



Media Kit 2021

Rate Card No. 37 valid by 1.1.2021

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The Organic business' magazine



BioHandel...

... keeps all players of the industry informed and supports their activities.

... makes fit for business practice, launches discussions, informs about trends, new concepts and economic developments in general.

... as Germany's leading magazine for organic trade it is fundamental for successful entrepreneurial activities.

5.000

sold copies

80%

**of its readers
are retailers
and wholesalers**

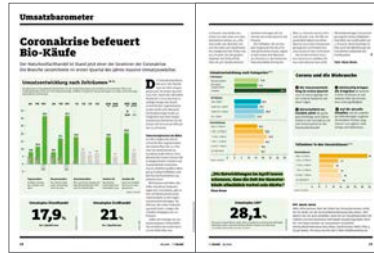
5.500

circulation



Titel

Topics that are moving the industry – including thoroughly investigated background information, an outlook on developments and trends, opinions and analyses.



Branche

The latest sales figures (Umsatzbarometer), registered cash slips and company comparisons make the industry transparent, analyse developments and give retailers the opportunity to evaluate their own results. In addition: Innovative and successful shop concepts, producer portraits, backgrounds, facts and trends – with a glimpse beyond the organic sector.



Wissen

Basic knowledge for daily shop practice, tips for product display and selling, merchandise knowledge, briefings, product information on natural care products – practical advice necessary for competent onsite customer advice by the sales staff.



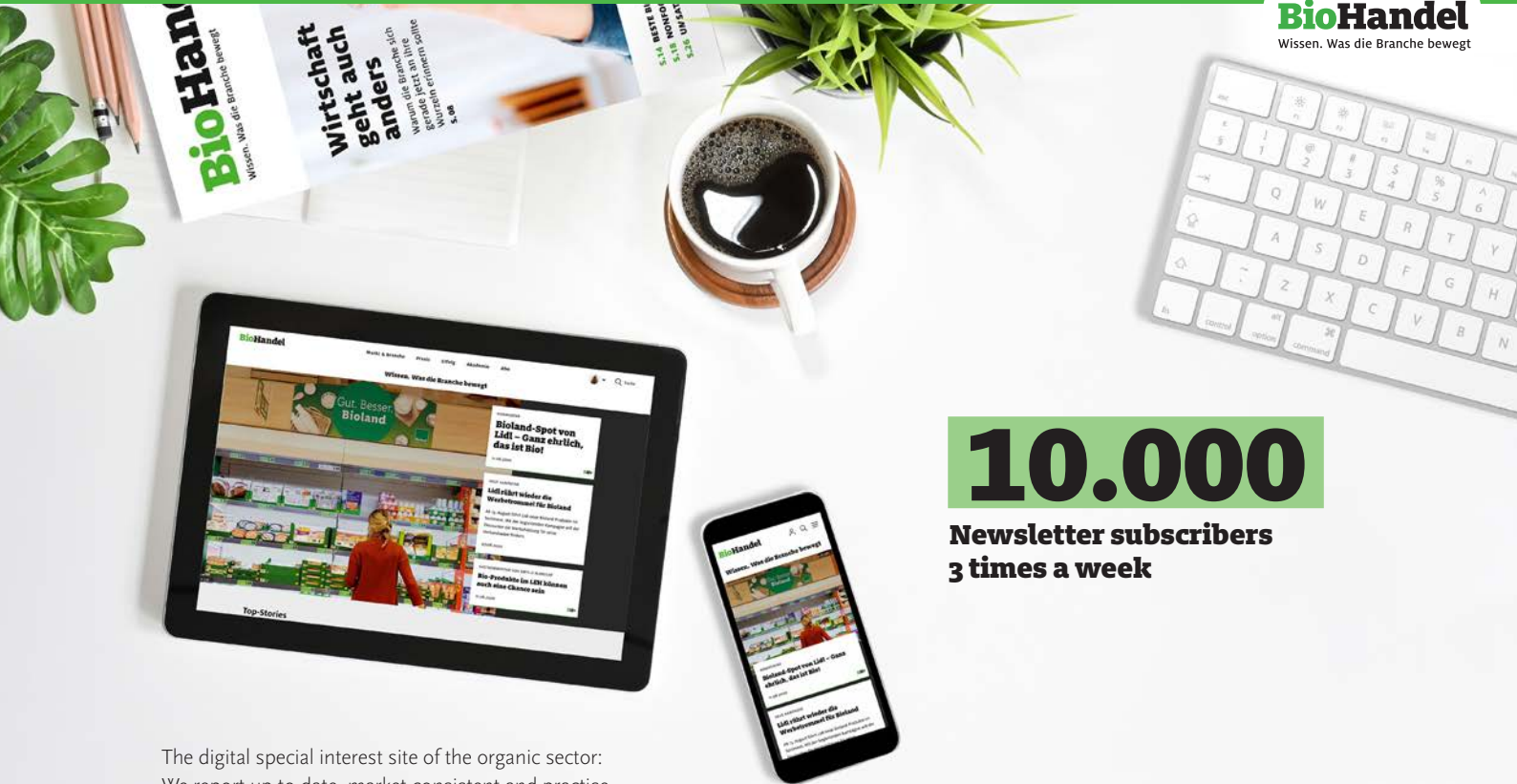
Immer Aktuell

in the message sector we keep our readers up-to-date on personalities in the news, the latest business updates on the organic as well as the traditional food retail sector, surveys and charts on current developments – short and easy to comprehend and on the spot.



Marktplatz

Here organic producers have the opportunity to present their new products - by providing information on contents, price and other essentials. You may book the publication in a specified issue for 220€ per presentation. In addition there is the option „waiting list“ for registering for a free-of-charge presentation in an unspecified issue.



10.000

**Newsletter subscribers
3 times a week**

The digital special interest site of the organic sector:
We report up-to-date, market-consistent and practise oriented about all that matters around organic trade.



Home page

A selection of the latest and most important news, a picture gallery with personality snapshots and – at a highlighted spot – the market place with its product presentations. A collection of our editors' special reports focuses on subjects of high importance to our readers.

Markt & Branche

Stay informed about what is going on in the business of organic foodstuffs and cosmetics, about developments and backgrounds. Studies and statistics help you plan business activities. Reader surveys reflect relevant opinions of the trade.

Sortimente

Well-founded knowledge and sales promoting incentives about the continuously expanding product range: Our digitally optimized articles are a reference book for the industry – and may help you to consolidate both your own and your sales staff's professional expertise.

Erfolg

The sector for the decision-makers combines best practices of entrepreneurial daily routines with impulses for a strategy of self-advancement. Marketing consultant Bernd Schüzler provides handy tips for retailers on a weekly basis – well-received by the trade + exclusively at biohandel.de.



Newsletter

By reading „BioHandel News“ you keep yourself up-to-date about what is going on in the industry. It has up to 10 000 recipients 3x a week – with extra issues on special events titled „BioHandel Eilmeldung“.

Deadlines and Topics

Subscribe to the
monthly topics
Newsletter at:
anzeigen@
bioverlag.de

BioHandel
Wissen. Was die Branche bewegt

Issues	01 January	02 February	03 March	04 April	05 May	06 June	07 July	08 August	09 September	10 October	11 November	12 December
Merchandise knowledge	Jackfruit SCHRÖT & KORN	Sheep and goat's products	Special detergents SCHRÖT & KORN	Seasoning oils SCHRÖT & KORN	Fruit beverages SCHRÖT & KORN	Antipasti SCHRÖT & KORN	Pizza dough/ crusts	Oat milk SCHRÖT & KORN	Nut butter SCHRÖT & KORN	Breakfast Porridge	Lebkuchen	Herbal tea SCHRÖT & KORN
Organic care	Oral and dental care cosmia		Hair colour cosmia		Lip gloss cosmia		Mascara cosmia		Sanitary protection cosmia		Caps + cures (facial care) cosmia	
Fairs		BioFach pre-report	BioFach-issue	BioWest BioOst					BioNord	BioSüd		
Ad deadline	11.11.20	09.12.20	13.01.21	10.02.21	10.03.21	14.04.21	12.05.21	16.06.21	14.07.21	11.08.21	15.09.21	13.10.21
Data deadline	25.11.20	16.12.20	20.01.21	24.02.21	17.03.21	28.04.21	26.05.21	30.06.21	28.07.21	25.08.21	29.09.21	27.10.21
Publication date	29.12.20	25.01.21	22.02.21	25.03.21	22.04.21	25.05.21	24.06.21	26.07.21	25.08.21	23.09.21	25.10.21	24.11.21

Orders may be withdrawn until the respective ad deadline

SCHRÖT & KORN

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 background information in advance on care products editorially addressed two months later in cosmia.

1/1 Page

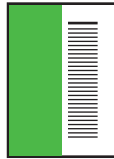
A: 210 x 280 mm



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

1/2 Page h

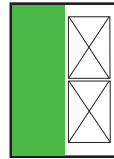
A: 100 x 280 mm



4c	2.060 €
next to articles	

1/2 Page h

A: 100 x 280 mm



4c	1.790 €
next to ads	

1/2 Page v

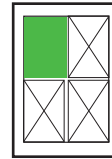
A: 210 x 135 mm



4c	1.790 €
next to ads	

1/4 Page

S: 90 x 122 mm



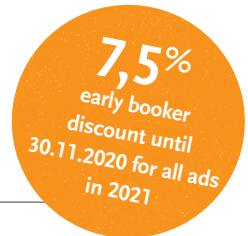
4c	1.080 €
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Frequency Discount

The frequency discount is granted based on the 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%

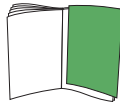


All trim page formats must include an addition of 5 mm on all 4 sides!

No discounts are granted for special inserts. Delivery of the special inserts: until the 5th of the month preceding publication.

Inserts

Loosely inserted prints at unspecified location



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

Copies printed: 6.500 plus 300

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

Bound Inserts

Unremovably attached to magazine by saddle-stitching.



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

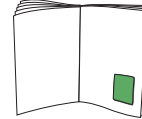
Copies printed: 6.500 plus 300

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 €
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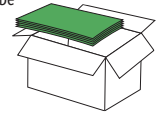
Copies printed: 6.500 plus 300

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

content: max. 3 ml

Package Enclosures

Bulky inserts (like samples) may be sent as supplements in packages to retailers.



Rate:	1.600 €
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Copies printed: app. 2.600 packages

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

Weight: up to 30 g

Magazine Format:	210 x 280 mm
Printing Process:	Heat-set offset rotary printing according to ISO 12647-2
Binding:	Saddle-stitching
Colour Density:	Maximum colour density 300%
Colours:	Euroscale, 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/m ² , Charisma Silk, Recycling
Screen Definition:	60 L/cm at 2540 dpi
ICC-Profile:	PSO_LWC_Improved_eci.icc (Download 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 a minimum of 5mm off trimmed final format at upper, lower and outer edge. Transpose cutting marks at 12 pt.

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

- Pdf files in a 300 dpi resolution e.g. eps files embedded fonts and images included.
- 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.

- Upload to: www.bioverlag.de/anzeigen-upload.html
- 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 Fees: 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 complaint.

If data is submitted **without** colour-correct 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 printing paper's profile is used. The colour values of the Ugra/Fogra media quoin printed alongside must comply with the referential values. The evaluation record is to be submitted together with the digital proof.

biohandel.de – One for all!

The complete news, updates and contents of interest for the organic sector are provided here in a comprehensive form at a single web address.

Subscribers thus have priority access to the complete information base of the organic sector.



NEU

Advertorial
exclusive
2.500 €/2 weeks

New Advertising opportunities

Place your qualified content in an editorial environment. Also published in the newsletter. More information at www.biohandel.de/Mediadaten

Advertising for international users at our English-speaking special interest website organic-market.info



NEU

Billboard
(970x250 Pixel)
1.200 €/month¹⁾



Leaderboard
(728x90 Pixel)
900 €/month¹⁾



NEU

Half Page Ad
(300x600 Pixel)
800 €/month¹⁾



Wide Skyscraper
(160x600 Pixel)
800 €/month¹⁾




Medium Rectangle
(300x250 Pixel)
600 €/month¹⁾

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


¹⁾ coverage per sector

Complete news update – threetimes a week!


News, exclusive background reports, videos, podcasts and readers' surveys in short, everything that is presently moving the business, is updated regularly by our editors. Threetimes a week you can reach approximately 10.000 subscribers from the retailer and producer sectors as well as from institutions and agencies!




NEW
Advertorial
exclusive
2.500 €/2 weeks




NEW
Billboard
(970x250 Pixel)
600 €/2 weeks



Leaderboard
(728x90 Pixel)
400 €/2 weeks



Wide Skyscraper
(160x600 Pixel)
600 €/2 weeks



Medium Rectangle
(300x250 Pixel)
250 €/2 weeks

Coverage: exclusive

The complete Online media kit is available at: www.biohandel.de/mediadaten



Schrot&Korn – the customer magazine of organic specialist shops. With a media penetration of more than 1.7 million readers per issue Schrot&Korn has the highest number of ecologically interested readers and is the ideal medium for market communication.

Circulation: 835.000 copies

Publication: monthly

www.schrotundkorn.de



cosmia

The organic care customer magazine

Circulation: 100.000 copies

Publication: 2-monthly

www.cosmia.de



bio köstlich

Favourite recipes of Schrot&Korn

Customer loyalty promotion for the long term

Circulation: 120.000 copies

Publication: once a year



Readers' Choice:

Beste Bio-Läden

Each year our readers give feedback to their shopping outlets. Their choice of

organic shops, „Beste Bio-Läden“, receive the award at a festive presentation. Producers can sponsor the event and show their engagement on behalf of organic specialized trade.

www.bestebiolaeden.de



Bestes Bio

Direct feedback from the target group: Independent consumers evaluate and award their favourite products.

www.bestes-bio.com

Contact:
Phone 06021-
4489-100

BioHandel
Akademie

BioHandel Akademie – offers market communication by providing a platform for sustainable concepts in the organic trade. Twice a year expert-assisted trade meetings for retailers and producers take place. Learn more at:

www.biohandel.de/akademie

Markt.wissen

Markt.wissen – Market research tools like readers' and retailers' surveys, marken3klang, e-control and much more. The service support for your marketing.

www.bioverlag.de/marktforschung.html

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Payment within 10 days a 2% discount or net payment after 30 days.
Direct debit can be arranged.



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

Business Terms:

All transactions will be executed exclusively according to the Publisher's General Business Terms available from the Publisher or at www.bioverlag.de/AGB.

The data listed in this media kit may be updated in the course of the year. You will find the latest and binding update of this media kit on our website at www.bioverlag.de, Mediaservice.

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