

**BRAUEREI
FORUM**

Technical Periodical for Breweries, Malt Houses, the Beverage Industry and Partners

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**VLB
BERLIN**

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MEDIA INFORMATION

2020

Technical Periodical for Breweries,
Malthouses, the Beverage Industry
and their Suppliers –
in German and English

Published by
Versuchs- und Lehranstalt für
Brauerei in Berlin (VLB)

PRICE LIST NO 32 / EDITORIAL SCHEDULE 2020

valid from 1 January 2020

www.brauerei-forum.de

Target Group, Focus and Publisher

The technical periodical Brauerei Forum is targeted at professionals from the brewing, malting and beverage industry as well as the distilling industry. The majority of our readers has a brewery-related qualification, is active in the middle to upper management and usually responsible for decisions concerning investments and/or purchase.

In addition to the regular subscribers, our periodical is sent also to all members of the publisher, the Versuchs- und Lehranstalt für Brauerei in Berlin (VLB) (Research and Teaching Institute for Brewing in Berlin). Nationally and internationally known as research institute and service provider for the brewing and beverage industry, the VLB stands also for the high quality of the contributions in our periodical.

In 2020, Brauerei Forum appears in the 35th volume and continues the publication activities of the VLB having started with publication like "Wochenschrift für Brauerei", "Tageszeitung für Brauerei" and "Brauer- und Mälzer-Lehrling" in 1883. Since 2003, the journal offers special pages ("IfGB aktuell") for the distilling industry four times a year.

Brauerei Forum is characterised by the high share of self or on our behalf produced contributions (over 60 %). As a result, Brauerei Forum has an excellent reputation as a competent and compact technical periodical for the brewing business. It reaches readers in 28 countries from all continents. To meet the growing internationalisation of the sector, two editions per year are published in English. In addition, the Brauerei Forum is also published online on www.brauerei-forum.de.

Organ

As a technical periodical, Brauerei Forum is also official organ of the following associations:

- + Versuchs- und Lehranstalt für Brauerei in Berlin (VLB) e.V.
- + Vereinigung ehem. VLBer e.V. (VLB's alumni)
- + Gesellschaft für Geschichte des Brauwesens (GGB) e.V.
- + Institut für Gärungsgewerbe und Biotechnologie zu Berlin (IfGB)
- + Berliner Brauerzunft e.V.

Topics

Our editorial content is clearly focused on the brewing, malting and beverage business. They are organised in the following columns:

- + **Menschen & Unternehmen** (People & Companies, 15 %) Company news, personnel news
- + **Technik & Technologie** (Technology, 30 %) Technical contributions, raw materials (brewing barley, hops), water and waste water technology, packaging filling, quality control, congress coverage, historical articles
- + **Brauer-Schule** (Brewer's School 5 %) Contributions for training, questions and calculations for brewers
- + **Betriebswirtschaft** (Economics, 15 %) Contributions about logistics, marketing, management, market reports, human resources with focus on the brewing and beverage industry
- + **Markt & Marken** (Markets & Brands, 10 %) New products, campaigns, national and international developments in the beverage sector
- + **Institutionen & Verbände** (Associations, 10 %) News and notes from about VLB Berlin and other brewing related associations
- + **IfGB Aktuell** (News for distillers, 15 %) Information and notes for distillers and spirits manufacturers

Circulation

Average printed circulation: 2500 copies
At trade fairs and congresses up to 1500 additional copies

Format

210 mm width, 280 mm height
Bleeded advertisements plus 3 mm off-cut per edge

Printing space

184 mm width, 240 mm height
3 columns each 50 mm

Printing and binding process, printing data

Offset printing, wire stitching binding
Data to be supplied in electronic formats only:
+ print-optimised PDF (CMYK, not separated)
+ EPS (Fonts converted to curves)
+ TIF/JPG (300 dpi, CMYK)
Data transfer possible by Email (media@brauerei-forum.de) or FTP.

Frequency

To be published 8 times a year (German) **plus two VLB editions in English** in May and November (Brau Beviäle).

Annual subscription rate 95 € (Germany),
outside Germany plus postage.

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Publisher and Editorial

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Email: redaktion@brauerei-forum.de

Terms and conditions of payment

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Place of payment and fulfilment is Berlin/Germany. For all transactions our General Terms and Conditions apply.

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Swift Code (BIC): DEUTDE3333

Discounts

Agency discount: 15 %
Series discounts

3	x	10 %
5	x	15 %
10	x	25 %

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EDITORIAL CALENDAR & PUBLICATION SCHEDULE

2020

No	Deadlines	Major topics <i>(in addition to our regular coverage)</i>	To be presented on the following trade fairs and/ or congresses <i>(additional print run)</i>
1/2 (GER)	Publication date 31 Jan 2020 Advertising deadline 17 Jan 2020	VLB Alumni News Programme 107 th Brewing and Engineering Conference, Leipzig Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector
3 (GER)	Publication date 9 Mar 2020 Advertising deadline 21 Feb 2020	Filling and packaging technology Beer and beverage logistics IfGB News (for distillers)	107th VLB International Brewing and Engineering Conference , 9–11 March, Leipzig 23rd VLB Logistics Conference , 30 March–1 April additional circulation in the spirits sector
4 (GER)	Publication date 24 Apr 2020 Advertising deadline 9 Apr 2020	Engineering and brewing technology Beer and beverage logistics Brewing Business Report IfGB News (for distillers)	2nd Symposium Fermented Beverages , 11/12 May, Berlin additional circulation in the spirits sector
5 (ENG)	Publication date 29 May 2020 Advertising deadline 14 May 2020	International Edition in English: VLB international – Annual review: News and current activities of the VLB Berlin	Additional international distribution to VLB members and clients. Distribution at all international conferences and trade fairs with VLB participation until November 2020 Beviale Mexico , 29–31 July, Mexico City World Brewing Congress , 1–4 August, Minneapolis China Brew , 13–16 October, Shanghai
6/7 (GER)	Publication date 26 Jun 2020 Advertising deadline 12 Jun 2020	Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector

No	Deadlines	Major topics <i>(in addition to our regular coverage)</i>	To be presented on the following trade fairs and/or congresses <i>(additional print run)</i>
8 (GER)	Publication date 14 Aug 2020 Advertising deadline 31 Jul 2020	VLB Alumni News Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector
9 (GER)	Publication date 11 Sep 2020 Advertising deadline 28 Aug 2020	Programme 107 th International VLB October Convention Raw materials (malting barley, hop)	
10 (GER)	Publication date 12 Oct 2020 Advertising deadline 25 Sep 2020	Brewing Business Report IfGB News (for distillers)	107th International VLB October Convention including Technical Session and international Malting Barley Seminar, 12/13 October, Berlin Trade fair edition (GER) Brau Bevale 2020 10–12 November, Nuremberg, Germany additional circulation in the spirits sector
11 (ENG)	Publication date 9 Nov 2020 Advertising deadline 23 Oct 2020	International Edition in English: VLB international – Annual review: News and current activities of the VLB Berlin Graduates VLB Certified Brewmaster Course	Trade fair edition (EN) Brau Bevale 2020 10–12 November, Nuremberg, Germany Additional international distribution to VLB members and clients European MicroBrew Symposium , 9 November, Nu- remberg, Germany Distribution at all international conferences and trade fairs with VLB participation until April 2021
12 (GER)	Publication date 18 Dec 2020 Advertising deadline 4 Dec 2020	Report VLB October Convention Technology Brewing Business Report VLB Alumni News IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector



Format		Print space w x h (mm)	Print space b/w	Print space 4c	Bleed* w x h (mm)	Bleed b/w	Bleed 4c
Cover		202 x 187	–	2935 €		–	–
1/1 page		184 x 240	1570 €	2365 €	210 x 280	1730 €	2600 €
Junior page	vertical	130 x 185	–	1975 €	145 x 200	–	2155 €
1/2 page	horizontal	184 x 120	885 €	1780 €	210 x 140	970 €	1960 €
	vertical	92 x 240			105 x 280		
1/3 page	horizontal	184 x 80	605 €	1255 €	70 x 280	660 €	1380 €
	vertical	62 x 240					
1/4 page	horizontal	184 x 60	495 €	940 €	210 x 70	550 €	1035 €
	vertical	92 x 120 46 x 240			105 x 135 52 x 280		
1/8 page	horizontal	184 x 30 92 x 60	350 €	580 €	–	–	–
1/16 page	horizontal	92 x 30	250 €	350 €	–	–	–
	vertical	50 x 60					

Other formats on request

* All sizes plus 3 mm off-cut per edge

all prices plus German VAT

BRAUEREI FORUM

Fachforum für Brauereien, Mälzerien, Getreideindustrie und deren Partner

Angabe 1 | 1. Februar 2017 | 10. Jahrgang | ISBN 978-3-948-124-04-8



Produkt-Analyse
Produktions- und Qualitätsmanagement

- Von PCR-Technologie zum Zuckerrückgang in Getränken – Bericht VLB-Oktobertagung
- 9300 Brauereien in der EU
- Programm 106: Brau- und maschinen-technische Arbeitstagung in Rust

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Angabe 2 | 1. März 2017 | 10. Jahrgang | ISBN 978-3-948-124-05-5



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Angabe 3 | 18. April 2017 | 10. Jahrgang | ISBN 978-3-948-124-06-2



Spezialanwendung
Glycerin-Produktion

- Bericht VLB-Frühjahrestagung in Rust
- Die Berliner Weiße – Teil 2
- Sauer fermentierte Getränke – Prozessgestaltung
- Bericht VLB-Logistikfachkongress

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Angabe 4 | 18. September 2017 | 10. Jahrgang | ISBN 978-3-948-124-07-9



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Angabe 5 | 1. Juni 2017 | 10. Jahrgang | ISBN 978-3-948-124-08-6



Produkt-Analyse
Produktions- und Qualitätsmanagement

- Bericht VLB-Frühjahrestagung in Rust
- Rechtsweg mit neuer Abfallanlage
- VLB-Logistikfachkongress: Digitalisierung der Getreidelogistik
- Brau-Börsen-Bilanz

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Angabe 6 | 1. August 2017 | 10. Jahrgang | ISBN 978-3-948-124-09-3



Produkt-Analyse
Produktions- und Qualitätsmanagement

- Bericht Bangkok Brewing Conference
- Certified Brewmaster Course werbschiedet
- Brau-Börsen-Bilanz
- Nachrichten ehem. VLBer

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BRAUEREI FORUM

Fachforum für Brauereien, Mälzerien, Getreideindustrie und deren Partner

Angabe 7 | 18. September 2017 | 10. Jahrgang | ISBN 978-3-948-124-10-0



Produkt-Analyse
Produktions- und Qualitätsmanagement

- Nachruf Prof. W. Stahl
- WFS stellt sich den Herausforderungen nachträglicher Verpackungen
- Programm 106: VLB-Oktobertagung
- Bericht VLB-Nachtagung Ladungssicherung

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BRAUEREI FORUM

Fachforum für Brauereien, Mälzerien, Getreideindustrie und deren Partner

Angabe 8 | 18. Oktober 2017 | 10. Jahrgang | ISBN 978-3-948-124-11-7



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