

# EXISTENZ<sup>GASTRONOMIE</sup>

INFORMATIONEN FÜR BETRIEBSGRÜNDER



PRINT  
WEB  
E-PAPER

Information for start-ups  
in the gastronomy sector

# Media rates

Price list no. 26, valid  
as of 1st January 2026

**jam**Verlag GmbH

# 2026

[www.existenz-gastronomie.de](http://www.existenz-gastronomie.de)



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About jamVerlag

JamVerlag publishes trade magazines accompanied by newsletters and daily updated news on the websites for the out-of-home market and hereby reaches specialised target groups: the planners and retailers of canteen kitchen and catering supplies (GastroSpiegel), automated vending (VendingSpiegel) as well as the start-up of a new gastronomy (EXISTENZ Gastronomie).

The market

The out-of-home market as a whole comprises a sales volume of about 90 billion Euros. The catering trade and communal feeding represent a very high market share with many different segments, of which our publishing house jamVerlag covers several for the specific target groups.

Brief characterisation

EXISTENZ GASTRONOMIE is the magazine for gastronomic start-ups. The editorial focus is on information, ordinances and regulations on hygiene, but other topics in the field of gastronomic business start-ups are also dealt with in a practical manner. The magazine is handed out as part of the hygiene instruction procedure by the chambers of industry and commerce as well as by catering and hotel schools, vocational schools and trade offices. EXISTENZ GASTRONOMIE reaches the founders of a new business at a time when almost all purchase and investment decisions have not yet been made and thus ensures the desired success for your advertising.



Media rates  
no. 26

Trim size  
DIN A4 (210 mm x 297 mm)

Type area  
Advertisements: 180 mm x 260 mm  
Number of columns: 3, width 55 mm

Printing technique  
Offset method

Printed copies  
12,000

Date of publication  
18 July 2026

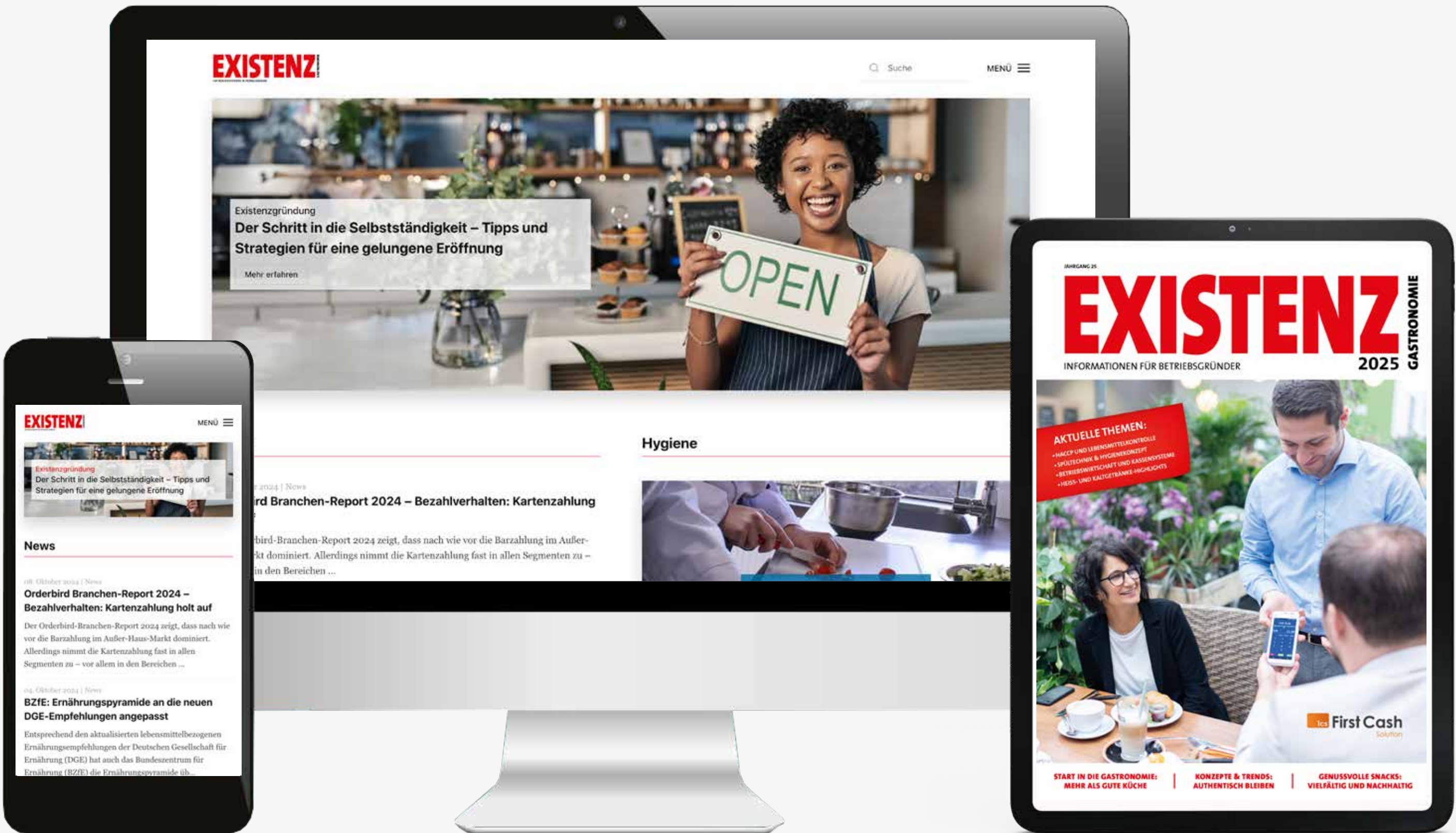
Publication frequency  
annual





Contact details

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Bank details	Frankfurter Volksbank eG Ust-IdNr. DE 206 622 118	IBAN: DE92 5019 0000 0005 0144 41 BIC: FFVBDEFF	
Terms of payment	3% cash discount on payment before publication date. 2% cash discount within 10 days after invoicing. 30 days net after invoicing.		
Advertising deadline	13 June 2026		
Editorial deadline	20 June 2026		
Printing material	23 June 2026		
Price per unit	12.00 Euro (including VAT and shipping)		



**Digital data** print-pdf/X-4, high-resolution (at least 300 dpi with colour- and greyshade pictures; at least 600 dpi with Bitmap pictures), data must be in CMYK, fonts have to be embedded. The customer is responsible for the correctness of texts and images. If required, digital data can be created by the publisher against invoice.

**Proof** A colour and position proof has to be delivered or sent in as a pdf.

**Our general terms and conditions are available online: [www.jamverlag.de/agb](http://www.jamverlag.de/agb)**



Advertising: formats and rates

Prices per mm

column width 55 mm

price per mm/column  
**14.00 €**

Special placement

front cover placement + 1/1 page promotion (title package, see page 6)	<b>6,400.00 €</b>
inside front cover	<b>6,140.00 €</b>
inside back cover package 2/1 pages ad (inside back cover package, see page 6)	<b>7,570.00 €</b>
back cover	<b>6,300.00 €</b>
individual placement	<b>240.00 €</b>

Special colour

upon request

Bound inserts

two-sided	<b>5,320.00 €</b>
four-sided (centre of issue)	<b>9,680.00 €</b>
Delivery: DIN A4 untrimmed + 5 mm on each edge, a sample is requested in advance	

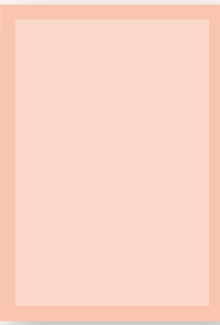
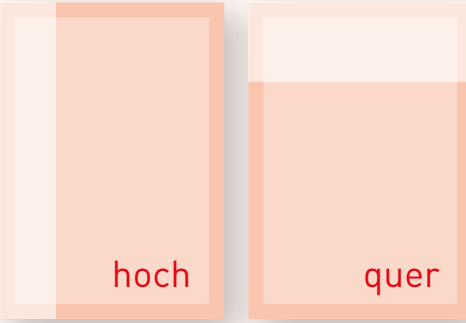
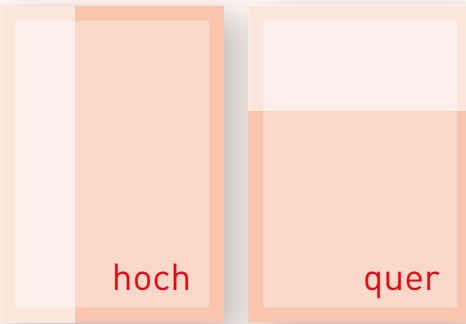




Loose inserts

up to 25 g	per thousand 300.00 €	<b>3,600.00 €</b>
more than 25 g		Price upon request
Delivery: max. size 206 x 292 mm, a PDF-sample is requested in advance		

Special formats and rates

see page 5

No additional charge for trim size. All other formats upon request. Prices in Euro excl. VAT.

Formats		Type area format (width x height)	Bleed off format (width x height)*	Prices 4c
	1/1	180 x 260 mm	210 x 297 mm	<b>6,050.00 €</b>
	3/4 vertical 3/4 horizontal	125 x 260 mm 180 x 195 mm	140 x 297 mm 195 x 210 mm	<b>4,840.00 €</b>
	2/3 vertical 2/3 horizontal	110 x 260 mm 180 x 170 mm	125 x 297 mm 210 x 188 mm	<b>4,360.00 €</b>
	1/2 vertical 1/2 horizontal 1/2 junior	90 x 260 mm 180 x 130 mm 130 x 180 mm	105 x 297 mm 210 x 148 mm 148 x 210 mm	<b>3,750.00 €</b>
	1/3 vertical 1/3 horizontal 1/3 junior	60 x 260 mm 180 x 85 mm 85 x 180 mm	75 x 297 mm 210 x 103 mm 103 x 210 mm	<b>2,670.00 €</b>
	1/4 vertical 1/4 horizontal 1/4 corner	45 x 260 mm 180 x 65 mm 90 x 130 mm	55 x 297 mm 210 x 83 mm 100 x 148 mm	<b>2,240.00 €</b>
	1/8 vertical 1/8 horizontal 1/8 corner	45 x 130 mm 180 x 30 mm 90 x 65 mm	55 x 148 mm 210 x 48 mm 100 x 83 mm	<b>1,815.00 €</b>

\*Full trim size: Please add 3 mm bleed on all sides.



## Special formats and rates



### Embracing banderole

420 mm x 90 mm,  
plus 3 mm bleed + 40  
mm overlap, 4 c

Price excl. VAT  
**5,800.00 €**



### Inside cover

210 x 297 mm, front and  
back, plus 3 mm bleed,  
4 c

Price excl. VAT  
**11,800.00 €**



### Half inside cover

100 x 297 mm, front and  
back, plus 3 mm bleed,  
4 c

Price excl. VAT  
**6,350.00 €**



### Inside flap vertical

100 mm x 297 mm, front  
and back, plus 3 mm  
bleed, 4 c

Price excl. VAT  
**6,350.00 €**



### Double page front flap to the inside

420 mm x 297 mm,  
plus 3 mm bleed, 4 c

Price excl. VAT  
**11,800.00 €**



### Inside flap horizontal

210 x 120 mm,  
plus 3 mm bleed,  
front and back, 4 c

Price excl. VAT  
**6,350.00 €**

The examples above represent only a selection of possible formats. Further ad formats such as adhesive labels or bookmarks upon request.



# Advertising packages

## Front page

Price excl. VAT  
**7,570.00 €**

### Advertisement (cover page)

4c, 210 x 218 mm  
(plus 3 mm bleed)



### Designed promotion

„About cover page“

4c, approx. 4,000 characters,  
up to 3 pictures, logo



## Inside back cover

Price excl. VAT  
**6,400.00 €**

### 2/1 page advertisement

4c, 420 x 297 mm  
(plus 3 mm bleed)

or

### Designed promotion page

4c, approx. 4,000 characters,  
up to 3 pictures, logo



### Advertisement inside back cover

4c, 210 x 297 mm  
(plus 3 mm bleed)





# Website

Next to the annual print edition of EXISTENZ Gastronomie, the website [www.existenz-gastronomie.de](http://www.existenz-gastronomie.de) also informs start-ups in the hospitality industry about the latest developments in the field of setting up a business in this sector.

For the most important current news and information, there is a news section on the homepage, which provides the latest “headlines” in a simple way. The homepage start page is therefore particularly eye-catching and ideally suited for banner advertising.

In addition, background and basic reports from various fields are presented in different topic categories. EXISTENZ Gastronomie online is thus not only a portal for start-ups, but also provides up-to-date information on the out-of-home market to other market participants.

Last but not least, the reader receives information about events ranging from supplier seminars, trade fairs, to association events. This means that users are always up to date on the latest training opportunities.

## Rates

Format	Environment	Format	Period	Price
Fullsize banner	Homepage	XL 660 x 100 Pixel	1 month	700.00 €
		L 420 x 60 Pixel	1 month	555.00 €
Textbox banner (not animated) 400 characters, 1 picture max. 515 x 220 px, logo, link	Homepage		1 month	800.00 €
Rectangle	Homepage	220 x 320 Pixel	1 month	610.00 €

Special formats and other advertising formats such as advertorials are available on request.

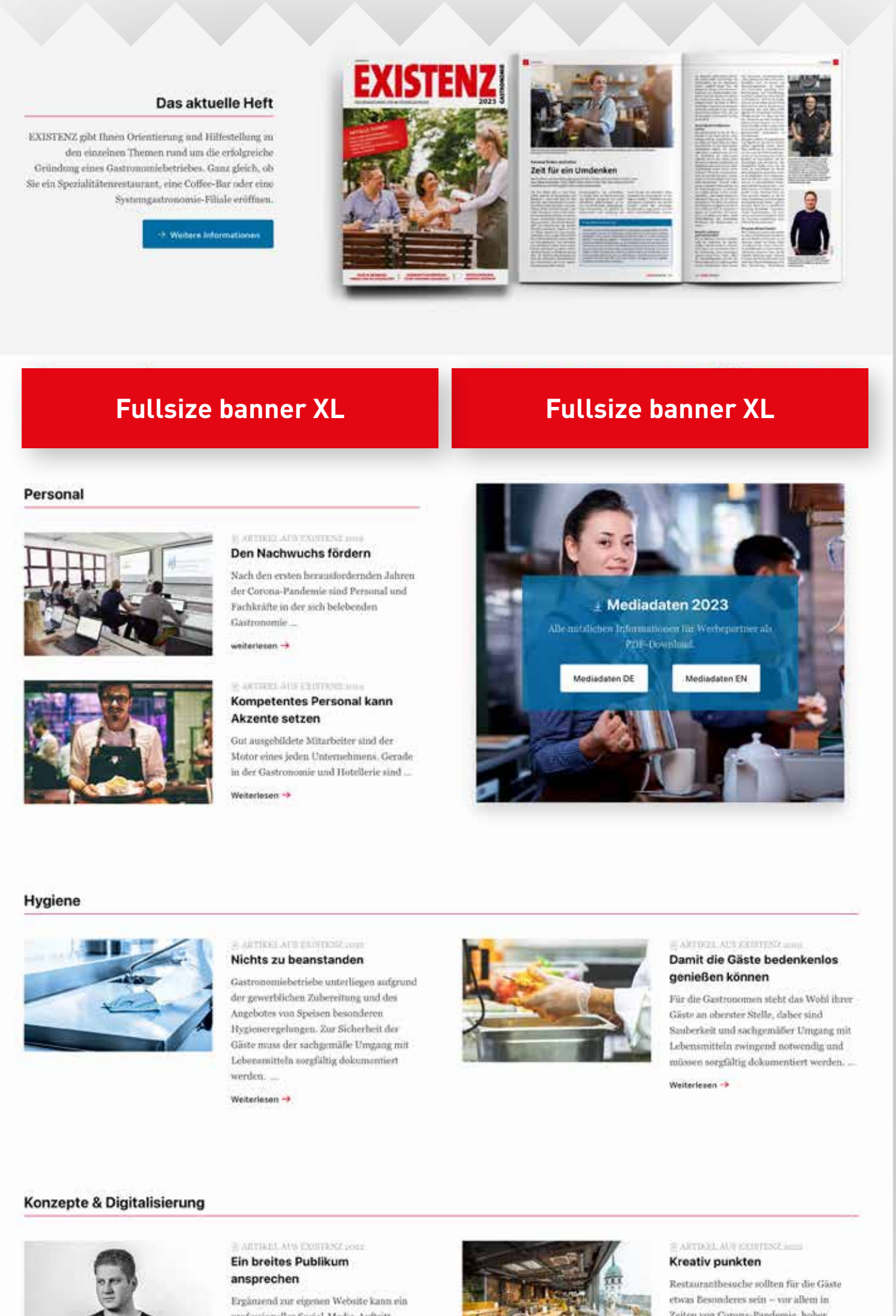
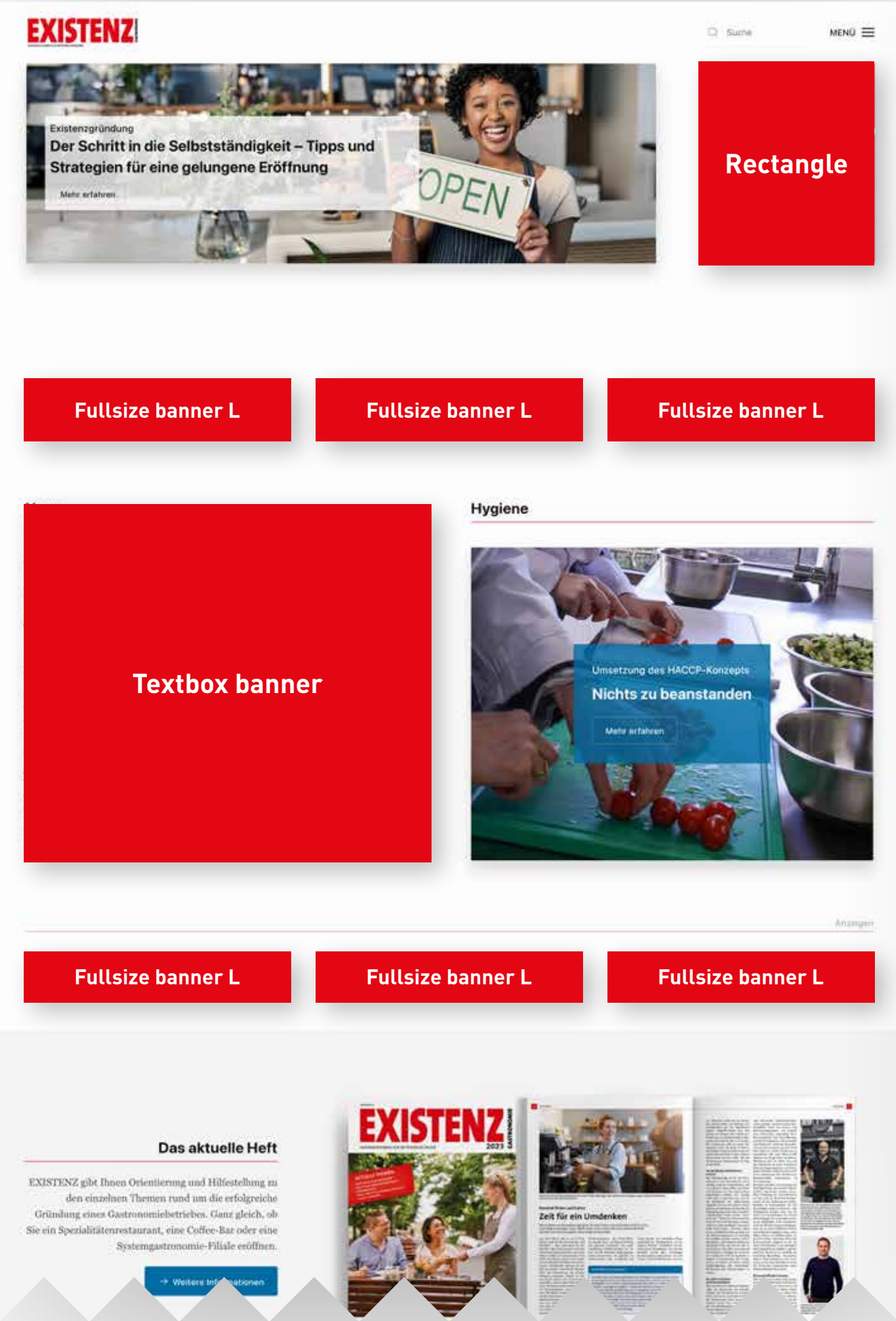
## Discounts

(purchase within 12 months)

## Placing rates

3	insertions	5 %
6	insertions	10 %
12	insertions	20 %

All prices net  
exluding VAT.



For all banners we accept common data formats such as JPG, GIF and PNG, please contact us for other formats. The maximum file size is 300 KB. Due to the responsive design, rectangle and footer banners are also required in a format of 420 x 60 pixel. Max. 2 banner rotation on homepage.