



**BioHandel** 9-2018  
Wissen. Was die Branche bewegt  
Preis 1,30 €  
biohandel-online.de

**Wir brauchen Bewegung**  
Wie die Branche den neuen Herausforderungen begegnen kann  
S. 08

**Sortiment Naturdüfte**  
Tiefgründiger und facettenreicher ab S. 72

**5.17 UMSATZBAROMETER** Die Zahlen aus dem 2. Quartal  
**5.21 BONZAHLEN** Wieder mehr Kunden  
**5.63 WISSEN** Alles Wissenswerte zum Sortiment Nuss-Schokolade



RATE CARD NO. 35 VALID FROM 1. 1. 2019

# MEDIA KIT 2019



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# BioHandel

Wissen. Was die Branche bewegt

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www.biohandel-online.de  
www.bio-markt.info  
www.organic-market.info

**Publication** monthly

**Circulation** 6.800 copies

**Payments to IBAN** Sparkasse Dieburg  
DE02 5085 2651 0167 0019 65  
**BIC Code** HELADEF 1 DIE

#### Payment conditions for advertisers:

Invoices to be paid within 10 days at 2% discount or net payment after 30 days.

#### Payment conditions for subscribers:

Net payment immediately after invoice is received (direct debit if desired).

**Business Terms:** All orders will be executed according to our business terms available from the publisher or at [www.bioverlag.de/AGB](http://www.bioverlag.de/AGB).

**Privacy statement:** [bioverlag.de/Datenschutz](http://bioverlag.de/Datenschutz).

Since 2009 bio verlag with all its publications meets STOP CLIMATE CHANGE standards and has been certified as a climate-friendly enterprise.



  
gemeinsam · ökologisch · handeln

# THE ORGANIC TRADE MAGAZINE

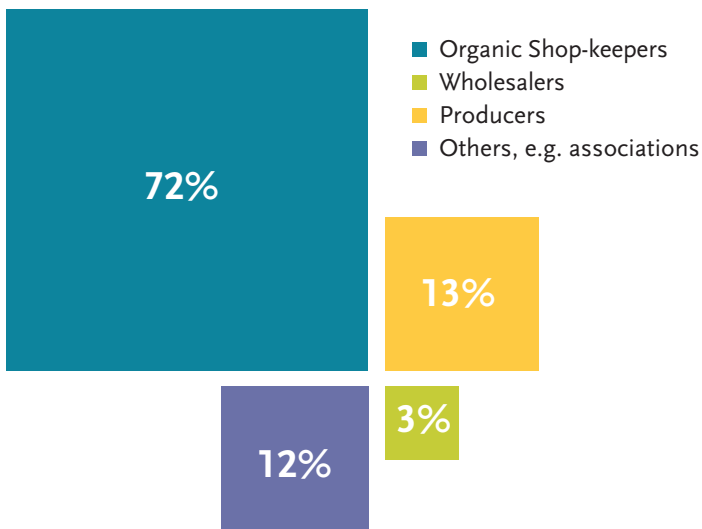
## BioHandel

Wissen. Was die Branche bewegt

Those who want to know what's going on in the trade inform themselves in BioHandel – whether they are shopkeepers, CEOs, staff or multipliers. The trade magazine explains background circumstances, updates on economic developments and social trends. It provides impulses and expertise for business decisions as well as specific and practical problem solutions for every-day business affairs and the product range.



### BioHandel's Subscribers



### Know more. Act better.

To keep busy means to be always ready for changes. We have changed the designs and the content of BioHandel to some extent. The new categories "Titel", "Branche", "Wissen" and "Standards" are providing our subscribers with the latest topics on a monthly basis – clearly structured and vividly presented – with additional practical relevance and forward-looking approach.

### Monthly Circulation

Distributed Circulation: **6,800** Copies  
Sold Circulation: **5,000** Copies

### Subscription Rates:

BioHandel	55 €/year
BioHandel + BioHandel-online	75 €/year
BioHandel-online.de	55 €/year
Bio-Markt.info	119 €/Jahr

## AKTUELL

**Aktuell**

Die besten...  
**230**  
 ...

Simple and concise: facts and figures of the organic as well as the conventional business, people in the news, events, trade fairs and much more – keeping you updated at a single glance.

## WISSEN

**Sanddorn – vollgetankt mit Sonnenkraft**

**Algen**

**KSM1 und KSM2**

Everything staff members need to know for successful sales – product information, fact sheets, merchandise knowledge on organic care products, sales- and presentation tools and fresh ideas for daily business routines.

## BRANCHE

**Wieder mehr Kunden in den Läden**

**44**

**1,5**

The whole spectrum of the trade: Through sales slips and intercompany comparisons among others you learn about the figures and developments. In addition, background reports provide comprehensive knowledge, trends and analyses.

## REGULAR CATEGORIES

## WARENKUNDE

**W**

**Mit süßem Gewissen**

Product information in a nutshell: Merchandise knowledge explains the most important features, portrays companies and their products and provides handy tips from experts and retail colleagues.

## UMSATZBAROMETER

**Aufwärtstrend geht weiter**

**7,9**

**6,3**

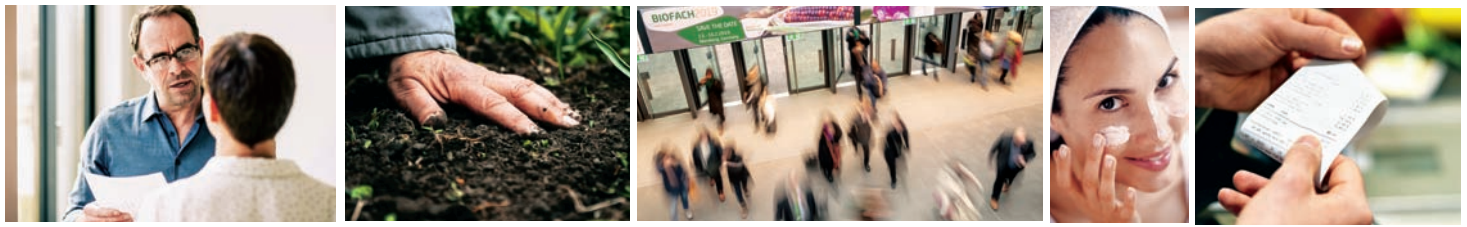
**2,5**

The "sales volume barometer" updates on the latest quarterly figures of the trade and compares them to the previous year's sales. Thus, you have a constant view on market development!

## MARKTPLATZ

**Marktplatz**

"Marktplatz", the market place gives organic producers the chance to a free of charge picture presentation of new products in a standardised format. In a specified issue for **220€**. Fill in the form with your details at [www.biohandel-online.de/marktplatz](http://www.biohandel-online.de/marktplatz)



Issue	January	February	March	April	May	June	July	August	September	October	November	December
Merchandise Knowledge	Dishwashing Liquid <b>SCHROT &amp; KORN</b>	Fresh Soups	Bread Baking Mixes <b>SCHROT &amp; KORN</b>	Salad Sauce <b>SCHROT &amp; KORN</b>	Salt <b>SCHROT &amp; KORN</b>	Soft Drinks <b>SCHROT &amp; KORN</b>	Icecream	Tahin <b>SCHROT &amp; KORN</b>	Butter cookies <b>SCHROT &amp; KORN</b>	Nut Fruit Mix <b>SCHROT &amp; KORN</b>	Marzipan	Tofu <b>SCHROT &amp; KORN</b>
Organic Care Products	Mature Skin/ Anti Aging <b>cosmia</b>		Concealer <b>cosmia</b>		Beautiful Legs/Feet <b>cosmia</b>		Hair Care <b>cosmia</b>		Body Oil <b>cosmia</b>		Rouge <b>cosmia</b>	
Trade Fairs		BioFach pre-report	BioFach-issue	BioOst BioWest					BioNord	BioSüd		
Ad Deadline	14. 11. 18	05. 12. 18	09. 01. 19	13. 02. 19	13. 03. 19	10. 04. 19	08. 05. 19	12. 06. 19	17. 07. 19	14. 08. 19	11. 09. 19	16. 10. 19
Data Deadline	28. 11. 18	14. 12. 18	23. 01. 19	27. 02. 19	27. 03. 19	24. 04. 19	22. 05. 19	26. 06. 19	31. 07. 19	28. 08. 19	25. 09. 19	30. 10. 19
Publication	28. 12. 18	24. 01. 19	21. 02. 19	22. 03. 19	23. 04. 19	23. 05. 19	21. 06. 19	24. 07. 19	23. 08. 19	23. 09. 19	24. 10. 19	22. 11. 19

**SCHROT & KORN** These topics will also be a topic of the next issue of Schrot&Korn. Retailers can specifically prepare for customer's questions.

Ads may be cancelled until the respective ad deadline.

**cosmia** These topics provide preliminary background information on topics addressed two months later in cosmia.

### 1/1 Page

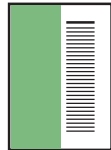
Bleed: 210x280 mm



4c 2.750 €  
U2/U3 3.040 €  
U4 3.300 €  
2/1 4.950 €

### 1/2 Page v

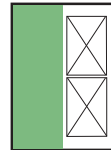
Bleed: 100x280 mm



4c 2.060 €  
next to editorial content

### 1/2 Page v

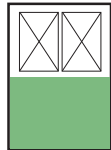
Bleed: 100x280 mm



4c 1.790 €  
next to ads

### 1/2 Page h

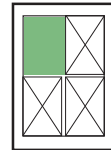
Bleed: 210x135 mm



4c 1.790 €  
next to ads

### 1/4 Page

Page: 90x122 mm



4c 1.080 €

**7,5% early booker discount till 30.11.2018 on all ads in 2019**

### Frequency Discount

The frequency discount is granted for a number of ads booked in one order 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%

VAT to be added on all rates.

All trim page formats must include an extra of 5 mm trim on all 4 sides!

No discounts are granted on special inserts. Delivery of special inserts until the 5. of the month preceding publication.

### Inserts

Loosely inserted prints at unspecified position



Rate: 2.150 € for up to 10 g  
2.650 € for up to 20 g

Copies: 6.800 PLUS 300

Size: max. 195 x 260 mm (WxH)

### Bound Inserts

unremovably attached to the magazine by saddle-stitching



Rate: 2.250 € for up to 10 g  
2.750 € for up to 20 g

Copies: 6.800 plus 300

Size: 210 x 280 mm (WxH)

upper trim: 5 mm, crease: 11 mm

### Adhesives

Product samples glued to a 1/1 pagesize ad.



Rate: 1.850 €

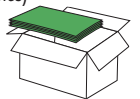
Copies: 6.800 plus 300

Size: max. 60 x 100 mm (WxH)

content: max. 3 ml

### Package Enclosures

Bulky inserts (like product samples) sent as part of the packages to retailers.



Rate: 1.600 €

Copies: app. 2.600 packages

Size: max. 200 x 270 mm (WxH)

Weight: up to 30 g

## TECHNICAL DATA

<b>Magazine Format:</b>	210 x 280 mm
<b>Printing Process:</b>	heat set offset rotary printing according to ISO 12647-2 processing standard
<b>Binding:</b>	saddle-stitching
<b>Colour Density:</b>	maximum colour density 300%
<b>Colours:</b>	euro scale, DIN 2846-1 (Cyan, Magenta, Yellow, Schwarz) Heed the correct colour mode for colour advertisements (RGB colours will not be processed). Please convert additional/special colours into CMYK mode.
<b>Paper:</b>	80 g/m <sup>2</sup> Charisma Silk, Recycling
<b>Screen Definition:</b>	60 L/cm bei 2540 dpi
<b>ICC-Profile:</b>	PSW_LWC_Improved_eci.icc (Download online at: <a href="http://www.eci.org">www.eci.org</a> )
<b>Tonal Range:</b>	lower tonal value 2%, upper tonal value 98%

**Trim Allowance:** 5 mm on all four sides.  
All elements in risk of being marred by trimming must be transferred towards the center by at least 5 mm of trimmed final format at upper, lower or outer edge. cutting marks by 12 pt transposition.

**Proof:** Colour binding digital proofs will only be accepted if made by using the profile of the printing paper. 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.

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

- pdf files in 300 dpi resolution e.g. eps files including embedded fonts and images.
- job options and guidelines for data handling are available at [www.bioverlag.de](http://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](http://www.bioverlag.de/anzeigen-upload.html)
- **mailto:** [anzeigen@bioverlag.de](mailto:anzeigen@bioverlag.de)  
Zip data 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 colour differences may occur.**  
**However, these do not constitute a reason for complaints.**

## SCHROT & KORN

Live organic, love organic.



Schrot&Korn is the organic trade's customer magazine. With an exposure of 1,8 million readers per issue Schrot&Korn has the biggest ecologically minded readership and is the ideal medium for market communication.  
Circulation: **890,000 copies**  
Publication: **monthly**  
[www.schrotundkorn.de](http://www.schrotundkorn.de)

## cosmia

Das Naturkosmetik-Magazin



This customer magazine presents natural care products and invites its readers to test them. cosmia amends the sales advice at shop level and promotes sales by contributing consistently to customer acquisition and retention.  
Circulation: **120,000 copies**  
Publication: **two-monthly**  
[www.cosmia.de](http://www.cosmia.de)

## bio köstlich

Advertise with a long-term effect



A collection of recipe highlights of Schrot&Korn that shop-owners like to use as a give-away to their customers e.g. for the New Year.  
Circulation: **125.000 copies**,  
publication: **once a year**  
[www.bioverlag.de/biokoestlich](http://www.bioverlag.de/biokoestlich)

## if Institut für den Fachhandel

enables market communication by providing a platform to sustainable concepts for the organic trade. Twice a year trade meetings are organized featuring experts of the retailing and the producing sector. Learn more at: **biohandel-online.de/institut-fachhandel.html**



**Bestes Bio-Produkt** - the award for the best organic products selected by a jury of consumers. Information and

registration at [bestes-bioproduct.de](http://bestes-bioproduct.de)



## Schrot&Korn readers vote

Schrot&Korn readers give their feedback and vote to shops in an annual contest for the "Best Organic Shop" in Germany. Producers can take part as sponsors.

## Degustation



With the May and October issue of Schrot&Korn about 200 shops and their customers taste products of different producers presented in the merchandise section of the respective issues.

Contact: [anzeigen@bioverlag.de](mailto:anzeigen@bioverlag.de)

## Portal to the Print Magazine

- it reports close to the market, puts light on backgrounds, shows perspectives and makes you fit for everyday business by providing the fundamental know-how.
- Extensive online archives including the editorial content of previous years
- Product ranges and merchandise groups at one glance
- Downloads of individual BioHandel issues

Your advertisements reach **56% organic retailers and wholesalers** with approximately **20,000** page views a month.

## The Newsletter

... reaches approximately **5,000** subscriber twice a month – with a pre-release of the next print edition of BioHandel one week before its publication date plus reader surveys.

## Portal to up-to-date news reports

- Latest news of the trade
- Background reports on important business topics

Your advertisements reach more than **35,000** readers with approximately **60,000** page views a month.

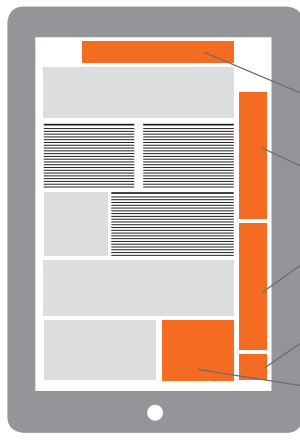
## The Newsletter

... reaches approximately **9,500** subscribers three-times a week with up-to-date reports.

You would like to advertise internationally? Then use our English business website at [organic-market.info](http://organic-market.info).

## Banner advertising at Web Sites

biohandel-online.de (bh-o) / bio-markt.info (bmi)<sup>1)</sup>




type	rate bh-o	rate bmi <sup>1)</sup>
<b>Leaderboard</b> 728 x 90 Pixel	200€	600€
<b>Skyscraper 1 top</b> 160 x 600 Pixel	200€	600€
<b>Skyscraper 2 bottom</b> 160 x 600 Pixel	100€	400€
<b>Banner</b> 160 x 600 Pixel	40€	100€
<b>Large Rectangle in Content Area</b> 336 x 280 Pixel	200€	300€

Coverage rotating up to 3times, net rate / month

<sup>1)</sup> Coverage per sector (home page and news)

## Banner Advertising at Newsletter

biohandel-online.de (bh-o) and bio-markt.info (bmi)



Type	run time in weeks	rate bh-o	rate bmi
<b>Leaderboard</b> 728x90 Pixel	2	175€	300€
	4	275€	500€
	6	350€	600€
<b>Skyscraper left or right side</b> 160x600 Pixel	2	175€	500€
	4	300€	900€
	6	400€	1.200€

Coverage: exclusive

More spaces available upon request.

Look for more terms, rates and advertising options at:  
[www.bioverlag.de/online-mediadaten](http://www.bioverlag.de/online-mediadaten)

A new approach in 2019:  
Look forward to some major changes for both business portals!