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)

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 articals
+ 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
Terms and conditions of payment
Payment immediately after receiving of the invoice without discount. Place of payment and fulfillment is Berlin/Germany. For all transactions our General Terms and Conditions apply.

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VLB Berlin e.V.
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IBAN: DE71 1007 0024 0241 0132 00
Swift Code (BIC): DEUTDEDBBER

Discounts
Agency discount: 15%
Series discounts

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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 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
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## EDITORIAL CALENDAR & PUBLICATION SCHEDULE 2020

<table>
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<tr>
<th>No</th>
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<tr>
<td>1/2 (GER)</td>
<td>Publication date 31 Jan 2020  Advertising deadline 17 Jan 2020</td>
<td>VLB Alumni News  Programme 107th Brewing and Engineering Conference, Leipzig  Brewing Business Report  IfGB News (for distillers)</td>
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<td>Publication date 9 Mar 2020  Advertising deadline 21 Feb 2020</td>
<td>Filling and packaging technology  Beer and beverage logistics  IfGB News (for distillers)</td>
<td>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</td>
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<td>Publication date 24 Apr 2020  Advertising deadline 9 Apr 2020</td>
<td>Engineering and brewing technology  Beer and beverage logistics  Brewing Business Report  IfGB News (for distillers)</td>
<td>2nd Symposium Fermented Beverages, 11/12 May, Berlin  additional circulation in the spirits sector</td>
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<td>5 (ENG)</td>
<td>Publication date 29 May 2020  Advertising deadline 14 May 2020</td>
<td><strong>International Edition in English:</strong>  VLB international – Annual review: News and current activities of the VLB Berlin</td>
<td>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</td>
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<td>6/7 (GER)</td>
<td>Publication date 26 Jun 2020  Advertising deadline 12 Jun 2020</td>
<td>Brewing Business Report  IfGB News (for distillers)</td>
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<td>Programme 107th International VLB October Convention Raw materials (malting barley, hop)</td>
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<td>International Edition in English: VLB international – Annual review: News and current activities of the VLB Berlin Graduates VLB Certified Brewmaster Course</td>
<td>Trade fair edition (EN) Brau Beviale 2020 10–12 November, Nuremberg, Germany Additional international distribution to VLB members and clients European MicroBrew Symposium, 9 November, Nuremberg, Germany Distribution at all international conferences and trade fairs with VLB participation until April 2021</td>
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# Advertisement Rates

(BRANUEREI FORUM)

Versuchs- und Lehranstalt für Brauerei in Berlin (VLB)
Seestrasse 13, 13353 Berlin, Germany
Phone  +49 (30) 450 80-251, Fax +49 (30) 450 80-210
Email  media@brauerei-forum.de
Internet www.brauerei-forum.de

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* All sizes plus 3 mm off-cut per edge

All prices plus German VAT