



Magazin

INDUSTRIE • HANDEL • MARKETING • VERTRIEB



SHORT PROFILE

For more than 60 years now, the SG Magazine has been the opinion-forming body of the confectionery branch in the German-speaking countries, in Europe and beyond. From the outset, the international confectionery trade association, which dates back to 1920, has informed its members through regular publications. Over the past decades, SG Magazine has evolved from just a confectionery-wholesale "SG Newspaper" for the members of the association to the internationally recognized trade magazine that spots all the needs and events in the confectionery sector. In addition to current news and company portrayals, the magazine covers sales and marketing as well as presentation of confectionery at the POS. Today, the news and information about the national and international confectionery branch are widely read by all those responsible for purchasing, marketing and sales in trade and production.

The SG Magazine is available as a print version as well as an app and online as an e-paper. Today, the news and information about the national and international confectionery sector is widely read by those responsible for purchasing, marketing and sales in trade and production. The readership of the SG Magazine is steadily growing both at home and abroad as a result of the increasing range of topics and news published in German and English languages. The SG Magazine is currently being shipped to subscribers in more than 60 countries. In addition to the readers in the German-speaking countries, who make up the larger part of the subscribers, many managers and decision makers of the confectionery sector in neighbouring countries, for example in Italy, Spain, Great Britain, the Benelux countries as well as the Scandinavian countries and increasingly in Central and Eastern Europe, take the

magazine as a central specialized edition. In non-European countries many managers in the confectionery world also receive the SG Magazine.

The SG Magazine is highly appreciated by the owners and executives of the national and international confectionery producers as well as by the high-positioned managers in international import and distribution companies. Numerous buyers, marketing and sales managers of confectionery wholesale and retail trade as well as some department stores, trade chains of the LEH and the C + C companies connected with confectionery, also belong to the readers of the SG Magazine. However, not only confectionery manufacturers and suppliers benefit from the profound and carefully researched information. Manufacturers of packaging and POS materials, trading and marketing agencies as well as wholesalers and service companies of all kinds also use the comprehensive information about various aspects of the confectionery sector. The SG Magazine spotlights the main issues in chocolate, sugar confectionery, fine bakery, salty snacks and ice cream segments. It focuses primarily on trend and market reports, company portrayals, presentation of new products and promotions. The most important trade fairs and exhibitions are also in the sights of the magazine. The range of topics covers all aspects of the value-added chain beginning with the finished product, especially concerning marketing, sales and presentation at the POS. Such categories as management, CRM, online marketing and social media, market observation and current trends at the POS are as much in the magazine's area as the import and export of products and brands of the international confectionery business. The confectionery retail in Germany and abroad is a central focus of the SG Magazine.

SCHEDULE AND SPECIAL TOPICS 2025

Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data	Edition Date	Special Topics	Publication date	Closing date for adverts	Closing date for printing data
1-2/2025	ISM 2025 Special Edition with detailed pre-reports Bonus circulation: ISM 2025	29.01.2025	13.01.2025	16.01.2025	7/2025	Seasonal products	01.07.2025	13.06.2025	17.06.2025
3/2025	Review of the highlights of ISM 2025	05.03.2025	17.02.2025	20.02.2025	8/2025	Market report Belgium and The Netherlands	04.08.2025	17.07.2025	21.07.2025
4/2025	Follow-up reports on ISM 2025 Ice cream	01.04.2025	14.03.2025	18.03.2025	9/2025	Fine pastries and biscuits Bonus circulation: ISM Middle East 2025	01.09.2025	14.08.2025	18.08.2025
5/2025	Salty snacks and nuts Bonus circulation: Sweets & Snacks Expo 2025	02.05.2025	14.04.2025	16.04.2025	10/2025	Chocolate and chocolate products	01.10.2025	15.09.2025	18.09.2025
6/2025	Sugar confectionery Review of Sweets & Snacks Expo Market report North America	02.06.2025	15.05.2025	19.05.2025	11/2025	Marzipan and nougat Review of ISM Middle East 2025	03.11.2025	16.10.2025	20.10.2025
					12/2025	Sales promotion at point of sale	08.12.2025	20.11.2025	24.11.2025

ISM 2025
Special
Edition

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 3,760.00 €



One third page, vertical

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

four colour 1,990.00 €



One eighth page, vertical

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

four colour 1,210.00 €



Half page, vertical

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

four colour 2,470.00 €



One third page, horizontal

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

four colour 1,990.00 €



One eighth page, horizontal

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

four colour 1,210.00 €



Half page, horizontal

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

four colour 2,470.00 €



One quarter page, vertical

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

four colour 1,555.00 €



Front cover

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

four colour 3,760.00 €**



Two thirds page

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

four colour 2,880.00 €



One quarter page, horizontal

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

four colour 1,555.00 €



1/1 Advertorial

Type area: 210 mm breit x 297 mm hoch*

four colour 3,760.00 €



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.

ONLINE-MARKETING

Advertising forms in our Newsletter:

Full-Banner:
468 px wide x 80 px high
Maximum size 50 kB
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 in our App:

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.
Grillparzerstraße 38
81675 München
Germany
Fon +49 (0) 89 / 45 7690 88 - 0
Fax +49 (0) 89 / 45 7690 88 - 88
info@sg-network.org

Board:

Joachim Eckert (Chairman and responsible for the content),
j.eckert@sg-network.org
Oliver Peik,
o.peik@sg-network.org

Editors:

Albert Angerer,
a.angerer@sg-network.org
Anja Ashauer,
a.ashauer@sg-network.org
Kim Kühle,
k.kuechle@g-network.org
Alfons Strohmaier,
a.strohmaier@sg-network.org

Board Assistant/Advertising:

Martina Wolferrmann,
m.wolferrmann@sg-network.org

Subscription Management:

Julia Blumenthal,
j.blumenthal@sg-network.org

Subscription rates (incl. p&p):

Annual subscription (Germany):
30.00 Euro plus 7 % VAT
Annual subscription (international):
55.00 Euro plus 7 % VAT
Online (E-Paper und online version):
25.00 Euro plus 7 % VAT
SG-Magazin-App (full use with membership or online-premium access only)

SG-Magazine appears monthly

Total number of copies printed:

6,085

Layout/Design:

TREND Werbung
Ernst Blumrodt
Ledernes Käppchen 2a
99974 Mühlhausen
Fon +49 (0) 36 01 / 48 42 0

Printed by:

Aumüller Druck GmbH & Co. KG
Anton Müller
Weidener Straße 2
93057 Regensburg
Germany
Fon +49 (0)9 41 / 6 95 40 - 27
anton.mueller@aumueller-druck.de

TERMS OF BUSINESS, PAYMENT

Discount rates:

3 ads: 5 %

6 ads: 10 %

12 ads: 15 %

Valid only for ad placement
during calendar year

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

Banking information:

HypoVereinsbank München
IBAN: DE24700202706860071345
SWIFT-BIC: HYVEDEMM



SWEETS GLOBAL NETWORK E.V.

Grillparzerstraße 38 • 81675 München • Germany

Fon +49 (0) 89 / 45 76 90 88 - 0 • Fax +49 (0) 89 / 45 76 90 88 - 88

info@sg-network.org www.sg-network.org

