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magazine +
ePaper

PRINT
WEB
NEWSLETTER
E-PAPER

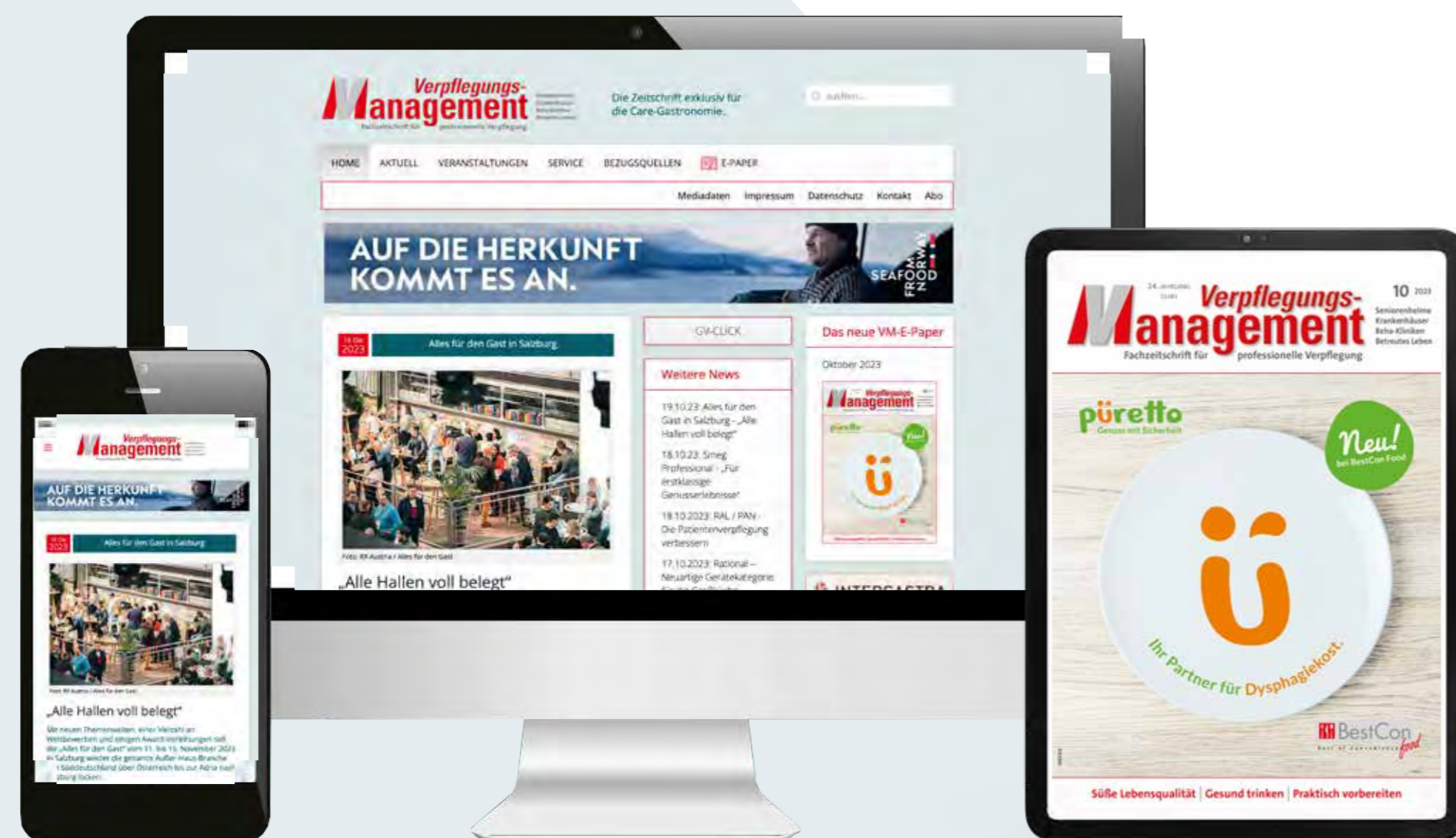
Trade magazine for
professional care catering

Media rates
Price list no. 25, valid
as of 1st January 2024
2024
jamVerlag GmbH

www.verpflegungsmanagement.de

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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 – the key to successful communication within the care catering sector.

About jamVerlag

JamVerlag publishes trade magazines accompanied by newsletters and daily updated news on the websites for the out-of-home market and hereby reaches specialised target groups: the planners and retailers of canteen kitchen and catering supplies (GastroSpiegel), catering within the care sector (Verpflegungs-Management), automated vending (VendingSpiegel) as well as the start-up of a new gastronomy (EXISTENZ Gastronomie).

The market

The out-of-home market as a whole comprises a sales volume of about 70 billion Euros. The catering trade and communal feeding represent a very high market share with many different segments, of which our publishing house jamVerlag covers several for the specific target groups.



Media rates

no. 25

Trim size

DIN A4 (210 mm x 297 mm)

Type area

Advertisements: 184 mm x 254 mm

Editorial: 190 mm x 260 mm

Printing technique

Offset method

Printed copies



7,710 copies (IVW III/2023)

Printing circulation

7,611 copies (IVW III/2023)



Contact details

Publishing company	jamVerlag GmbH www.jamverlag.de	Neusser Straße 13 D-47877 Willich	Fon: +49 (0) 21 54 / 607 32 - 0 Fax: +49 (0) 21 54 / 607 32 - 20
Head of Advertising	Julia Eckmann	Fon: +49 (0) 21 54 / 607 32 - 15 E-Mail: julia.eckmann@jamverlag.de	
Insertions/ Advertisements	Antonia Seufert	Fon: +49 (0) 61 04 / 789 08 - 30 E-Mail: antonia.seufert@jamverlag.de	
Editorial team	Ralf Lang (Editor-in-Chief) Sören Nolte Julia Breil	E-Mail: ralf.lang@jamverlag.de E-Mail: soeren.nolte@jamverlag.de E-Mail: julia.breil@jamverlag.de	
Bank details	Frankfurter Volksbank eG VAT no. DE 206 622 118	IBAN: DE92 5019 0000 0005 0144 41 BIC: FFVBDEFF	
Terms of payment	3% cash discount on payment before publication date. 2% cash discount within 10 days after invoicing. 30 days net after invoicing.		
Frequency	10 times per year		
Subscription rates	national annual subscription print + e-paper + online	179.00 €	
	international annual subscription print + e-paper + online	199.00 €	
Digitale Daten	print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyscale 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.		
Proof	A colour and position proof has to be delivered or sent in as a pdf.		

Our general terms and conditions are available online: www.jamverlag.de/agb

Target group and distribution

Industry Sectors/Commercial Sectors

Target group	Issues	%
Retirement homes, assisted accommodation	5,002	65.7
Hospitals, clinics, nursing homes	1,916	25.1
Social services	137	1.8
Associations and institutions	128	1.6
Planning offices, consultants, operators and specialist dealers	66	0.8
Student unions	42	0.5
Educational facilities, schools	44	0.5
Companies, organisations	175	2.3
Others	101	1.3
	7,611	100

Geographic Distribution

Economic Region	Percentage of distributed issues	
	Copies	%
Nielsen I Hamburg, Bremen, Lower Saxony, Schleswig-Holstein	1,297	17.0
Nielsen II North Rhine-Westphalia	1,712	22.4
Nielsen IIIa Hessen, Saarland, Rhineland-Palatinate	1,031	13.5
Nielsen IIIb Baden-Württemberg	896	11.7
Nielsen IV Bavaria	1,158	15.2
Nielsen V Berlin	189	2.4
Nielsen VI Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt	514	6.7
Nielsen VII Saxony, Thuringia	510	6.7
other German-speaking countries	304	3.9
Distributed issues	7,611	100

(IVW III/2023)

Dates of publication – print

Issue	Editorial deadline	Advertising deadline	Printing material	Date of publication	Food topics	Non-Food topics	Trade shows
1/2	05.01.2024	08.01.2024	09.01.2024	26.01.2024	Plant-based substitutes Breakfast concepts: bakery products	Food and kitchen logistics Coffee machines & vending systems	Intergastra , Stuttgart, 03.-07.02. Biofach , Nuremberg, 13.-16.02.
3	09.02.2024	13.02.2024	13.02.2024	01.03.2024	Convenience for care catering Dietary concepts: soft and strained food	Innovations in canteen kitchen technology Guest communication: menu, app, promotional marketing	Internorga , Hamburg, 08.-12.03.
4	15.03.2024	18.03.2024	18.03.2024	05.04.2024	Side dishes & raw products Portion packs	Food distribution Personnel management: staff deployment & shift schedules	Altenpflege , Essen, 23.-25.04.
5	12.04.2024	15.04.2024	16.04.2024	03.05.2024	Gourmet food & salads with dressings Fish trends	Sustainability in canteen kitchen Cafeterias and canteens	
6	17.05.2024	17.05.2024	17.05.2024	07.06.2024	Nutrition solutions for the disabled Herbs & spices	Meals on wheels/mobile services Cooling and freezing technology	
7/8	28.06.2024	01.07.2024	02.07.2024	19.07.2024	Vegetarian menus & vegetables Potatoes Dairy products	Combination steamers Dishwashing technologies	
9	16.08.2024	19.08.2024	20.08.2024	06.09.2024	Optional services Soups & sauces	Boilers, dumpers, pressure cooker Automation, robotics & AI	Süffa , Stuttgart, 28.-30.09.
10	13.09.2024	16.09.2024	17.09.2024	04.10.2024	Hot drinks & vending Desserts & cakes	Food preparation in kitchen Technology and ambience for employee catering	Südback , Stuttgart, 26.-29.10.
11	11.10.2024	14.10.2024	15.10.2024	04.11.2024	Cultural diversity Dietary concepts: Preventing malnutrition	Food distribution Hygiene in care community catering	Alles für den Gast , Salzburg, 09.-13.11.
12	15.11.2024	18.11.2024	19.11.2024	06.12.2024	Additional business: school catering, catering & takeaway Frozen products	Cook-chill Inventory management, cash registers & food planning	Hoga 2025 , Nuremberg, 12.-14.01.
Highlights 2024/25							

dd.mm.yyyy

Advertising: formats and rates

Discounts

Placing rates	2 insertions	3 %
	4 insertions	5 %
	6 insertions	10 %
	8 insertions	15 %
	10 insertions	20 %

Purchase within 12 months necessary. Discounts are applicable to bookings in all other magazines issued by jamVerlag and may be combined.

Prices per mm

	price per mm/column
column width 45 mm	11.90 €

Recruiting ads

position wanted	column width 45 mm	free of charge
position vacant	column width 45 mm	2.90 €

Ads will be published both in the print magazine and online at www.verpflegungsmanagement.de (minimum three months).

Special placement

front cover placement + 1/1 page promotion	5,450.00 €
inside front cover	5,220.00 €
inside back cover package 2/1 pages ad	6,430.00 €
back cover	5,350.00 €
individual placement	230.00 €

Bound inserts

two-sided	4,530.00 €
four-sided	6,430.00 €
six-sided	8,490.00 €

Delivery: DIN A4 untrimmed + 5 mm on each edge, a sample is requested in advance

Loose inserts

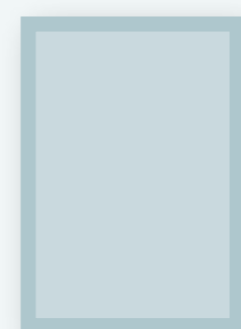
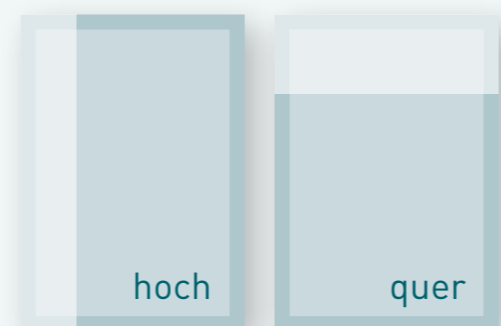
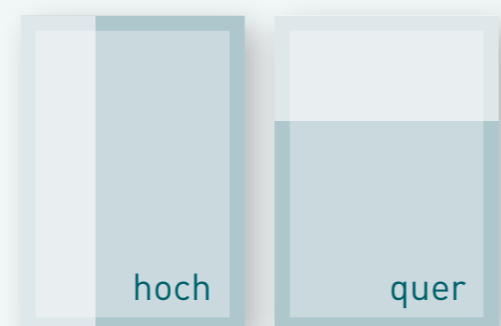


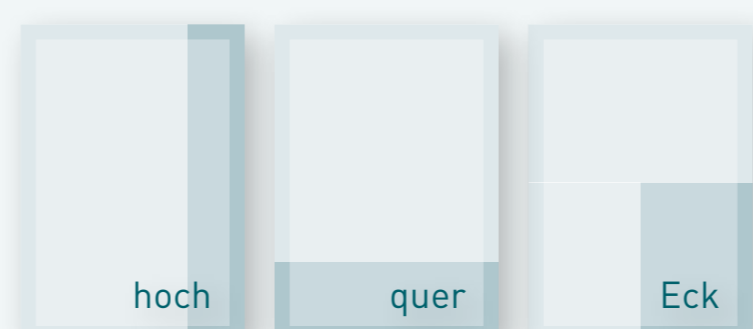
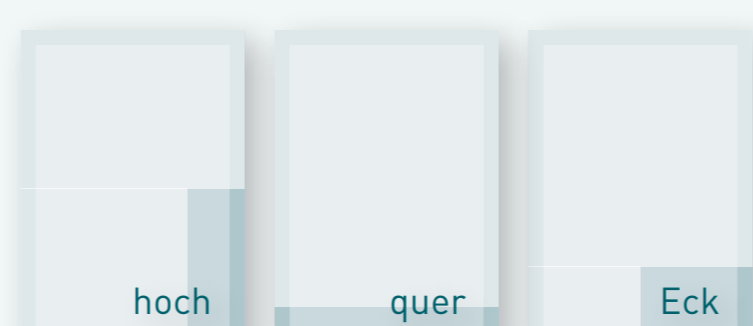
up to 25 g	per thousand	390.00 €
more than 25 g		Price upon request

Delivery: max. size 206 x 292 mm, a PDF-sample is requested in advance

Additional colour charge

Price 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 4c
	1/1	184 x 254 mm	210 x 297 mm	5,145.00 €
	3/4 vertical	135 x 260 mm	147 x 297 mm	4,115.00 €
	3/4 horizontal	184 x 195 mm	210 x 210 mm	
	2/3 vertical	120 x 260 mm	132 x 297 mm	3,705.00 €
	2/3 horizontal	184 x 175 mm	210 x 190 mm	
	1/2 vertical	90 x 260 mm	102 x 297 mm	3,290.00 €
	1/2 horizontal	184 x 130 mm	210 x 145 mm	
	1/2 junior	130 x 180 mm	145 x 210 mm	
	1/3 vertical	60 x 260 mm	72 x 297 mm	2,315.00 €
	1/3 horizontal	184 x 85 mm	210 x 100 mm	
	1/3 junior	85 x 180 mm	100 x 210 mm	
	1/4 vertical	45 x 260 mm	57 x 297 mm	1,900.00 €
	1/4 horizontal	184 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	1,545.00 €
	1/8 horizontal	184 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.

Special formats and rates



Title flap title-covering

105 mm x 235 mm (front side), 105 mm x 297 mm (back side), plus 3 mm bleed, front and back, 4 c

Price excl. VAT
6,690.00 €



Embracing banderole

420 mm x 90 mm, plus 3 mm bleed + 40 mm overlap, 4 c

Price excl. VAT
4,890.00 €



Inside cover

210 x 297 mm, front and back, plus 3 mm bleed, 4 c

Price excl. VAT
10,030.00 €



Inside flap vertical

100 mm x 297 mm, front and back, plus 3 mm bleed, 4 c

Price excl. VAT
5,400.00 €



Double page front flap to the inside

420 mm x 297 mm, plus 3 mm bleed, 4 c

Price excl. VAT
10,030.00 €



Inside flap horizontal

210 x 120 mm, plus 3 mm bleed, front and back, 4 c

Price excl. VAT
5.400,00 €

The examples above represent only a selection of possible formats. Further ad formats such as adhesive labels or bookmarks upon request.

Advertising packages

Front page

Price excl. VAT
5,450.00 €

Advertisement (cover page)

4c, 210 x 218 mm
(plus 3 mm bleed)

Designed promotion

„About cover page“
4c, approx. 4,000 characters,
up to 3 pictures, logo

Inside back cover

Price excl. VAT
6,430.00 €

2/1 page advertisement

4c, 420 x 297 mm
(plus 3 mm bleed)

or

Designed promotion page

4c, approx. 4,000 characters,
up to 3 pictures, logo

Advertisement inside back cover

4c, 210 x 297 mm
(plus 3 mm bleed)

Source of supply list / GV-Click

Source of supply list

Recognition value:

Your advertisement appears in every issue, column width 45 mm, minimum term 10 issues

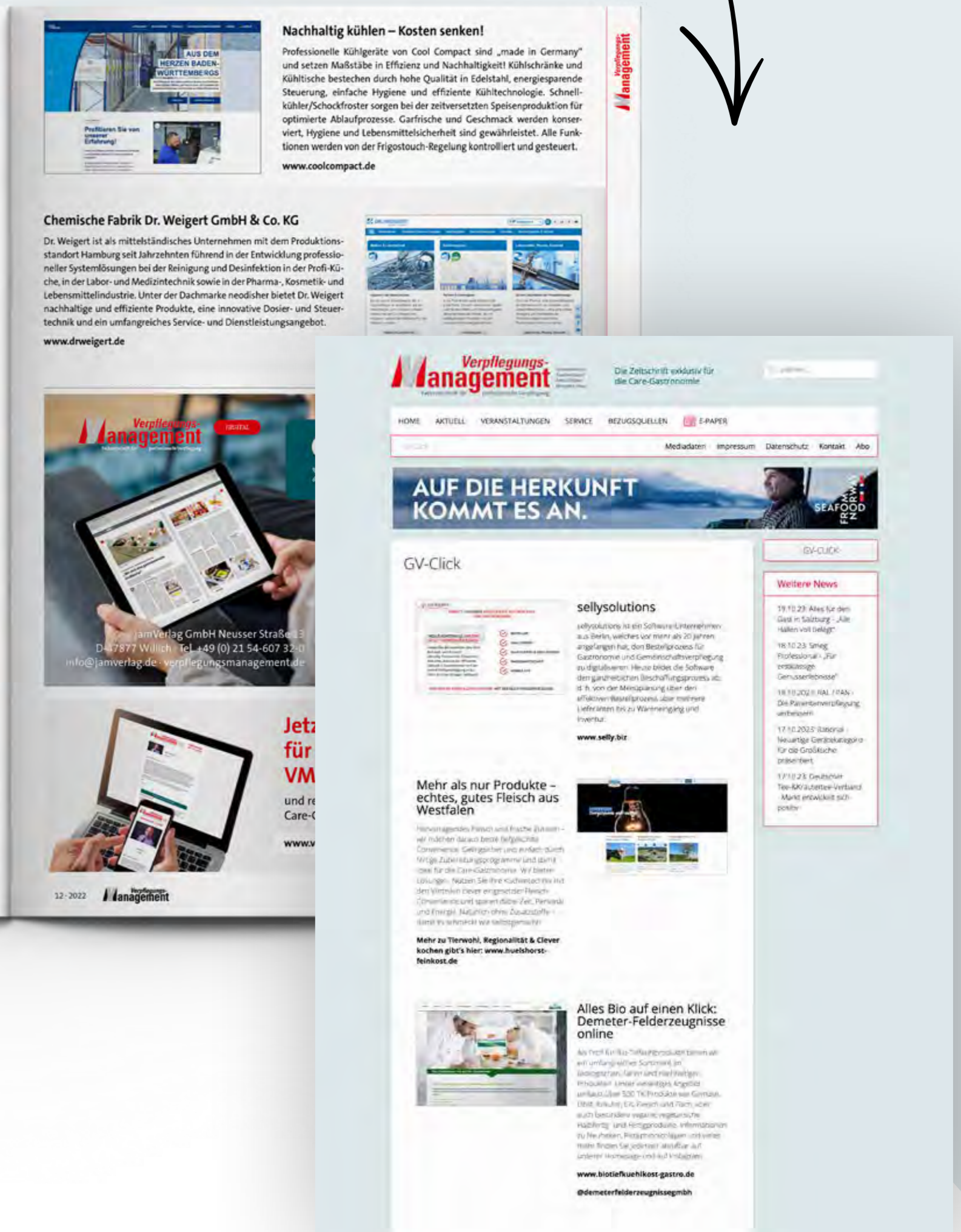
Plus online: Your ad appears with link 1 year online at www.verpflegungsmanagement.de

Price per mm/column for 10 issues excl. VAT
3.35 €

GV-Click

Price excl. VAT
500.00 €

Issue 12/24: approx. 1/5 page company profile with link of up to 400 characters, screenshot website plus publication of this data with link for one year at www.verpflegungsmanagement.de/gv-click



Website

With the VerpflegungsManagement-homepage you can reach the print reader target groups and other users online as well. Readers are regularly informed about current developments in the field of care catering with industry news. The VerpflegungsManagement website was set up in a responsive design. Thus, the website automatically adapts to the display size of mobile end devices such as smartphones and tablets and keeps the font size. Also the placement of advertising banners stays visible. When side-bars are hidden, rectangle banners pop up in full size in various places.

Rates

Format	Environment	Period	Rate
Fullsize banner 420 x 60 px	Homepage	1 month	555.00 €
Textbox banner 300 characters, 1 picture max. 200 x 220 px, logo, link	Homepage	1 month	800.00 €
Rectangle 220 x 320 px (+ 420 x 60 px)	Homepage	1 month	610.00 €
Footer banner 280 x 175 px (+ 420 x 60 px)	Homepage	1 month	215.00 €

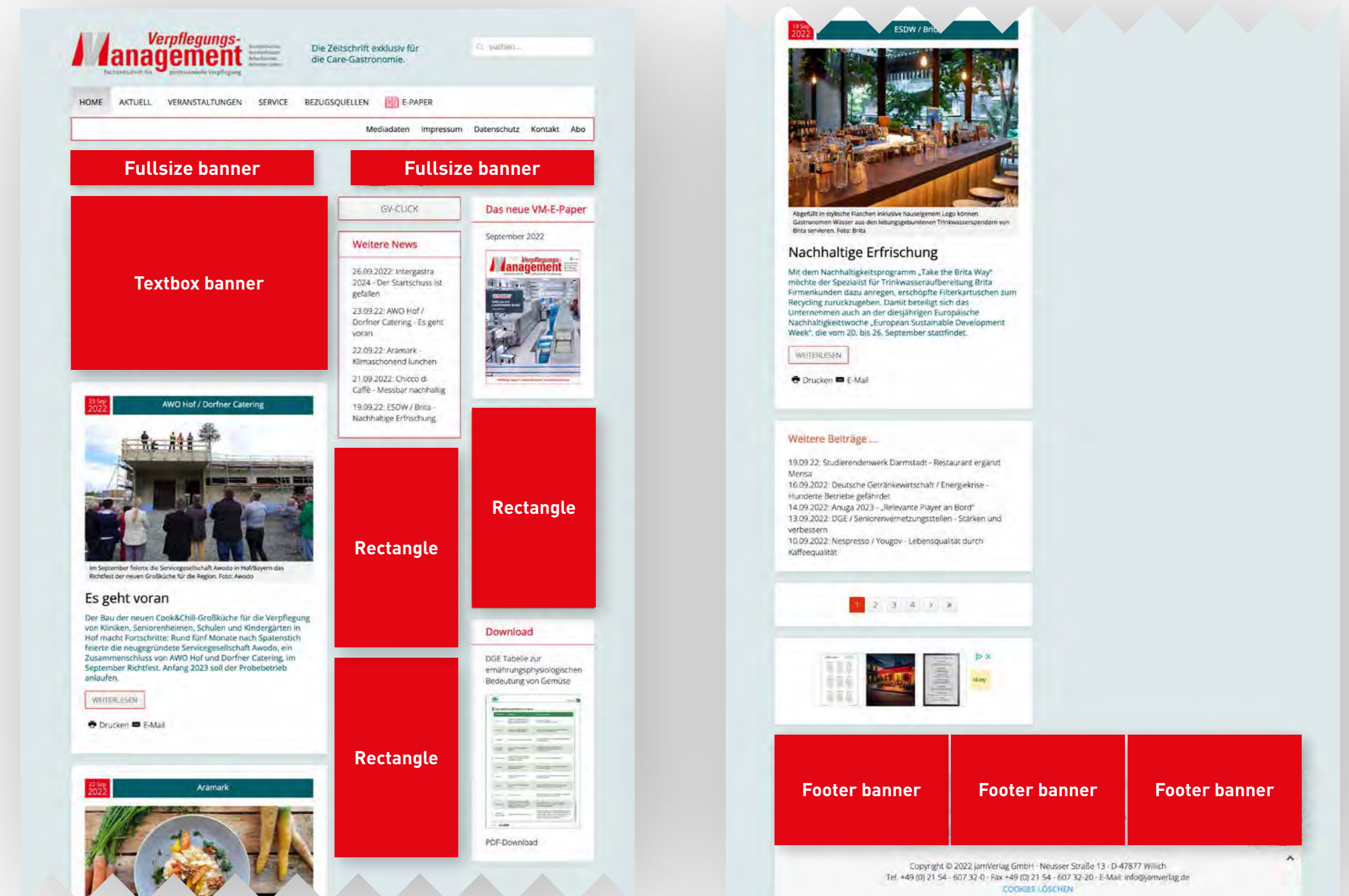
Discounts

(purchase within 12 months)

Placing rates

3 insertions	5 %
6 insertions	10 %
12 insertions	20 %

All prices net excluding VAT.



For all banners we accept common data formats such as JPG, GIF and PNG, please contact us for other formats. The maximum file size is 300 KB. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixel. Max. 2 banner rotation on homepage.

Newsletter

The VerpflegungsManagement newsletter provides current news on the VerpflegungsManagement website twice a month (publication date Fridays, advertising material two weeks in advance).

Rates

Format	Environment	Period	Rate
Fullsize banner 550 x 80 px	between news-teaser	per Newsletter	290.00 €
Rectangle 260 x 400 px	between news-teaser	per Newsletter	440.00 €
Textbox banner L 300 characters, 1 picture max. 200 x 220 px, logo, link	between news-teaser	per Newsletter	550.00 €
Textbox banner XL 450 characters, 1 picture max. 515 x 220 px, logo, link	between news-teaser	per Newsletter	800.00 €
Stand-alone newsletter 6 postings with heading, short credits and text, 2 fullsize banners 550 x 80 px, links and contact details, 4,000 characters in total. Editorial preface.		per Newsletter	3,215.00 €

All prices net excluding VAT.

Data formats

For all banners we accept common data formats such as JPG, GIF and PNG, please contact us for other formats. The maximum file size is 300 KB.

Discounts

(purchase within 12 months)

Placing rates

2	banners	3 %
4	banners	5 %
6	banners	10 %
8	banners	15 %
10	banners	20 %

