

SCANDINAVIAN BREWERS' REVIEW

MEDIA INFORMATION 2022

THE MAGAZINE

Scandinavian Brewer's Review (SBR) is the biggest trade magazine in the Nordic countries focusing on the brewing and soft drink industry. The magazine is published by The Danish Brewer's Guild in corporation with the Brewer's Guild of Sweden, Norway and Finland. Apart from being the member magazine for the members of the Nordic Brewer's Guild, the magazine is the link between, brew masters and other decision makers and professionals inside all of the publishing area; witch beside the Nordic region covers the remaining Europe, the Baltic countries and Russia. The language is English.

THE READERS

The primary readers of SBR are brew masters, brewers and other professionals within supply chain, marketing and purchasing in the brewing and soft drink industry.

FORMAT

208 x 280 mm.

PUBLISHER

Dansk Brygmester Forening
(Danish Brewmaster' Guild)
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ADVERTISING

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RELEASE AND DEADLINE

4 issues

2022

NR.	DEADLINE	RELEASED
1	January 24.	February 24.
2	May 10.	June 02.
3	September 13.	October 13.
4	November 15.	December 08.

DISCOUNTS AND OTHER RATES

3 advertisements	÷ 10 %
4 advertisements	÷ 15 %
6 advertisements	÷ 20 %

Ordered together and inserted within 12 month.

Special position +10 %

Colour surcharge Dkr. 4,800

INSERTS

Request quotation

ADVERTISING MATERIAL

All material must be delivered as print ready high solution PDF files (minimum 300 dpi), CMYK-separated.

Material has to be sent via e-mail to:
fliv@stibo.com

The Scandinavian Brewers Review, will also be released in 2022, in a digital version. Uploading the ad on the digital platform with link to its own website is only DKK 1,200,- excl. VAT.

Printing errors, wrong size etc. for which neither the advertiser nor their agency is responsible, a reduction may be paid upon Stibo Complete Mediaservice' discretion, it cannot exceed the price of inserting the advertisement. Complaints must be sent in writing to Stibo Complete Mediaservice no later than 5 days after the publishing of the magazine. Neither Stibo Complete Mediaservice nor the publisher is liable for any consequential damage, due to wrongfull, delayed or missing inserts of ordered ads.

Cancellation of confirmed ads can be made, in writing, until 5 days before deadline.

Claims cannot be enforced against Stibo Complete Media Service or the magazine for any consequences of incorrect, delayed or missing inserts of booked advertisements.



PRICES & FORMATS

1/1 (full-page) 9.100,-

185 mm x
252 mm

1/1 (full-page with bleed) 10.000,-

208 mm x
280 mm
+4 mm for cutting

2/1 (double page with bleed) 16.700,-

416 mm x
280 mm
+4 mm for cutting

1/2 page 6.200,-

½ page
(wide format)
185 mm x
124 mm

½ page
(high
format)
90 mm x
252 mm

PREFERRED PLACEMENT

Page 2 - 185 mm x 252 mm 16.300,-

+ 4 mm for cutting

Page 4 - 208 mm x 280 mm 11.270,-

+ 4 mm for cutting

Page 6 - 208 mm x 280 mm 11.270,-

+ 4 mm for cutting

3. coverpage - 208 mm x 280 mm 11.270,-

+ 4 mm for cutting

Back page 208 mm x 280 mm 17.700,-

+ 4 mm for cutting

Formats are width x height. All prices are quoted in Danish Kroner, and without VAT and based on printready material.