

GastroSpiegel

▶▶ Zeitschrift für Fachhandel & Planung



12 x
p.a. as
magazine +
ePaper

PRINT
WEB
NEWSLETTER
E-PAPER

Exclusively for Specialist
Retailers and Planners

Media rates
Price list no. 15, valid
as of 1st January 2023
jamVerlag GmbH
2023

www.gastrospiegel.de

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About jamVerlag

JamVerlag publishes trade magazines accompanied by newsletters and daily updated news on the websites for the out-of-home market and hereby reaches specialised target groups: the planners and retailers of canteen kitchen and catering supplies (GastroSpiegel), catering within the care sector (VerpflegungsManagement), automated vending (VendingSpiegel) as well as the start-up of a new gastronomy (EXISTENZ Gastronomie).

The market

The out-of-home market as a whole comprises a sales volume of about 70 billion Euros. The catering trade and communal feeding represent a very high market share with many different segments, of which our publishing house jamVerlag covers several for the specific target groups.

Brief characterisation

GastroSpiegel is a professional journal that provides brief and concise information on current industry and product innovations for specialist retailers and planners of canteen kitchen and catering supplies. In this context, opinions and trends rank foremost. The target group of specialist retailers and planners has its say here. Furthermore, the views of industry partners from consulting firms and other branches of the industry are taken into consideration. The topic of personnel, training and development as well as the field of economic analysis also play an important role in the news coverage. GastroSpiegel observes marketing and management activities and introduces corporate product innovations. Last but not least, general topics on the out-of-home market are also helpful aspects of critical market presentation. A main content area for readers is the section „Analysis & Opinions“, which is meant to shed light on the sector from a certain angle.

The exclusivity of editorial contributions is particularly important. In-house research, interviews, analyses and critical commentaries by competent editorial staff make the magazine indispensable for readers. Information based on press releases is examined, edited and presented for the benefit of the readers. To sum it up, GastroSpiegel provides optimal media support for the entire industry.



Media rates

no. 15

Trim size

DIN A4 (210 mm x 297 mm)

Type area

Advertisements: 180 mm x 260 mm

Editorial: 190 mm x 260 mm

Printing technique

Offset method

Printed copies

3,310 copies (IVW II/2022)

Printing circulation

3,134 copies (IVW II/2022)



Contact details

Publishing company	jamVerlag GmbH www.jamverlag.de	Neusser Straße 13 D-47877 Willich	Fon: +49 (0) 21 54 / 607 32 - 0 Fax: +49 (0) 21 54 / 607 32 - 20
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Editorial team	Ralf Lang (Chief Editor) Sören Nolte Julia Breil	E-Mail: ralf.lang@jamverlag.de E-Mail: soeren.nolte@jamverlag.de E-Mail: julia.breil@jamverlag.de	
Bank details	Frankfurter Volksbank eG VAT no. DE 206 622 118	IBAN: DE92 5019 0000 0005 0144 41 BIC: FFVBDEFF	
Terms of payment	3% cash discount on payment before publication date. 2% cash discount within 10 days after invoicing. 30 days net after invoicing.		
Frequency	12 times per year		
Subscription rates	national annual subscription print + e-paper + online 129.00 € international annual subscription print + e-paper + online 149.00 €		



Digital data

print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyscale pictures; at least 600 dpi with Bitmap pictures), data must be in CMYK, fonts have to be embedded. The customer is responsible for the correctness of texts and images. If required, digital data can be created by the publisher against invoice.

Proof

A colour and position proof has to be delivered or sent in as a pdf.

Our general terms and conditions are available online: www.jamverlag.de/agb

Dates of publication – print

Issue	Editorial deadline	Advertising deadline	Printing material	Date of publication	Trade shows
1	09.12.2022	12.12.2022	13.12.2022	06.01.2023	Hoga , Nuremberg, 15.-17.01. Sirha , Lyon, 19.-23.01.
2	13.01.2023	16.01.2023	17.01.2023	27.01.2023	Ambiente , Frankfurt, 03.-07.02. Euroshop , Düsseldorf, 26.02-02.03.
3	17.02.2023	20.02.2023	21.02.2023	03.03.2023	Internorga , Hamburg, 10.-14.03.
4	24.03.2023	27.03.2023	28.03.2023	11.04.2023	Altenpflege , Nuremberg, 25.-27.04.
5	21.04.2023	24.04.2023	25.04.2023	05.05.2023	
6	19.05.2023	22.05.2023	23.05.2023	02.06.2023	
7	23.06.2023	26.06.2023	27.06.2023	07.07.2023	
8	21.07.2023	24.07.2023	25.07.2023	04.08.2023	
9	18.08.2023	21.08.2023	22.08.2023	01.09.2023	Anuga , Cologne, 07.-11.10.
10	22.09.2023	25.09.2023	26.09.2023	06.10.2023	Host , Milan, 13.-17.10. Süffa , Stuttgart, 21.-23.10. IBA , Munich, 22.-26.10.
11	20.10.2023	23.10.2023	24.10.2023	03.11.2023	Alles für den Gast , Salzburg, 11.-15.11. Ihego , Basel, 18.-22.11.
12	17.11.2023	20.11.2023	21.11.2023	01.12.2023	
01/2024	08.12.2023	11.12.2023	12.12.2023	05.01.2024	

dd.mm.yyyy

Special formats and rates

Discounts	Placing rates	2	insertions	3 %	Page rates	1 page	3 %
		4	insertions	5 %		3 pages	5 %
		6	insertions	10 %		5 pages	10 %
		8	insertions	15 %		7 pages	15 %
		10	insertions	20 %		12 pages	20 %

Purchase within 12 months necessary. Discounts are applicable to bookings in all other magazines issued by jamVerlag and may be combined.

Prices per mm			price per mm/column
	column width 45 mm		9.05 €

Recruiting ads	position wanted	column width 45 mm	1.60 €
	position vacant	column width 45 mm	4.45 €
	company sale	column width 45 mm	4.45 €
	Ads will be published both in the print magazine and online at www.gastrospiegel.de (minimum three months).		

Special placement	front cover placement	prices per mm / column width 45 mm	10.80 €
	inside front cover package		3,980.00 €
	inside back cover package	2/1 pages ad	4,890.00 €
	back cover		4,070.00 €
	individual placement		225.00 €

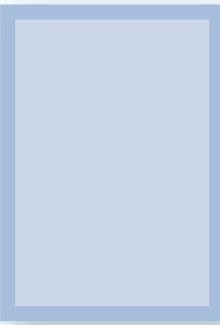
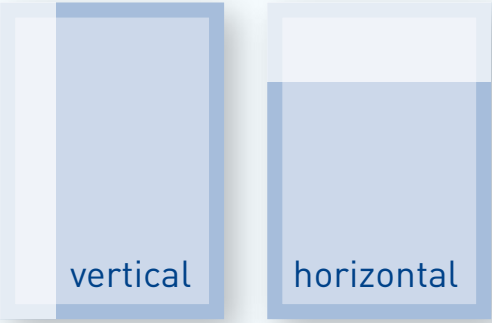
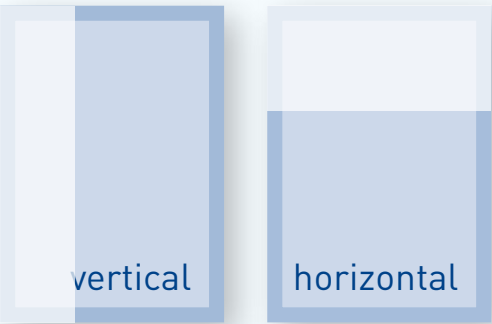
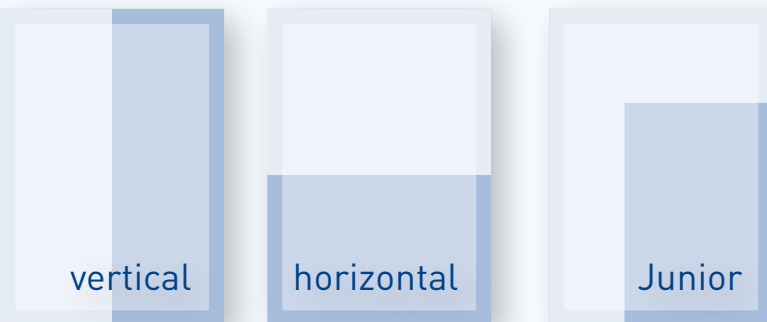
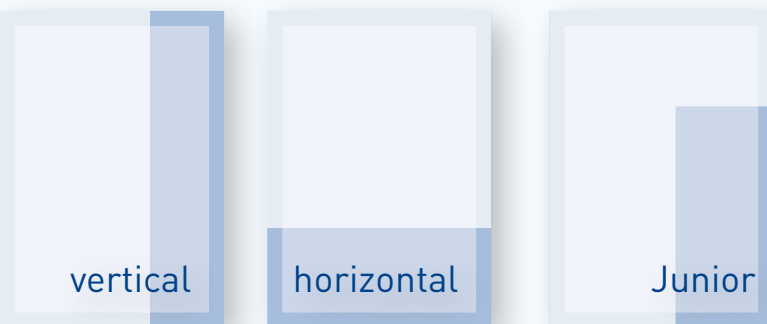
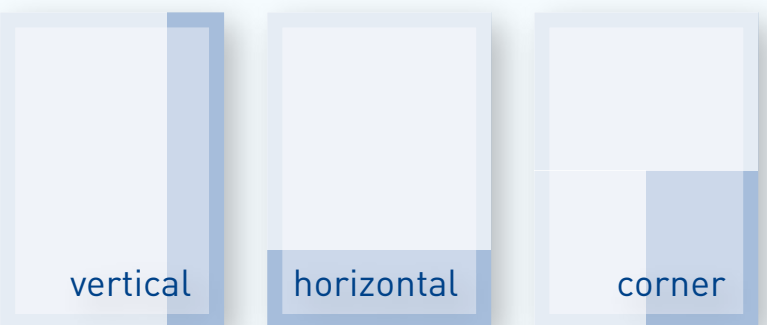
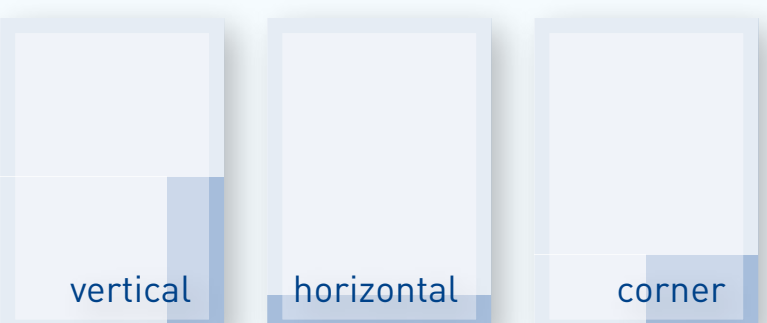
Bound inserts	4 pages (magazine centre)	6,460.00 €
Delivery: DIN A4 untrimmed + 5 mm on each edge, a sample is requested in advance.		

Loose inserts	up to 25 g	per 1,000 copies 455.00 €	1,505.00 €
	more than 25 g		Price upon request
Delivery: max. size 206 x 292 mm, a PDF-sample is requested in advance.			

Additional colour charge	Price upon request
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Fixed inserts	Price upon request
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Special formats	see page 6
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	Formats	Type area format (width x height)	Bleed off format (width x height)*	Prices 4c
	1/1	180 x 260 mm	210 x 297 mm	3,915.00 €
	3/4 vertical	135 x 260 mm	145 x 297 mm	3,130.00 €
	3/4 horizontal	180 x 195 mm	210 x 210 mm	
	2/3 vertical	120 x 260 mm	130 x 297 mm	2,820.00 €
	2/3 horizontal	180 x 175 mm	210 x 190 mm	
	1/2 vertical	90 x 260 mm	100 x 297 mm	2,310.00 €
	1/2 horizontal	180 x 130 mm	210 x 145 mm	
	1/2 junior	130 x 180 mm	145 x 210 mm	
	1/3 vertical	60 x 260 mm	70 x 297 mm	1,880.00 €
	1/3 horizontal	180 x 85 mm	210 x 100 mm	
	1/3 junior	85 x 180 mm	100 x 210 mm	
	1/4 vertical	45 x 260 mm	55 x 297 mm	1,450.00 €
	1/4 horizontal	180 x 65 mm	210 x 80 mm	
	1/4 corner	90 x 130 mm	100 x 145 mm	
	1/8 vertical	45 x 130 mm	55 x 145 mm	1,175.00 €
	1/8 horizontal	180 x 30 mm	210 x 45 mm	
	1/8 corner	90 x 65 mm	100 x 80 mm	

*Full trim size: Please add 3 mm bleed on all sides.

Special formats and rates



Embracing banderole

420 mm x 90 mm,
plus 3 mm bleed + 40
mm overlap, 4 c

Price excl. VAT
3,525.00 €



Double full page front flap to the inside

210 x 297 mm, plus 3 mm
bleed, 4 c, front and back

Price excl. VAT
7,635.00 €



Double half page front flap to the inside

100 x 297 mm, plus 3 mm
bleed, 4 c, front and back

Price excl. VAT
4,110.00 €



Double half page inside flap

100 mm x 297 mm,
plus 3 mm bleed,
front and back, 4 c

Price excl. VAT
4,410.00 €



Double page front flap to the inside

420 mm x 297 mm,
plus 3 mm bleed, 4 c

Price excl. VAT
7,635.00 €



Double inside flap at the top

420 x 120 mm,
plus 3 mm bleed,
front and back, 4 c

Price excl. VAT
4,110.00 €

The examples above represent only a selection of possible formats. Further ad formats such as adhesive labels or bookmarks upon request.

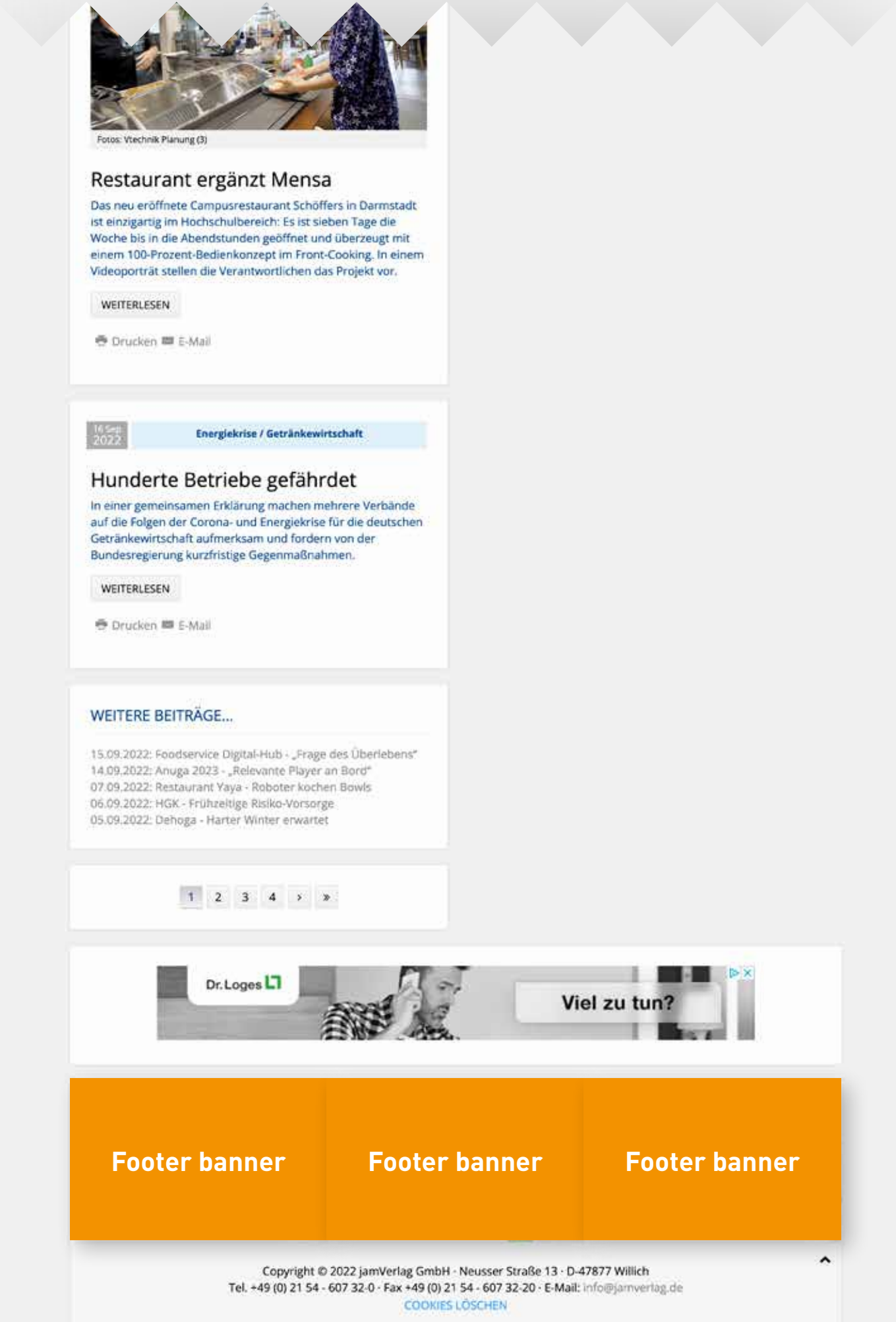
Website

With the GastroSpiegel homepage you can reach the print reader target groups and other users online as well. Readers are regularly informed with industry news about current developments in the field of catering and canteen kitchen equipment. The GastroSpiegel website is set up in a responsive design. Thus, the website automatically adapts to the display size of mobile end devices such as smartphones and tablets and keeps the font size. Also the placement of advertising banners stays visible. When side-bars are hidden, rectangle banners pop up in full size in various places. By this means, GastroSpiegel provides an ideal general online communication with readers at all times.

Rates

Format	Environment	Period	Rate
Fullsize banner 420 x 60 px	homepage	1 month	530.00 €
Textbox banner (not animated) 400 characters, 1 picture max. 515 x 220 px, logo, link	homepage	1 month	700.00 €
Rectangle banner 220 x 320 px (+ 420 x 60 px)	homepage	1 month	600.00 €
Footer banner 280 x 175 px (+ 420 x 60 px)	homepage	1 month	210.00 €

All prices net exluding VAT.



For all banners we accept common data formats such as JPG, GIF and PNG, please contact us for other formats. The maximum file size is 300 KB. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixel. Max. 2 banner rotation on homepage.

Newsletter

The GastroSpiegel newsletter provides current news on the GastroSpiegel website twice a month at most (publication date fridays, advertising material two weeks in advance).

Rates

Format	Environment	Period	Price
Fullsize banner 550 x 80 px	between news-teaser	per newsletter	275.00 €
Rectangle banner 260 x 400 px	between news-teaser	per newsletter	420.00 €
Textbox banner 400 characters, 1 picture max. 515 x 220 px, logo, link	between news-teaser	per newsletter	500.00 €
Stand-alone newsletter 6 postings with heading, short credits and text, 2 fullsize banners 550 x 80 px, links and contact details, 4,000 characters in total. Editorial preface.		per newsletter	3.060,00 €

All prices net exluding VAT.

Data formats

For all banners we accept com-
mon data formats such as JPG,
GIF and PNG, please contact us
for other formats. The maximum
file size is 300 KB.

Discounts

(purchase within 12 months)

Placing rates

2	banners	3 %
4	banners	5 %
6	banners	10 %
8	banners	15 %
10	banners	20 %

