MEDIA KIT 2020
Rate Card No. 36 valid by 1. 1. 2020

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The Organic Business‘ Magazine

BioHandel...

... provides information and inspiration for all players of the industry, from producer to retailer.

... offers advice on practical issues, launches discussions, informs about trends, best practices as well as about new economical developments.

... Germany’s leading organic business magazine - with a circulation of 5,000 sold copies - gives a good start into successful business transactions.
Distribution

The Organic business sector is becoming more diversified and complex. The number of players deciding market activities is growing - practically every day. BioHandel – the business magazine for the organic sector – reaches more than 2,800 producers, wholesalers and retailers, associations, institutions and agencies on a monthly basis. 80% of them are retailers.

From the decision-makers in corporate management to the staff of the sales departments, in marketing or management all profit from its issues - print and online - from its newsletters, seminars and occasional special events. BioHandel offers a comprehensive service range with the best possible level of information for these target groups.

* organic delivery services, organic market stalls, organic hotels, organic restaurants, organic bakeries, agencies, associations, institutions
**Titel**

Topics that are moving the business – combined with thoroughly investigated background information, an outlook to developments and trends, opinions and analyses.

**Branche**

Organic business in figures – for example the latest sales barometer, numbers of cash registers and interfirm comparisons. In addition: Exciting shop concepts, producer portraits, background infos, facts and trends – a look beyond the organic horizon included.

**Wissen**

Fundamentals for everyday shop practice, tips on presentations and sales, product details and sales information, briefings, merchandise knowledge on natural care products – everything that is of interest to the sales staff and customer consultants.
Standards
In a nutshell: news from organic trade as well as about regular food trades, business players, events, trade fairs and much more – always keeping you up-to-date.

Umsatzbarometer
Keeps you well-informed on organic market's developments by providing the latest quarterly sales figures and comparisons to last year's results.

Marktplatz
Here organic producers have a chance to a free-of-charge picture presentation of their new products in a standardised form.

Please find the order form at www.biohandel-online.de/marktplatz
These topics will also be content of the next issue of Schrot&Korn. Thus retailers can prepare themselves specifically for customer questions.

**cosmia** These topics provide in advance background information on care products addressed two months later in cosmia.
# Formats, Rates and Special Inserts

## Inserts
Loosely inserted prints at unspecified position.

- **Rate:**
  - 4c: 2.150 € up to 10 g
  - 4c: 2.650 € up to 20 g
- **Copies:** 6,800 plus 300
- **Size:** max. 195 x 260 mm (W x H)

## Bound Inserts
Unremovably attached to magazine by saddle-stitching.

- **Rate:**
  - 4c: 2.250 € up to 10 g
  - 4c: 2.750 € up to 20 g
- **Copies:** 6,800 plus 300
- **Size:** 210 x 280 mm (W x H)
- **Upper Trim:** 5 mm, Crease: 11 mm

## Samples
Product samples are glued on a 1/1 pagesize ad.

- **Rate:** 1.850 €
- **Copies:** 6,800 plus 300
- **Size:** max. 60 x 100 mm (W x H)

## Package Enclosures
Bulky inserts (like samples) may be send as supplements in packages to retailers.

- **Rate:** 1.600 €
- **Copies:** app. 2,600 packages
- **Size:** max. 200 x 270 mm (W x H)
- **Weight:** up to 30 g

All rates plus the statutory VAT.
### Technical Data

**Magazine Format:** 210 x 280 mm  
**Printing Process:** Heat-set offset rotary printing according to ISO 12647-2 processing standard  
**Bindung:** Saddle-Stiching  
**Colour Density:** Maximum colour density 300%  
**Colours:** Euro scale, DIN 2846-1 (Cyan, Magenta, Yellow, Key/Black)  
- Heed the correct colour mode for colour advertisements. (RGB colours will not be processed).  
- Please convert additional/special colours into CMYK mode.  
**Paper:** 80 g/m², Charisma Silk, Recycling  
**Screen Definition:** 60 L/cm at 2540 dpi  
**ICC-Profile:** PSO_LWC_Improved_eci.icc  
(Download online at: www.eci.org)  
**Tonal Range:** lower tonal value 2%, upper tonal value 98%  
**Trim Allowance:** 5 mm on all sides.  
- All elements in risk of being marred by trimming must be transferred inwards by at least 5 mm of trimmed final format at upper, lower + outer edge. Transpose cutting marks at 12pt.

Please submit data packed into a single folder specifying the magazine's title and issue:  
- pdf-Dateien in a 300 dpi resolution e.g. eps files embedded fonts and images included.  
- Job options and guidelines on 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:  
- by upload: www.bioverlag.de/angezeigen-upload.html  
- by mail: anzeigen@bioverlag.de  
Zip data prior to sending.  

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

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

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

If data is submitted without colour binding digital proofs no guarantee shall be given for colour and factual correctness (rejection of complaint). We reserve the right to compress advertisements linearly according to the system-controlled binding taper during impositioning.  

**Proof:** Colour binding digital proofs will only be accepted if the profile of the printing paper is used. The colour values of the Ugra/Fogra media quoin printed alongside must comply to the referential values. The evaluation record must be submitted together with the digital proof.
More Print Media and Activities

**Schrot&Korn** – the customer magazine of organic specialist shops. With a media penetration of more than 1.8 million readers per issue Schrot&Korn has the highest number of ecologically interested readers and is the ideal medium for market communication.

*circulation:* 875,000 copies  
*publication:* monthly  
www.schrotundkorn.de

**cosmia** – the customer magazine presents natural care products and incites its readers to test them. cosmia completes professional customised consulting at the POS and promotes sales by its consistent contribution to customer acquisition and binding.

*circulation:* 110,000 copies  
*publication:* 2-monthly  
www.cosmia.de

**bio köstlich** – recipe favourites of Schrot&Korn, is popular among shop-keepers as a customer give-away at the end of the year.

*circulation:* 125,000 copies  
*publication:* once a year  
www.bioverlag.de/biokoestlich

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**Institut für den Fachhandel**

offers market communication by providing a platform for sustainable concepts to organic trade. Trade meetings for retailers and producers assisted by experts take place twice a year. Learn more by visiting:  
www.biohandel-online.de/institut-fachhandel.html

**Bestes Bio**

Immediate feedback by the target group: Independant organic consumers evaluate and award their favourites.  
Information and registration at  
www.bestes-bio.schrotundkorn.de/hersteller

**Schrot&Korn readers’ choice**

Through an annual reader election of the „Beste Bio-Läden“ (Best Organic Shops) in Germany Schrot&Korn readers feedback their shopping outlets. Producers have the opportunity to take part by sponsoring.

**Degustation**

Every year in May and October approximately 200 organic shops and their customers taste products of different producers in line with the issue’s editorial merchandise report.

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**contact us:**  
+49 6021 4489 100
Portal for the print special interest magazine

The web portal completes the printed issue by providing an extensive archive augmented by a search engine, a continually growing service area and many infos about the trade. Your advertising reaches 56% organic retailers and wholesalers with a monthly average of about **12.000** page views.

**BioHandel-online**

Wissen. Was die Branche bewegt.

### Banner advertising websites

**Leaderboard**
(728 x 90 Pixel)
bh-o: **200 €/month**
bmi: **900 €/month**

**Skyscraper top**
(160 x 600 Pixel)
bh-o: **200 €/month**
bmi: **800 €/month**

**Skyscraper bottom**
(160 x 600 Pixel)
bh-o: **100 €/month**
bmi: **600 €/month**

**Banner**
(160 x 200 Pixel)
bh-o: **40 €/month**
bmi: **200 €/month**

**Large Rectangle**
(336 x 280 Pixel)
bh-o: **200 €/month**
bmi: **600 €/month**

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

1) Coverage per sector (homepage and up-dates)

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**News portal for the organic business**

bio.markt.info informs about the key news of the trade. Our readers gain access to the latest updates, exclusive market knowledge, topical debates and trade events. Your advertising reaches more than **30.000** readers per month with appr. **80.000** page views.

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Advertising for international users at our English speaking special interest website [organic-market.info](http://organic-market.info).
The Newsletter

...reaches approximately 4,500 subscribers twice a month – with a pre-release of the next print edition of BioHandel one week before its publication. In addition: Readers’ surveys, their results and the latest business up-dates.

Leaderboard (728 x 90 Pixel) 175 €/2 weeks
Skyscraper (160 x 600 Pixel) 200 €/2 weeks

Coverage: exclusive
Find the complete online media kit at www.bioverlag.de/online-mediadaten-aktuell.html

The Newsletter

Our readers receive the key news of the day, podcasts, videos and trade reports in our regular newsletter. Distributed three-times a week on average.
...reaches app. 28,500 readers with latest news and organic sector’s business up-dates on a weekly basis.

Leaderboard (728 x 90 Pixel) 600 €/2 weeks
Skyscraper (160 x 600 Pixel) 600 €/2 weeks.
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Payment within
10 days at 2% discount or net payment after 30 days. Bank draft may be arranged.

Payment for subscriptions: Net payment immediately (Bank draft may be arranged).

Business Terms:
All transactions will be executed exclusively according to the publisher’s General Business Terms available from the publisher or at bioverlag.de/AGB.

Our declaration of data protection is available at bioverlag.de/datenschutz

Since 2009 bio verlag GmbH is certified as a climate-friendly enterprise according to STOP CLIMATE CHANGE Standard with all its products.