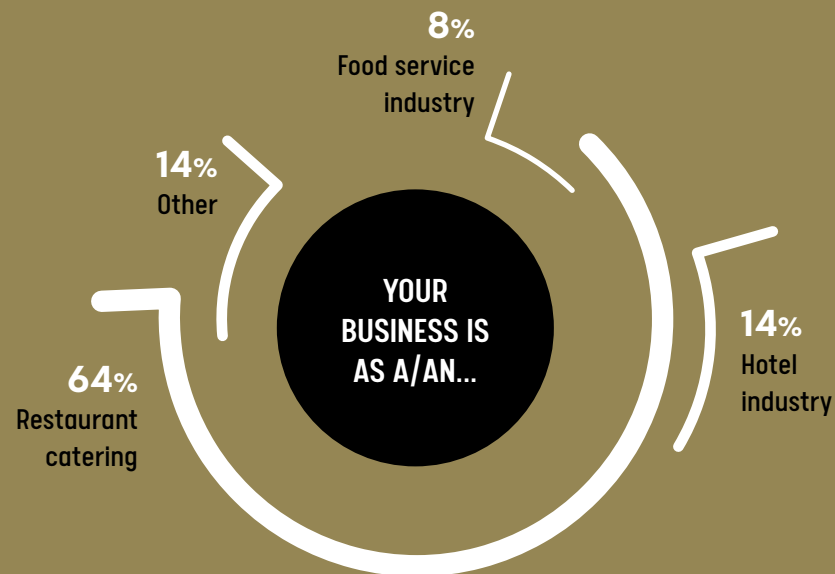
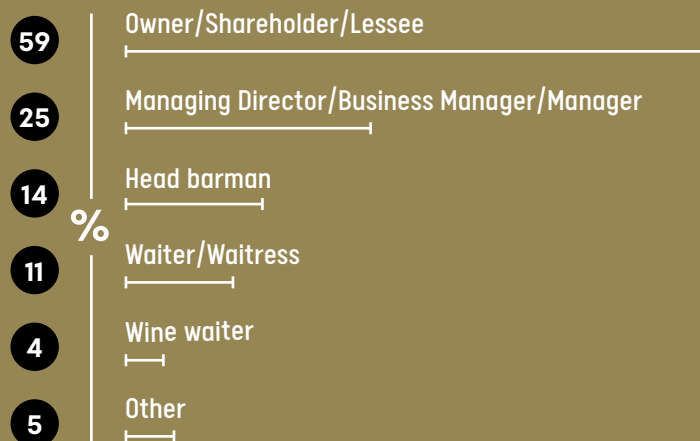
INSIGHTS AND TRENDS 12x PER YEAR





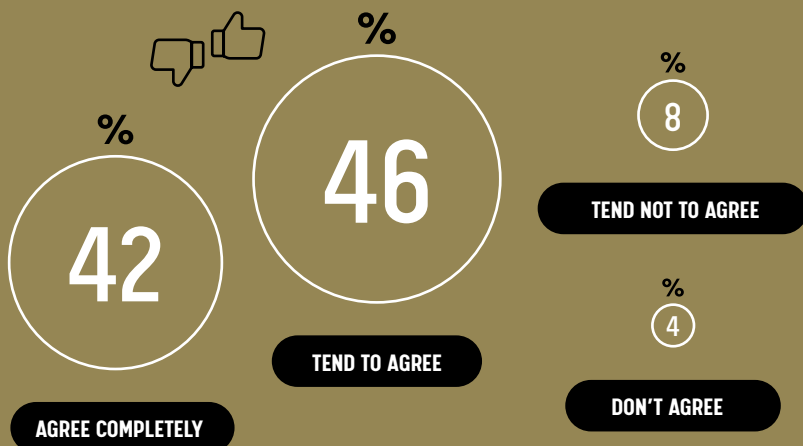
FROM THE FIZZ  
**READER SURVEY**  
2022

## WHAT IS YOUR ROLE IN THE BUSINESS?

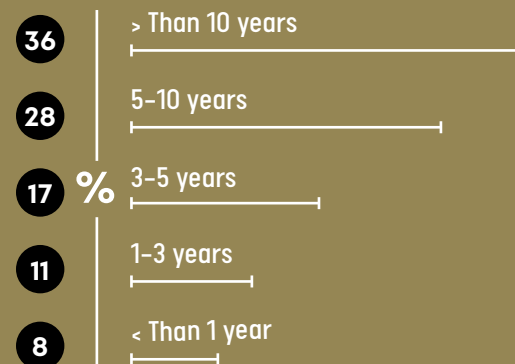


## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT?

*"FIZZ is the leading medium for the high-quality catering scene in German-speaking countries."*













## FOR HOW MANY YEARS HAVE YOU READ FIZZ?









FROM THE FIZZ  
READER SURVEY  
2022

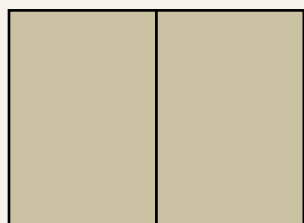
ISSUE #	DEADLINES	TRADE FAIRS/ EXHIBITIONS	DRINKS AND FOOD	EQUIPMENT 	ONLINE THEMED MONTH 
 1 2024	PD 27.12.2023 AD 29.11.2023 CD 06.12.2023		<b>TREND REPORT 2024</b> → Best of Drinks, Food, Design & Concepts <b>TOP DRINKS AND NEWCOMERS 2023</b> → Results of the FIZZZ survey		 <b>DRY JANUARY</b>
 2 2024	PD 31.01.2024 AD 03.01.2024 CD 10.01.2024	<b>Ambiances</b> Frankfurt M., 26. – 30.1.2024 <b>Intergastra</b> Stuttgart, 3. – 7.2.2024 <b>NORD GASTRO &amp; HOTEL</b> Husum, 12. – 13.2.2024 <b>BIOFACH</b> Nuremberg, 13. – 16.2.2024 <b>FINEST SPIRITS</b> Munich, 23. – 25.2.2024	<b>ISW</b> → Best of 2023, <b>SPIRITS</b> → Trends 2024 <b>SYRUP, GERMAN WHISKY, FOOD TRENDS</b>	 <b>FURNITURE STYLES</b> → New season	 <b>SCANDINAVIA</b>
 3 2024	PD 28.02.2024 AD 31.01.2024 CD 07.02.2024	<b>Internorga</b> Hamburg, 8. – 12.3.24 <b>ProWein</b> Düsseldorf, 10. – 12.3.24	→ <b>PROWEIN + INTERNORGA TRADE FAIR PREVIEW</b> <b>ASIA</b> → special, <b>ALCOHOL-FREE DRINKS</b> → Trends 2024 <b>COCKTAIL PREMIXES, WINE/SPARKLING WINE/CHAMPAGNE</b>  <b>BARISTA INSERT</b> → The coffee special	 <b>CUTLERY</b>	 <b>CATERING SOFTWARE</b>
 4 2024	PD 27.03.2024 AD 28.02.2024 CD 06.03.2024		<b>WATER, SPRITZERS, INTERNATIONAL BRANDED BEERS</b> <b>RUM, APERITIF CULT 2024, FRUIT LIQUEUR/SPIRITS</b>	 <b>FURNITURE STYLES</b> → Outdoor <b>TO GO EQUIPMENT</b>	 <b>OUTDOOR SEASON</b>



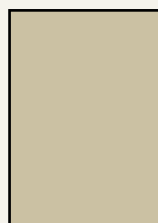
5 2024	PD 24.04.2024 AD 27.03.2024 CD 03.04.2024	<b>Vinitaly</b> Verona, 14.4. – 17.4.2024	LEMONADES, SHANDIES/BEER MIXES, CIDER WORLDWIDE WHISK(E)Y, GERMAN GIN BREAKFAST CLUB	 CATERING FASHION	 LATIN AMERICA
6 2024	PD 29.05.2024 AD 02.05.2024 CD 08.05.2024		ITALY → special, COFFEE → News & tools JUICE, LOW AND NO ABV, PALE LAGER BEERS, SUMMER DRINKS	 COFFEE MACHINES KITCHEN TECHNOLOGY	 COFFEE AND CAKE
7 2024	PD 26.06.2024 AD 29.05.2024 CD 05.06.2024		BEER → TRENDS 2024 ICED TEA, TEQUILA AND MEZCAL, CREAM LIQUEURS VERMOUTH AND WINE APERITIFS	 FURNITURE STYLES → Indoor	 COCKTAILS AND SNACKS
8 2024	PD 31.07.2024 AD 03.07.2024 CD 10.07.2024		MATE HERBAL TEA, MIXERS, ALCOHOL-FREE BEERS, GIN DRINKS, US WHISKEY	 GLASSES DIGITAL CATERING TOOLS	 UNITED KINGDOM
9 2024	PD 28.08.2024 AD 31.07.2024 CD 07.08.2024	<b>FIZZ Awards</b> Düsseldorf September 2024	SPAIN → special, COFFEE → Trends and concepts COLA DRINKS, WHISK(E)Y ROUND TABLE, COGNAC	 INTERIOR → design trends and design	 GASTRO DESIGN

<div>10</div> <div>2024</div>	<div>PD 25.09.2024</div> <div>AD 28.08.2024</div> <div>CD 04.09.2024</div>	<div>Bar Convent</div> <div>Berlin, October 2024</div>	<div>→ BCB TRADE FAIR PREVIEW</div> <div>ENERGY DRINKS, RUM, VODKA, WINE-BASED SPIRITS AND BRANDY, CONVENIENCE FOOD</div> <div><div>B</div> BRANDY INSERT → Magazine for the spirits cult</div>	<div></div> <div>DISHWASHERS</div>	<div></div> <div>KITCHEN TOOLS</div>
<div>11</div> <div>2024</div>	<div>PD 30.10.2024</div> <div>AD 02.10.2024</div> <div>CD 09.10.2024</div>	<div>Forum Vini</div> <div>Munich, November 2024</div>	<div>BEER → Catering concepts</div> <div>IRISH WHISKEY/SCOTCH WHISKY, FLAVOURED SPIRITS, HERB-BASED SPIRITS AND BITTERS, FRUIT BRANDIES ETC.</div>	<div></div> <div>TABLEWARE TRENDS</div>	<div></div> <div>JAPAN</div>
<div>12</div> <div>2024</div>	<div>PD 27.11.2024</div> <div>AD 30.10.2024</div> <div>CD 06.11.2024</div>		<div>HOT DRINKS, PROSECCO, SPARKLING WINE, ETC. INTERNATIONAL GIN, WINTER DRINKS</div>	<div></div> <div>FURNITURE STYLES → Lounge and chair</div>	<div></div> <div>CHRISTMAS</div>
<div>1</div> <div>2025</div>	<div>PD 25.12.2024</div> <div>AD 27.11.2024</div> <div>CD 04.12.2024</div>		<div>TREND REPORT 2025 → Best of Drinks, Food, Design &amp; Concepts</div> <div>TOP DRINKS AND NEWCOMERS 2024 → Results of the FIZZZ survey</div>		

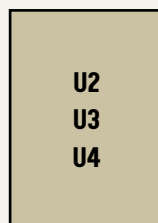
OUR NEXT MEDIA DATA WITH THE TOPIC PREVIEW FOR 2025  
WILL BE PUBLISHED IN AUTUMN 2024



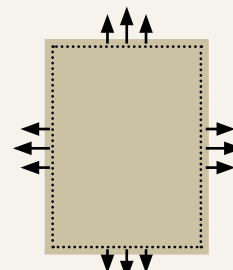
2/1 double page spread  
458 x 332 mm  
**€10,970**



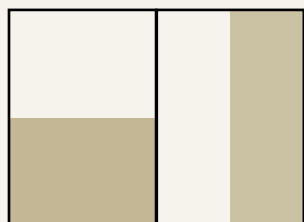
1/1 page  
234 x 332 mm  
**€5,700**



1/1 cover pages  
234 x 332 mm  
**€6,000**

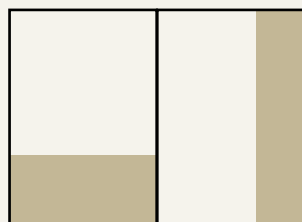


For all formats  
Trim  
3 mm



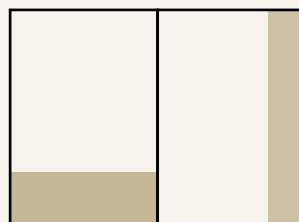
1/2 page | landscape  
234 x 164 mm

1/2 page | portrait  
115 x 332 mm  
**€4,100**



1/3 page | landscape  
234 x 118 mm

1/3 page | portrait  
78 x 332 mm  
**€3,600**



1/4 page | landscape  
234 x 92 mm

1/4 page | portrait  
62 x 332 mm  
**€3,300**



1/4 corner square  
100 x 149 mm  
**€3,300**

**MORE  
FOR LESS**

**%**

## DISCOUNTS

From 3 advertisements → 5%  
From 6 advertisements → 10%  
From 9 advertisements → 15%

## ARE YOU AN AGENCY?

→ 15% agency commission on all formats



**DO YOU HAVE OTHER IDEAS?**

**NATHALIE BRUST  
SALES MANAGER**

☎ → +49 (0) 6321 / 8908 - 47  
✉ → [brust@meininger.de](mailto:brust@meininger.de)

Please write to us or  
telephone us for  
individual quotes.

**MICHAEL BOSCH  
SALES MANAGER**

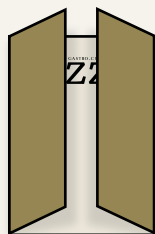
☎ → +49 (0) 6321 / 8908 - 40  
✉ → [bosch@meininger.de](mailto:bosch@meininger.de)



## OUR SPECIAL FORMATS ARE STRIKING AND MEMORABLE.

Would you like to advertise your product or event in an eye-catching way? Our many special advertising formats let you do just that. As special forms of advertising require long-term planning and customisation, we look forward to receiving your binding reservation in good time. Prices can be supplied for other formats on request.

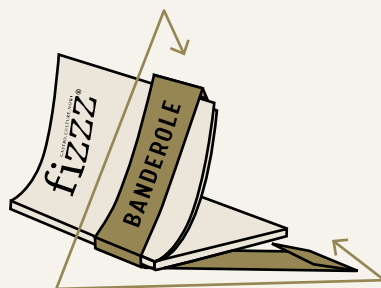
**MAXIMUM  
ATTENTION.  
GUARANTEED.**



### WINDOW FOLD

The Fizz cover page is surrounded by a 2-part fold out window fold.

**€14,900**

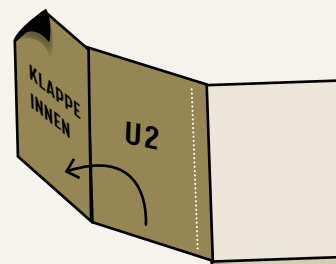


### PACKAGE BAND

Let your advertising message surround the edition of fizz.

506 x 100 mm

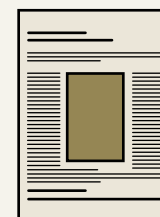
**€9,200**



### FLAP

Your advertisement on three advertisement pages: single and double page.

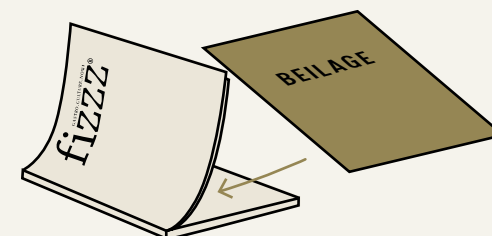
**€16,600**



### ISLAND ADVERTISEMENT

Your advertisement in the middle of the page - surrounded on all four sides by editorial.

**€4,990**



### INSERT

max. 230x 325 mm (WxH)

#### FULL INSERT

Up to 25 g ..... **€2,270**  
Up to 50 g ..... **€2,900**  
> 50 g on request

#### PARTIAL INSERT

Up to 25 g per 0/00 **€410**  
Up to 50 g per 0/00 **€510**  
> 50 g per 0/00 on request

Please telephone us for precise technical specifications.

YOU SUPPLY! WE CREATE!

Authentic, individual and always effective! Our editorial advertorials continue where print advertisements leave off. Supplement your advertising strategy with a customised advertorial and persuasive editorial content.

Advertorials are charged at the applicable advertisement price plus creation costs. (Creations costs are charged including design, copy and layout, excluding image rights and photo production)

FULL SERVICE ADVERTORIAL

You prepare the content you want in cooperation with the editorial department. The editorial department will produce the copy and layout, including correction cycle. The finished advertorial will fit seamlessly into the issue's editorial reports.

DATA DELIVERY

- \* Copy material (press releases, text fragments, articles)
- \* High-quality, high resolution photographic material

2/1 page .....	€13,200
1/1 page .....	€6,900
1/2 page .....	€4,900

SELF SERVICE ADVERTORIAL

Don't have a suitable editorial topic? You can position your topic in fizz, exactly as you want, with an advertorial.

DATA DELIVERY

- \* Finished advertorial copy, including text and layout

2/1 page .....	€11,400
1/1 page .....	€5,700
1/2 page .....	€4,100

Each advertorial will be identified by the terms "Advertorial", "Advertisement", "Advertising" or "Promotion". The editor must be supplied with the brief, images and text at least 3 weeks before the print copy deadline.

LOTS OF SPACE FOR  
YOUR MESSAGE



YOUR CUSTOMISED MESSAGE

## EMPLOYEE OF THE MONTH

Lighting, furnishings, convection ovens or dishwashers. Where would modern catering be without its helpers, which render faithful service?

The "Employee of the month" format offers your product a unique stage on a full page. We will shed a different light on your brand in an informative, attention-grabbing and humorous way. It will always be the focal point, though, and highlight the key benefits at a glance.

You may be asking yourself whether your brand or product is suitable to be presented as "Employee of the month". Our editorial or media departments will be happy to offer non-binding advice.

## YOUR EMPLOYEE

You prepare the content you want in cooperation with the editorial department. The editorial department will produce the copy and layout, including correction cycle. The finished advertorial will fit seamlessly into the issue's editorial reports.

### DATA DELIVERY

- \* Copy material (press releases, text fragments, articles)
- \* High-quality, high resolution photographic material

1/1 page ..... €4,300

## YOUR BEST EMPLOYEE



A NEW FORMAT



## "ERFOLGSREZEPT"

Drinks, easy to mix and even easier to sell and with attractive profit margins are the food and drink industry's liquid winning hand. Do you have a bestseller like this in your portfolio? Then shine the spotlight on your product and "recipe for success" and show the food and drink world why your drink is economically viable.

A NEW FORMAT

## YOUR "ERFOLGSREZEPT"

You prepare the content you want in cooperation with the editorial department. The editorial department will produce the copy and layout, including correction cycle. The finished recipe for success will fit seamlessly into the issue's editorial reports.

### DATA DELIVERY

- \* Copy material (press releases, text fragments, articles)
- \* High-quality, high resolution photographic material

1/1 page ..... **€4,300**

ADVERTORIAL

## ERFOLGSREZEPT

Was wäre Ihre Bilanz ohne flüssige Bestseller?  
Exakt kalkuliert, schnell zubereitet und ansprechend präsentiert  
kurzein die passenden Drinks Ihr Geschäft an.  
Dieses Mal im Glas...

### LAVENDEL GIN FIZZ

MIT NO.3 LONDON DRY GIN



Der Duft von Lavendel verleiht  
diesem Getränk ein unverwechselbares  
Aroma. Er ist leicht und erfrischend.  
Nur wenige Tropfen des ätherischen Öls  
des Lavendels genügen, um das Getränk  
aufzupeppen.

**Zubereitung:**  
No.3 Gin, Zitronensaft  
und Soda in einem Cocktailshaker  
aufschütteln.

In zwei Longdrinkgläsern abgießen,  
mit frischen  
Eiswürbchen garnieren.

Mit Soda auffüllen  
und vorsichtig unterheben.  
Mit einer Zitronenscheibe  
und einem  
Lavendelzweig garnieren.

**Warenkosten  
gesamt**  
ca. 2,75 €

**Möglicher  
Verkaufspreis**  
ca. 11,00 €

**Ihre Marge**  
ca. 8,25 €

**Preisliste:**

- Zitronensaft + 0,50 €
- Lavendelsirup + 0,50 €
- Eiswürbel + 0,50 €
- 5 cl No.3 London Dry Gin + 2 €
- 2 cl Zitronensaft + 0,50 €
- 1 cl Lavendelsirup + 0,50 €
- ca. 100 ml Soda-Wasser + 0,40 €

**No.3 Gin**  
Klassisch im Glas, klassisch  
im Geschmack und unverwundlich  
auch in der Welt.  
Die unterschiedliche Balance  
dieser Cocktailspezialitäten  
Wacholder, Zitrone und Wermut  
im Perfekten.

Weitere Infos zu No.3 London Dry Gin und Rezepturen: [no3gin.de](http://no3gin.de)

ADVERTORIAL

## ERFOLGSREZEPT

Was wäre Ihre Bilanz ohne flüssige Bestseller?  
Exakt kalkuliert, schnell zubereitet und ansprechend präsentiert  
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Dieses Mal im Glas...

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Nur wenige Tropfen des ätherischen Öls  
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**Zubereitung:**  
No.3 Gin, Zitronensaft  
und Soda in einem Cocktailshaker  
aufschütteln.

In zwei Longdrinkgläsern abgießen,  
mit frischen  
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Mit Soda auffüllen  
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im Perfekten.

Weitere Infos zu No.3 London Dry Gin und Rezepturen: [no3gin.de](http://no3gin.de)

WE HAVE A LOT PLANNED.  
OUR ONLINE TOPICS 2024



Our digital topic highlights offer you additional visibility for your message/brand/product. Every month our online editorial focuses on a different catering theme. Cash in on digital leads with an accompanying advertisement on → [fizzz.de](https://fizzz.de)

EMBEDDED  
IN A SUITABLE  
ENVIRONMENT

- Jan → DRY JANUARY
- Feb → SCANDINAVIA
- Mar → GASTRO SOFTWARE
- Apr → OUTDOOR SEASON
- May → LATIN AMERICA
- Jun → COFFEE AND CAKE

- Jul → COCKTAILS AND SNACKS
- Aug → UNITED KINGDOM
- Sep → GASTRO DESIGN
- Oct → KITCHEN TOOLS
- Nov → JAPAN
- Dec → CHRISTMAS



EXPLOIT  
SYNERGIES  
FOR GREATER  
REACH

## BRAND AWARENESS CATAPULT

Quantifiable cross-media target-group appeal,  
quantifiable target-group appeal in a high-quality  
editorial environment. Online advertorials will continue  
until cancelled and will increase your brand recognition  
long term. As a result your brand will remain a topic of  
conversation and you will gain new customers long term.

## ONLINE ADVERTORIAL

### DATA DELIVERY

- \* Copy fragments
- \* 5-10 high-resolution images
- \* Your choice of links

1 advertorial, 2,500 lines ..... €1,850

### ADD-ONS

Instagram post feed <sup>1</sup> ..... €550  
Instagram story <sup>2</sup> ..... €550  
Facebook post <sup>3</sup> ..... €550  
Banner newsletter (600 x 250 px) ..... €525

- 1 - Up to 3 images per post  
2 - Up to 5 consecutive stories  
3 - Up to 3 images, your choice of links



FACEBOOK.COM/WWW.FIZZ\_Z.DE



INCREASE YOUR CROSS-MEDIA REACH!



600 x 250 px ..... €525

MEET AND FEED

Precise target group appeal with powerful reach, interaction opportunities and a wealth of visual design options with viral potential.  
You can track statistics such as reach, engagement, clicks, conversion rates and more to measure and continually optimise your campaign's performance.

 **FACEBOOK.COM/WWW.FIZZZ.DE**

Facebook post <sup>1</sup>, link to one page  
Your choice of 3 images as a gallery with link of your choice ..... **€550**

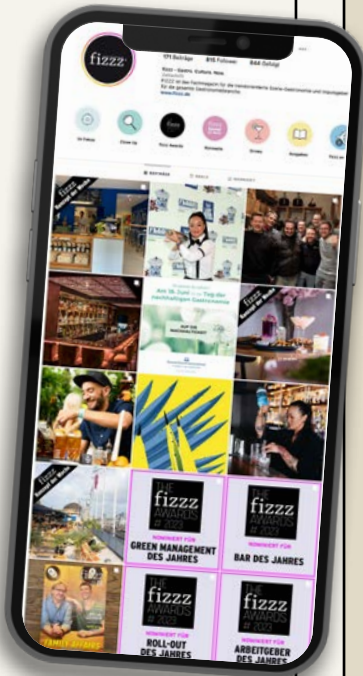
 **INSTAGRAM @FIZZZ\_MAGAZIN**

Instagram post feed <sup>1</sup>  
1 post, up to 3 images ..... **€550**

Instagram stories <sup>1,2</sup>, up to 5 stories that build on each other, including brief copy, tags and links ..... **€550**

Instagram stories highlights <sup>1,2</sup>  
e.g. event ..... **€550**

Instagram reel <sup>1</sup> ..... **€550**



<sup>1</sup> Identification as an advertisement  
<sup>2</sup> Term 3 months (e.g. event announcement, live event, event winner)

ADVANTAGEOUS

FIZZZ ONLINE FEATURE

Bundle sensible advertising opportunities for your online product promotion and on social media. With this complete package price you save 20% compared to ordering all the items individually. At the same time you increase the online advertorial's reach in the core target group by multi-channel multipliers.

PACKAGE INCLUDES

- + Online advertorial  
(350 words, title picture, body copy picture and link)
- + Large leaderboard 900 x 90 p on [fizzz.de](http://fizzz.de) launch page
- + Advertorial teased in weekly newsletter
- + 600 x 250 px banner in the weekly newsletter
- + Facebook post about the advertorial
- + Instagram post about the advertorial



DATA DELIVERY

- \* Copy fragments
- \* 5-10 high-resolution images
- \* Your choice of links

**THE CARE-FREE PACKAGE**

Package price ..... **€4,900**

IN THE VERY  
BEST OF COMPANY!

ALL EYES ON YOU!  
WITH THE FIZZ SPOTLIGHT!

Show our readers what your product can do! The Fizz spotlight gives your customers an idea of the drinks that can be created with your brand. Best practice is presented in editorial body copy according to a specific theme and is permanently online. We take care of the layout and creation for you.

ONLINE SPOTLIGHT

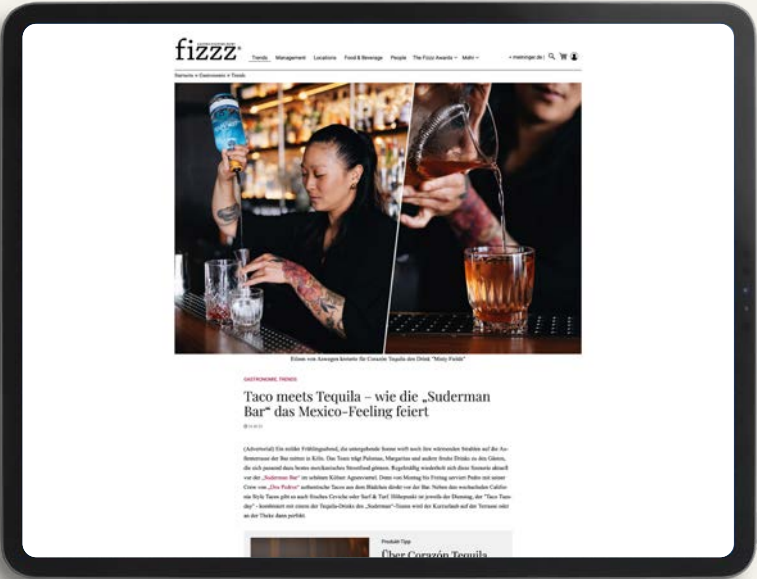
DATA DELIVERY

- \* Text (max. 500 characters)
- \* Drink recipes
- \* 1 photo of a cocktail
- \* 1 product photo
- \* Your choice of links

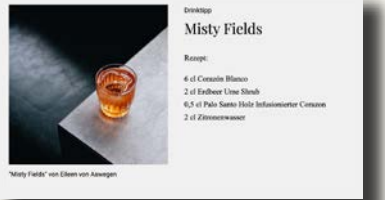
Price ..... 990 €

→ Overview of subjects in the monthly subject plan 3.1

Integrated into fizzz.de



Your brand



Your drink

TOPIC SPECIFIC

## MEET YOUR FUTURE EMPLOYEE(S)!

Are you looking for new recruits for your business? FIZZZ gives you access to qualified applicants. With our combined print and online package you can reach more than 17,000 relevant contacts via our network.

I CAN HELP



Still not found the right solution? Let's talk about it, we will find the perfect environment for your request.

**MICHAEL BOSCH**  
**SALES MANAGER**

☎ → +49 (0) 6321 / 8908 - 40  
✉ → [bosch@meininger.de](mailto:bosch@meininger.de)

## JOBS SECTION COMBINED PRINT AND ONLINE PACKAGE

### DATA DELIVERY

- \* 1/4 page print (colour)
- \* Job description
- \* Logo

Publication in Meininger's online jobs section,  
Meininger's newsletter (> 17,000 subscribers),  
promotion on social media  
(duration: 4 weeks) ..... **€990**

Domestic/foreign box number fee ..... **€7.50 / €9**

EFFECTIVE AND IN TOUCH



A COMPREHENSIVE DIRECTORY



## BUSINESS ONLINE

Limited spaces! Business Online is the reference work in every print edition for all caterers.

### DATA DELIVERY

- \* Copy of your corporate logo
- \* 5 lines of copy

Duration: 1 year ..... **€660**



## BE A PARTNER IN THE FIZZZ AWARDS 2024

Prize giving and networking event with the catering industry's trendsetters and their business partners: Annual award for the most innovative concept in the German cult bar and restaurant scene. Meet the cult bar and restaurant scene professionals and their specialist partners and introduce your brand to their world in an authentic manner.

- \* Exclusive product presentation at the closing event. We shine the spotlight on your product!
- \* Presentation of your brand with the individual specialties and logo in the dinner menu.
- \* Presentation of your logo as an animated video at the live event.

### YOUR PREMIUM PARTNERSHIP

The FIZZZ AWARDS Partner Package combines print, online, social media and live event to form a comprehensive communication mix and, over a six-month period, presents your brand to the coveted target group of gastronomic trendsetters.

THE WHO'S WHO OF THE CATERING WORLD, YOUR TARGET GROUP, WILL BE THERE.

THE  
fizzz  
AWARDS



Would you like to become a FIZZZ AWARDS Premium Partner? Further information about sponsorship packages available on request.

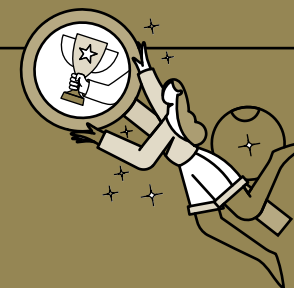
It would be our pleasure to send you our detailed media data about the FIZZZ AWARDS.

Your contact

**NATHALIE BRUST**  
**SALES MANAGER**

☎ → +49 (0) 6321 / 8908 - 47

✉ → [brust@meininger.de](mailto:brust@meininger.de)





## PUBLISHER

Meininger Verlag GmbH  
Maximilianstr. 7 - 15  
67433 Neustadt, Germany

### PUBLICATION METHOD

30th year 2024, monthly

Price per copy: €8.70  
Annual subscription: €102.(Domestic)  
(including carriage and VAT)

Circulation: 5,992 copies  
Status June 2023



Terms and Conditions:  
The General Terms and Conditions  
shown below shall apply in  
addition.

Terms of payment:  
Immediately without deduction. 2  
% discount for advance payment or  
direct debit.

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

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✉ → raffel@meininger.de

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INTERNAZIONALE

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✉ → wine@ediconsult.com  
📍 → Piazza Fontane Marose, 3  
16123 Genova, Italy

### FRANCE

UTE SCHALBERGER

☎ → +49 (0) 2 21 58 91 93 93  
✉ → wine@ediconsult.com  
📍 → Am Himmel 7b  
50858 Cologne, Germany

### USA

MARCO FRAZIER

☎ → +1 917 828 6846  
✉ → frazier@meininger.de  
📍 → New York

COLOUR ADVERTISEMENTS

Colours from ISO 2846-1 colour scale. Special agreement is required for special colours or shades not achieved by ganging up colours from the scale used. Details on request. The publisher reserves the right to also build up second colours from the four-colour scale for technical reasons. Minor deviations in tonal values are ascribable to the offset printing process tolerance range.

SPECIAL COLOURS

on request, colour surcharges may be subject to a discount.

PRINTING PROCESS

Sheet offset, 70 raster

PAPER

Cover  
200 g/ms MultiArt Silk wood-free white semi-matt coated

Inside  
115 g/ms MultiArt Silk wood-free white semi-matt coated

PROCESSING

Perfect bound

ADVERTISEMENT DESIGN

We pass on our cost prices for redesigning or amending existing printing materials. Every advertisement designed and produced by our publishing house remains the publisher's property and may only be reused with the publisher's written permission.

PRINTING MATERIALS

Data supplied as print-ready (300 dpi) PDF format and compulsory proof according to ISO 12647-7.

The settings for producing the PDF can be downloaded from

→ <https://www.westermann-druck.de/en/downloads>

(profile: ISO coated v2 300%). The offset printing standards should be taken as the guideline for image data. Area coverage should not exceed 300% in total. The print edition will be accompanied by a digital version. In the process the print advertisements are converted identically for the digital version. Marginal colour deviations may exceptionally occur; complaints regarding the digital edition are excluded.

DATA DELIVERY

PDF printout (300 dpi) via e-mail  
✉ → [raffel@meininger.de](mailto:raffel@meininger.de)

Proof or setting work required will be charged at cost. Please also note the terms of business in the order confirmation.

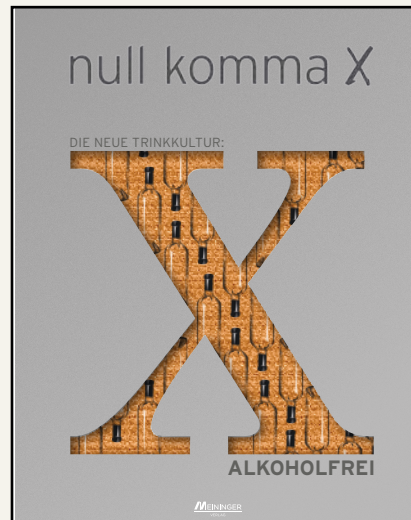
SHIPPING ADDRESS FOR PRINTING MATERIALS

Meininger Verlag GmbH  
Frau Miriam Raffel  
Maximilianstr. 7 - 15  
67433 Neustadt, Germany

SHIPPING ADDRESS FOR INSERTS

westermann Druck | pva  
c/o johnen-druck GmbH & Co. KG  
Abt. Lettershop / TAV  
Bornwiese 5  
54470 Bernkastel-KuesBei

# 360° MAGAZINE FOR THE DRINKS INDUSTRY



**1. Scope of application:**

These General Terms and Conditions of Business ("T&Cs") apply to all advertising orders, advertorials and other advertising material (also online) of Meininger Verlag GmbH, Maximilianstrasse 7-15, 67433 Neustadt/Weinstrasse (hereinafter referred to as "Publisher") targeted at customers (hereinafter referred to as "Customer").

Any conflicting General Terms and Conditions of Business of the Customer will not be acknowledged, unless the Publisher explicitly consents to their inclusion.

**2. Conclusion of the agreement**

An "advertising order", within the meaning of these General Terms and Conditions of Business, is an agreement on the publication of one or more advertisements or advertorials, or any other advertising material (also online) (such as supplements) of an advertiser or any other buyer of advertising space in a publication or on a website for the purpose of dissemination.

Unless anything else to the contrary has been agreed, an advertising order shall materialize through the advertisement being printed or through a written confirmation of the Publisher. Upon placing the advertising order, the respective Customer acknowledges the application of these General Terms and Conditions of Business and the respective applicable price list, as well as the media data applicable to the respective year of publication.

A "deal" is an agreement on the publication of multiple advertisements, in regard to which the publications are made by the Customer on a "call-off" basis. The same shall also apply analogously to any deal concluded by a group of companies ("Consolidated Deals"). Should the right to call off individual advertisements be granted within the scope of such a deal, unless anything to the contrary has been agreed in the individual case the publication date of the most recent advertisement should fall within the period of one year of the first advertisement being published.

Should the advertising order be placed by an agency, the respective contract shall materialize, subject to any other arrangements, with the agency.

Any amendments and additions to an advertising order, as well as any deviations from these General Terms and Conditions of Business, shall require to be laid down in writing. That also applies to the revocation of this clause requiring the written form.

**3. Placing advertisements**

The Publisher shall be entitled to undertake the placing of the advertisements and/or online advertising material at its sole discretion. Fixed advertisements and special forms of advertising can be booked individually. Subject to any other, individualized, agreement, the Customer shall otherwise have no claim to the advertisement being placed in a particular position in the respective advertising area, or to a certain access time in the respective advertising space being complied with. It is possible to relocate the advertising space within the agreed setting if said relocation does not materially affect the appeal of the advertisement. The bookable forms of advertising and placements in the online area do not include a warranty in regard to being displayed in a directly visible area (on a "first screen"). The Customer shall, upon request, after conducting an online campaign,

be given information on the standard values achieved.

Advertisements and other forms of advertising which, due to their design, are not immediately recognisable as advertisements, are clearly marked by the Publisher with the word "Advertisement".

**4. Advertorials**

Advertorials are content produced by a third party that needs to differ, in form and design, from the editorial parts of the respective magazine. They contain texts and advertising of third parties. They shall essentially be endorsed with a separate legal notice. The advertorial may be marked, by the Publisher, with the word "Advertisement", or an alternative word to a similar effect. Advertorials are usually produced by the Publisher in consultation with the Customer, and published. An advertorial is to be made available to the Publisher, for inspection and approval, at least ten working days prior to the print copy deadline. The Customer has a one-off right to require corrections. Any further sets of corrections are to be remunerated in addition. Acceptance may only be refused for technical reasons. The Customer shall be obliged to deliver the necessary visual material, as well as any other information individually agreed, in good time. The Customer shall be responsible for providing the necessary rights for this. Should the Customer infringe the obligations to co-operate incumbent upon it, and delays be caused as a result, the Customer shall be held liable for it. Should an advertorial not be published, because the Customer has not fulfilled the obligations to co-operate incumbent upon it in good time, the Publisher shall be entitled to nonetheless require the gross remuneration agreed in full.

**5. Printing materials**

The Customer shall be responsible for delivering flawless printing materials or print templates of any other advertising material by the print copy deadline. In the case of digital printing documents, the customer is obliged to deliver templates for advertisements in accordance with the contract, in particular in line with the format or the technical specifications of the Publisher, in good time prior to the respective start of publication. The Publisher's costs for any amendments to the print templates desired or caused by the respective Customer are to be borne by the Customer.

The obligation to store printing materials shall end three months after the advertisement has been published for the first time.

Any liability for colour accuracy and correct reproduction of the colouring will only be accepted by the Publisher if the Customer has transmitted a proof that makes the colouring and size binding, for colour matching in good time.

**6. Deficiencies**

Should the publication of the advertisement not be in line with the quality or service contractually due, the Customer shall have a claim to reduce the payment or be given a flawless replacement advertisement. Should the Customer make use of its right to reduce the price, the amount of the reduction shall be aligned to the degree of deficiency shown by the advertisement. As an alternative, the Customer may require the publication of a replacement advertisement to the extent to which the purpose of the

advertisement has been compromised by the deficiency. Minor deviations in tonal value or colour are substantiated in the tolerance range of the offset printing process, and do not constitute a deficiency.

The Customer is required to complain to the Publisher about any obvious deficiencies in an advertisement in writing within a week, counting from the day of publication. Any hidden deficiencies are to be complained about in writing within six months, counting from the day of publication of the advertisement.

The Publisher has the right to refuse to publish a replacement advertisement if, in good faith, it seems inappropriate to it, taking into account the content of the advertising order, in particular if a disproportionate amount of costs is incurred. Should the Publisher make use of this right, the Customer shall be entitled to withdraw from the contract, as long as it is not only insignificant deficiencies that exist. A reduction in price based on reduced circulation may only be asserted if the reduction in circulation is at least 20%, in the event of a certain circulation having been assured.

**7. Liability on the part of the Publisher**

The Publisher shall only be liable for wilful intent and gross negligence. Vis-à-vis traders, the liability for gross negligence is limited to the damage to be expected up to the amount of the remuneration agreed for the advertisement. For slight negligence, the Publisher shall only be liable, if there is no case of injury to life, the body or the health, unless cardinal obligations of the advertising order have been infringed. The Publisher's liability shall, in any case, be limited to compensating the foreseeable damage, limited by the fee to be paid for the advertisement.

**8. Specimen copy**

The Publisher shall, upon request, deliver a specimen advertisement. Depending upon the nature and scope of the advertising order, clippings, specimen pages or full samples will be delivered.

**9. Prices, invoices**

The fixed or special prices agreed as at the date of the order being placed shall apply, and otherwise the published price list. The Publisher reserves the right to amend the charges. This does not apply to consumers. For any orders confirmed by the Publisher, price changes shall, however, only be valid if they were notified by the Publisher at least one month prior to the advertisement/the advertising material being published. In the event of a price increase, the customer shall be entitled to assert a right to withdraw from the contract. The right to withdraw from the contract must be exercised within 14 days of receipt of the notification on the price increase.

Any reductions shall be established in line with the respective applicable price list or the individual arrangements made. Should the Customer not have implemented the advertising volume forming the basis for the reduction in full within the agreed period of time, the Publisher shall have the right to charge the amount of the reduction given. Advertising agencies and any other advertising intermediaries shall be obliged to adhere to the Publisher's price lists in their offers, contracts and invoices sent to the advertiser. Discount credits and subsequent discount adjustment charges will essentially only be made at the end

of the advertising year.

Invoices of the Publisher are to be paid within the payment deadline, counting from receipt of the invoice, which can be seen from the price list, unless any other payment deadline or advance payment has been agreed in the individual case.

In the event of arrears of payment, interest will be charged in accordance with the statutory provisions.

Should there be justified doubt about the Customer's ability to pay, the Publisher shall be entitled to make the publication of one or more advertisements dependent upon advance payment of the amount as at the final deadline for advertisements, as well as upon any outstanding amounts invoiced being settled.

**10. Turning down orders**

The Publisher reserves the right to turn down advertisements - including individual call-offs within the scope of a deal - and orders for supplements, if

- the content of them violates any laws or official provisions; or
- the content of them has been objected to by the German Advertising Council in opposition proceedings; or
- the publication of them is unacceptable to the Publisher because of the content, design, origin or technical form;
- advertisements contain advertising of third parties or on behalf of third parties. Orders for any other advertising material shall only be binding upon the Publisher after a sample has been submitted and approved. Any advertisements containing advertising by third parties or on behalf of third parties (joint advertising) shall, in each individual case, require the prior written declaration of acceptance of the Publisher. This will entitle the Publisher to levy a joint advertising surcharge. Any supplements which, due to their format or presentation, arouse the impression, with the reader, of being a component of the newspaper or magazine or contain third-party advertisements may be turned down by the Publisher on these grounds. The Customer will be informed about the rejection of an advertisement or any other advertising material without delay.

**11. Cancellation of orders**

Essentially, it is possible to cancel orders. The cancellation needs to be received by the Publisher in writing or by e-mail. In the case of cancellation up to five working days prior to the closing date for advertisements (10 days in the case of advertisements placed on the website and fixed placements), no costs will be incurred to the advertising customer. By way of derogation herefrom, any cancellation of special forms of advertising (including title pages booked, events, tastings) and advertorials, is only possible for up to two weeks after placing an order. Should a cancellation be made after the deadlines regulated in Sentence 1, the flat-rate amount of compensation for expenditure shall amount to 100% of the gross order volume cancelled.

**12. Intellectual Property rights**

The Customer shall grant the Publisher any rights of use, ancillary copyrights and other rights necessary for the use of the print templates provided. Included in the latter is, in particular, the right of duplication, publication, dissemination, making the materials publicly available, and also the editing and design rights in the scope necessary for

implementing the order.

The Customer guarantees to the Publisher that it has all rights necessary for publication and dissemination of the advertisement. The Publisher shall not be obliged to check any impairments of rights of third parties. The Customer shall be solely responsible for the content and design of the advertisement. The Customer hereby frees and relieves the Publisher from all claims by third parties which the latter may assert against the Publisher in connection with the publication of the advertisement.

**13. Acts of God**

In the event of Acts of God, the Publisher shall be entitled to postpone the publication of an advertisement until such time as the event has ended. The term "Acts of God" is understood to mean any circumstances that are not the Publisher's fault, and which make the publication impossible or unacceptable, in particular strikes, legitimate lock-outs, war, acts of terror, civil unrest, natural disasters, pandemics and a general shortage of raw materials or energy.

**14. Data Protection:**

The Publisher gathers, processes and stores personal data of the Customer in accordance with the applicable data protection provisions. Further information on the processing of personal data can be found in our Data Privacy Policy.

**15. Final provisions**

This contractual relationship, as well as these General Terms and Conditions of Business, are subject to the Law of the Federal Republic of Germany, subject to exclusion of the UN Convention on the International Sale of Goods (CISG). The place of fulfilment shall be the Publisher's registered office. In business transactions with traders, legal persons governed by public law or special funds governed by public law, the Publisher's registered office is agreed upon as the exclusive place of jurisdiction. In the case of non-traders, the place of jurisdiction shall be determined by their domicile.

The Publisher does not take part indispute resolution procedures before consumer arbitration boards.

Any amendments and additions to these General Terms and Conditions of Business, as well as any subsidiary agreements, shall require to be laid down in writing. That also applies to the revocation of the written form.

Should any of the foregoing provisions be or become invalid, the validity of the remaining provisions shall not be affected thereby. In lieu of the invalid provision, the parties shall agree upon a valid provision which comes as close as possible, in its entirety, to what is laid down in the General Terms and Conditions of Business, as well as the contractual arrangements from a factual, legal and economic perspective. The same procedure shall apply if the General Terms and Conditions of Business should contain a loophole.

SEE YOU



**fizzzz**<sup>®</sup>  
GASTRO.CULTURE.NOW!

**FIZZZ** GASTRO. CULTURE. NOW  
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**M**Eininger  
VERLAG