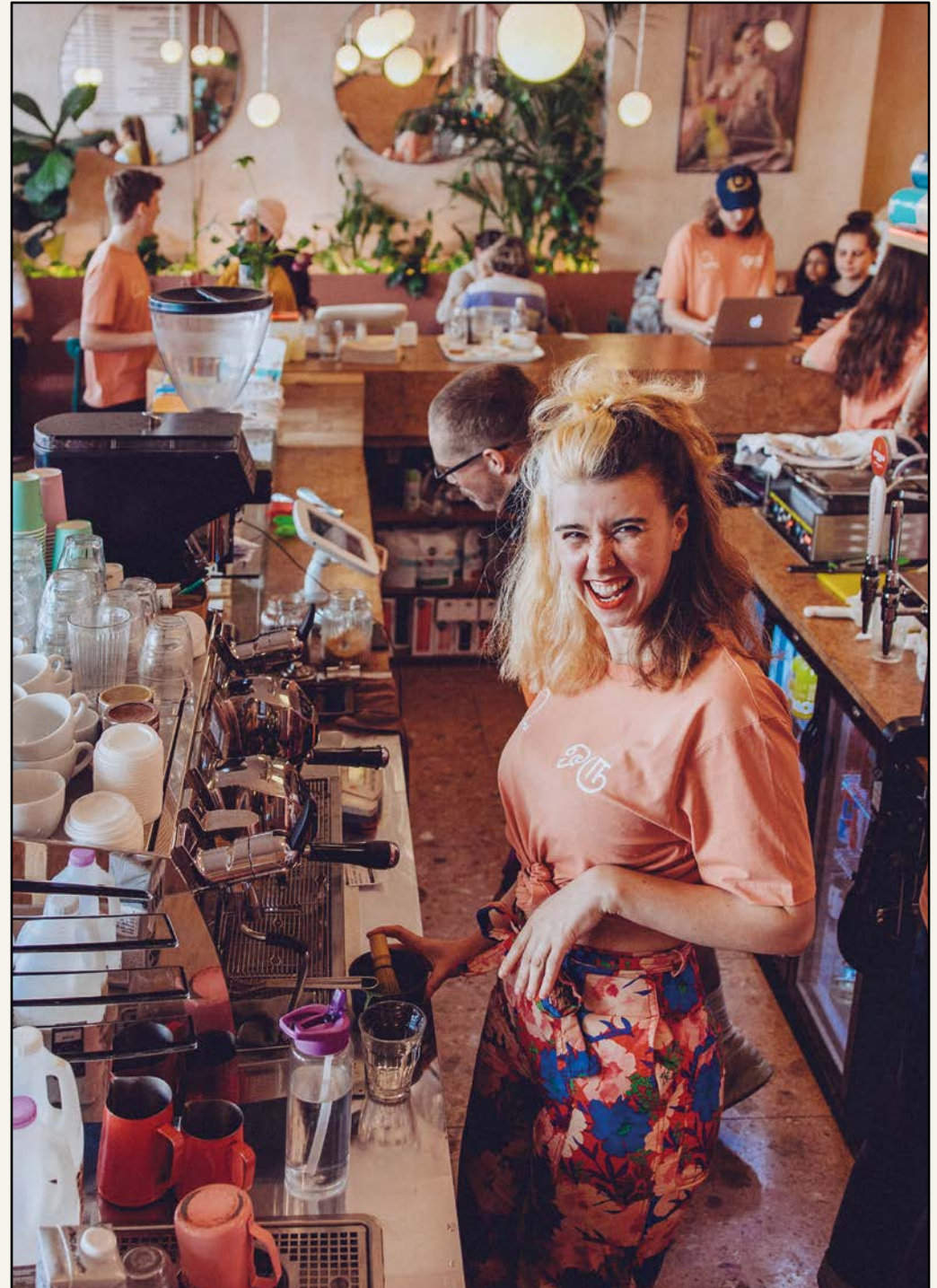


SINCE 1995

# fizzzz<sup>®</sup>

GASTRO.CULTURE.NOW!

RATE CARD 2024 / PRINT & DIGITAL  
PRICES → VALID FROM 01.10.2023



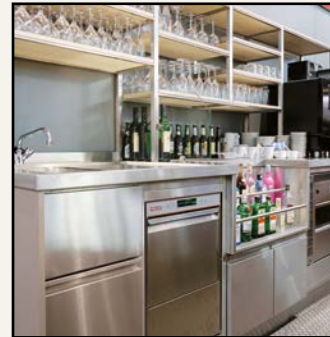
# CONTENTS



**fizzz**<sup>®</sup>  
GASTRO.CULTURE.NOW!

## 1 PROFILE

- 1.1 FIZZ profile
- 1.2 Reader data from the world of catering

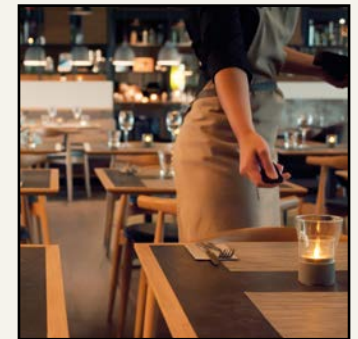


## 2 PRINT

- 2.1 Editorial highlights 2024
- 2.2 Advertisement prices and formats
- 2.3 Individual advertising formats
- 2.4 Advertorials

## 3 DIGITAL

- 3.1 Online highlights 2024
- 3.2 Online advertorials
- 3.3 Banners, homepage and newsletters
- 3.4 Social media
- 3.5 FIZZ spotlight



## 4 SERVICE

- 4.1 Jobs section
- 4.2 FIZZ Awards
- 4.3 Publication and sales data
- 4.4 Technical data
- 4.5 Other Meininger publications
- 4.6 General Terms and Conditions

# FIZZ GASTRO.CULTURE.NOW!

FIZZ is the reference work for proprietors, decision-makers and early adopters from the contemporary, urban restaurant scene. It is essential reading for all restaurateurs who want to benefit from input from industry trailblazers. The magazine sniffs out the latest concept trends, highlights valuable tips and models for a successful business and offers readers the latest news and trends from the food and beverage industry, plus the equipment sector.

Monthly as a printed magazine, weekly as a news letter, or 24/7 via the website and social media channels.

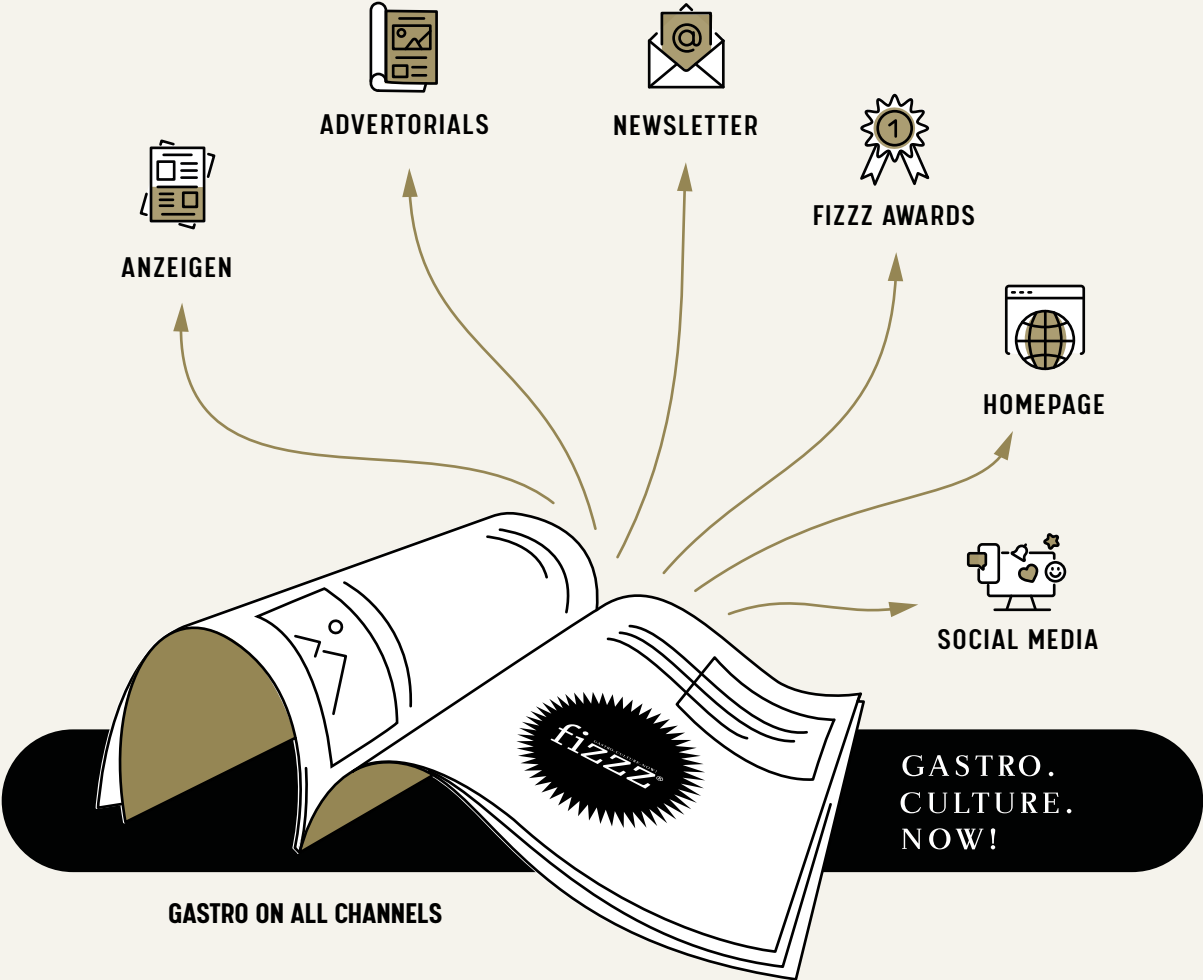
**THE ULTIMATE TREND GUIDE SINCE 1995**

## KEY FACTS

- ▷ Print run → 6,000 copies
- ▷ Circulation → 5,950 copies

**INDUSTRY NEWS  
FROM THE  
CATERING SCENE**

**MONTHLY**





December 2022  
EURO 7,50 - D13971  
www.fizz.de

MEININGER - SINCE 1903

GASTRO.CULTURE.NOW!®

fizz #12

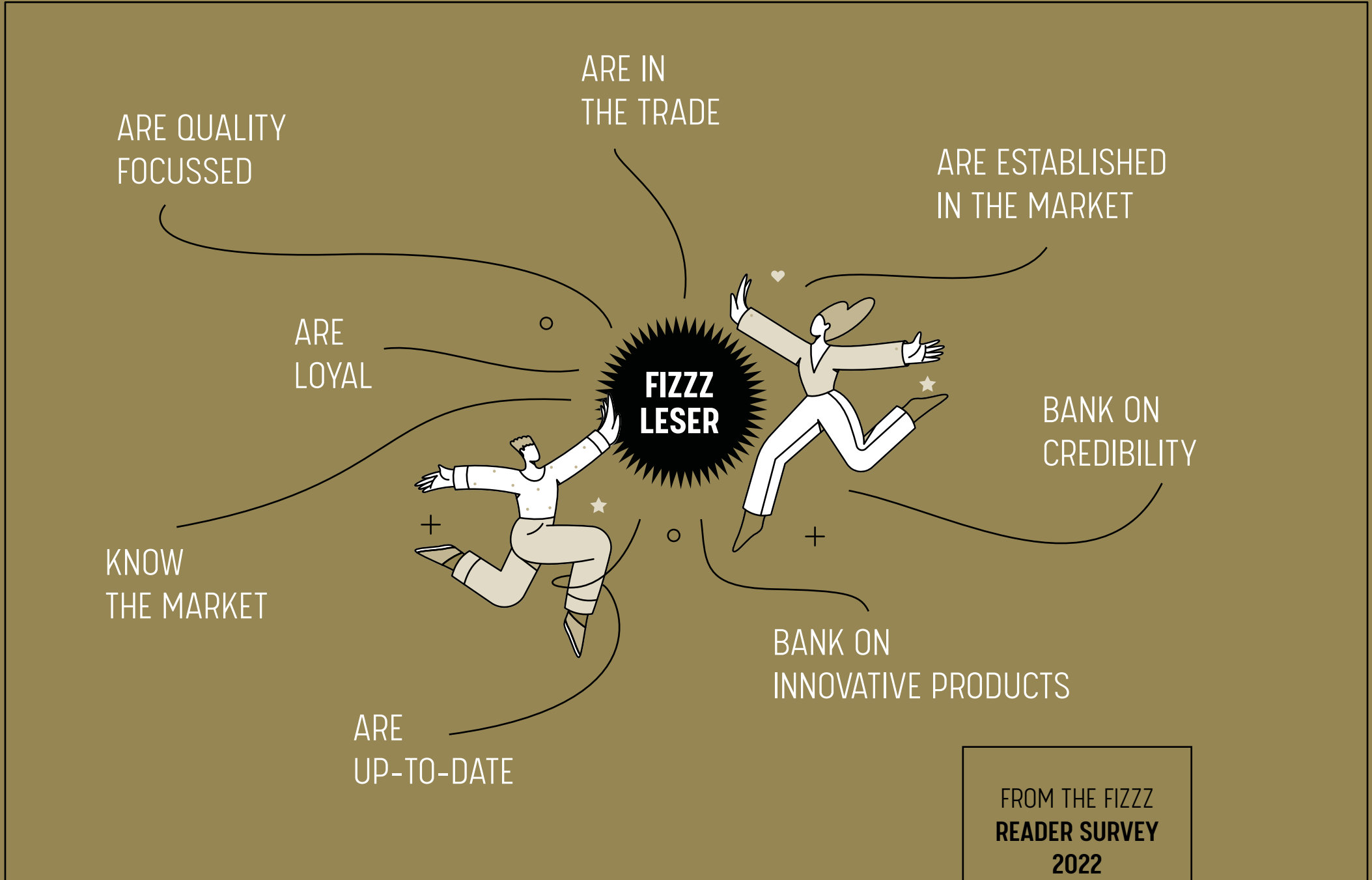
FOOD WORKS

TRENDS  
IN TORONTO  
Gastro-Offensive am  
Ontario-See

TRANSPARE  
& SPARE

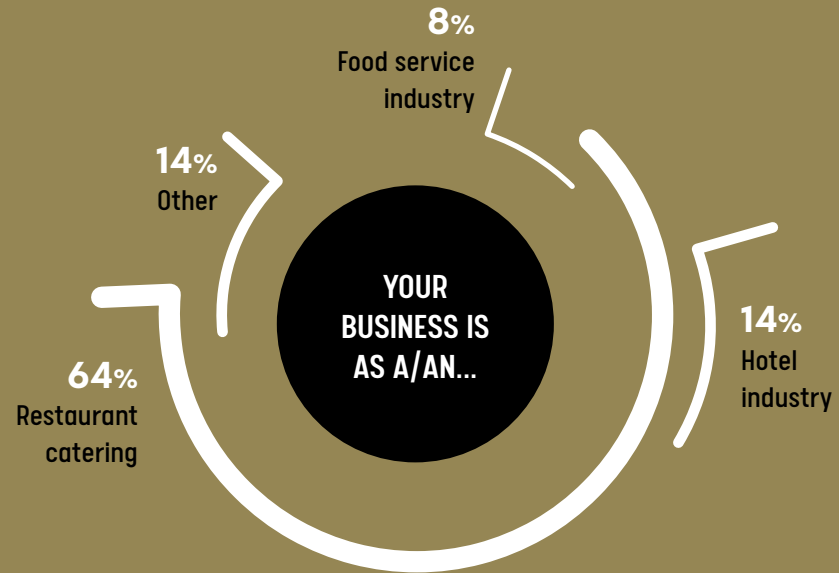
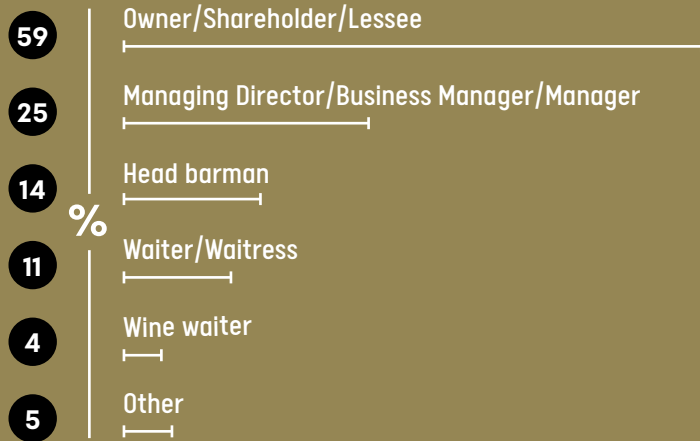
SHORTCUTS

INSIGHTS AND TRENDS 12x PER YEAR



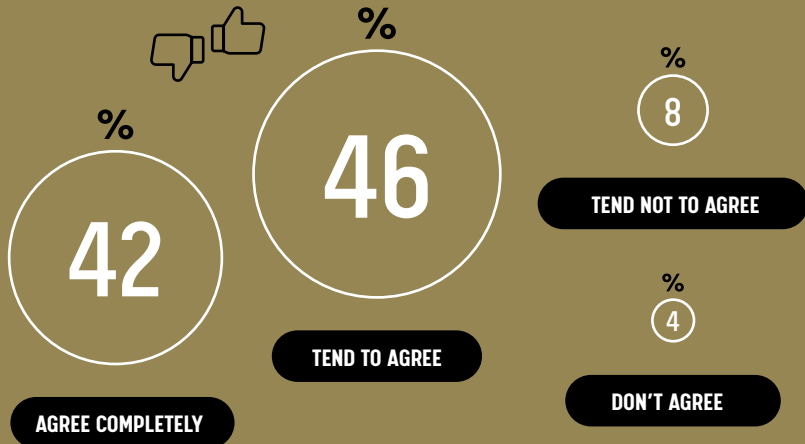
FROM THE FIZZ  
**READER SURVEY**  
2022

### WHAT IS YOUR ROLE IN THE BUSINESS?

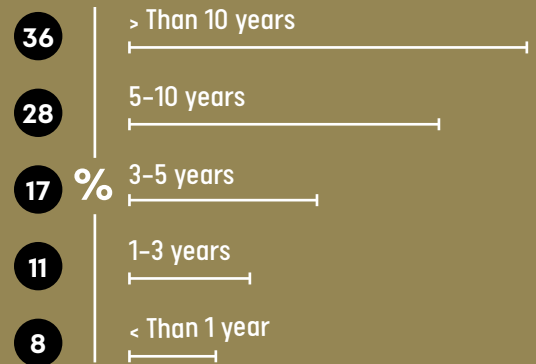


### TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT?

*"FIZZ is the leading medium for the high-quality catering scene in German-speaking countries."*


















### FOR HOW MANY YEARS HAVE YOU READ FIZZ?













FROM THE FIZZ  
READER SURVEY  
2022

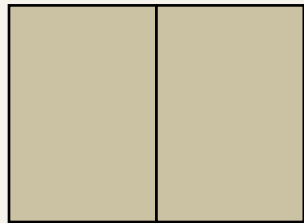
ISSUE #	DEADLINES	TRADE FAIRS/ EXHIBITIONS	DRINKS AND FOOD	EQUIPMENT 	ONLINE THEMED MONTH 
	PD 27.12.2023 AD 29.11.2023 CD 06.12.2023		<b>TREND REPORT 2024</b> → Best of Drinks, Food, Design & Concepts <b>TOP DRINKS AND NEWCOMERS 2023</b> → Results of the FIZZZ survey		 <b>DRY JANUARY</b>
	PD 31.01.2024 AD 03.01.2024 CD 10.01.2024	<b>Ambiences</b> Frankfurt M., 26.-30.1.2024 <b>Intergastra</b> Stuttgart, 3.-7.2.2024 <b>NORD GASTRO &amp; HOTEL</b> Husum, 12.-13.2.2024 <b>BIOFACH</b> Nuremberg, 13.-16.2.2024 <b>FINEST SPIRITS</b> Munich, 23.-25.2.2024	<b>ISW</b> → Best of 2023, <b>SPIRITS</b> → Trends 2024 <b>SYRUP, GERMAN WHISKY, FOOD TRENDS</b>	 <b>FURNITURE STYLES</b> → New season	 <b>SCANDINAVIA</b>
	PD 28.02.2024 AD 31.01.2024 CD 07.02.2024	<b>Internorga</b> Hamburg, 8.-12.3.24 <b>ProWein</b> Düsseldorf, 10.-12.3.24	→ <b>PROWEIN + INTERNORGA TRADE FAIR PREVIEW</b> <b>ASIA</b> → special, <b>ALCOHOL-FREE DRINKS</b> → Trends 2024 <b>COCKTAIL PREMIXES, WINE/SPARKLING WINE/CHAMPAGNE</b>  <b>BARISTA INSERT</b> → The coffee special	 <b>CUTLERY</b>	 <b>CATERING SOFTWARE</b>
	PD 27.03.2024 AD 28.02.2024 CD 06.03.2024		<b>WATER, SPRITZERS, INTERNATIONAL BRANDED BEERS</b> <b>RUM, APERITIF CULT 2024, FRUIT LIQUEUR/SPIRITS</b>	 <b>FURNITURE STYLES</b> → Outdoor <b>TO GO EQUIPMENT</b>	 <b>OUTDOOR SEASON</b>

	<p>PD 24.04.2024</p> <hr/> <p>AD 27.03.2024</p> <hr/> <p>CD 03.04.2024</p>	<p>Vinality Verona, 14.4.-17.4.2024</p>	<p>LEMONADES, SHANDIES/BEER MIXES, CIDER WORLDWIDE WHISK(E)Y, GERMAN GIN BREAKFAST CLUB</p>	 <p>CATERING FASHION</p>	 <p>LATIN AMERICA</p>
	<p>PD 29.05.2024</p> <hr/> <p>AD 02.05.2024</p> <hr/> <p>CD 08.05.2024</p>		<p>ITALY → special, COFFEE → News &amp; tools JUICE, LOW AND NO ABV, PALE LAGER BEERS, SUMMER DRINKS</p>	 <p>COFFEE MACHINES KITCHEN TECHNOLOGY</p>	 <p>COFFEE AND CAKE</p>
	<p>PD 26.06.2024</p> <hr/> <p>AD 29.05.2024</p> <hr/> <p>CD 05.06.2024</p>		<p>BEER → TRENDS 2024 ICED TEA, TEQUILA AND MEZCAL, CREAM LIQUEURS VERMOUTH AND WINE APERITIFS</p>	 <p>FURNITURE STYLES → Indoor</p>	 <p>COCKTAILS AND SNACKS</p>
	<p>PD 31.07.2024</p> <hr/> <p>AD 03.07.2024</p> <hr/> <p>CD 10.07.2024</p>		<p>MATE HERBAL TEA, MIXERS, ALCOHOL-FREE BEERS, GIN DRINKS, US WHISKEY</p>	 <p>GLASSES DIGITAL CATERING TOOLS</p>	 <p>UNITED KINGDOM</p>
	<p>PD 28.08.2024</p> <hr/> <p>AD 31.07.2024</p> <hr/> <p>CD 07.08.2024</p>	<p>FIZZ Awards Düsseldorf September 2024</p>	<p>SPAIN → special, COFFEE → Trends and concepts COLA DRINKS, WHISK(E)Y ROUND TABLE, COGNAC</p>	 <p>INTERIOR → design trends and design</p>	 <p>GASTRO DESIGN</p>

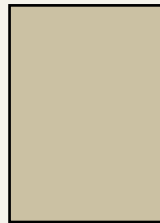


	PD 25.09.2024 AD 28.08.2024 CD 04.09.2024	<p>Bar Convent Berlin, October 2024</p>	<p style="text-align: center;">→ BCB TRADE FAIR PREVIEW</p> <p style="text-align: center;"><b>ENERGY DRINKS, RUM, VODKA, WINE-BASED SPIRITS AND BRANDY, CONVENIENCE FOOD</b></p> <p style="text-align: center;"><b>BRANDY INSERT</b> → Magazine for the spirits cult</p>	<p style="text-align: center;"> <b>DISHWASHERS</b></p>	<p style="text-align: center;"> <b>KITCHEN TOOLS</b></p>
	PD 30.10.2024 AD 02.10.2024 CD 09.10.2024	<p>Forum Vini Munich, November 2024</p>	<p style="text-align: center;"><b>BEER</b> → Catering concepts</p> <p style="text-align: center;"><b>IRISH WHISKEY/SCOTCH WHISKY, FLAVOURED SPIRITS, HERB-BASED SPIRITS AND BITTERS, FRUIT BRANDIES ETC.</b></p>	<p style="text-align: center;"> <b>TABLEWARE TRENDS</b></p>	<p style="text-align: center;"> <b>JAPAN</b></p>
	PD 27.11.2024 AD 30.10.2024 CD 06.11.2024		<p style="text-align: center;"><b>HOT DRINKS, PROSECCO, SPARKLING WINE, ETC. INTERNATIONAL GIN, WINTER DRINKS</b></p>	<p style="text-align: center;"> <b>FURNITURE STYLES</b> → Lounge and chair</p>	<p style="text-align: center;"> <b>CHRISTMAS</b></p>
	PD 25.12.2024 AD 27.11.2024 CD 04.12.2024		<p style="text-align: center;"><b>TREND REPORT 2025</b> → Best of Drinks, Food, Design &amp; Concepts</p> <p style="text-align: center;"><b>TOP DRINKS AND NEWCOMERS 2024</b> → Results of the FIZZZ survey</p>		

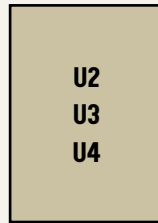
OUR NEXT MEDIA DATA WITH THE TOPIC PREVIEW FOR 2025  
WILL BE PUBLISHED IN AUTUMN 2024



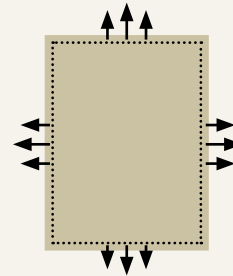
**2/1 double page spread**  
458 x 332 mm  
**€10,970**



**1/1 page**  
234 x 332 mm  
**€5,700**



**1/1 cover pages**  
234 x 332 mm  
**€6,000**



**For all formats**  
Trim  
**3 mm**

**MORE FOR LESS**

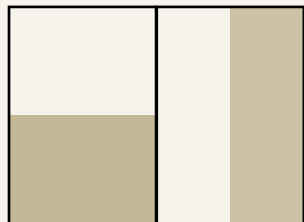


## DISCOUNTS

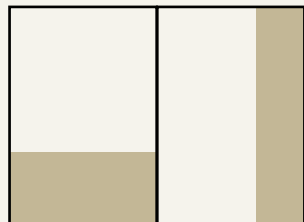
- From 3 advertisements → 5%
- From 6 advertisements → 10%
- From 9 advertisements → 15%

## ARE YOU AN AGENCY?

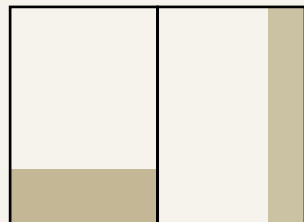
→ 15% agency commission on all formats



**1/2 page | landscape**  
234 x 164 mm



**1/3 page | landscape**  
234 x 118 mm



**1/4 page | landscape**  
234 x 92 mm

**1/2 page | portrait**  
115 x 332 mm

**€4,100**

**1/3 page | portrait**  
78 x 332 mm

**€3,600**

**1/4 page | portrait**  
62 x 332 mm

**€3,300**



**1/4 corner square**  
100 x 149 mm  
**€3,300**



**DO YOU HAVE OTHER IDEAS?**

**NATHALIE BRUST**  
**SALES MANAGER**

☎ → +49 (0) 6321 / 8908 - 47  
✉ → [brust@meininger.de](mailto:brust@meininger.de)

Please write to us or telephone us for individual quotes.

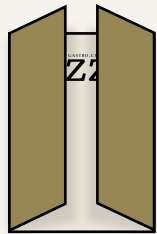
**MICHAEL BOSCH**  
**SALES MANAGER**

☎ → +49 (0) 6321 / 8908 - 40  
✉ → [bosch@meininger.de](mailto:bosch@meininger.de)

OUR SPECIAL FORMATS ARE STRIKING AND MEMORABLE.

Would you like to advertise your product or event in an eye-catching way? Our many special advertising formats let you do just that. As special forms of advertising require long-term planning and customisation, we look forward to receiving your binding reservation in good time. Prices can be supplied for other formats on request.

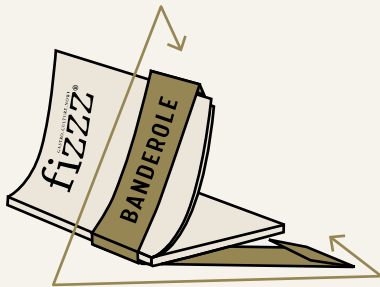
**MAXIMUM ATTENTION. GUARANTEED.**



**WINDOW FOLD**

The Fizzz cover page is surrounded by a 2-part fold out window fold.

**€14,900**

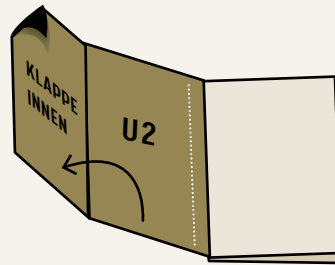


**PACKAGE BAND**

Let your advertising message surround the edition of fizzz.

506 x 100 mm

**€9,200**



**FLAP**

Your advertisement on three advertisement pages: single and double page.

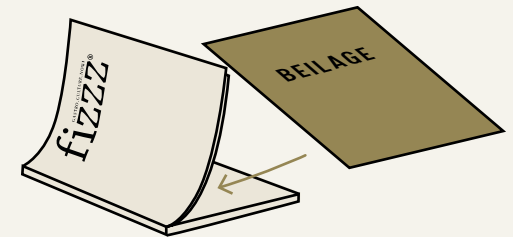
**€16,600**



**ISLAND ADVERTISEMENT**

Your advertisement in the middle of the page - surrounded on all four sides by editorial.

**€4,990**



**INSERT**

max. 230x 325 mm (WxH)

**FULL INSERT**

Up to 25 g ..... **€2,270**

Up to 50 g ..... **€2,900**

> 50 g on request

**PARTIAL INSERT**

Up to 25 g per 0/00 **€410**

Up to 50 g per 0/00 **€510**

> 50 g per 0/00 on request

Please telephone us for precise technical specifications.

## YOU SUPPLY! WE CREATE!

Authentic, individual and always effective! Our editorial advertorials continue where print advertisements leave off. Supplement your advertising strategy with a customised advertorial and persuasive editorial content.

Advertorials are charged at the applicable advertisement price plus creation costs. (Creations costs are charged including design, copy and layout, excluding image rights and photo production)



### FULL SERVICE ADVERTORIAL

You prepare the content you want in cooperation with the editorial department. The editorial department will produce the copy and layout, including correction cycle. The finished advertorial will fit seamlessly into the issue's editorial reports.

#### DATA DELIVERY

- \* Copy material (press releases, text fragments, articles)
- \* High-quality, high resolution photographic material

2/1 page .....	€13,200
1/1 page .....	€6,900
1/2 page .....	€4,900

**YOUR CUSTOMISED MESSAGE**

LOTS OF SPACE FOR  
**YOUR MESSAGE**

### SELF SERVICE ADVERTORIAL

Don't have a suitable editorial topic? You can position your topic in fizz, exactly as you want, with an advertorial.

#### DATA DELIVERY

- \* Finished advertorial copy, including text and layout

2/1 page .....	€11,400
1/1 page .....	€5,700
1/2 page .....	€4,100

Each advertorial will be identified by the terms "Advertorial", "Advertisement", "Advertising" or "Promotion". The editor must be supplied with the brief, images and text at least 3 weeks before the print copy deadline.

## EMPLOYEE OF THE MONTH

Lighting, furnishings, convection ovens or dishwashers. Where would modern catering be without its helpers, which render faithful service?

The "Employee of the month" format offers your product a unique stage on a full page. We will shed a different light on your brand in an informative, attention-grabbing and humorous way. It will always be the focal point, though, and highlight the key benefits at a glance.

You may be asking yourself whether your brand or product is suitable to be presented as "Employee of the month". Our editorial or media departments will be happy to offer non-binding advice.

## YOUR EMPLOYEE

You prepare the content you want in cooperation with the editorial department. The editorial department will produce the copy and layout, including correction cycle. The finished advertorial will fit seamlessly into the issue's editorial reports.

### DATA DELIVERY

- \* Copy material (press releases, text fragments, articles)
- \* High-quality, high resolution photographic material

1/1 page ..... €4,300

YOUR BEST  
EMPLOYEE



A NEW FORMAT

## "ERFOLGSREZEPT"

Drinks, easy to mix and even easier to sell and with attractive profit margins are the food and drink industry's liquid winning hand. Do you have a bestseller like this in your portfolio? Then shine the spotlight on your product and "recipe for success" and show the food and drink world why your drink is economically viable.

**A NEW FORMAT**

## YOUR "ERFOLGSREZEPT"

You prepare the content you want in cooperation with the editorial department. The editorial department will produce the copy and layout, including correction cycle. The finished recipe for success will fit seamlessly into the issue's editorial reports.

### DATA DELIVERY

- \* Copy material (press releases, text fragments, articles)
- \* High-quality, high resolution photographic material

1/1 page ..... **€4,300**

ADVERTORIAL

# ERFOLGSREZEPT

Was wäre Ihre Bilanz ohne flüssige Bestseller?  
Exakt kalkuliert, schnell zubereitet und ansprechend präsentiert  
kurzein die passenden Drinks Ihr Geschäft an.  
**Dieses Mal im Glas...**

## LAVENDEL GIN FIZZ MIT NO.3 LONDON DRY GIN



**Warenkosten  
gesamt**  
ca. 2,75 €

**Möglicher  
Verkaufspreis**  
ca. 11,00 €

**Ihre Marge**  
ca. 8,25 €

- Zitronensaft - 0,50 €
- Lavendelmilch - 0,50 €
- Limonette - 0,50 €
- 5 ml No.3 London Dry Gin - 2 €
- 2 gl Zitronensaft - 0,50 €
- 1 gl Lavendelmilch - 0,50 €
- ca. 100 ml Soda Water - 0,40 €

**No.3 Gin**  
Aromatisch im Glas, wunderbar im Geschmack und wunderbar auch in der Natur. Die erfrischende Balance dieser Cocktailspezialitäten: Wacholder, Zitrus und Würze im Perfekten.

Weitere Infos zu No.3 London Dry Gin und Rezepturen: [no3gin.de](http://no3gin.de)

YOUR  
SUCCESSFUL  
SIGNATURE DRINK

ADVERTORIAL

# ERFOLGSREZEPT

Was wäre Ihre Bilanz ohne flüssige Bestseller?  
Exakt kalkuliert, schnell zubereitet und ansprechend präsentiert  
kurzein die passenden Drinks Ihr Geschäft an.  
**Dieses Mal im Glas...**

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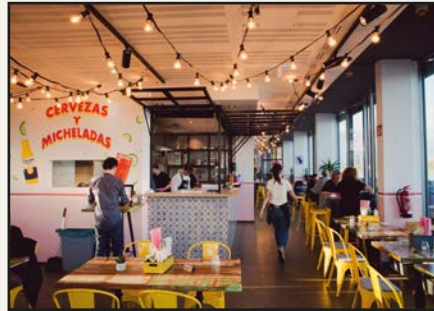
- Zitronensaft - 0,50 €
- Lavendelmilch - 0,50 €
- Limonette - 0,50 €
- 5 ml No.3 London Dry Gin - 2 €
- 2 gl Zitronensaft - 0,50 €
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Weitere Infos zu No.3 London Dry Gin und Rezepturen: [no3gin.de](http://no3gin.de)

EMBEDDED  
IN A SUITABLE  
ENVIRONMENT

WE HAVE A LOT PLANNED.  
OUR ONLINE TOPICS 2024



Jan

→ DRY JANUARY



Feb

→ SCANDINAVIA



Mar

→ GASTRO SOFTWARE



Apr

→ OUTDOOR SEASON



May

→ LATIN AMERICA



Jun

→ COFFEE AND CAKE

Our digital topic highlights offer you additional visibility for your message/brand/product. Every month our online editorial focuses on a different catering theme. Cash in on digital leads with an accompanying advertisement on → [fizzz.de](https://www.fizzz.de)



Jul

→ COCKTAILS AND SNACKS



Aug

→ UNITED KINGDOM



Sep

→ GASTRO DESIGN



Oct

→ KITCHEN TOOLS



Nov

→ JAPAN



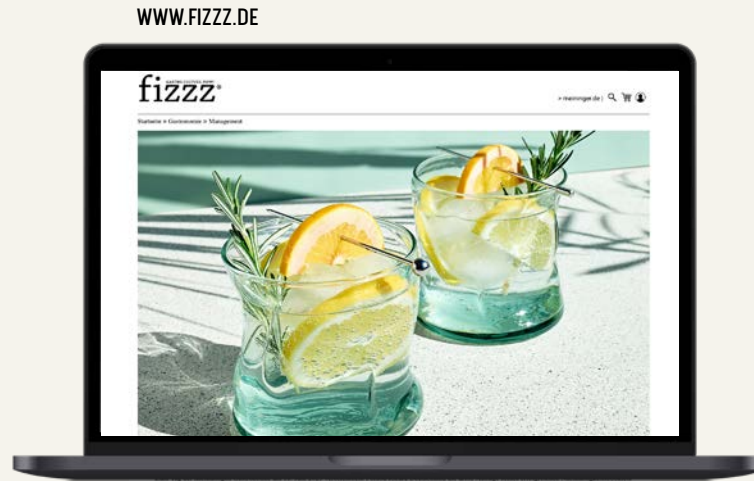
Dec

→ CHRISTMAS



## BRAND AWARENESS CATAPULT

Quantifiable cross-media target-group appeal, quantifiable target-group appeal in a high-quality editorial environment. Online advertorials will continue until cancelled and will increase your brand recognition long term. As a result your brand will remain a topic of conversation and you will gain new customers long term.



EXPLOIT SYNERGIES FOR GREATER REACH

## ONLINE ADVERTORIAL

### DATA DELIVERY

- \* Copy fragments
- \* 5-10 high-resolution images
- \* Your choice of links

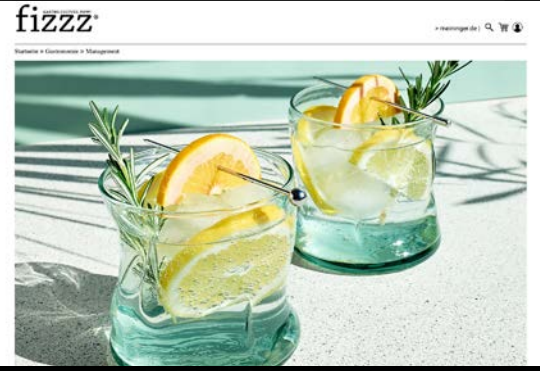
1 advertorial, 2,500 lines ..... €1,850

### ADD-ONS

- Instagram post feed <sup>1</sup> ..... €550
- Instagram story <sup>2</sup> ..... €550
- Facebook post <sup>3</sup> ..... €550
- Banner newsletter (600 x 250 px) ..... €525

- 1 - Up to 3 images per post
- 2 - Up to 5 consecutive stories
- 3 - Up to 3 images, your choice of links

WWW.FIZZZ.DE



### GASTRONOMIE/MANAGEMENT

#### Auf die Nachhaltigkeit – gemeinsam mehr erreichen

Zum Tag der nachhaltigen Gastronomie am 18. Juni 2023 veröffentlichte Pernod Ricard Deutschland die dritte Auflage seines erfolgreichen Nachhaltigkeitsbooklets. In diesem Jahr steht das Thema „Auf die Nachhaltigkeit – Gemeinsam mehr erreichen“ im Mittelpunkt. Es geht um visionäre Trendsetter der Gastro-Szene, Einblicke in die Ideen innovativer Partner und Meinungsträger sowie spannende Insights zu Pernod Ricard selbst.

(Advertorial) Das Thema Nachhaltigkeit ist längst kein großes „also so hat es“ mehr, es ist zu einem echten Erfolgsfaktor in der Gastronomie geworden. Gut durchdacht und strukturiert, spart nachhaltiges Arbeiten dank besserer Nutzung von Ressourcen Ressourcen Geld und trägt somit maßgeblich zu einer höheren Wirtschaftlichkeit bei. Wie lässt sich das eigene Business „grüner“ gestalten? Wo kriegt man mit saisonalen und regionalen Zutaten aromatische Rezepte? Wie können Bio-Deutscher nach dem Zero-Waste Prinzip aus überschüssigen Waren leckere Zutaten für die Bar herstellen? Das sind nur einige der Aspekte, mit denen sich Pernod Ricard Deutschland in dem ersten beiden Ausgaben seines digitalen Nachhaltigkeitsbooklets beschäftigt.

Zum Tag der nachhaltigen Gastronomie am 18. Juni 2023 veröffentlicht die Unternehmen von der dritten Auflage. In diesem Jahr steht das Thema „Auf die Nachhaltigkeit – Gemeinsam mehr erreichen“ im Mittelpunkt. Nachhaltige Handeln und Denken sowie die Wahrnehmung der eigenen Verantwortung sind für die Wertschöpfung von Pernod Ricard Deutschland zentral. Naturwissenschaften langfristig zu schützen und sich für eine grüne Zukunft einzusetzen, sind dem internationalen Spitzenkoch-Archiv sehr wichtig. „Nach vorne zu gehen, erreicht und geschätzt haben – nachhaltig zu agieren, die Natur und ihre Ressourcen zu schützen, stellen ein unglaublich wichtiges Thema, dem wir uns weiterhin mit dieser Buchreihe eine Plattform bieten möchten“, heißt es von Pernod Ricard Deutschland.



@FIZZZ\_MAGAZIN



FACEBOOK.COM/WWW.FIZZZ.DE



Pernod Ricard Deutschland  
Chefs d'arts de la coopération

INCREASE YOUR CROSS-MEDIA REACH!



# THAT CERTAIN SOMETHING EXTRA

Increase your branding's visibility and use targeted placement on our channels for your target groups. Whether online or in a newsletter, banners are quantifiable, flexible, with full cost control. Banners on fizzz's multimedia channels deliver extra customer traffic and increase your brand recognition.

## LARGE LEADERBOARD

970 x 90 px ..... €1,375

## MEDIUM RECTANGLE

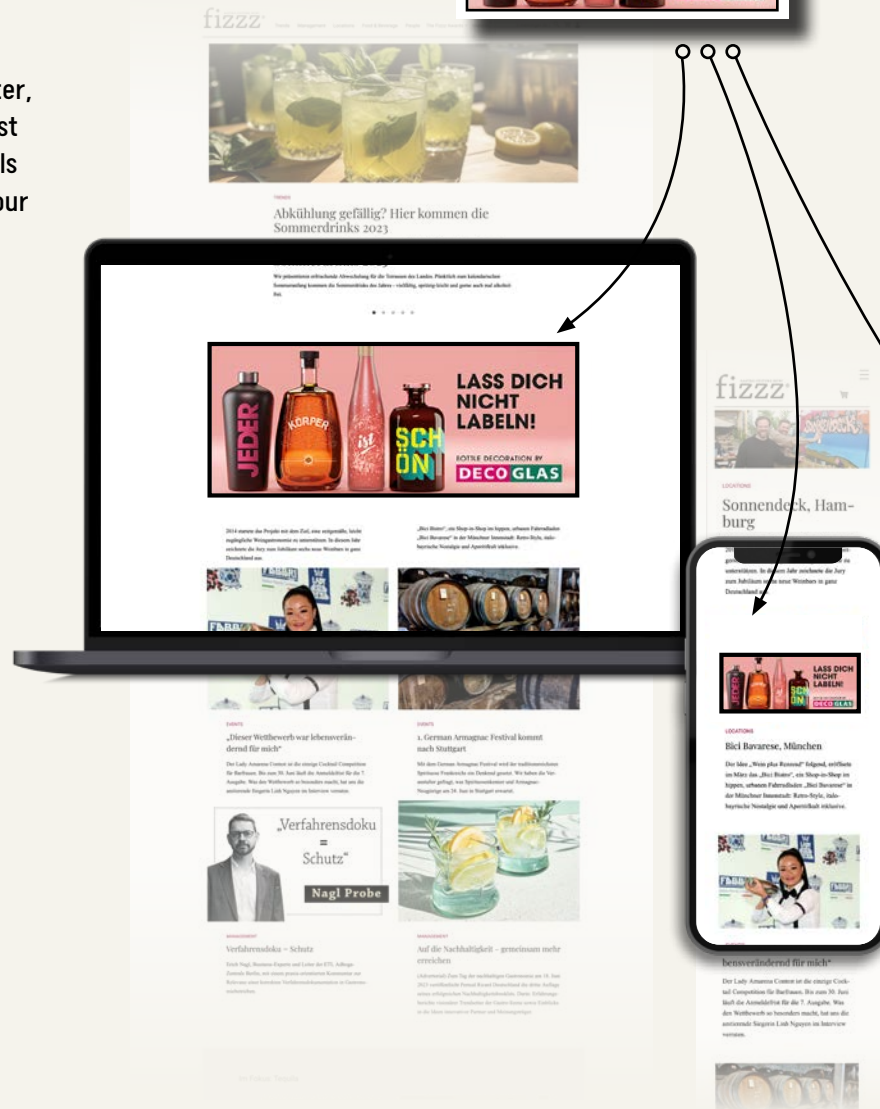
300 x 250 px ..... €1,200

## HALF PAGE AD

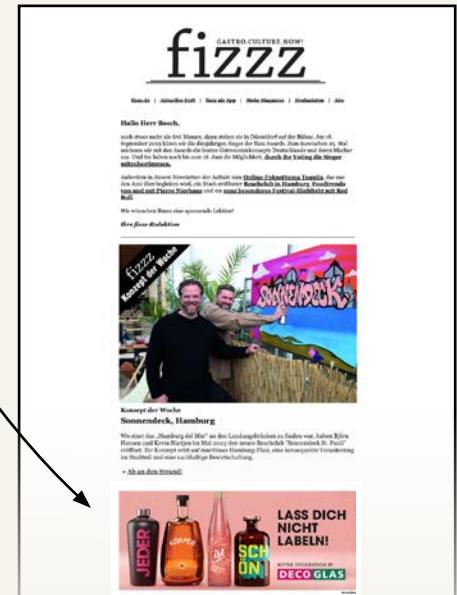
300 x 600 px ..... €1,285

Prices for two weeks.  
 Maximum buy per placement: 3 banners.  
 Maximum reservation period: 7 days.

Your banner on fizzz.de



# THE FIZZZ NEWSLETTER



**PUBLISHED WEEKLY**

## CONTENT AD

600 x 250 px ..... €525

## MEET AND FEED

Precise target group appeal with powerful reach, interaction opportunities and a wealth of visual design options with viral potential.

You can track statistics such as reach, engagement, clicks, conversion rates and more to measure and continually optimise your campaign's performance.

### FACEBOOK.COM/WWW.FIZZZ.DE

Facebook post <sup>1</sup>, link to one page  
Your choice of 3 images as a gallery with link of your choice ..... **€550**

### INSTAGRAM @FIZZZ\_MAGAZIN

Instagram post feed <sup>1</sup>  
1 post, up to 3 images ..... **€550**

Instagram stories <sup>1,2</sup>, up to 5 stories that build on each other, including brief copy, tags and links ..... **€550**

Instagram stories highlights <sup>1,2</sup>  
e.g. event ..... **€550**

Instagram reel <sup>1</sup> ..... **€550**



<sup>1</sup> Identification as an advertisement  
<sup>2</sup> Term 3 months (e.g. event announcement, live event, event winner)

## ADVANTAGEOUS

## FIZZZ ONLINE FEATURE

Bundle sensible advertising opportunities for your online product promotion and on social media. With this **complete package price** you save 20% compared to ordering all the items individually. At the same time you increase the online advertorial's reach in the core target group by multi-channel multipliers.

## PACKAGE INCLUDES

- + Online advertorial (350 words, title picture, body copy picture and link)
- + Large leaderboard 900 x 90 p on [fizzz.de](http://fizzz.de) launch page
- + Advertorial teased in weekly newsletter
- + 600 x 250 px banner in the weekly newsletter
- + Facebook post about the advertorial
- + Instagram post about the advertorial

## DATA DELIVERY

- \* Copy fragments
- \* 5-10 high-resolution images
- \* Your choice of links

Package price ..... **€4,900**



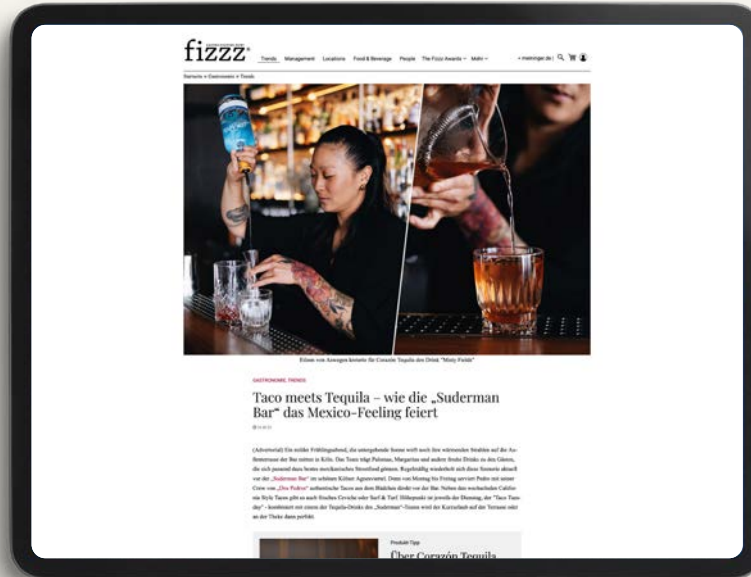
**THE CARE-FREE PACKAGE**

IN THE VERY  
BEST OF COMPANY!

# ALL EYES ON YOU! WITH THE FIZZ SPOTLIGHT!

Show our readers what your product can do! The Fizz spotlight gives your customers an idea of the drinks that can be created with your brand. Best practice is presented in editorial body copy according to a specific theme and is permanently online. We take care of the layout and creation for you.

Integrated into fizzz.de



## ONLINE SPOTLIGHT

### DATA DELIVERY

- \* Text (max. 500 characters)
- \* Drink recipes
- \* 1 photo of a cocktail
- \* 1 product photo
- \* Your choice of links

TOPIC SPECIFIC

Price ..... 990 €

→ Overview of subjects in the monthly subject plan 3.1



Your brand



Your drink



Über Corazón Tequila  
Corazón Tequila - ein Single Estate Tequila, der zu 100% aus der Slowen Weber-Agave hergestellt wird und von der Familienfarm Casa San Mateo Destilerie in Los Altos de Jalisco, Mexiko, produziert wird. Hier trifft Tradition auf Innovation, was zu einem einzigartigen Produkt führt. Die Agaven stammen aus der Appellation Jalisco, der besten Agavenanbauregion Mexikos für Tequila. Der Boden ist reich an Eisenoxid, und das Klima mit extremen Temperaturen schafft die perfekte Umgebung für die Agaven, um zu reifen. Die Qualität der Agave ist die Grundlage für die Herstellung von erstklassigem Tequila. Corazón Tequila ist der perfekte Tequila für jeden Anlass - sei es für einen besonderen Abend mit Freunden oder um eine Margarita zu genießen.

Drinktip  
Misty Fields  
Rezept:  
4 cl Corazón Blanco  
2 cl Fandor Lime Shrub  
0,5 cl Palo Santo Holz Infundierter Corazón  
2 cl Zitronensaft

Wie sagt die „Suderman Bar“ über die perfekte Mischung von gewöhnlich Verknüpfung und exotischer Geschmack im kulinarischen Highlight geschrieben, der die Erfindung der Bar ist. „Der Süden“ hat den Titel bereits 2020 mit dem ersten Artikel geschrieben. Zudem hat die „Suderman Bar“ mit dem Fokus auf Exotik in Kombination der Agavenprodukte weiter gearbeitet. Natürlich diese benötigt im Hintergrund einen von Arawakan, um die lokale Verantwortung Teil der „Suderman“ Team. Mit einem Cocktail von Arawakan, der sich die mexikanische Mischung auf die lokale Bierkultur, die angereicherter Tequila für alle von Arawakan, Magellan und Paloma in dem Landgeheimnis. Best sich aber von Produkten mit der Range von Corazón Tequila auch immer wieder zu einem besonderen Moment. Natürlich gibt es jede Mischung, einen „Suderman“ der „Suderman“ der „Suderman“ und „Suderman“ und „Suderman“ über. So hat es schließlich die Idee gefunden mit dem Drink „Misty Fields“ einen Cocktail für Corazón Tequila entwickelt.

## MEET YOUR FUTURE EMPLOYEE(S)!

Are you looking for new recruits for your business? FIZZZ gives you access to qualified applicants. With our combined print and online package you can reach more than 17,000 relevant contacts via our network.

## JOBS SECTION COMBINED PRINT AND ONLINE PACKAGE

### DATA DELIVERY

- \* 1/4 page print (colour)
- \* Job description
- \* Logo

Publication in Meininger's online jobs section, Meininger's newsletter (> 17,000 subscribers), promotion on social media (duration: 4 weeks) ..... **€990**

Domestic/foreign box number fee ..... **€7.50 / €9**

**EFFECTIVE AND IN TOUCH**



Still not found the right solution? Let's talk about it, we will find the perfect environment for your request.

**MICHAEL BOSCH**  
**SALES MANAGER**

☎ → +49 (0) 6321 / 8908 - 40  
✉ → [bosch@meininger.de](mailto:bosch@meininger.de)

**A COMPREHENSIVE DIRECTORY**



## BUSINESS ONLINE

Limited spaces! Business Online is the reference work in every print edition for all caterers.

### DATA DELIVERY

- \* Copy of your corporate logo
- \* 5 lines of copy

Duration: 1 year ..... **€660**

THE WHO'S WHO OF THE CATERING WORLD, YOUR TARGET GROUP, WILL BE THERE.

## BE A PARTNER IN THE FIZZZ AWARDS 2024

Prize giving and networking event with the catering industry's trendsetters and their business partners: Annual award for the most innovative concept in the German cult bar and restaurant scene. Meet the cult bar and restaurant scene professionals and their specialist partners and introduce your brand to their world in an authentic manner.

- \* Exclusive product presentation at the closing event. We shine the spotlight on your product!
- \* Presentation of your brand with the individual specialities and logo in the dinner menu.
- \* Presentation of your logo as an animated video at the live event.

# THE fizzz AWARDS



Would you like to become a FIZZZ AWARDS Premium Partner? Further information about sponsorship packages available on request.

It would be our pleasure to send you our detailed media data about the FIZZZ AWARDS.

Your contact

**NATHALIE BRUST**  
**SALES MANAGER**

☎ → +49 (0) 6321 / 8908 - 47  
✉ → [brust@meining.de](mailto:brust@meining.de)



## YOUR PREMIUM PARTNERSHIP

The FIZZZ AWARDS Partner Package combines print, online, social media and live event to form a comprehensive communication mix and, over a six-month period, presents your brand to the coveted target group of gastronomic trendsetters.

**PUBLICATION METHOD**

30th year 2024, monthly

Price per copy: €8.70

Annual subscription: €102.(Domestic)  
(including carriage and VAT)



IVW 4th quarter 2023

**CIRCULATION**

Distribution: 5,950 copies

Subscription: 801 copies

Sales: 949 copies

Print run: 6,000 copies

Terms and Conditions:

The General Terms and Conditions  
shown below shall apply in  
addition.

Terms of payment:

Immediately without deduction. 2  
% discount for advance payment or  
direct debit.

Bank details:

Sparkasse Rhein-Haardt

IBAN: DE 22 5465 1240 0001 9261 46

BIC: MALA DE 51DKH

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Maximilianstr. 7 - 15  
67433 Neustadt, Germany

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✉ → wine@ediconsult.com

📍 → Piazza Fontane Marose, 3  
16123 Genova, Italy

**FRANCE**

UTE SCHALBERGER

☎ → +49 (0) 2 21 58 91 93 93

✉ → wine@ediconsult.com

📍 → Am Himmel 7b  
50858 Cologne, Germany

**USA**

MARCO FRAZIER

☎ → +1 917 828 6846

✉ → frazier@meining.de

📍 → New York

#### COLOUR ADVERTISEMENTS

Colours from ISO 2846-1 colour scale. Special agreement is required for special colours or shades not achieved by ganging up colours from the scale used. Details on request. The publisher reserves the right to also build up second colours from the four-colour scale for technical reasons. Minor deviations in tonal values are ascribable to the offset printing process tolerance range.

#### SPECIAL COLOURS

on request, colour surcharges may be subject to a discount.

#### PRINTING PROCESS

Sheet offset, 70 raster

#### PAPER

Cover  
200 g/ms MultiArt Silk wood-free white semi-matt coated

Inside  
115 g/ms MultiArt Silk wood-free white semi-matt coated

#### PROCESSING

Perfect bound

#### ADVERTISEMENT DESIGN

We pass on our cost prices for redesigning or amending existing printing materials. Every advertisement designed and produced by our publishing house remains the publisher's property and may only be reused with the publisher's written permission.

#### PRINTING MATERIALS

Data supplied as print-ready (300 dpi) PDF format and compulsory proof according to ISO 12647-7. The settings for producing the PDF can be downloaded from  
→ <https://www.westermann-druck.de/en/downloads>

(profile: ISO coated v2 300%). The offset printing standards should be taken as the guideline for image data. Area coverage should not exceed 300% in total. The print edition will be accompanied by a digital version. In the process the print advertisements are converted identically for the digital version. Marginal colour deviations may exceptionally occur; complaints regarding the digital edition are excluded.

#### DATA DELIVERY

PDF printout (300 dpi) via e-mail  
✉ → [raffel@meiningerverlag.de](mailto:raffel@meiningerverlag.de)

Proof or setting work required will be charged at cost. Please also note the terms of business in the order confirmation.

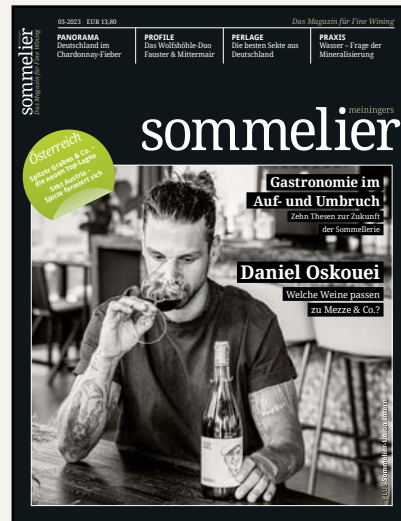
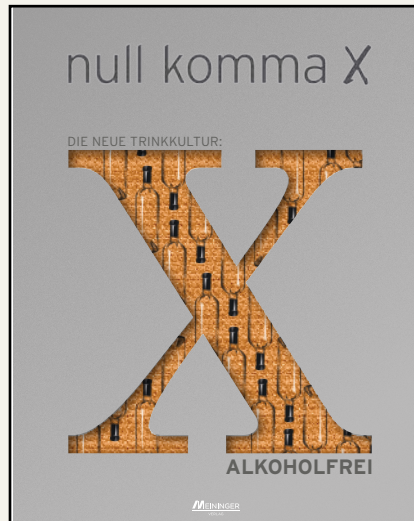
#### SHIPPING ADDRESS FOR PRINTING MATERIALS

Meiningerverlag GmbH  
Frau Miriam Raffel  
Maximilianstr. 7 - 15  
67433 Neustadt, Germany

#### SHIPPING ADDRESS FOR INSERTS

Westermann Druck GmbH  
Tor 1 / Warenannahme  
Stefan Klotz  
Georg-Westermann-Allee 66  
38104 Braunschweig, Germany

360°  
MAGAZINE FOR  
THE DRINKS INDUSTRY





**1. Scope of application:**

These General Terms and Conditions of Business ("T&Cs") apply to all advertising orders, advertorials and other advertising material (also online) of Meining Verlag GmbH, Maximilianstrasse 7-15, 67433 Neustadt/Weinstrasse (hereinafter referred to as "Publisher") targeted at customers (hereinafter referred to as "Customer").

Any conflicting General Terms and Conditions of Business of the Customer will not be acknowledged, unless the Publisher explicitly consents to their inclusion.

**2. Conclusion of the agreement**

An "advertising order", within the meaning of these General Terms and Conditions of Business, is an agreement on the publication of one or more advertisements or advertorials, or any other advertising material (also online) (such as supplements) of an advertiser or any other buyer of advertising space in a publication or on a website for the purpose of dissemination.

Unless anything else to the contrary has been agreed, an advertising order shall materialize through the advertisement being printed or through a written confirmation of the Publisher. Upon placing the advertising order, the respective Customer acknowledges the application of these General Terms and Conditions of Business and the respective applicable price list, as well as the media data applicable to the respective year of publication.

A "deal" is an agreement on the publication of multiple advertisements, in regard to which the publications are made by the Customer on a "call-off" basis. The same shall also apply analogously to any deal concluded by a group of companies ("Consolidated Deals"). Should the right to call off individual advertisements be granted within the scope of such a deal, unless anything to the contrary has been agreed in the individual case the publication date of the most recent advertisement should fall within the period of one year of the first advertisement being published.

Should the advertising order be placed by an agency, the respective contract shall materialize, subject to any other arrangements, with the agency.

Any amendments and additions to an advertising order, as well as any deviations from these General Terms and Conditions of Business, shall require to be laid down in writing. That also applies to the revocation of this clause requiring the written form.

**3. Placing advertisements**

The Publisher shall be entitled to undertake the placing of the advertisements and/or online advertising material at its sole discretion. Fixed advertisements and special forms of advertising can be booked individually. Subject to any other, individualized, agreement, the Customer shall otherwise have no claim to the advertisement being placed in a particular position in the respective advertising area, or to a certain access time in the respective advertising space being complied with. It is possible to relocate the advertising space within the agreed setting if said relocation does not materially affect the appeal of the advertisement. The bookable forms of advertising and placements in the online area do not include a warranty in regard to being displayed in a directly visible area (on a "first screen"). The Customer shall, upon request, after conducting an online campaign,

be given information on the standard values achieved.

Advertisements and other forms of advertising which, due to their design, are not immediately recognisable as advertisements, are clearly marked by the Publisher with the word "Advertisement".

**4. Advertorials**

Advertorials are content produced by a third party that needs to differ, in form and design, from the editorial parts of the respective magazine. They contain texts and advertising of third parties. They shall essentially be endorsed with a separate legal notice. The advertorial may be marked, by the Publisher, with the word "Advertisement", or an alternative word to a similar effect. Advertorials are usually produced by the Publisher in consultation with the Customer, and published. An advertorial is to be made available to the Publisher, for inspection and approval, at least ten working days prior to the print copy deadline. The Customer has a one-off right to require corrections. Any further sets of corrections are to be remunerated in addition. Acceptance may only be refused for technical reasons. The Customer shall be obliged to deliver the necessary visual material, as well as any other information individually agreed, in good time. The Customer shall be responsible for providing the necessary rights for this. Should the Customer infringe the obligations to co-operate incumbent upon it, and delays be caused as a result, the Customer shall be held liable for it. Should an advertorial not be published, because the Customer has not fulfilled the obligations to co-operate incumbent upon it in good time, the Publisher shall be entitled to nonetheless require the gross remuneration agreed in full.

**5. Printing materials**

The Customer shall be responsible for delivering flawless printing materials or print templates of any other advertising material by the print copy deadline. In the case of digital printing documents, the customer is obliged to deliver templates for advertisements in accordance with the contract, in particular in line with the format or the technical specifications of the Publisher. In good time prior to the respective start of publication. The Publisher's costs for any amendments to the print templates desired or caused by the respective Customer are to be borne by the Customer.

The obligation to store printing materials shall end three months after the advertisement has been published for the first time.

Any liability for colour accuracy and correct reproduction of the colouring will only be accepted by the Publisher if the Customer has transmitted a proof that makes the colouring and size binding, for colour matching in good time.

**6. Deficiencies**

Should the publication of the advertisement not be in line with the quality or service contractually due, the Customer shall have a claim to reduce the payment or be given a flawless replacement advertisement. Should the Customer make use of its right to reduce the price, the amount of the reduction shall be aligned to the degree of deficiency shown by the advertisement. As an alternative, the Customer may require the publication of a replacement advertisement to the extent to which the purpose of the

advertisement has been compromised by the deficiency. Minor deviations in tonal value or colour are substantiated in the tolerance range of the offset printing process, and do not constitute a deficiency.

The Customer is required to complain to the Publisher about any obvious deficiencies in an advertisement in writing within a week, counting from the day of publication. Any hidden deficiencies are to be complained about in writing within six months, counting from the day of publication of the advertisement.

The Publisher has the right to refuse to publish a replacement advertisement if, in good faith, it seems inappropriate to it, taking into account the content of the advertising order, in particular if a disproportionate amount of costs is incurred. Should the Publisher make use of this right, the Customer shall be entitled to withdraw from the contract, as long as it is not only insignificant deficiencies that exist. A reduction in price based on reduced circulation may only be asserted if the reduction in circulation is at least 20%, in the event of a certain circulation having been assured.

**7. Liability on the part of the Publisher**

The Publisher shall only be liable for wilful intent and gross negligence. Vis-à-vis traders, the liability for gross negligence is limited to the damage to be expected up to the amount of the remuneration agreed for the advertisement. For slight negligence, the Publisher shall only be liable, if there is no case of injury to life, the body or the health, unless cardinal obligations of the advertising order have been infringed. The Publisher's liability shall, in any case, be limited to compensating the foreseeable damage, limited by the fee to be paid for the advertisement.

**8. Specimen copy**

The Publisher shall, upon request, deliver a specimen advertisement. Depending upon the nature and scope of the advertising order, clippings, specimen pages or full samples will be delivered.

**9. Prices, invoices**

The fixed or special prices agreed as at the date of the order being placed shall apply, and otherwise the published price list. The Publisher reserves the right to amend the charges. This does not apply to consumers. For any orders confirmed by the Publisher, price changes shall, however, only be valid if they were notified by the Publisher at least one month prior to the advertisement/the advertising material being published. In the event of a price increase, the customer shall be entitled to assert a right to withdraw from the contract. The right to withdraw from the contract must be exercised within 14 days of receipt of the notification on the price increase.

Any reductions shall be established in line with the respective applicable price list or the individual arrangements made. Should the Customer not have implemented the advertising volume forming the basis for the reduction in full within the agreed period of time, the Publisher shall have the right to charge the amount of the reduction given. Advertising agencies and any other advertising intermediaries shall be obliged to adhere to the Publisher's price lists in their offers, contracts and invoices sent to the advertiser. Discount credits and subsequent discount adjustment charges will essentially only be made at the end

of the advertising year.

Invoices of the Publisher are to be paid within the payment deadline, counting from receipt of the invoice, which can be seen from the price list, unless any other payment deadline or advance payment has been agreed in the individual case.

In the event of arrears of payment, interest will be charged in accordance with the statutory provisions.

Should there be justified doubt about the Customer's ability to pay, the Publisher shall be entitled to make the publication of one or more advertisements dependent upon advance payment of the amount as at the final deadline for advertisements, as well as upon any outstanding amounts invoiced being settled.

**10. Turning down orders**

The Publisher reserves the right to turn down advertisements - including individual call-offs within the scope of a deal - and orders for supplements, if

- the content of them violates any laws or official provisions; or
- the content of them has been objected to by the German Advertising Council in opposition proceedings; or
- the publication of them is unacceptable to the Publisher because of the content, design, origin or technical form;

- advertisements contain advertising of third parties or on behalf of third parties. Orders for any other advertising material shall only be binding upon the Publisher after a sample has been submitted and approved. Any advertisements containing advertising by third parties or on behalf of third parties (joint advertising) shall, in each individual case, require the prior written declaration of acceptance of the Publisher. This will entitle the Publisher to levy a joint advertising surcharge. Any supplements which, due to their format or presentation, arouse the impression, with the reader, of being a component of the newspaper or magazine or contain third-party advertisements may be turned down by the Publisher on these grounds. The Customer will be informed about the rejection of an advertisement or any other advertising material without delay.

**11. Cancellation of orders**

Essentially, it is possible to cancel orders. The cancellation needs to be received by the Publisher in writing or by e-mail. In the case of cancellation up to five working days prior to the closing date for advertisements (10 days in the case of advertisements placed on the website and fixed placements), no costs will be incurred to the advertising customer. By way of derogation herefrom, any cancellation of special forms of advertising (including title pages booked, events, tastings) and advertorials, is only possible for up to two weeks after placing an order. Should a cancellation be made after the deadlines regulated in Sentence 1, the flat-rate amount of compensation for expenditure shall amount to 100% of the gross order volume cancelled.

**12. Intellectual Property rights**

The Customer shall grant the Publisher any rights of use, ancillary copyrights and other rights necessary for the use of the print templates provided. Included in the latter is, in particular, the right of duplication, publication, dissemination, making the materials publicly available, and also the editing and design rights in the scope necessary for

implementing the order.

The Customer guarantees to the Publisher that it has all rights necessary for publication and dissemination of the advertisement. The Publisher shall not be obliged to check any impairments of rights of third parties. The Customer shall be solely responsible for the content and design of the advertisement. The Customer hereby frees and relieves the Publisher from all claims by third parties which the latter may assert against the Publisher in connection with the publication of the advertisement.

**13. Acts of God**

In the event of Acts of God, the Publisher shall be entitled to postpone the publication of an advertisement until such time as the event has ended. The term "Acts of God" is understood to mean any circumstances that are not the Publisher's fault, and which make the publication impossible or unacceptable, in particular strikes, legitimate lock-outs, war, acts of terror, civil unrest, natural disasters, pandemics and a general shortage of raw materials or energy.

**14. Data Protection:**

The Publisher gathers, processes and stores personal data of the Customer in accordance with the applicable data protection provisions. Further information on the processing of personal data can be found in our Data Privacy Policy.

**15. Final provisions**

This contractual relationship, as well as these General Terms and Conditions of Business, are subject to the Law of the Federal Republic of Germany, subject to exclusion of the UN Convention on the International Sale of Goods (CISG). The place of fulfillment shall be the Publisher's registered office. In business transactions with traders, legal persons governed by public law or special funds governed by public law, the Publisher's registered office is agreed upon as the exclusive place of jurisdiction. In the case of non-traders, the place of jurisdiction shall be determined by their domicile.

The Publisher does not take part in dispute resolution procedures before consumer arbitration boards.

Any amendments and additions to these General Terms and Conditions of Business, as well as any subsidiary agreements, shall require to be laid down in writing. That also applies to the revocation of the written form.

Should any of the foregoing provisions be or become invalid, the validity of the remaining provisions shall not be affected thereby. In lieu of the invalid provision, the parties shall agree upon a valid provision which comes as close as possible, in its entirety, to what is laid down in the General Terms and Conditions of Business, as well as the contractual arrangements from a factual, legal and economic perspective. The same procedure shall apply if the General Terms and Conditions of Business should contain a loophole.

SEE YOU



@ FIZZZ

**fizzz**<sup>®</sup>  
GASTRO. CULTURE. NOW!

**FIZZZ** GASTRO. CULTURE. NOW  
is a Meininger Verlag publication

**MEININGER**  
VERLAG