

# inside®

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www.inside.beer  
Newsletter



## About us

INSIDE Getränke-Verlags-GmbH is the independent media house for all topics related to the beverage industry. For more than 40 years we have built a reputation for up-to-date, profound and often exclusive reports with a high coverage of the target groups in the beverage industry and trade.

With our extensive news portfolio and the appropriate media formats, your advertising will reach effectively and specifically targeted the deciders within the industry.

With weekly reports, 14-day background reports and analyses as well as in-depth professional articles, INSIDE provides information online and offline, in the classic print version or in electronic form.

Whether print, online, web or e-mail, the experts from the beverage industry read our articles—and your advertising message! Use our numerous possibilities and channels to reach your target group precisely and without losses.

WWW.INSIDE.BEER NEWSLETTER

# Short profile

www.inside.beer Newsletter

Written in English and sent out once a week, the www.inside.beer newsletter is the news source for executives in the global beverage industry.

It contains further links. They lead to the freely accessible, up-to-date news on www.inside.beer.

## Target group

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The target group includes decision makers from the international beverage industry and trade. The focus is on beer but the news also cover to a smaller extend related sectors like wine, spirits and non-alcoholic beverages and suppliers to the industry. The newsletter is published in the capital of beer, in Munich, Germany and informs every week about the latest news, provides background reports and analyses.

## Frequency of publication

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Always in the even calendar week.  
Special newsletter for special news situations.

## Performance values

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2,000 subscribers to the weekly newsletter. In addition, direct access to the online news site. Targeted audience of deciders from the beverage industry and trade.

Opening rate: 46,8 %

Click- through rate (CTR): 14,5 %

monthly view:


Out of 2,000 qualified email addresses, the Newsletter read around 900 times on average. The external links offered will be included clicked around 300 times.

(Source Mailchimp, data taken from the last three months.)


WWW.INSIDE.BEER NEWSLETTER

# Ad formats

## Banners

Side elevation	Format	Width	Height	Price per newsletter
	Premium ad	900 px	× 180 px	Euro 259
	Teaser ad	up to 60 characters text including a link to website or PDF		Euro 215

## Job offers

Side elevation	Format	Width	Height	Price per newsletter
	Job offers	up to 60 characters text including a link to website or PDF		Euro 215

WWW.INSIDE.BEER NEWSLETTER

# Specifications

**Closing date** advertising deadline 1 week prior to publication date

## Newsletter ads

**Banners** all size specifications in pixels (width by height).  
For a better presentation on retina displays you can send us the data in twice the size.

**Color mode** rgb (without embedded color profile)

**File formats** jpg, gif (others on request)

**File size** max. 300 kb

**Data delivery** by e-mail to  
anzeigen@inside-getraenke.de

## Teaser ads

**Text ads with links** text ads with links, preview text with up to 60 characters, including links to further information on your own website or in PDF.

**Data delivery** by e-mail to  
anzeigen@inside-getraenke.de

## Queries and data delivery

**Contact** Adele von Bornstaedt  
Phone +49 89 232 49 06-12  
anzeigen@inside-getraenke.de

## Publisher information and contact

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<b>Place of jurisdiction</b>	München
<b>VAT number</b>	DE 811453233
<b>VAT</b>	All prices are net and exclude the statutory VAT.
<b>Term of payment</b>	10 days 2 % discount 30 days strictly net

All stated conditions are subject to statutory VAT; the payment term is 30 days net. We point out that all offers are subject to change without notice. INSIDE reserves the right to reject advertising motifs. A rotation of advertisements in case of multiple bookings of advertising space is possible.

Our general terms and conditions apply. These can be seen at the following web address:  
[www.inside-getraenke.de/agb-anzeigen.pdf](http://www.inside-getraenke.de/agb-anzeigen.pdf)