



BioHandel Ausgabe 09|2017

DAS FACHMAGAZIN FÜR DIE NATURKOSTBRANCHE Stirnenkumpfer 7,50 Euro
www.biohandel.de/ma

Umsatzbarometer Die Stagnation hält an 23

Kundenbefragung Warum wählen Kunden genau dieses Produkt? 34

Sortiment Schoko-Nuss-Creme Vielfalt für jeden Geschmack 45

Natu Kosmetik
PROFESSIONELL

Cooler anbieten

Neue Verordnung – neue Kühlgeräte?



RATE CARD NO. 34 VALID FROM 1. 1. 2018

MEDIA KIT 2018



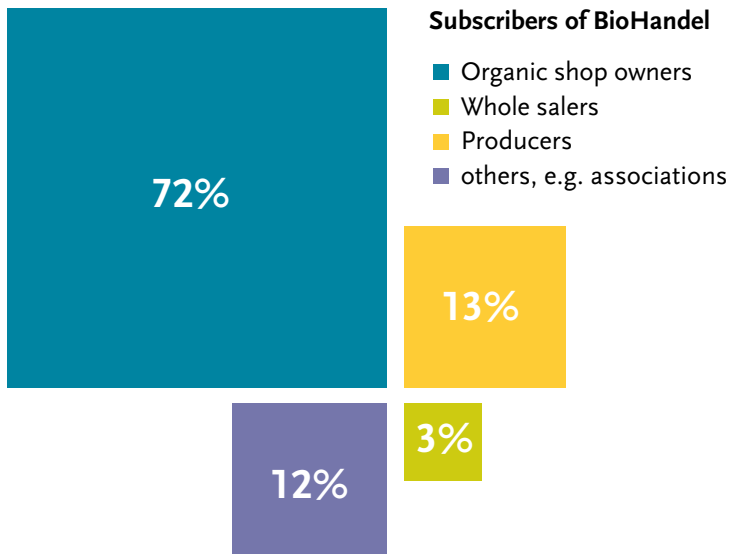
ORGANIC TRADE MAGAZINE

PROFILE

BioHandel

Your immediate line to organic business

In a rapidly changing business sector BioHandel provides its players with comprehensive background information each month. From the latest business data and insider interviews to marketing and sales conceptions – for more than 30 years the trade magazine has been indispensable for retailers, producers, associations and organisations as a source of information and advice on daily business affairs.



Monthly circulation

Distributed copies:	6.500
Copies including NATURKOSMETIK Professionell:	7.500
Sold copies:	5.300

Subscription:

BioHandel	65 €/year
BioHandel + BioHandel-online	85 €/year
bio-markt.info	65 €/Jahr

SECTIONS

ENTWICKLUNG UND STRATEGIE

(Development and Strategy)



Impulses for decision makers, the latest market data – turnovers, sales figures, operational analysis – as well as portraits of successful shops.

MARKT UND BRANCHE

(Market and Organic Trade)



Background reports from the business sector, interviews with insiders – here the decision-makers and their staff can find out what moves competing and related enterprises.

VERKAUF UND PRAXIS

(Selling and Practice)



Everything that matters for successful selling – merchandise knowledge, sales- and presentation displays, impulses for day-to-day business.

NATURKOSMETIK PROFESSIONELL

(Organic Personal Care)



Information, suggestions and background knowledge helping to present and sell organic care products professionally and successfully.



Issues	January	February	March	April	May	June	July	August	September	October	November	December
BioHandel Product Info	Detergents <small>SCHROT & KORN</small>	Food Supplements	Filled Pasta <small>SCHROT & KORN</small>	Pesto <small>SCHROT & KORN</small>	Crunchy Mueslis <small>SCHROT & KORN</small>	Ketchup <small>SCHROT & KORN</small>	Pet Food	Preserved Veggies <small>SCHROT & KORN</small>	Chocolate <small>SCHROT & KORN</small>	Honey <small>SCHROT & KORN</small>	Seasoning Mixtures	Tea <small>SCHROT & KORN</small>
Cosmetics	Make-up <small>cosmia</small>		Lip Stick <small>cosmia</small>		After Sun Products <small>cosmia</small>		Men <small>cosmia</small>		Perfume <small>cosmia</small>		Hands/Nails <small>cosmia</small>	
Trade Fairs		BioFach Pre-reporting	BioFach- Issue	BioOst BioWest					BioNord BioSüd			
Order deadline	15. 11. 17	06. 12. 17	10. 01. 18	07. 02. 18	14. 03. 18	11. 04. 18	16. 05. 18	13. 06. 18	18. 07. 18	16. 08. 18	12. 09. 18	17. 10. 18
Ad material	29. 11. 17	15. 12. 17	24. 01. 18	21. 02. 18	28. 03. 18	25. 04. 18	30. 05. 18	27. 06. 18	01. 08. 18	29. 08. 18	26. 09. 18	31. 10. 18
Publication date	28. 12. 17	24. 01. 18	20. 02. 18	21. 03. 18	20. 04. 18	22. 05. 18	22. 06. 18	23. 07. 18	24. 08. 18	24. 09. 18	23. 10. 18	23. 11. 18

SCHROT & KORN These topics will also be addressed in the next Schrot&Korn. Thus retailers can especially prepare themselves to answer customer questions.

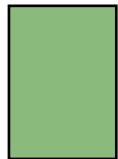
Ads may be cancelled until the respective ad deadline.

cosmia These topics provide preliminary background information on content addressed in the next issue of *cosmia*.

FORMATS, RATES AND ADVERTISING SPECIALS

1/1 Page

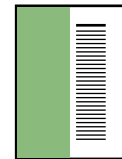
bleed: 210 x 280 mm



4c 2.650 €
U2/U3 2.950 €
U4 3.200 €
2/1 4.800 €

1/2 Page v

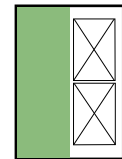
b: 100 x 280 mm



4c 1.990 €
next to editorial content

1/2 Page v

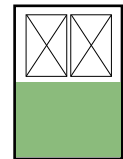
b: 100 x 280 mm



4c 1.730 €
next to ads

1/2 Page h

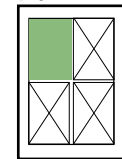
b: 210 x 135 mm



4c 1.730 €
next to ads

1/4 Page

page: 90 x 122 mm



4c 1.050 €

All trim page formats need an extra of 5mm trim on all 4 sides

7,5% early booker discount till 30.11.2017 on all advertising in 2018

Frequency discount

The frequency discount is granted for a combined booking of ads in different issues over a 12 months period.

3% for 3 issues or more
6% for 6 issues or more
9% for 9 issues or more
12% for 12 issues

Agency discount: 15%

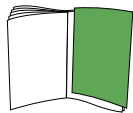
Applicable VAT is to be added according to EU regulation.

ADVERTISING SPECIALS

For ad specials no discounts are granted. Delivery of material for ad specials until the 5th of the month preceding publication.

Inserts

Loosely inserted prints at unspecified position



Rate: 2.100 € bis 10 g
2.600 € bis 20 g

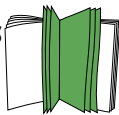
Copies: 7.000.* plus addition of 300

Format: max. 195 x 260 mm (W x H)

* 8.000 copies every other month

Bound Inserts

By saddle-stitching unremovably attached to the magazine



Rate: 2.200 € bis 10 g
2.700 € bis 20 g

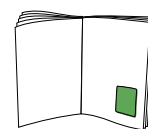
Copies: 7.000.* plus addition of 300

Format: 210 x 280 mm (W x H)

Upper Trim: 5 mm, crease: 11 mm

Adhesives

Samples glued to a 1/1 pagesize ad.



Rate: 1.850 €

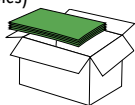
Copies: 7.000.* plus addition of 300

Format: max. 60 x 100 mm (W x H)

Content: max. 3 ml

Package Enclosures

Bulky inserts (like product samples) may be included in packages to the shops.



rate: 1.550 €

Copies: app. 2.750 packages

Format: max. 200 x 270 mm (W x H)

weight: bis 30 g

PRINTING MATERIAL

Magazine Format:	210 x 280 mm, printing space 189 x 251 mm
Printing Process:	heat-set offset rotary printing
Binding:	saddle-stitching
Colour Density:	maximum colour density 300%
Colours:	euro scale, DIN 12647-2 (cyan, magenta, yellow, black) Head the correct colour mode for colour advertising (RGB colours will not be processed). Please convert additional or special colours in CMYK mode.
Paper:	80 g/m ² : Circle white, mat-coated, recycling
Screen Definition:	60 L/cm at 2540 dpi
ICC-profile:	ISO_Coated_v2_eci.icc (Download at: www.eci.org)
Tonal Range:	lower tonal value 2%, upper tonal value 98%

Trim Allowance: 5 mm on all four sides.
Please move all elements in risk of being marred by trimming at least 5mm inward of trimmed final format at upper, lower and outer edges.
Transpose cutting mark by 12 pt.

Proof: Digital proofs as reference of colour reliability are only accepted if made with the profile of the printing paper. The colour values of included Ugra/Fogra media wedge prints must conform with reference values. Please submit the evaluation record together with the digital proofs
We warrant correct colour and content representation only if colour proofs are provided upon data delivery (rejection of complaint).

ADDITIONAL MEDIA AND SERVICES



Live organic, love organic.
850.000 organic buyers a month take **Schrot&Korn** home with their purchases.
As advertising media it helps producers to inform and inspire ecologically interested consumers about their products.

Naturally easy with customers
By presenting many products **cosmia** ideally introduces the assortment of natural beauty shops and illustrates natural care products in all their facets and so contributes consistently to customer acquisition and retention.



Degustation

In the May and October issues **Schrot&Korn** organises a degustation giving producers and retailers an opportunity to present selected products to consumers at shop level.

Please send all data packed into a single folder **specifying the** magazine's title and issue:

- pdf files in 300 dpi resolution e.g. eps files with embedded fonts and images.
- job options and guidelines for data handling are available at www.bioverlag.de.

Please send all materials exclusively to the publisher. Liability is excluded for materials sent to the printer.

- **via upload:** www.bioverlag.de/anzeigen-upload.html
- **mailto:** anzeigen@bioverlag.de
please zip before sending.

Problems may occur when data is transferred. Please allow for sufficient time to provide a potentially needed substitute.

Processing fee: We reserve the right to charge handling fees for data conversion at cost rate if necessary.

Due to the paper manufacturing process slight differences in colour may occur. However, these do not constitute a reason for complaint.

MARKETPLACE



Complimentary option for organic manufacturers to present their new products by photo in a standardised format.

Booking of a special issue: 200€
Please use the form at www.biohandel-online.de/marktplatz



The players of the organic food trade are prepared to face competition successfully by market discussions and seminars.
The events are organised by **BioHandel** in cooperation with two market experts, Klaus Braun and Jürgen Michalzik.



Schrot&Korn readers' election

In November **Schrot&Korn** organises the readers' election to the „Beste Bio-Läden“ (favourite organic shops) in Germany. The process and the resulting awards promote value and public visibility of the organic trade.

The trade magazine online

- comprehensive online archive
- information on producers, wholesalers and retailers
- latest news, studies, statistics and rankings
- overview of product lines and merchandising
- pre-releases of the next print edition and additional reports

By advertising you reach

56% organic retailers and wholesalers with app. **20.000** page views/month.

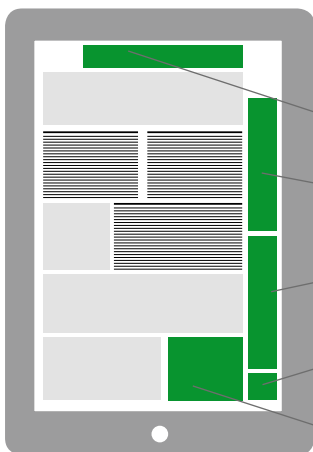


BioHandel-online newsletter

...reaches **5.000** subscribers twice a month – with the latest edition of BioHandel one week before the print issue is published. It includes exciting reader surveys as well as topical news.

BANNER, FORMATS AND RATES

BioHandel-online.de

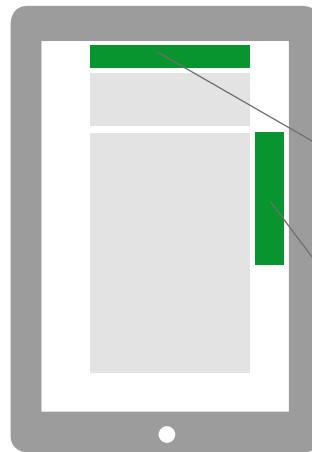


Category	Format in Pixel	Rate
Leaderboard	728 x 90	200 €
Skyscraper 1 top	160 x 600	200 €
Skyscraper 2 bottom	160 x 600	100 €
Banner	160 x 200	40 €
Large Rectangle in content area	336 x 280	200 €

Rate per month

Coverage rotating up to 3-times, net rate/month

BioHandel-online newsletter



Category	Format in Pixel	Run time	Rate
Leaderboard	728 x 90	2 weeks	175 €
		4 weeks	275 €
		6 weeks	350 €
Skyscraper	160 x 600	2 weeks	200 €
		4 weeks	300 €
		6 weeks	400 €

Coverage: exclusive

Applicable VAT is to be added according to EU regulation.

Look for more terms, rates and advertising options at:

www.bioverlag.de/online-advertising

bio-markt.info

The topical news portal

- Market messages on a daily basis
- Background reports on daily topics
- Portraits of shops and manufacturers
- Updates on the international business sector
- Extensive coverage of trade fairs, conferences and events

By advertising at bio-markt.info you reach

more than **30.000** readers in **145** countries per month

and appr. **66.000** page views.

organic-market.info

The online magazine in English covering the international organic market

expands into new markets and informs your customers around the globe by reaching **10.000** readers a month in **195** countries and **27.000** page views.



newsletter@bio-markt.info

bio-markt.info newsletter

...reaches around **9.000** subscribers 3-times a week with daily up-dated messages and background reports.

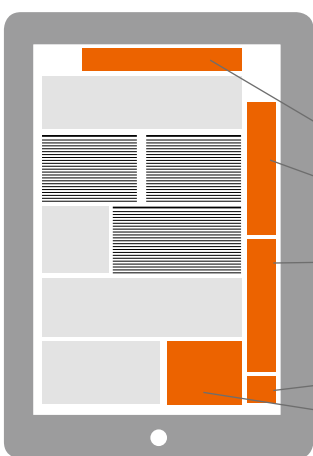
organic-market.info newsletter

...reaches around 8.000 subscribers twice a week with the latest news and background reports about the international organic trade.



BANNER, FORMATS AND RATES AT THE WEBSITE

bio-markt.info¹⁾ / organic-market.info¹⁾



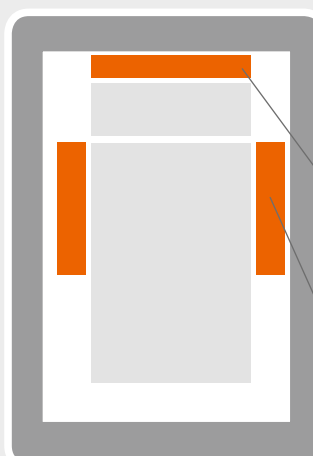
Category	Format in Pixel	Rate/de	Rate/en
Leaderboard	728 x 90	600€	300€
Skyscraper 1 top	160 x 600	600€	300€
Skyscraper 2 bottom	160 x 600	400€	200€
Banner	160 x 200	100€	50€
Large Rectangle in content area	336 x 280	300€	150€

monthly rate

Coverage rotating up to 3-times, net rate/month

¹⁾ Coverage per sector, (main entry page, short messages and reports)

bio-markt.info newsletter and organic-market.info newsletter



Category	Format in Pixel	run-time in Weeks	Rate/de	Rate/en
Leaderboard	728x90	2	300€	100€
		4	500€	175€
		6	600€	225€
Skyscraper left or right	160x600	2	500€	175€
		4	900€	325€
		6	1.200€	450€

Coverage: exclusive

Additional advertising spaces are available upon request.

Applicable VAT is to be added according to EU regulation

Look for more terms, rates and advertising options at:

www.bioverlag.de/online-advertising

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ORGANIC TRADE MAGAZINE

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Business terms: All orders will be executed according to the General Business Terms available from the publisher or at www.bioverlag.de/AGB.

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