

# GastroSpiegel

▶▶ Zeitschrift für Fachhandel & Planung



11 x  
p. a. as  
magazine +  
ePaper

PRINT  
WEB  
NEWSLETTER  
E-PAPER

# Media rates

Price list no. 16, valid  
as of 1st January 2024

# 2024

**jam**Verlag GmbH

Exclusively for Specialist  
Retailers and Planners

[www.gastrospiegel.de](http://www.gastrospiegel.de)

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## 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. 16

**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**  
3,080 copies (IVW III/2023)

**Printing circulation**  
3,015 copies (IVW III/2023)

## 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.



## Contact details

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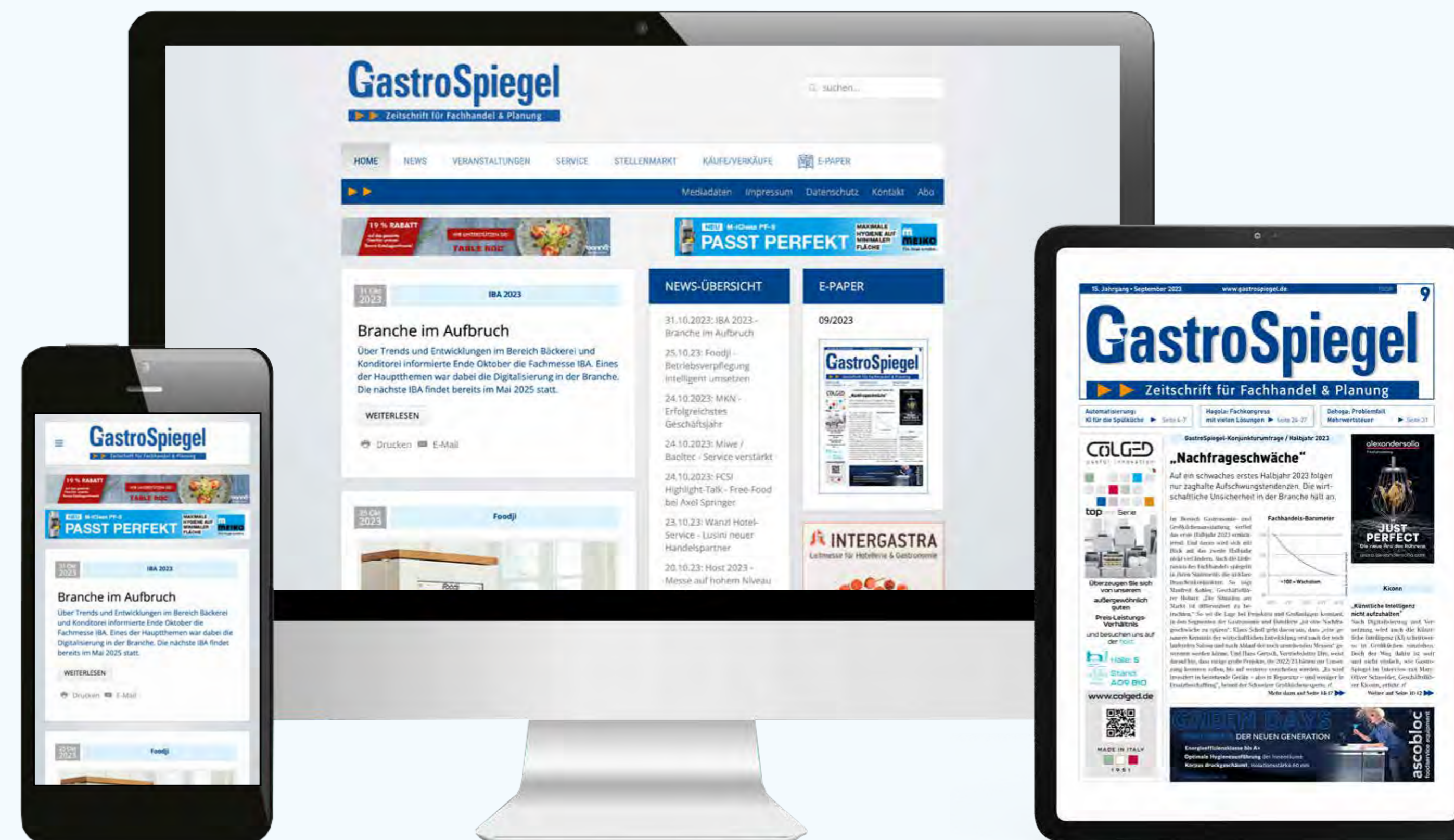
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Julia Breil E-Mail: julia.breil@jamverlag.de

**Bank details** Frankfurter Volksbank eG IBAN: DE92 5019 0000 0005 0144 41  
VAT no. DE 206 622 118 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** 11 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](http://www.jamverlag.de/agb)

## Dates of publication – print

Issue	Editorial deadline	Advertising deadline	Printing material	Date of publication	Trade shows
1	15.12.2023	18.12.2023	19.12.2023	05.01.2024	<b>Ambiente</b> , Frankfurt, 26.-30.01.
2	12.01.2024	15.01.2024	16.01.2024	26.01.2024	<b>Intergastra</b> , Stuttgart, 03.-07.02.
3	16.02.2024	19.02.2024	20.02.2024	01.03.2024	<b>Sirha</b> , Lyon, 05.-07.03. <b>Internorga</b> , Hamburg, 08.-12.03.
4	22.03.2024	25.03.2024	25.03.2024	05.04.2024	<b>Altenpflege</b> , Essen, 23.-25.04.
5	19.04.2024	22.04.2024	23.04.2024	03.05.2024	
6	24.05.2024	27.05.2024	27.05.2024	07.06.2024	
7/8	05.07.2024	08.07.2024	09.07.2024	19.07.2024	
9	23.08.2024	26.08.2024	27.08.2024	06.09.2024	<b>Süffa</b> , Stuttgart, 28.-30.09.
10	20.09.2024	23.09.2024	24.09.2024	04.10.2024	<b>Südback</b> , Stuttgart, 26.-29.10.
11	18.10.2024	21.10.2024	22.10.2024	04.11.2024	<b>Alles für den Gast</b> , Salzburg, 09.-13.11.
12	22.11.2024	25.11.2024	26.11.2024	06.12.2024	
1/2025	13.12.2024	16.12.2024	17.12.2024	03.01.2025	<b>Hoga 2025</b> , Nuremberg, 12.-14.01.

dd.mm.yyyy

# Advertising: formats and rates

<b>Discounts</b>	Placing rates	2 insertions	3 %
		4 insertions	5 %
		6 insertions	10 %
		8 insertions	15 %
		10 insertions	20 %

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

<b>Prices per mm</b>		price per mm/column
	column width 45 mm	<b>9.50 €</b>

<b>Recruiting ads</b>		all prices per mm/column
position wanted	column width 45 mm	<b>1.70 €</b>
position vacant	column width 45 mm	<b>4.65 €</b>
company sale	column width 45 mm	<b>4.65 €</b>

Ads will be published both in the print magazine and online at [www.gastrospiegel.de](http://www.gastrospiegel.de) (minimum three months).

<b>Special placement</b>		prices per mm / column width 45 mm
front cover placement		<b>11.40 €</b>
inside front cover package		<b>4,210.00 €</b>
inside back cover package	2/1 pages ad	<b>5,190.00 €</b>
back cover		<b>4,315.00 €</b>
individual placement		<b>230.00 €</b>

<b>Bound inserts</b>	4 pages (magazine centre)	<b>6,850.00 €</b>
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Delivery: DIN A4 untrimmed + 5 mm on each edge, a sample is requested in advance.

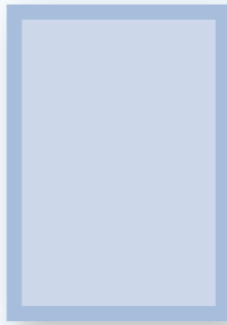
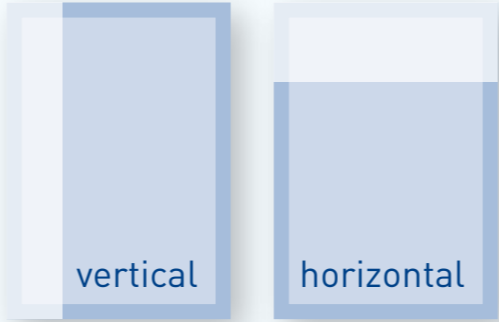
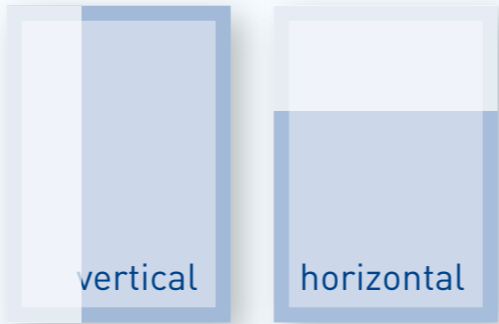
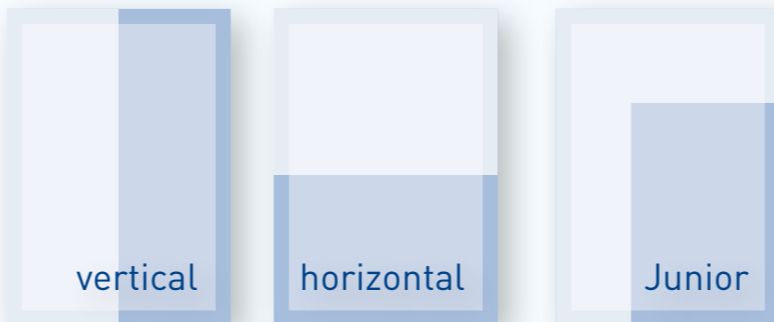
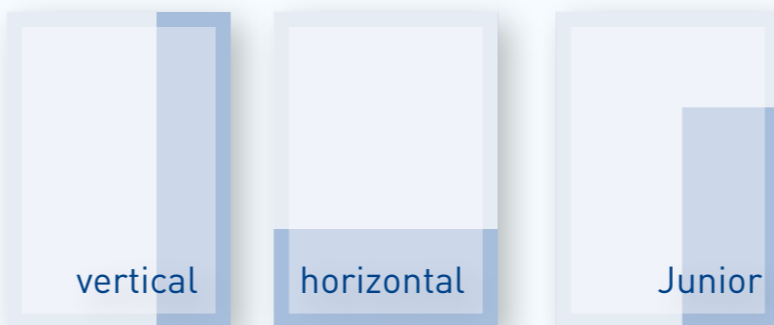
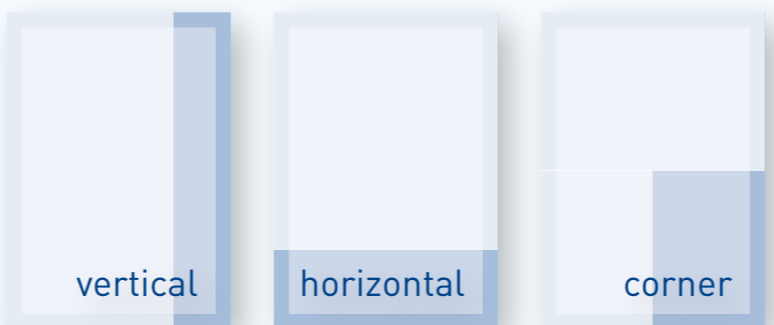
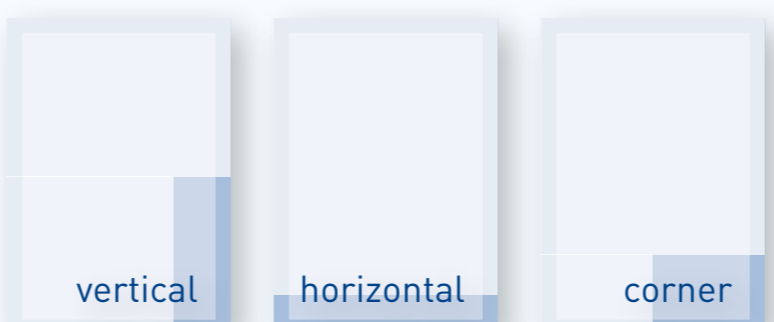
<b>Loose inserts</b>	up to 25 g	per 1,000 copies	<b>475.00 €</b>
	more than 25 g		Price upon request

Delivery: max. size 206 x 292 mm, a PDF-sample is requested in advance.

<b>Additional colour charge</b>	Price upon request
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<b>Fixed inserts</b>	Price upon request
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<b>Special formats</b>	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	<b>4,150.00 €</b>
	3/4 vertical 3/4 horizontal	135 x 260 mm 180 x 195 mm	145 x 297 mm 210 x 210 mm	<b>3,320.00 €</b>
	2/3 vertical 2/3 horizontal	120 x 260 mm 180 x 175 mm	130 x 297 mm 210 x 190 mm	<b>2,990.00 €</b>
	1/2 vertical 1/2 horizontal 1/2 junior	90 x 260 mm 180 x 130 mm 130 x 180 mm	100 x 297 mm 210 x 145 mm 145 x 210 mm	<b>2,490.00 €</b>
	1/3 vertical 1/3 horizontal 1/3 junior	60 x 260 mm 180 x 85 mm 85 x 180 mm	70 x 297 mm 210 x 100 mm 100 x 210 mm	<b>1,950.00 €</b>
	1/4 vertical 1/4 horizontal 1/4 corner	45 x 260 mm 180 x 65 mm 90 x 130 mm	55 x 297 mm 210 x 80 mm 100 x 145 mm	<b>1,535.00 €</b>
	1/8 vertical 1/8 horizontal 1/8 corner	45 x 130 mm 180 x 30 mm 90 x 65 mm	55 x 145 mm 210 x 45 mm 100 x 80 mm	<b>1,245.00 €</b>

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

No additional charge for trim size. All other formats upon request. Prices in Euro excl. VAT.

## Special formats and rates



### Embracing banderole

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

Price excl. VAT  
**3,735.00 €**



### Double full page front flap to the inside

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

Price excl. VAT  
**8,090.00 €**



### Double half page front flap to the inside

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

Price excl. VAT  
**4,360.00 €**



### Double half page inside flap

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

Price excl. VAT  
**4,360.00 €**



### Double page front flap to the inside

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

Price excl. VAT  
**8,090.00 €**



### Double inside flap at the top

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

Price excl. VAT  
**4,360.00 €**

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 sidebars 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
<b>Fullsize banner</b> 420 x 60 px	homepage	1 month	555.00 €
<b>Textbox banner</b> 300 characters, 1 picture max. 200 x 220 px, logo, link	homepage	1 month	800.00 €
<b>Rectangle</b> 220 x 320 px (+ 420 x 60 px)	homepage	1 month	610,00 €
<b>Footer banner</b> 280 x 175 px (+ 420 x 60 px)	homepage	1 month	215.00 €

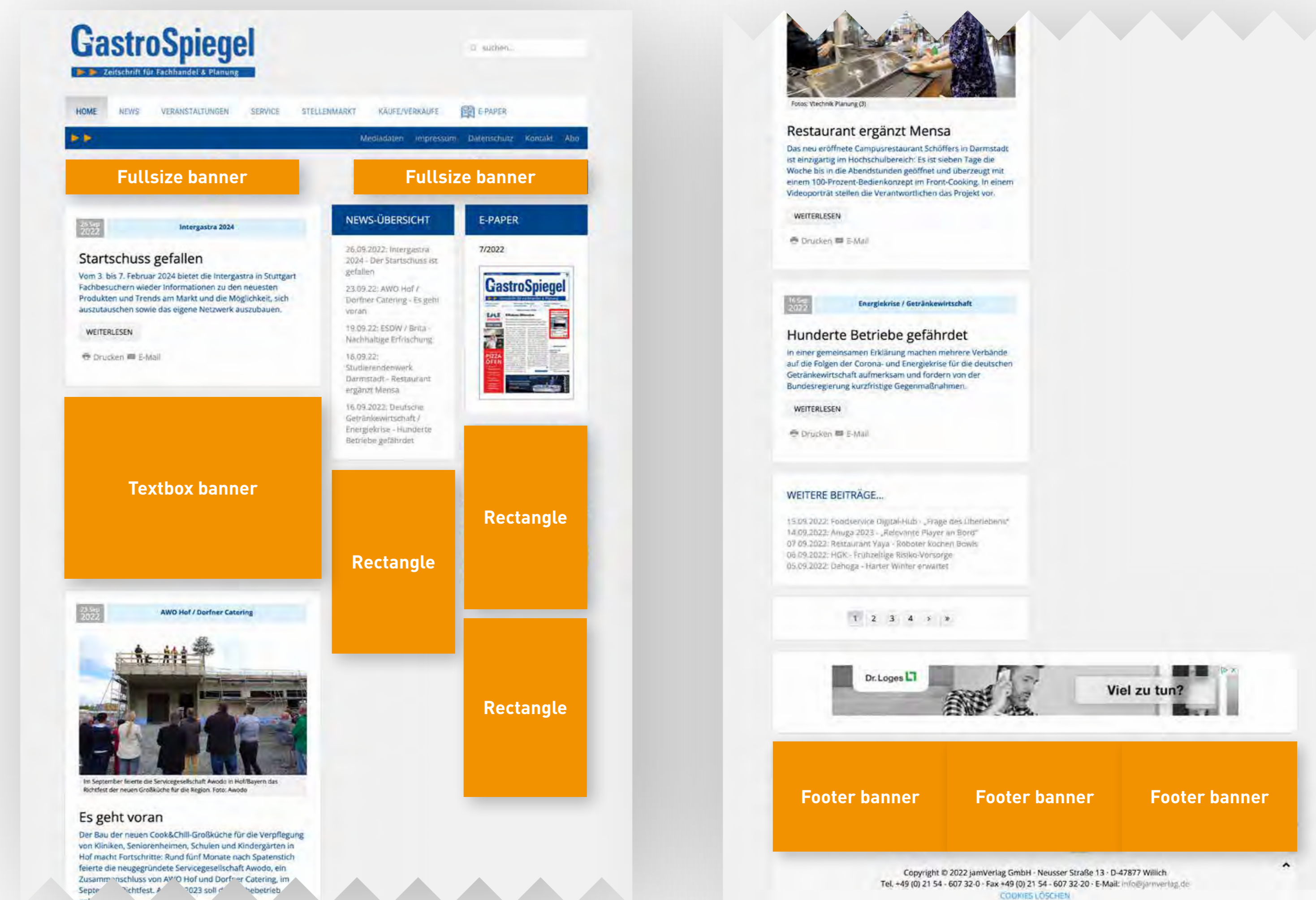
All prices net excluding VAT.

### Discounts

(purchase within 12 months)

### Placing rates

3 insertions	5 %
6 insertions	10 %
12 insertions	20 %



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
<b>Fullsize banner</b> 550 x 80 px	between news-teaser	per newsletter	290.00 €
<b>Rectangle banner</b> 260 x 400 px	between news-teaser	per newsletter	440.00 €
<b>Textbox banner L</b> 300 characters, 1 picture max. 200 x 220 px, logo, link	between news-teaser	per newsletter	550.00 €
<b>Textbox banner XL</b> 450 characters, 1 picture max. 515 x 220 px, logo, link	between news-teaser	per newsletter	800.00 €
<b>Stand-alone newsletter</b> 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	3.215,00 €

### Data formats

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.

### Discounts

(purchase within 12 months)

### Placing rates

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

All prices net excluding VAT.

