



MEDIA INFORMATION

2022

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)

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valid from 1 January 2022

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 its periodical.

In 2022, Brauerei Forum appears in the 37th 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 six 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 and on the platform www.issuu.com.**

Organ

As a technical periodical, Brauerei Forum is also the 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. It is 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 2 VLB editions in English** in May and September (drinktec). Subsequent to publication, our print magazine will be available as online version on our website or on the platform www.issuu.com.

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outside Germany plus postage.

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Publisher and editorial

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Terms and conditions of payment

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

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Discounts

Agency discount: 15 %
Series discounts

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

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EDITORIAL CALENDAR & PUBLICATION SCHEDULE

2022

No.	Deadlines	Major topics <i>(in addition to our regular coverage)</i>	Additional distribution of print edition <i>(additional print run)</i>
1/2 (GER)	Publication date 28 Jan 2022 Advertising deadline 14 Jan 2022	Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector
3 (GER)	Publication date 11 Mar 2022 Advertising deadline 25 Feb 2022	Beer and beverage logistics Filling and packaging technology IfGB News (for distillers)	23rd VLB Logistics Conference , 14 to 16 March 2022 additional circulation in the spirits sector
4 (GER)	Publication date 29 Apr 2022 Advertising deadline 15 Apr 2022	Report Logistics Conference Engineering and brewing technology Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector
5 (ENG)	Publication date 27 May 2022 Advertising deadline 13 May 2022	International Edition in English: VLB international – Annual review: News and current activities of the VLB Berlin	additional international distribution to VLB members and clients at all international (online) conferences and trade fairs with VLB participation until September 2022 Bangkok Brewing Conference , 12 to 14 June 2022
6/7 (GER)	Publication date 1 Jul 2022 Advertising deadline 17 Jun 2022	Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector

GER: German edition / ENG: English edition

subject to change

No.	Deadlines	Major topics <i>(in addition to our regular coverage)</i>	Additional distribution of print edition <i>(additional print run)</i>
8 (GER)	Publication date 12 Aug 2022 Advertising deadline 29 Jul 2022	VLB Alumni News Brewing Business Report IfGB News (for distillers)	German Trade Fair Edition drinktec 2022 additional circulation VLB Alumni additional circulation in the spirits sector
9 (ENG)	Publication date 12 Sep 2022 Advertising deadline 29 Aug 2022	International Edition in English: VLB international – Annual review: News and current activities of the VLB Berlin Graduates VLB Certified Brewmaster Course Program VLB Annual Convention	English Trade Fair Edition drinktec 2022 12 to 16 September, Munich, Germany Online-Edition: 12 th Ibero-American Symposium Additional international distribution to VLB members and clients
10 (GER)	Publication date 17 Oct 2022 Advertising deadline 4 Oct 2022	Reports drinktec Brewing Business Report IfGB News (for distillers)	VLB Annual Convention including Technical Session and International Malting Barley Seminar, 17 to 19 October 2022 distribution at all international (online) conferences until April 2023
11 (GER)	Publication date 18 Nov 2022 Advertising deadline 4 Nov 2022	Reports VLB Annual Convention Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector
12 (GER)	Publication date 16 Dec 2022 Advertising deadline 2 Dec 2022	Brewing Business Report VLB Alumni News IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector

BRAUEREI FORUM

Fachzeitschrift für Brauereien, Mälzereien, Getreibe-Industrie und deren Partner



2022

ADVERTISEMENT RATES (valid from 1 Jan 2021)

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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

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