

Media data 2026

SHORT PROFILE

SG Magazine – The Confectionery Industry's Leading Trade Publication

SG Magazine has been the voice of the confectionery industry for over 60 years, reporting with unique expertise that's always in tune with the times. From its beginnings as a trade association newspaper, the magazine has developed into a leading trade publication appreciated in the German-language territories and now throughout Europe and the world.

SG Magazine gives its readers reliable orientation and inspiration through solid reporting, exclusive insights into the industry and a clear focus on all the issues relevant for the confectionery world.

What distinguishes SG Magazine:

A broad range of themes:

- The latest news and in-depth company portraits
- Product segments such as chocolate, sweets, fine pastries, savoury snacks and ice cream
- Market and trend analyses along with reporting on trade fairs and conventions important for our industry
- Hands-on content covering marketing, sales, POS presentation, category management, CRM, online marketing and social media
- International aspects: import, export and global trade structures

A diverse readership:

- Management execs and owners of German and international confectionery manufacturing operations
- Department managers from purchasing, marketing and sales operations in wholesaling and specialised trade, food product retail, C&C markets and import and distribution businesses
- Packaging and POS materials suppliers, commercial and marketing agencies, service providers

International reach:

- Subscribers in over 60 countries
- Strong presence in Europe, particularly in German-language territories, along with Italy, Spain, Great Britain, Benelux, Scandinavia and increasingly in Central and Eastern Europe
- Our readership also includes many management figures outside of Europe

21st century convenience:

- Available as a print edition, e-Paper and mobile app
- Content provided in German and English

SG Magazine is the indispensable information source for everyone actively shaping the confectionery industry today and beyond.



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SCHEDULE AND SPECIAL TOPICS 2026

Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data
1-2/2026	ISM 2026 Special Edition with detailed pre-reports Bonus circulation: ISM 2026	28.01.2026	12.01.2026	15.01.2026
3/2026	Review of the highlights of ISM 2026	06.03.2026	17.02.2026	20.02.2026
4/2026	Follow-up reports on ISM 2026 Ice cream	02.04.2026	16.03.2026	19.03.2026
5/2026	Seasonal products	05.05.2026	16.04.2026	20.04.2026
6/2026	Sugar confectionery	01.06.2026	13.05.2026	19.05.2026
7/2026	Salty snacks and nuts Market report North America	01.07.2026	15.06.2026	18.06.2026
8/2026	Market report Italy	03.08.2026	16.07.2026	20.07.2026
9/2026	Fine pastries and biscuits	01.09.2026	13.08.2026	18.08.2026
10/2026	Chocolate and chocolate products	01.10.2026	14.09.2026	17.09.2026
11/2026	Healthy Food	02.11.2026	15.10.2026	19.10.2026
12/2026	Sales promotion at point of sale	08.12.2026	19.11.2026	24.11.2026

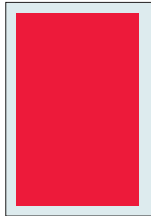
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ADVERTISEMENT SIZES AND PRICES

Full page

Type area: 166 mm (width) x 265 mm (depth)
Bleed: 210 mm (width) x 297 mm (depth)*

four colour 3.870,00 €



One third page, vertical

Type area: 52 mm (width) x 265 mm (depth)
Bleed: 80 mm (width) x 297 mm (depth)*

four colour 2.050,00 €



One eighth page, vertical

Type area: 52 mm (width) x 109 mm (depth)

four colour 1.250,00 €



Half page, vertical

Type area: 80 mm (width) x 265 mm (depth)
Bleed: 108 mm (width) x 297 mm (depth)*

four colour 2.540,00 €



One third page, horizontal

Type area: 166 mm (width) x 80 mm (depth)
Bleed: 210 mm (width) x 97 mm (depth)*

four colour 2.050,00 €



One eighth page, horizontal

Type area: 109 mm (width) x 52 mm (depth)

four colour 1.250,00 €



Half page, horizontal

Type area: 166 mm (width) x 131 mm (depth)
Bleed: 210 mm (width) x 148 mm (depth)*

four colour 2.540,00 €



One quarter page, vertical

Type area: 80 mm (width) x 131 mm (depth)
Bleed: 108 mm (width) x 148 mm (depth)*

four colour 1.600,00 €



Front cover

Type area: 124 mm (width) x 176 mm (depth)

four colour 3.870,00 €**



Two thirds page

Type area: 109 mm (width) x 265 mm (depth)
Bleed: 137 mm (width) x 297 mm (depth)*

four colour 2.960,00 €



One quarter page, horizontal

Type area: 166 mm (width) x 55 mm (depth)
Bleed: 210 mm (width) x 72 mm (depth)*

four colour 1.600,00 €



1/1 Advertorial

Type area: 210 mm breit x 297 mm hoch*

four colour 3.870,00 €



Special advertising form: Application of product samples on the front page – Prices on request.

* All bleed ads include 3 mm trim (outer edges), ** separate agreement, All prices quoted are net and subject to VAT at prevailing rate, B/w advertisements on request.

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ONLINE-MARKETING

Advertising forms in our Newsletter:

Full-Banner:
700px wide x 200 px high
Format: GIF or JPG
Price: 250,00 € / Issue
from 10 x 200.00 € / Issue
from 50 x 150.00 € / Issue

Appearance: 2 - 5 x weekly
Recipients: approx. 1,500

Advertising forms on our Website:

Full-Banner:
1280 px wide x 320 px high
Maximum size 5 MB
Format: GIF, PNG or JPG
Issue: 250.00 € / week

TECHNICAL SPECIFICATIONS

Magazine format:

210 mm (width) x 297 mm (depth)

Type area:

166 mm (width) x 265 mm (depth)

No charge for bleed

Inserts:

maximum size
200 mm (width) x 290 mm (depth)
maximum weight 75 g
(Prices available upon request)

Bound inserts:

folded, untrimmed - allow 3 mm head trim,
side
trim, bottom trim
(Prices available upon request)

Glued inserts:

only possible together with a
full page advert
(Prices and specifications available on request)

Printing process:

Offset, CTP
80 l/cm
Colour scale: Euro scale

File formats:

Print optimized PDF (Standard X4)
Fogra 39 printed profile - image printing removed
Colour images always in CMYK (4c) mode
Resolution not less than 300 dpi
or 600 dpi (b/w motifs)

Closing date for adverts/printing data:

see schedule and special topics

PUBLISHER, SUBSCRIPTION RATES, GENERAL INFORMATION ABOUT SG

Publisher:

SWEETS GLOBAL NETWORK e. V.
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Subscription rates (incl. p&p):

Annual subscription (Germany):
30.00 Euro plus 7 % VAT
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55.00 Euro plus 7 % VAT
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25.00 Euro plus 7 % VAT
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TERMS OF BUSINESS, PAYMENT

Discount rates:

All discounts are only valid for purchases made within the calendar year.

From 3 Ads 5 %

From 6 Ads 10 %

Agency commission:

15 %

Cancellation terms:

Advertisements may be cancelled free of charge up to eight weeks before the publication date of the particular issue.

Payment:

All invoices payable net within 14 days, without deduction

Bankverbindung:

HypoVereinsbank München

IBAN: DE24700202706860071345

SWIFT-BIC: HYVEDEMM

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