

DIE ERNÄHRUNG MEDIA DATA 2021



DIE ERNÄHRUNG *offers you:*

- 220 industry enterprises with 26,400 employees and a total production output worth EUR 8.1 million.
- High-quality editorial content
- News stories from business, technology, science and law
- No-waste coverage thanks to a clearly defined target group of readers highly interested in your products
- Excellent value for money

„DIE ERNÄHRUNG“ is the official journal of the Austrian Association of Food and Beverage Industries (Fachverband der Nahrungs- und Genussmittelindustrie, FIAA). Established nearly 40 years ago, it provides up-to-date expert reports and valuable background information to the Association's member organisations – industry enterprises, government bodies and food oversight organisations. Also among the readers of the magazine are managers of supply companies and catering firms, as well as professional nutritionists, all of whom appreciate its topical content.

„DIE ERNÄHRUNG“ is addressed personally and delivered to the decision-makers of these key market participants.

Publication dates 2021

- Issue 1: Publication date: 15.02.2021, Advertising deadline: 29.01.2021
- Issue 2: Publication date: 19.04.2021, Advertising deadline: 01.04.2021
- Issue 3/4: Publication date: 21.06.2021, Advertising deadline: 01.06.2021
- Issue 5: Publication date: 20.09.2021, Advertising deadline: 03.09.2021
- Issue 6: Publication date: 13.12.2021, Advertising deadline: 01.12.2021

Formats and prices of ads in **DIE ERNÄHRUNG**

Data

Publication date:
5 times per year

Print run and distributed copies:
2.000 Copies

Distribution to:
2.000 decision-makers
in the food and beverage industry

Publisher:
Fachverband der Nahrungs-
und Genussmittelindustrie (FIAA)

Head of advertising:
Prok. Doris Orthaber-Dätzel
Tel.: +43 (0)1 581 28 90-12
daettel@spv-media.at

Technical Data

Cover and body:
4-colour rotary offset printing.
We will be pleased to send you the
reproduction guidelines and the PDF
settings in a PDF file.

Data format:
Printable PDF files
(original size, 300 dpi)

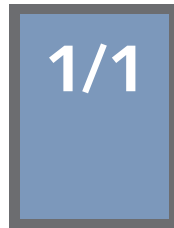
Data transfer:
All advertisements accepted on CD or per
e-mail. Typesetting and repro costs are
charged separately.

Printer's material to:
SPV Printmedien GmbH
Florianigasse 7/14
1080 Vienna



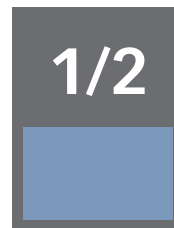
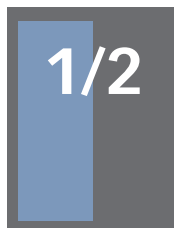
1/1 cover
Bleed: 220 x 297 mm

IFC: € 950,-
IBC: € 950,-
OBC: € 1.000,-



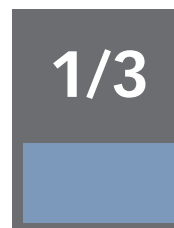
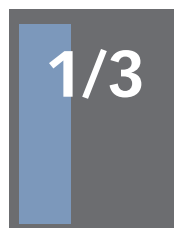
1/1 page
€ 900,-

Print space: 180 x 234 mm
Bleed: 220 x 297 mm



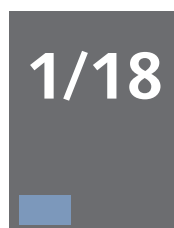
1/2 page
€ 550,-

Upright: 88 x 234 mm
Bleed: 113 x 297 mm
Horizontal: 180 x 117 mm
Bleed: 220 x 141 mm



1/3 page
€ 350,-

Upright: 57 x 234 mm
Bleed: 82 x 297 mm
Horizontal: 180 x 78 mm
Bleed: 220 x 103 mm



List of companies
(Company logo + text)
One-year package of 6 issues
TOTAL: 300,-

57 x 39 mm

Not included in these prices are 5 % advertising tax and 20 % VAT.

Please create ads with 3 mm overspace in the case of full bleed printing.

All formats exclusively standard 4C. Special formats and supplements on request.
Price list No. 1 valid from January 2020. Refer to our "Terms and Conditions". Subject
to typesetting and printing errors. **Owner:** Fachverband der Lebensmittelindustrie
Publisher: SPV Printmedien GmbH, Florianigasse 7/14, 1080 Vienna

Advertorials on demand

DIE ERNÄHRUNG enables you to precisely target the key decision-makers in Austria's
food and beverage industries. In this publication, the Austrian Association of Food and
Beverages Industries (Fachverband der Nahrungs- und Genussmittelindustrie, FIAA)
regularly provides its member organisations with topical expert reports and valuable
background information, as well as scientific articles and commentary on legislative
texts. There is no better way to pinpoint such a high-value target group.

