

gastronomie & hotellerie

Das Unternehmer-Magazin

Chefsache: Sicherheit & Brandschutz | **Ambiente:** Trends im Gästebad
Technik: Die Kasse macht's | **Food:** Frühstück international



Foto: Lindner-Hotels

huss

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www.gastronomie-hotellerie.com



price list Nr. 23
effective 1 January, 2012

english edition

Media-Information
2012

short characteristic: gastronomie & hotellerie is a nationwide entrepreneurial magazine for hotel, restaurant and kitchen

target: hotel managers, general managers, owners, food & beverage managers, service managers and chefs de cuisine of hotels, guesthouses, restaurants, bars and cafes

publication frequency: monthly (double issues 1/2 and 7/8)
monthly (double issues 1/2 and 7/8)

format/number of pages: A4, ca. 80 pages

cross media offer: specialist magazines, websites, newsletters

publishing house: HUSS-MEDIEN GmbH
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ISSN: 0323 – 4762

VAT-nr.: DE 137189299
all prices are excl. VAT

circulation: printed: 21.000
total distributed: 20.842





distributed: subscribers: 7.300
other sold copies: 1.035
changing recipients: 12.507




circulation analysis: copies per issue in annual average
(July 1, 2010 – June 30, 2011)

number	closing date	public. date	matter for the boss	ambience	technics	food	beverages
1-2	Jan 20	Feb 06	sustainable energy management	outdoor gastronomy, tableware	coffee machines, till systems, combi steamers	breakfast & brunch, ice cream specialities	trendy & mix drinks
			INTERGASTRA – fair issue (2012/02/11-02/15, Stuttgart)				
3	Feb 17	Mar 05	convention & conference business	working clothes, restaurant equipment	minibars & floor vending, security and locking systems, frontcooking	bread & baked goods, soups, sauces & fonds	mineral water, beer & beer specialities
			INTERNORGA – fair issue (2012 03/09-03/15, Hamburg)				
4	Mar 21	Apr 10	hotel-tv & entertainment	hotel rooms & bath rooms	room technics, exhaust air technics, dishwashers	asparagus season, salads & dressings, vegetables & trimmings	coffee & tea, juices
			special issue “green ribbon” – award for sustainability in the “away-from-home-market”				
5	Apr 17	May 07	hotel & restaurant furnishing & equipping	hotel beds, glass, porcelain & co.	outdoor technics & equipment in-house laundry: pro&contra	ice cream & desserts, fingerfood	soft drinks, wine & wine-based beverages
6	May 21	Jun 07	purchasing pools	wellness & spa, bar equipment	front & back office, public sanitary area	barbecue season, oils & fats	coffee specialities, cocktails & longdrinks
			kitchen & technics 2012 – special issue in both GV-kompakt and gastronomie & hotellerie				

number	closing date	public. date	matter for the boss	ambience	technics	food	beverages
7-8	Jul 30	Aug 15	insurance & fire prevention	buffets, sanitary equipment	coffee machines: cleaning & hygiene	fish & seafood, breakfast & brunch	mineral water & co., wheat and special beers
			hogatec – fair issue (2012/09/02-09/05, Essen)				
9	Aug 28	Sep 13	catering & banquet business	sauna & solarium, hotel room	frontcooking, dishwashers	bread & baked goods, fine food & delicacies	juices, bio & wellness drinks
10	Sep 21	Okt 10	commercial vehicles & light trucks/vans	tables, chairs & benches, working clothes	reservation systems, stoves / induction	munchies, ice cream & desserts	premium beers, liqueurs, soft spirits
			coffee & tea 2012 – special issue in both GV-kompakt and gastronomie & hotellerie				
11	Oct 25	Nov 12	breakfast concepts	bath rooms, hotel textiles	seminar & convention technics, combi steamers	potatoes & co., soups, sauces & fonds	whiskey time, coffee & tea
			energy & environment 2012 – special issue in both GV-kompakt and gastronomie & hotellerie				
12	Nov 22	Dec 10	furniture for hotels	tableware, minibars & safes	hotel-tv & internet, tills & till software, dishwashers	venison & poultry, snacks & fingerfood	sparkling wine and champagne, wine & mineral water

advertisement prices and sizes (prices in €)

size	width × height in mm	b/w in €	2-colours in €	4-colours in €
 <p>1/1 page</p>	182 × 266	5.210	5.870	7.190
 <p>Juniorpage</p>	120 × 192	3.030	3.690	5.010
 <p>1/2 page</p>	182 × 130 (horizontal) 90 × 266 (vertical)	2.650	3.310	4.630
 <p>1/3 page</p>	182 × 86 (horizontal) 58 × 266 (vertical)	1.780	2.440	3.760

size	width × height in mm	b/w in €	2-colours in €	4-colours in €
 <p>1/4 page</p>	182 × 62 (horizontal) 43 × 266 (vertical) 90 × 130 (standard)	1.340	2.000	3.320
 <p>1/6 page</p>	182 × 48 (horizontal) 58 × 130 (vertical) 90 × 96 (standard)	950	1.610	2.930
 <p>1/8 page</p>	182 × 34 (horizontal) 43 × 130 (vertical) 90 × 62 (standard)	690	1.350	2.670

millimeterprice/column: € 5,50 (4-columns)
€ 8,20 (3-columns)

placement:	outside back cover	8.230 €
	inside front cover	7.710 €
	extra front sleeve	7.980 €
colours:	(not discountable)	
	1 regular colour (euro scale)	660 €
	extra charge 4-coloured	1.980 €
	special colour	890 €
format:	island ad (solus)	100% of the basic price
	bleed advertisements	10% of the basic price
	confirmed position	10% of the basic price
discounts:	booking within 12 months (insertion year):	
	frequency discount	quantity scale
	3 ads 5 %	2 pages 5 %
	6 ads 8 %	4 pages 8 %
	9 ads 10 %	6 pages 10 %
	no discounts on extra charges for colours and bleeds, ad specials, inserts and job ads	
	discounts on cross-media-campaigns on request	
columns:	mercantile directory	
	(per mm, 1 column, 45mm width)	3,50 €
	job ads (per mm, 1 column, 58mm width)	2,75 €
	cipher	6,00 €
	real estate (per mm, 1 column)	4,00 €
	web-compass per year (10 issues)	350,00 €

special advertisements:

fixed inserts

2pages (untrimmed: 216 × 307 mm)	5.210 €
4pages (untrimmed: 432 × 307 mm)	7.790 €
other fixed inserts on request	

loose inserts (max. 205 × 290mm)

up to 25g	$\frac{\%}{100}$ 230 €
up to 50g	$\frac{\%}{100}$ 260 €
	plus extra portage

attached postcards, trade samples

(not discountable)	
price (bonding by machine)	$\frac{\%}{100}$ 140 €
	plus extra portage

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terms of payment: payable 14 days after receipt of the invoice without deductions

bank account:

Commerzbank
BIC: COBADEFF
IBAN: DE61120400000976005901
bank code: 120 400 00
account nr: 976005901

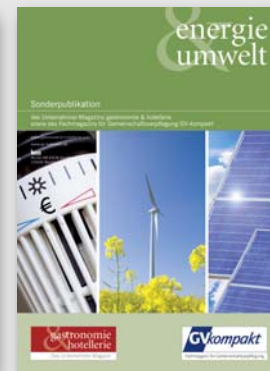
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