

# **M** *Verpflegungs-* **Management**

Specialist Magazine for Professional Catering

Retirement Homes  
Hospitals  
Rehab Hospitals  
Assisted Accommodation



# Media 2019

[www.verpflegungsmanagement.de](http://www.verpflegungsmanagement.de)

Media rates no. 20  
valid as of January 2019  
**jam**Verlag GmbH

## Brief characterisation

**VerpflegungsManagement** is an independent magazine for catering within the care sector. It provides information useful to persons in charge of retirement homes, hospitals, clinics, assisted accommodation and social services. The reader can gather information on canteen management, case studies, practical experience reports as well as the management and organisation of personnel.

**VerpflegungsManagement** – A key to successful communication within the care catering sector.

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**Term of payment** 3% cash discount on payment before publication date.  
2% cash discount within 10 days after invoicing.  
30 days net after invoicing.

<b>Frequency</b>	10 times per year (see media schedule)	
<b>Subscription rates</b>	international annual subscription print + e-paper + online 54.00 €	
	international annual subscription print + e-Paper 78.00 €	
<b>Circulation (IVW II/2018)</b>	9,600 printed copies	9,336 printing circulation
<b>Bleed size</b>	210 mm width x 297 mm height, DIN A4	
<b>Type area</b>	184 mm width x 254 mm height	
<b>Printing technique</b>	offset method	
<b>Digital data</b>	print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyshade pictures; at least 600 dpi with Bitmap pictures), data must be in CMYK, fonts have to be embedded. The customer is responsible for the correctness of texts and images. If required, digital data can be created by the publisher against invoice.	
<b>Proof</b>	A colour and position proof has to be delivered or sent in as a pdf.	

## Industry Sectors/Commercial Sectors

Target Groups	Issues	%
Retirement homes, assisted accommodation	5,114	54.8
Hospitals, clinics, nursing homes	3,117	33.4
Social services	225	2.4
Associations and institutions	184	2.0
Planning offices, consultants, operators and specialist dealers	138	1.5
Student unions	49	0.5
Educational facilities, schools	162	1.7
Companies, organisations	204	2.2
Others	143	1.5
	<b>9,336</b>	<b>100</b>

## Geographic Distribution

Economic Region	Percentage of distributed issues	
	Copies	%
<b>Nielsen I</b> Hamburg, Bremen, Lower Saxony, Schleswig-Holstein	1,540	16.5
<b>Nielsen II</b> North Rhine-Westphalia	1,989	21.3
<b>Nielsen IIIa</b> Hesse, Saarland, Rhineland-Palatinate	1,336	14.3
<b>Nielsen IIIb</b> Baden-Württemberg	1,148	12.3
<b>Nielsen IV</b> Bavaria	1,428	15.3
<b>Nielsen V</b> Berlin	261	2.8
<b>Nielsen VI</b> Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt	626	6.7
<b>Nielsen VII</b> Saxony, Thuringia	700	7.5
other German-speaking countries	308	3.3
Distributed issues	<b>9,336</b>	<b>100</b>

## AD RATES

**Discounts** (purchase within 12 months)

<b>Placing rates</b>	2	insertions	3 %
	4	insertions	5 %
	6	insertions	10 %
	8	insertions	15 %
	10	insertions	20 %
<b>Page rates</b>	1	page	3 %
	3	pages	10 %
	7	pages	15 %
	10	pages	20 %

**Additional discounts possible in combination with bookings in GastroSpiegel, VendingSpiegel and/or EXISTENZ GASTRONOMIE.**

**Prices per mm (4c)** column width 45 mm  
prices per mm/column 8.60 €

### Recruiting ads

position wanted	column width 45 mm	free of charge
position vacant	column width 45 mm	
	prices per mm/column	2.50 €

### Special formats

individual placement	210.00 €
inside front cover	4,500.00 €
back cover	4,700.00 €

**Additional colour charge** price upon request

**Reference sources** column width 45 mm,  
min. 10 issues.  
prices per mm/column 3.00 €

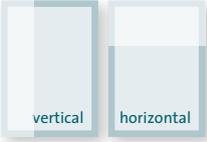
<b>Bound inserts</b>	delivery: DIN A4 + 5 mm on each edge; A sample is requested.	
	two-sided	3,200.00 €
	four-sided	5,050.00 €
	six-sided	7,000.00 €

<b>Loose inserts</b>	max. size 206 x 292 mm, price per 1,000 copies, a sample is requested in advance	
	up to 25 g	240.00 €
	more than 25 g	price upon request

**Fixed inserts** possible, price upon request

**Special formats** e.g. banderoles, ad flaps, or stickers (adhesive labels, postcards) upon request

No additional charge for trim size.  
All other formats upon request.  
Prices in Euro excl. VAT.

	Formats	Type area format (width x height)	Bleed off format (width x height)	Prices
	1/1	184 x 260 mm	210 x 297 mm	4c 4,350.00 € b/w less 30 %
	3/4 vertical	135 x 260 mm	147 x 297 mm	4c 3,500.00 € b/w less 30 %
	3/4 horizontal	180 x 195 mm	210 x 210 mm	
	2/3 vertical	120 x 260 mm	132 x 297 mm	4c 3,300.00 € b/w less 30 %
	2/3 horizontal	180 x 175 mm	210 x 190 mm	

Full trim size: Please add 3 mm bleed on all sides.

	1/2 vertical	90 x 260 mm	102 x 297 mm	4c 2,900.00 € b/w less 30 %
	1/2 horizontal	180 x 130 mm	210 x 145 mm	
	1/3 vertical	60 x 260 mm	72 x 297 mm	4c 1,960.00 € b/w less 30 %
	1/3 horizontal	180 x 85 mm	210 x 100 mm	
	1/4 vertical	45 x 260 mm	57 x 297 mm	4c 1,500.00 € b/w less 30 %
	1/4 horizontal	180 x 65 mm	210 x 80 mm	
	1/4 corner	90 x 130 mm	102 x 145 mm	
	1/8 vertical	45 x 130 mm	57 x 145 mm	4c 1,100.00 € b/w less 30 %
	1/8 horizontal	180 x 30 mm	210 x 45 mm	
	1/8 corner	90 x 65 mm	102 x 80 mm	

Full trim size: Please add 3 mm bleed on all sides.



# Website content

[www.verpflegungsmanagement.de](http://www.verpflegungsmanagement.de)

**HOME** This section attracts attention to a high degree owing to the significant and current news and information shown. Readers tend to stay a while. The homepage is the starting point for the internet presence and is therefore particularly suitable for banners.

**NEWS** This part features news from the industry and several commercial sectors in various categories. Thus, VM-Online not only serves as a gateway to the industrial branch, but also provides current information on the out-of-home market.

**EVENTS** Users are kept up-to-date in terms of professional development thanks to a broad overview of the most significant events within the industry line (reaching from workshops offered by vendors, to specialist trade fairs up to events organized by associations.)

**SERVICE** The e-paper feature stands out from the numerous service possibilities to choose from. Here subscribers can see all VerpflegungsManagement issues online. For subscribers, new issues are published online shortly before the print issue is distributed. Further interesting features are various download options as well as an overview of requests for proposal.

**JOB MARKET** Here job offers as well as applications for a post are published in addition to the print media of GastroSpiegel. Subscribers can hereby always dispose of the most recent offers.

In all sections, advertising banners are visible also to non-subscribers!

## ONLINE RATES [www.verpflegungsmanagement.de](http://www.verpflegungsmanagement.de)

### Full-size banners

Format	Environment	Period	Rate
420 x 60 pixels	homepage	3 months	1,500.00 €
420 x 60 pixels	other headings	3 months	900.00 €

### Rectangle banners

Format	Environment	Period	Rate
220 x 320 pixels	homepage	3 months	1,800.00 €

### Footer banners

Format	Environment	Period	Rate
280 x 175 pixels	homepage	3 months	600.00 €
280 x 175 pixels	other headings	3 months	300.00 €

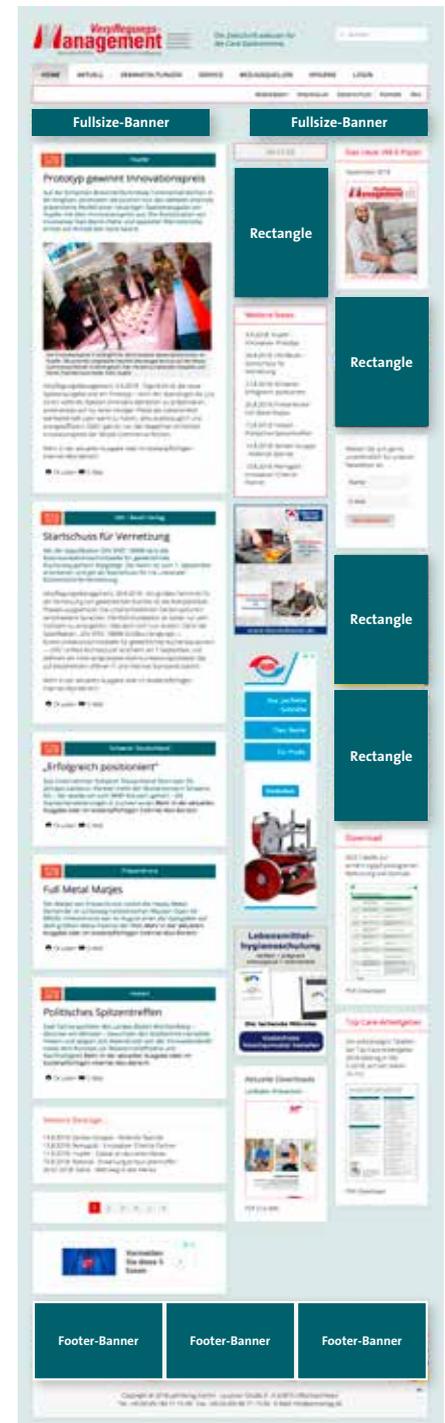
Max. two ads in rotation for all banners and footer banners. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixels. Data for banners can be provided in all common formats (jpg, gif and png), other formats on request. All prices in Euro exluding VAT.

### Discounts

(purchase within 12 months)

### Placing rates

2 insertions	(6 months)	10 %
3 insertions	(9 months)	15 %
4 insertions	(12 months)	20 %



Issue	Deadline for editorial	Deadline for advertisements	Date of publication	Exhibitions/Fairs
1/2	11.01.2019	14.01.2019	01.02.2019	<b>Ambiente</b> , Frankfurt, 08.-12.02. <b>Biofach</b> , Nuremberg, 13.-16.02.
3	08.02.2019	11.02.2019	01.03.2019	<b>Internorga</b> , Hamburg, 15.-19.03. <b>Altenpflege</b> , Nuremberg, 02.-04.04.
4	15.03.2019	18.03.2019	04.04.2019	<b>IFFA</b> , Frankfurt, 04.-09.05. <b>Euvend</b> , Cologne, 09.-11.05.
5	12.04.2019	15.04.2019	03.05.2019	
6	17.05.2019	20.05.2019	07.06.2019	
7/8	05.07.2019	08.07.2019	26.07.2019	
9	16.08.2019	19.08.2019	06.09.2019	<b>Südback</b> , Stuttgart, 21.-24.9. <b>Anuga</b> , Cologne, 05.-09.10.
10	13.09.2019	16.09.2019	04.10.2019	<b>Iss Gut!</b> , Leipzig, 03.-05.11.
11	11.10.2019	14.10.2019	30.10.2019	<b>Igeho</b> , Basel, 16.-20.11. <b>Alles für den Gast</b> , Salzburg, 09.-13.11.
12	15.11.2019	18.11.2019	06.12.2019	

(dd/mm/yyyy)

Format	Environment	Period	Rate
420 x 60 pixels	newsletter, horizontal between news-teasers	per newsletter	250,00 €

Prices in Euro excl. VAT.

The Verpflegungs-Management newsletter is put online on the publication date of the printed issue. It refers to current topics on the homepage as well as to the e-paper.



## Source of supply listing



- ▶ Recognition factor: Your advertisement is shown in every issue of VM.
- ▶ Your ad (linked to an URL of your choice) will be put online for a period of one year on [www.verpflegungsmanagement.de](http://www.verpflegungsmanagement.de).
- ▶ Only 3.00 € per mm/column

Attract your customers' attention to your products and services: The source of supply listing makes VerpflegungsManagement an ideal platform for printing and online advertising.



## General Terms and Conditions of jamVerlag for Print and Online Media

1. „Advertising order“ within the meaning of the following General Terms and Conditions of Business shall be understood to mean the contract to publish one or more advertisements or online advertisements from an advertiser or other space buyer in printed publications or on an internet site for the purpose of circulation.
2. In case of doubt, advertisements or online advertisements must be called for publication within one year of entering the contract. If a contract grants the right to call individual advertisements, the order must be executed within one year from publication of the first advertisement, insofar as the first advertisement is called and published within the period specified in sentence 1.
3. With contracts, the customer shall also be entitled, within the period agreed or specified in no. 2, to call for advertisements or online advertisements above and beyond the quantity specified in the order.
4. If an order is not fulfilled for reasons beyond the publisher's control, the customer shall be obliged to reimburse the publisher for the difference between the discount granted and the discount allowed on the actual purchase, without prejudice to any other legal obligations. Reimbursement will not apply if failure to meet the order is attributable to force majeure in the publisher's area of risk.
5. Orders requesting the publication of advertisements, inserts or online advertisements in specific issues or at specific positions in the printed publication or online space are carried out if the customer has declared that the advertisement, online advertisement or insert shall be published in specific issues or at specific positions of the printed matter or the online space and if this has been confirmed explicitly to the publisher. Classified advertisements shall be printed in the respective column without the need for any express agreement to this effect.
6. Advertisements that, due to their editorial design, are not readily recognisable as advertisements shall be clearly marked by the publisher using the word „Advertisement“.
7. The publisher reserves the right to refuse advertising orders or online advertising orders - including individual calls for publication under the terms of a contract - and orders for inserts on the grounds of content, origin or technical form if the relevant advertisement or online advertisement, at the publisher's due discretion, violates laws, official regulations or good morals or if the publisher cannot be reasonably expected to publish them. Orders for inserts are not binding on the publisher until a sample of the insert has been submitted and approved. Inserts in any format or make-up leaving the reader with the impression that they are an integral part of the newspaper or magazine or containing outside advertising will not be accepted. The customer will be informed immediately if an order is refused.
8. The customer shall be responsible for the punctual delivery of faultless advertising copies and online advertising media, which meet the publisher's technical requirements. The publisher shall immediately request substitutes for recognisably unsuitable or damaged printing material.
9. If all or part of the advertisement or the online advertisement is printed illegibly, incorrectly or incompletely, the customer shall be entitled to a reduction in price or to a faultless substitute advertisement; however, only to the extent to which the purpose of the advertisement or online advertisement has been impaired. If the publisher is not successful in rectifying the situation within a reasonable time limit set for this purpose or a substitute advertisement is again not faultless, the customer shall have the right to demand a reduction in price or to withdraw from the contract. Claims for damages arising from a positive breach of obligations, culpa in contrahendo and tort shall be excluded - including in the case of orders placed by telephone; claims for damages from impossibility of performance and default are limited to

- the replacement of the foreseeable loss and to the amount of fees payable for the relevant advertisement or insert. This does not apply to the amount of intent and gross negligence on the part of the publisher, its legal representative or its vicarious agents. Any liability of the publisher for damage due to the absence of a guaranteed quality shall not be affected. In commercial transactions, the publisher shall also not be liable for gross negligence of simple vicarious agents; in other cases, the liability towards merchants for gross negligence is limited to the amount of the foreseeable losses up to a maximum of the relevant fees for the advertisements. Complaints for defects - with the exception of non-obvious defects - must be put forward within one week from receipt of the invoice.
10. Proof copies shall be delivered only if expressly requested. The customer shall be responsible for ensuring that the returned proof copies are correct. The publisher shall take into account all error corrections brought to its attention within the period set at the time the proof was sent.
  11. If no specific size requirements are stipulated, the charge will be based on the actual advertisement height or placement size normal for the type of the advertisement or online advertisement medium concerned.
  12. If the customer does not pay in advance, the invoice will be issued immediately, possibly, however, 14 days after the advertisement or online advertisement is published. The invoice is to be paid within the period specified in the price list and commencing from the time of invoice receipt, unless any other payment period or prepayment is agreed in the individual case. Any discounts for early payment shall be granted as specified in the price list.
  13. Interest and collection costs will be charged if payment is delayed or deferred. In the event of late payment, the publisher may defer further execution of the current order until such time as payment is made and demand prepayment for the advertisements or online advertisements still awaiting publication. In the event of justified doubts regarding the customer's ability to pay, the publisher is entitled, including during the term of an advertising contract and regardless of the period originally agreed for payment, to make the publication of further advertisements or online advertisements contingent on prepayment of the amount concerned and on the settlement of any outstanding invoice amounts.
  14. On request, the publisher shall supply a voucher copy together with the invoice. If it is no longer possible to procure a voucher copy, a legally binding certificate from the publisher on the publication and distribution of the advertisement or online advertisement shall take its place.
  15. All advertising orders will be processed in line with the applicable data protection regulations.
  16. In the event of keyed advertisements, the publisher shall exercise the care of a prudent businessman in the safekeeping and timely forwarding of offers. Registered and express letters responding to keyed advertisements shall only be forwarded by ordinary mail. Replies to keyed advertisements shall be kept for four weeks. Replies not collected within this period shall be destroyed. Although under no obligation to do so, the publisher shall return valuable documents. The publisher reserves the right, in the interest and for the protection of the customer, to open and inspect incoming offers so as to eliminate any misuse of the keyed advertisement service. The publisher is under no obligation to forward any business recommendations and offers of introduction.
  17. The place of jurisdiction for legal action involving business transactions with merchants, legal entities under public law or special funds under public law shall be the headquarters of the publisher. If the place of residence or customary abode of the customer is unknown at the time action is brought or if the customer moves its place of residence or customary place of abode outside the reach of the law after entering the contract, the agreed place of jurisdiction shall be the headquarters of the publisher.