

- High-quality products
- Your brand

We'll help you find your way into the minds of business people and decision makers.

Media Data 2026/27

Print · Online · Newsletter · Bio-Infothek (Organic Information Centre) · Event

For brands and organic suppliers who want to be seen, understood and stocked in the organic market



Print
4 times a year



digitally
up-to-date



Newsletter
once a week
+ special newsletter

Bio-Infothek
Who's Who
of the organic sector

Advertising that resonates with the organic market

Print. Online. Newsletter. Bio-Infothek. Event.

bioPress brings together **manufacturers, brands, importers, wholesalers, retailers** and **opinion leaders** in the organic sector. As a specialist publisher bioPress has been providing the mainstream market in particular with a professional and credible platform for **brand communication, new product launches, product range inspiration** and **retail engagement** for 30 years.

Close to the market

Topics, trends and developments that are shaping the organic retail sectors – with a focus on the market

Relevant for decision makers

in retail, manufacturing, wholesale, import and specialist sectors, and the food craft sector

A credible environment

offering specialist information, product range knowledge and industry insight

Used across different media

Can be combined with print, online, Newsletter and Bio-Infothek

Are you planning a campaign? We can advise you on the right combination.

Content / Dramaturgy

Transparency

1. [Your quality products, your brand](#)
2. [Advertising that resonates with the organic market](#)
3. [Reach the people who stock, display and sell a full range of organic products](#)
4. [Why bioPress? strong technical expertise, market-focused, sales-oriented.](#)
5. [Your brand where organic products can thrive in the retail sector](#)
6. [Advertising in an attractive editorial context](#)
7. [Formats for high visibility](#)
8. [More attention for your message](#)
9. [Prices: Print](#)
10. [Prices: Online](#)
11. [Prices: Bio-Infothek \(Organic Information Centre\)](#)
12. [Prices: Event / Meetingpoint BIOimSEH – BIOFACH-special show](#)
13. [Digital visibility for your brand](#)
14. [Straight to the organic sector's inbox](#)
15. [Advertorial / Tell a story that goes beyond what an advert can say](#)
16. [Greater impact through a combined presence](#)
17. [Cross media special](#)
18. [Contact / Everything you need for a smooth production process](#)

Reach the people, who want to list full-range organic products, put them on their shelves and sell them.

Decision-makers in all relevant sales channels in the mainstream

bioPress is aimed at people who are looking for orientation, market information, assortment ideas and concrete impulses for purchasing, selling and positioning in the organic market.

For 30 years, contacts beyond the box.

bioPress has identified independent retailers/merchants as important organic partners and has built trust in the mainstream nutrition transition with organic and sustainability topics.

We want ORGANIC for ALL – not dams that last.

The merchants love bioPress for this.

Your advertising has an impact where full-range organic products are created – from freshness to brand.

Anyone who advertises in bioPress appeals to the people who actively shape the organic market.

Growers

**Merchants /
Independent Retail**

**Manufacturers /
Producers**

Wholesale

Food Crafts

Logistician

**Organic Marketers /
Brand Leaders /
Umbrella Brands**

Multipliers

Import / Export

Why bioPress? Professionally strong. Close to the market. Sales-relevant.

bioPress is more than just an advertising platform. The publisher provides market insights, product range inspiration, and industry-specific information **from the organic sector for the mainstream market and has also been offering consulting services in this area for 30 years**. We have been following the organic market for decades, drawing on our **own insights**. Your ads will appear where organic products are recognized as a growth opportunity in the retail sector.

6 good reasons to choose bioPress

1 Relevant Field of Expertise

Topics that truly shape the organic retail sector: full-range organic products, retail, nutrition, sustainability, trade shows, politics, administration, and the media.

2 Broad Industry Reach

Retailers, manufacturers, artisan food producers, wholesalers, importers, service providers, and influencers.

3 Strong Focus on Practical Value

Our content helps you understand markets, plan product assortments, and leverage trends for your retail business.

4 Cross-Media Presence

Print, website, newsletter, and the Organic Information Center, along with our BIOFACH event, “Meetingpoint BIOimSEH,” can be combined into effective campaigns.

5 Close Ties to the Industry

bioPress is familiar with the issues, questions, and challenges facing the organic industry — based on three decades **of its own market observation**.

6 Distinctive Profile

bioPress stands for expertise in **organic products for independent retailers — specifically, independent food retailers** — in markets where a full range of organic products can grow but is not yet the norm.

Get in touch — we'll find the right setting for your message.

Ideal for:

Product launches, trade fair appearances, brand building, product range campaigns, retailer engagement, image advertising and products that require explanation.

Your brand where organic products can thrive in retail.

Print works when credibility matters.

bioPress offers your brand an editorial platform with a high degree of industry relevance — and with particular expertise in bringing organic products to the mainstream, especially among independent retailers

Brand Building

Build your presence in an established organic trade publication with a clear focus on organic products in **independent retail stores**.

Business Communication

Reach out to retailers and merchants with concrete arguments in favor of the organic section.

Product Line Campaigns

Position your brand within the context of product categories, product line expansions, and full-range organic product lines in independent food retail stores.

Product Launches

Showcase new products, product lines, or concepts in an eye-catching way.

Trade Show Communications

Take advantage of publications related to key industry events to gain additional visibility.

Products That Require Explanation

Give quality, origin, sustainability, or product line benefits the attention they deserve.

Whether it's a single ad or a year-long campaign, we'll help you choose the right format.



bioPress — at home in 10,000 supermarkets for 30 years...



Advertising in an attractive editorial setting.

Plan ads that align with specific topics, product lines, and trade shows.

Each issue of bioPress covers topics related to retail, the market, product lines, countries, trade shows, sustainability, and manufacturing practices. This allows for the strategic placement of ads and advertorials.

Issue	Publication	Ad Deadline	Key Areas	Product Line Environment
129 / October	Oct. 2026	28th August 2026	Trade, Longevity, BIOimSEH Meeting Point at Biofach, and the S.E.T. Symposium	Meat, Brand-Name Products, Beutelsbacher Juices
130 / January	Jan. 2027	22th December 2026	Organic Products Abroad, Annual Outlook, Trade, Preview: Biofach Trade Fair with S.E.T. Symposium	according to the editorial schedule
131 / April	Apr. 2027	10th March 2027	Wholesale, Post-Biofach Reports, International, Organic Market in the Mainstream	Brand-name products
132 / July	Jul. 2027	09th June 2027	Trade, Food Systems	according to the editorial schedule

Do you have a product or topic that fits into an issue? Please contact us early on.

Formats for high visibility.

For brand building, product launches, and maintaining a consistent presence.

1/1 page

Maximum Visibility, Brand Building, Product Launch

1/2 page

High visibility with a concise message

1/3 page

Product information or ongoing presence

1/4 page

Promotional or personal ad

Cover pages

Particular attention

Special Placements

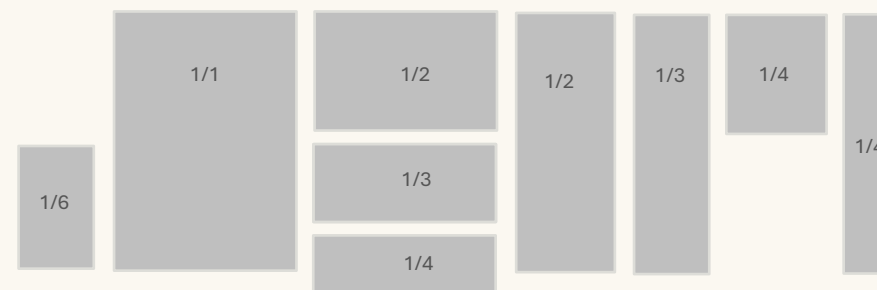
Subject to availability and prior arrangement

B2B - Supplier Directory

Especially attractive when bundled with the digital bioPress Bio-Infothek

1/6 page - Product Introduction

Featured Placement with our Product Highlights



We'll work with you to develop a format recommendation tailored to your budget, target audience, and timeline.

More attention for your message.

For samples, trade show promotions, and special sales initiatives.

Supplement

Loose insert included in the magazine.
Price upon request; partial print runs available

Insert

Printed material permanently bound into the booklet.
Price upon request.

Special Placement

Customized placement in a suitable environment.
By appointment only.

Product Sample / Sachet

Product sample in conjunction with an advertisement or insert. Dates and pricing available upon request.

Good to Know:

Special advertising formats should be planned well in advance — the key factors are cost, format, weight, and print run. Third-party costs (insertion fees and additional postage charges based on weight) are not eligible for discounts.

Do you have an idea for a special placement? We'd be happy to look into making it happen.

Prices Print

[Link to the
order form /
price list](#)

Format	Size / Model	Price
1/1 page	Crop	3,880.00 €
1/2 page across	Type area	1,920.00 €
1/2 page high	Crop	2,050.00 €
1/3 page	Crop	1,620.00 €
1/4 page	Type area, high crop	1,225.00 € / 1,450.00 €
1/6 page / Product Presentation	subject to availability	540.00 €
B2B - Select Category	subject to availability – 4 issues each	upon request
U2 / U3	subject to availability	4,230.00 €
U4	subject to availability	4,650.00 €
Front page	subject to availability	5,216.00 €

All prices are subject to applicable sales tax. Special formats and inserts are available upon request.

Publication Dates:

January / April / July / October

Circulation: 7,500 copies
via alternating mail delivery plus e-paper

Cross-media drastically reduces your costs

Can be customized to suit your budget, timing, target audience, and message.

[Our digital cost estimator will provide you with a customized quote.](#)

Crossmedia

Combine print with online, newsletters, or a B2B supplier directory and organic information center.

Multiple Booking

Volume discounts are available for multiple ads.

Early Bird Discount

Early-bird rates may be available after the promotional period ends.

Agency Commission

15 percent agency sign-up commission

Prices Online

[Link to the
order form /
price list](#)

Size / Model	Price
Newsletter	
468 x 60 pixels Standard-Banner, Fullsize-Banner in the body text of the Newsletter	820.00 €
468 x 90 pixels Fullsize-Banner in the body of the Newsletter	960.00 €
468 x 120 pixels Fullsize-Banner in the body of the Newsletter	1,080.00 €
468 x 60 pixels Newsletter-Header Leaderboard, Standard	1,800.00 €
468 x 85 pixels Newsletter-Header Leaderboard, big	1,950.00 €
WEB-Portal	
240 x 60 pixels Half Banner	260.00 €
468 x 60 pixels Standard-Banner, Fullsize-Banner in the text	820.00 €
468 x 90 pixels Fullsize-Banner in the text	960.00 €
468 x 120 pixels Fullsize-Banner, big in the text	1,080.00 €
240 x 400 pixels Vertical Rectangle, Fat Skyscraper	1,512.00 €
728 x 90 pixels Leaderboard, Super Banner, Supersize Banner	1,800.00 €

Special Formats	
WEB-Portal	
Slider Product image in the slider is linked to the product description — Duration per slider: 1 month	180.00 €
Ticker A short headline appears in the ticker alongside other headlines at the top of the screen, above the editorial articles, and includes a link to your article. Each ticker runs for 1 month.	180.00 €

Repeat-purchase discount

starting at 2 x 5 percent starting at 16 x 15 percent
starting at 4 x 7,5 percent starting at 24 x 20 percent
starting at 8 x 10 percent More available upon request

Early Bird Discount

Early-bird rates may be available after the promotional period ends.

Crossmedia [Special Offers + Combo Deals on page 14](#)

Combine print with online, Newsletters, or a B2B supplier directory and organic information center.

Multiple Booking

Discount tiers available starting at 2 units

Agency commission

15 percent agency sign-up commission

Alle Preise zzgl. gesetzlicher Mehrwertsteuer.

Prices Bio Infothek

[Link to the order form / price list](#)

WEB Bio-Infothek	Price / Year
Basic Entry	
Company Information Free Basic Listing: Company Name + Address, Phone, Fax, Industry, Category, and Product Group	0.00 €
Brand Logo 1-Year Subscription	320.00 €
Brand Information Detailed information about the brand, product categories, and product lineup	120.00 €
Company Logo 1-Year Subscription	210.00 €
Company Profile Text and images will be provided. If changes are made during the 1-year term, 30% of the price will be due.	180.00 €
Company Web Link (Follow Backlink) Link to the company's website	180.00 €
Trade Show Planner + Product Listings	Price / Year
Basic Entry	
Trade Show Participation Do you participate in various trade shows? Enter all your dates into the trade show planner for an annual fee.	210.00 €
Trade Show Planner Link to Your Website (Follow Backlink) 1-Year Subscription	180.00 €
Product Listings Registration is free for Bio-Infothek subscribers. Please submit your information to us in our specified Excel format.	Starting at 6.00 €

Subscriptions are for a term of 1 year. A 30% discount applies to 2-year subscriptions. The subscription renews automatically for one year (or two years with the discount) unless canceled 4 weeks before the expiration date. We will notify you in a timely manner regarding the contract's expiration.

[Link to the order form / price list](#)

bioPress.de / Bio-Infothek



Your Listings

- Brand
- Logos
- Product Categories
- Trade Show Dates
- Products
- Company Information



Event Prices: Meetingpoint BIOimSEH – BIOFACH Special Exhibition Area

Size / Model	Price
Matchmaking 4 days Table plus 4 chairs, with a railing on three sides, 1.20 meters high	2,800.00 €
Fresh Food Counter (Meat, Fish, Cheese) Non-exhibitors must purchase BIOFACH's mandatory marketing package and register as co-exhibitors. This is the only way for staff to gain admission.	3,200.00 €
Bakery with an oven and a counter Non-exhibitors must purchase BIOFACH's mandatory marketing package to become co-exhibitors. This is the only way for staff to be admitted.	5,400.00 €
Where wall graphics are possible: +70 € per square meter	
Display Freestanding, ¼ CHEP-Display	1,400.00 €
Brand Block, Shelving Unit Price tiers 1 through 4 and higher Each shelf is 0.9 meters wide; each unit has 4 shelves	400.00 until 250.00 € per shelf / 4 shelves or more
Logos on the logo walls, 60 x 40 centimeters 90 x 60 centimeters (if space is available)	250.00 until 160.00 € Volume-Based Pricing Scale 1 logo up to / starting at 5 logos big 900.00 €
1 x logo in the slider www.bioimseh.bio , with a link. We'll include the participants' logos. Reserve a link to your homepage.	290,00 €
2 x logo in the slider www.bioimseh.bio . Starting with the second logo, you'll receive a 30% discount.	406,00 €
Brochure compartment: The brochure compartment holds up to 200 brochures, each weighing 20 gram. You can refill it at any time.	80.00 €
Company Presentation at the BIOimSEH Forum Up to 30 minutes, as determined by the curator, including technical setup	300.00 €
Tasting / for participants only At the bar tables, limited capacity	250.00 €
More information and offers on the bioPress WEBportal	Click here

Alle Preise zzgl. gesetzlicher Mehrwertsteuer.



It's about more than just products. The mainstream market now needs to develop a full line of organic products.



Our Cross-Media Promise:

Meetingpoint participants will receive 30 percent cross-media points on all advertising campaigns booked for 2027 (instead of the usual 5 to 20 percent for two to four cross-media channels)

[Cross-Media Special Offers + Combo Deals on Page 17](#)

Digital visibility for your brand.

Easy to find, linkable, and usable as a campaign extension.

Online presence extends the impact of your print campaign and makes your brand directly accessible — via a click, contact form, profile, or landing page.

Brand and Company Presence

Present the company and its services in the relevant field.

New Products / Slider

Showcase new product lines, variants, and innovations.

Trade Show Promotions

Promote booths, dates, and the latest news related to industry events.

Long-Term Discoverability

Use the Organic Information Center as a digital presence in the market.

Combine your ad with a digital extension on [bioPress.de](https://www.biopress.de).

bioPress digital

...always up to date

Launch news | Boost sales |
Strengthen brands | Bring organic
lifestyles into the mainstream



We are bioPress - your experts in organic products

Straight to the organic industry's inbox.

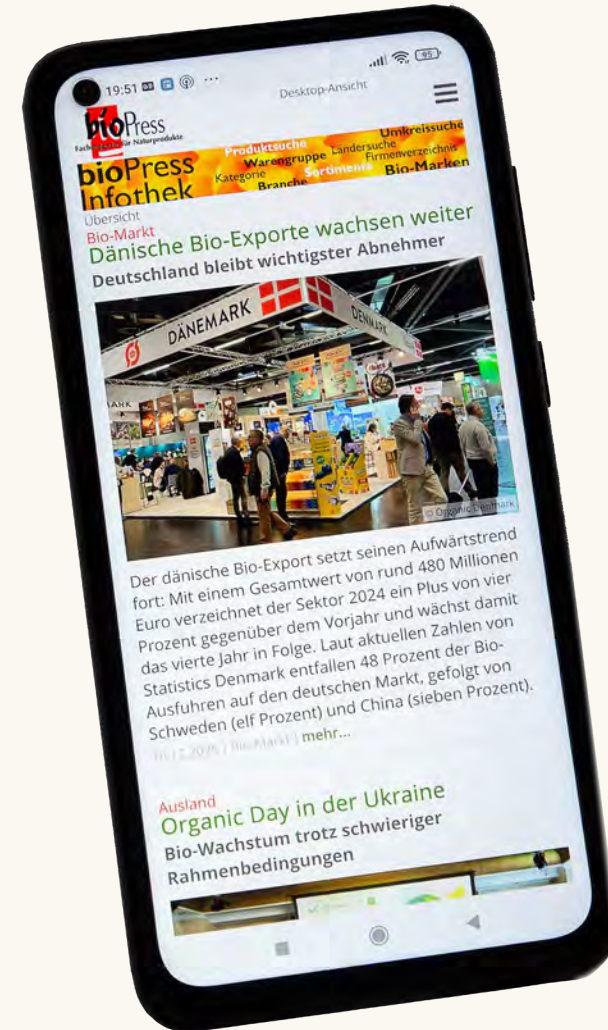
Fast, action-oriented, and trade-show-focused communication.

The **bioPress Newsletter** delivers the latest industry news, product updates, and partner announcements directly to relevant contacts. It's ideal for trade show appearances and campaigns designed to generate attention on short notice.

Ad format	Use
Newsletter-Banner	immediate visibility
Text-and-Image Ad *	explanatory product or brand message
Sponsored Content *	Partner information integrated into the subject matter
New Product *	a compact Boost for Retail and Purchasing
Combination of Print and Trade Show Event	repeated exposure across multiple channels

* Paid ads are labeled as such in a discreet manner in the upper-right corner, using a font size of at least 5 points.

Use the newsletter as a quick digital supplement to your print ad.



Newsletter: Up to 15,000 organic-minded contact
Open rate > 35 percent

Tell a story that goes beyond what an ad can say.

Brand message plus value for readers.

An advertorial provides space for insights into reality: why my health is worth the organic choice, stories, background information, and arguments. Products, raw materials, origin, sustainability, quality, and the benefits of the product line can be explained in greater detail.

New Product with Retail Benefits

Interview or Brand Profile

Raw Materials and Origin

Sustainability and Responsibility

Product Line Concept for Retailers

Trade Show or Promotional Communications

The number of industry visitors to the web portal remains stable. Page views are rising by 50 percent, from 220,000 to >331,000 (2025)



Do you have a message that needs explaining? We'll create the perfect advertorial for you.

Advertisement / Sponsored Content

Advertorial Sample Structure



Balance between Nature and Craftsmanship

A well-organized advertorial is compelling in its text, images, and layout from the very first moment.

The Message

Even more than lighting lighthouses, it is our own realization that makes a difference: What can I do for myself and for others?

Reality Experiencing

In this modern world, filled with busy people, we help people recognize and realize that they are on a journey of self-discovery, and we help them gain insight into their own subconscious.

We energize your Organic Business



Das Bernsteinzimmer
www.dasbernsteinzimmer.com

Label (always in the upper right corner): Advertisement / Sponsored Content

Greater impact through a combined presence.

Print, online, newsletters, and the Bio-Infothek as part of a campaign.
In addition, participate in the BIOimSEH meeting point at BIOFACH
and earn additional cross-media points — 30 percent off your media investments.

With Cross Media
Achieve a big impact
while staying within
your budget.

Customizable
combinations based on
your budget, timing,
target audience, and
message.

**We'll create a
customized quote for
you.**

1 Visibility

Print Ad + Online Banner

Brand Building and Repeat Recognition

2 New Product

Print Ad + Newsletter

Launches, New Product Additions, and Retail Initiatives

3 Brand Story

Advertorial + Newsletter + Organic Information Center

Products that require Explanation and Sustainability

4 Trade Show Package

Trade Show Edition + Online + Newsletter +
Participation in the BIOimSEH Meeting Point

Engaging Visitors + Meeting Business Professionals

5 Annual attendance

Multiple Bookings: Print + Digital

Continuous Visibility in the Organic Market

Let's work together to determine which combination will have the greatest impact for your brand.

Cross media special.

Print, online, newsletters, and the Bio-Infothek are all part of the campaign.
...also stop by the BIOimSEH meeting point at BIOFACH and earn more cross-media points.



A

Print ad + Online-Banner

1/4 or 1/3 ad
1 x

+

468 x 60 pixels
2 months

1,800 €*

Additional savings = 1,290 € / 1,460 €

B

Trade fair edition + Online + Newsletter

1/1 page
Print

+

468 x 60 pixels
2 months

+

468 x 60 pixels
8 x

5,800 €*

Additional savings = 6,280 €

C

Print ad + Newsletter

1/1 ad
1 x

+

468 x 90 pixels
4 x

3,800 €*

Additional savings = 2,560 €

D

Advertorial + Newsletter + Bio-Infothek

1/1 ad
+ Website
each 1 x

+

468 x 90 pixels
4 x

+

Company portrait
logo + brand
2 years

4,500 €*

Additional savings = 4,050 €

* Fixed-price quotes for combinations A through D

Let's work together to determine which combination will have the greatest impact for your brand.

Cross media individual lets prices tumble 5x

- 1 Print + Online-Banners
- 2 Print + Newsletter
- 3 Print/Advertorial + Newsletter + Bio-Infothek
- 4 Print + Online-Banners + Newsletter + Bio-Infothek
- 5 Meetingpoint BIOimSEH- Participants earn additional cross-media discount points

1 to 4 cross-media channels + joker

Cross media Print + Digital

- | | |
|------|--|
| 5 % | with 2 channels (1 + 2) |
| 10 % | with 3 channels (3) |
| 20 % | with 4 channels (4) |
| 30 % | Our joker (5): Participants in the Meetingpoint BIOimSEH |

on top
on the
multiple
discounts

Everything for smooth production.

Technical Data Print

Printing Contents: Web Offset, Paper Recycling, Steinbeis Selekt,

Cover: sheet-fed offset, paper recycling ENVIRO VALUE

Booklet format: DIN A 4 | width 210 mm x height 297 mm

Typesetting: width 171 mm x height 241 mm

Crop format: width 216 mm x height 303 mm, crop: 3 mm

Print Files

Color Mode: CMYK

TIF, JPG, PDF/X-3 with fonts embedded or converted into paths,

Image resolution: at least 300 dpi

Profile: Cover, sheetfed offset: FOGRA39 = ISO Coated v2 300% (ECI)

Inner part, roller ofset: PSO_LWC_Standard_eci.icc

No liability is assumed for incorrect data/files

For color fastness we need a proof with a color wedge

Technical Data Digital

Banner formats: according to format overview

File formats: JPG, PNG, GIF, or HTML5

Maximum file size: width 728 x height 1024 pixels

Destination URL: Required

Delivery: 10 working days before start

[Privacy Policy](#)

[Terms & Conditions](#)