INSIDE®

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www.inside.beer
Website

About us

INSIDE Getränke-Verlags-GmbH is the independent media house for all topics related to the beverage industry. For 50 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 reacheffectively 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 WEBSITE

Short profile

The website www.inside.beer is the platform for news and reports from the international beverage industry. In contrast to the German-language website, the news are freely accessible. From brand new news to the news archive to the special newsletter for selected top news. Use www.inside.beer to increase the effectiveness of your advertising measures and reach your world-wide target group with pinpoint accuracy.

Target group

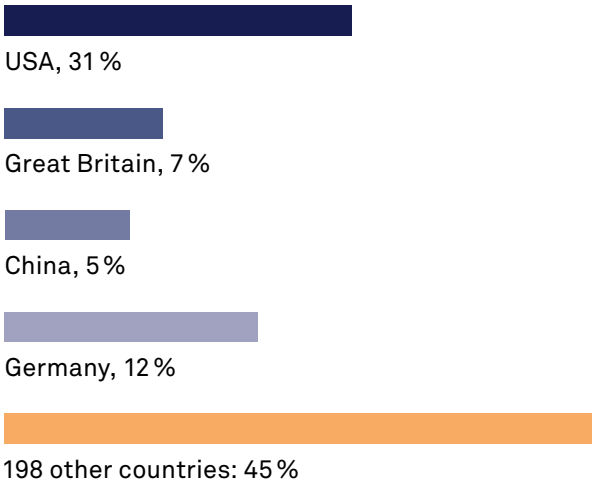
Decision makers and managers from the beverage industry and beverage trade who place great value on topicality and in-depth research.

Performance values

Page Impressions:	15.000 / Monat
Visits:	10.000 / Monat

(Source: Matomo, Ø2026)

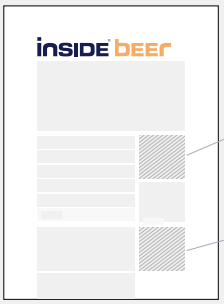
Readers by country



WWW.INSIDE.BEER WEBSITE

Ad formats

Banners



Side elevation	Format	Width		Height	Price per week
	Premium ad top placement	300 px	×	250 px	Euro 1.000
	Premium ad standard placement	300 px	×	250 px	Euro 650

	Content ad and mobile version	600 px 300 px	× ×	300 px 250 px	Euro 860

Advertisements in the news section

Side elevation	Format	Extent	Price per week
	Teaser ad	up to 60 characters text including a link to website or PDF	Euro 520

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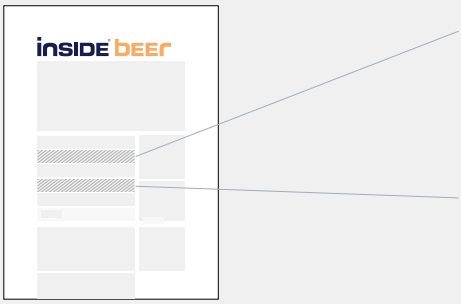
Jobs

Job offers and job applications

Side elevation	Format	Extent	Price per week
	Job offer	up to 60 characters text including a link to website or PDF	Euro 350
	Job application	up to 60 characters text including a link to website or PDF	Euro 65
	Box number fee	National territory Abroad	Euro 5 Euro 10

WWW.INSIDE.BEER WEBSITE

Specifications

All banner formats are linked to your website. By doing without ad servers and the direct integration of your ad into our site graphics, advertising blockers are left out and your message is guaranteed to be visible!
We would be happy to develop further special advertising formats together with you individually.
Prices for the combined placement of INSIDE magazine and INSIDE Online on request.

Closing date	advertising deadline 1 week prior to publication date

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@insidegetraenke.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@insidegetraenke.de

Queries and data delivery

Kontakt	Adele von Bornstaedt Telefon +49 89 232 49 06-12 anzeigen@insidegetraenke.de

Publisher information and contact

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Advertising management	markandmedia, Uwe Mark Ansbacher Straße 4 80796 München Phone +49 89 158863-0 uwe.mark@markandmedia.de Adele von Bornstaedt Phone +49 89 2324906-12 anzeigen@insidegetraenke.de
Place of jurisdiction	München
VAT number	DE 811453233
VAT	All prices are net and exclude the statutory VAT.
Term of payment	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