

inside[®]

Rate card

www.inside.beer
Website



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 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

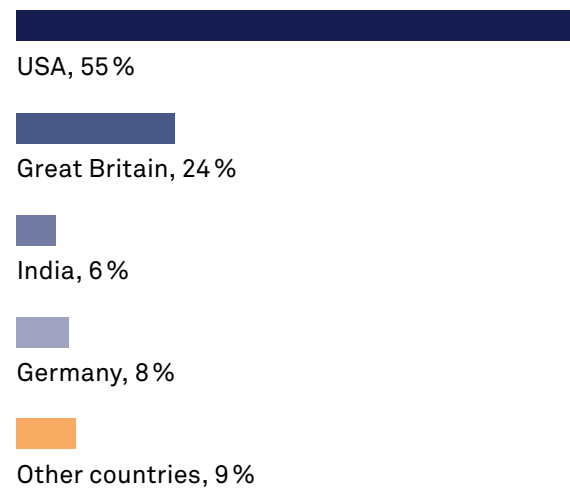
Decision makers and managers from the beverage industry and beverage trade who place great value on topicality and in-depth research.

Performance values

Page Impressions: 24.000/Monat
Visits: 18.500/Monat
Unique User: 15.000/Monat

(Source: Google Analytics. Average of the last 12 months)

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 650 |
| | Premium ad standard placement | 300 px | × 250 px | Euro 400 |
|  | Content ad and mobile version | 600 px 300 px | × 300 px × 250 px | Euro 550 |


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 300 |

WWW.INSIDE.BEER WEBSITE

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 150 |
| | Job application | up to 60 characters text including a link to website or PDF | Euro 30 |
| | Box number fee | National territory Abroad | Euro 3.50 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@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

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

Publisher information and contact

| | |
|-------------------------------|--|
| Publisher | INSIDE Getränke Verlags-GmbH St.-Jakobs-Platz 12, 80331 München |
| Phone | +49 89 232 49 06-12 |
| Fax | +49 89 232 49 06-10 |
| E-mail | kontakt@inside-getraenke.de |
| Internet | www.inside-getraenke.de |
| 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@inside-getraenke.de |
| Place of jurisdiction | München |
| VAT number | DE 811453233 |
| Bank account | HypoVereinsbank München IBAN DE51 7002 0270 6470 3074 96 BIC: HYVEDEMMXXX |
| 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