

# Sweets Processing

www.sweets-processing.com

International magazine  
for the confectionery, bakery  
and snack industries



## BRIEF DESCRIPTION

Since 2011, the specialist magazine **sweets processing (sp)** has informed professionals of the confectionery, bakery and snack industries about new developments and industry news in the entire sector of supply and reports on international companies and suppliers in this area. **sweets processing** is the sister publication of SG Magazine, the highly regarded and well established international confectionery business journal published by SWEETS GLOBAL NETWORK, the international confectionery trade association. With more than 300 member companies (wholesalers and retailers, importers, agencies and manufacturers) from ten countries and about 40 supporting members from the confectionery supplier industry, this organization is the established network and the leading communication platform for all confectionery experts in the German-speaking area (D-A-CH) and beyond.

**sweets processing** focuses on the entire value added chain. The variety of topics ranges from the cultivation of the raw materials to ingredients as well as the production and packaging technologies with all their facets, right through to IT and logistics.

The readership of **sweets processing** comprises all persons in the companies that decide on investments and purchasing – in addition to the managers, in particular the managers in production, research and development as well as in quality management, purchasing and supply chain management.

Advertising rates list No. 13, valid from 1 January 2025 / Vol. 15

## SCHEDULE AND TOPICS 2025

Edition	Topics	Publication date	Deadline ads	Deadline printing material
1 - 2/2025	Review Fi & HI Europe Preview ProSweets Cologne	20.01.2025	18.12.2024	20.12.2024
3 - 4/2025	Review ProSweets Cologne Labeling and marking Packaging	05.03.2025	14.02.2025	19.02.2025
5 - 6/2025	Preview iba, Düsseldorf IT solutions included Artificial Intelligence Baked goods production	02.05.2025	10.04.2025	14.04.2025
7 - 8/2025	Foreign body detection Snack production	01.07.2025	10.06.2025	13.06.2025
9 - 10/2025	Preview Fachpack, Nuremberg Preview Fi Europe Quality assurance Flavours and additives	01.09.2025	14.08.2025	18.08.2025
11 - 12/2025	Review FachPack Preview Interpraline Chocolate technology Transportation and storage	03.11.2025	15.10.2025	20.10.2025

## ADVERTISEMENTS AND PRICES

### Cover

Format: 148 mm wide x 210 mm high  
4-colour 3,950.00 €



### 1/3 page, vertical

Type area: 52 mm wide x 265 mm high  
Bleed: 80 mm wide x 297 mm high\*  
4-colour 1,630.00 €



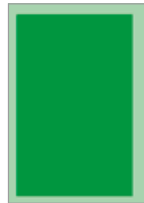
### 1/8 page, vertical

Type area: 109 mm wide x 52 mm high  
4-colour 920.00 €



### Full page

Type area: 166 mm wide x 265 mm high  
Bleed: 210 mm wide x 297 mm high\*  
4-colour 3,120.00 €



### 1/3 page, horizontal

Type area: 166 mm wide x 80 mm high  
Bleed: 210 mm wide x 97 mm high\*  
4-colour 1,630.00 €



### 1/8 page, horizontal

Type area: 52 mm wide x 109 mm high  
4-colour 920.00 €



### 1/2 page, vertical

Type area: 80 mm wide x 265 mm high  
Bleed: 108 mm wide x 297 mm high\*  
4-colour 2,070.00 €



### 1/4 page, vertical

Type area: 80 mm wide x 131 mm high  
Bleed: 108 mm wide x 148 mm high\*  
4-colour 1,270.00 €



### 1/2 page, horizontal

Type area: 166 mm wide x 131 mm high  
Bleed: 210 mm wide x 148 mm high\*  
4-colour 2,070.00 €



### 1/4 page, horizontal

Type area: 166 mm wide x 55 mm high  
Bleed: 210 mm wide x 72 mm high\*  
4-colour 1,270.00 €



\* All bleed ads include 3 mm trim (outer edges).

All prices quoted are net and subject to VAT at prevailing rate.

B/w advertisements on request.

## ADVERTISING FORM „ADVERTORIAL“

An advertorial offers you the opportunity to present your novelties and innovations according to your wishes in the „look & feel“ of our magazine to our specialist readership. Texts in German and English, as well as pictures, will be delivered by you ready to use. We will take over the layout for you.

**Full page advertorial** Price: 3,120.00 €  
(German or English)

### Our recommendation based on our bilingualism:

**Double page advertorial** Price: 4,600.00 €  
(1 page in German & 1 page in English)

**Full page advertorial** Price: 3,120.00 €  
(½ page in German & ½ page in English)

## ONLINE / NEWSLETTER ADVERTORIALS

### Advertorial on our homepage [www.sweets-processing.com](http://www.sweets-processing.com):

Maximum amount of characters for text: 1,000, incl. blanks  
Image: min. 1,000 px wide x 500 px high  
File format: GIF or JPG

Web advertorial for 4 weeks Price: 920.00 €  
Web advertorial for 2 weeks Price: 530.00 €

### Advertorial in our newsletter:

Maximum amount of characters for text: 1,000, incl. blanks  
Image: min. 800 px wide x 800 px high  
File format: GIF or JPG

Newsletter advertorial Price: 600.00 €  
*Appearance: bi-weekly; recipients: approx. 2,500*

## ONLINE MARKETING

### Banners on our homepage [www.sweetsprocessing.com](http://www.sweetsprocessing.com):

**Top banner** Price: 950.00 € / month  
812 px wide x 140 px high  
File size max. 50 kB  
File format: GIF or JPG

**Skyscraper** Price: 800.00 € / month  
160 px wide x 600 px high  
File size max. 50 kB  
File format: GIF or JPG

### Banners in our newsletter:

**Full banner** Price: 400.00 € / issue\*  
468 px wide x 80 px high  
File size max. 50 kB;  
File format: GIF or JPG  
*Appearance: bi-weekly; recipients: approx. 2,500*

### Stand-alone newsletter

Your specific information for professionals in the confectionery and supply sector. Customized on mutual agreement, an individually designed newsletter in German and English will be sent to about 2,500 recipients.

Price: 2,000.00 € / issue

## MARKET + CONTACTS

### Format of the category:

52 mm wide x 25 mm high	Price: 665.00 € / category for 6 issues
52 mm wide x 30 mm high	Price: 790.00 € / category for 6 issues
52 mm wide x 40 mm high	Price: 925.00 € / category for 6 issues

### Discounts:

from 3 categories	5 %
from 6 categories	10 %
from 10 categories	15 %

### Deadline:

Please observe deadline for printed material.

## INSERTS

Maximum size: 200 mm wide x 290 mm high, maximum weight: 75 g

Weight up to 25 g	Price: 1,700.00 €
Weight up to 50 g	Price: 2,100.00 €
Weight up to 75 g	Price: 2,550.00 €

## SPECIAL ADVERTISING FORMS

We would be glad to advise you individually about our special advertising forms such as sleeve, booklet, gatefolder, insert, etc.

Use special advertising forms to attract a high level of attention and thus place your advertising in the focus of our readers.

Prices on request.

## WEBINARS – THE PLATFORM FOR INNOVATIVE SOLUTIONS

Present to your customers a new product, the results of a study or a pilot project in an interactive webinar format. The format lasts approx. 60 minutes, including a subsequent discussion or a question and answer session with the participants. The webinar will be recorded and can also be accessed later via our website.

### A webinar package includes i.a.:

- Invitation of participants for the webinar through mailings, newsletters and website
- Reminder e-mails for the participants
- Design of a website for registration
- Implementation of the webinar, including moderation
- Two advertising pages in the trade magazine **sweets processing** plus two banners in the bi-weekly newsletter

Webinar package price: 6.000.00 €

## TECHNICAL SPECIFICATIONS

### Magazine format:

210 mm wide x 297 mm high

### Type area:

166 mm wide x 265 mm high

*(No extra charge for bleed)*

### Bound inserts:

folded, untrimmed – allow 3 mm head trim, side trim, bottom trim

*(Prices on request)*

### Printing process:

Offset, CTP

178 lpi (70 l/cm)

Colours: Euro scale

### Printing materials - in digital form:

Print optimized PDF-file (Standard X4)

Fogra 39 profile – coated image print

Colour pictures in CMYK mode (4c)

Min. resolution 300 dpi (colour) and

600 dpi (b/w)

## PUBLISHER DATA

### Publisher:

SWEETS GLOBAL NETWORK e. V.  
Grillparzerstraße 38  
DE-81675 München/Germany  
Tel. +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

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r.lapp@sg-network.org  
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### Subscriptions:

Julia Blumenthal  
j.blumenthal@sg-network.org

### Annual subscription Germany:

20.00 € + 7% VAT (incl. p&p)

### Annual subscription abroad:

40.00 € + 7% VAT (incl. p&p)

### Online (e-paper):

15.00 € + 19% VAT

**App:** Included in Online Premium Package or SG Membership Package. For detailed information, please refer to: [www.sweets-processing.com/en/login?ref=abo](http://www.sweets-processing.com/en/login?ref=abo)

### Number of copies:

6,050

### Layout:

Trend Werbung | Ernst Blumrodt  
Ledernes Käppchen 2a  
DE-99974 Mühlhausen/Germany  
Tel. +49 (0) 36 01 / 48 42 - 0  
info@trend-werbung.de

### Printed by:

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

**sweets processing** appears every two months.

## CONDITIONS AND BANK DETAILS

### Discount rate:

Valid only for ad placement during 2025:  
from 3 ads 5 %  
from 6 ads 10 %

### Agency commission:

15 %

### Payment terms:

All invoices payable within 14 days, without deduction.

### Bank details:

HypoVereinsbank München  
IBAN: DE24700202706860071345  
SWIFT-BIC: HYVEDEMM



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