

# DIE ERNÄHRUNG MEDIA DATA 2021



## DIE ERNÄHRUNG *offers you:*

- 200 industry enterprises with 27,000 employees and a total production output worth EUR 9.1 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)

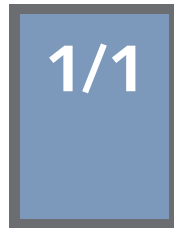
**Data transfer:**  
All advertisements accepted on CD or per  
e-mail. Typesetting and repro costs are  
charged separately.

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



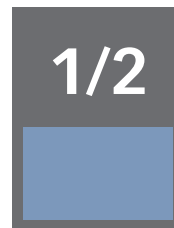
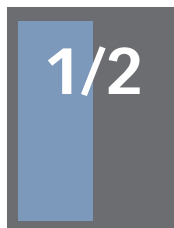
1/1 cover  
Bleed: 220 x 297 mm

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



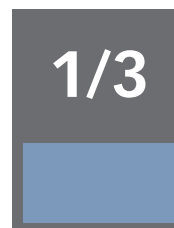
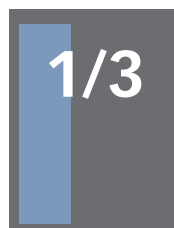
1/1 page  
€ 900,-

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



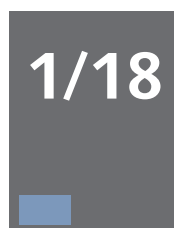
1/2 page  
€ 550,-

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.

