



MEDIA INFORMATION

2023

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 2023

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 2023, Brauerei Forum appears in the 38th 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: 2100 copies
At trade fairs and congresses up to 1000 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

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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

2023

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 27 Jan 2023 Advertising deadline 13 Jan 2023	Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector
3 (GER)	Publication date 3 Mar 2023 Advertising deadline 20 Feb 2023	Program Logistics Conference Filling and packaging technology IfGB News (for distillers)	additional circulation: 107th VLB International Brewing and Engineering Conference , 6–8 March 2023, Stralsund 24th VLB Logistics Conference , 13–15 March 2023, Stralsund additional circulation in the spirits sector
4 (GER)	Publication date 21 Apr 2023 Advertising deadline 6 Apr 2023	Report Logistics Conference Engineering and filling technology Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector
5 (ENG)	Publication date 26 May 2023 Advertising deadline 12 May 2023	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 November 2023 e.g. 13th Ibero-American Symposium
6/7 (GER)	Publication date 30 Jun 2023 Advertising deadline 16 Jun 2023	Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector

GER: German edition / ENG: English edition

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 11 Aug 2023 Advertising deadline 28 Jul 2023	VLB Alumni News Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector
9 (GER)	Publication date 15 Sep 2023 Advertising deadline 1 Sep 2023	VLB Alumni News IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector
10 (GER)	Publication date 9 Oct 2023 Advertising deadline 25 Sep 2023	Brewing Business Report VLB Alumni News IfGB News (for distillers)	International VLB October Convention including Technical Session and international Malting Barley Seminar, 9/10 October 2023, Berlin Trade fair edition (GER) BrauBeviale 2023 28–30 November, Nuremberg, Germany
11 (ENG)	Publication date 27 Nov 2023 Advertising deadline 13 Nov 2023	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 Beviale 2023 28–30 November, Nuremberg, Germany Additional international distribution to VLB members and clients
12 (GER)	Publication date 22 Dec 2023 Advertising deadline 8 Dec 2023	Report VLB October Convention and Malting Barley Seminar Report BrauBeviale Brewing Business Report VLB Alumni News IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector

GER: German edition / ENG: English edition

BRAUEREI FORUM

Fachzeitschrift für Brauereien, Mälzereien, Getränkeindustrie und deren Partner



**VLB
BERLIN**

2023

ADVERTISEMENT RATES (valid from 1 Jan 2023)

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Format	Format: Print space			Format: Bleed*		
	w x h (mm)	b/w	4c	w x h (mm)	b/w	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	395 €	590 €	–	–	–
1/16 page	horizontal 92 x 30	280 €	380 €	–	–	–
	vertical 50 x 60					

Other formats on request

* All sizes plus 3 mm off-cut per edge

all prices plus German VAT

BRAUEREI FORUM

Magazin für Brauereien, Mälzerien, Gärereien und Wasserwerke

VLB BERLIN

Angabe 6 (VLB, März 2022) (2. Jahrgang) | 08810016-0001



- Equatorial Coca-Cola Bottling in Map Verde (CERIS) ist neues VLB-Mitglied
- Branchen großen Lieferern Zahlen für das Jahr 2021
- Bericht von der 1. VLB Virtual Packaging Conference
- Brau-Börsen-Bilanz: Hard Sell trennt Chance und Herausforderung getrennt

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Angabe 7 (VLB, März 2022) (2. Jahrgang) | 08810016-0001



- Prof. Dr. Geraldine Rauch neue Präsidentin der TU Berlin
- Logistik mit digitalem Zwilling bei Warsteiner
- Starke Beteiligung an der 2. Internationalen VLB Craft Brewing Conference Online
- EU-Bier-Trends: Europäische Brauer beklagen Absatzrückgänge

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VLB BERLIN

Angabe 8 (VLB, April 2022) (2. Jahrgang) | 08810016-0001



- VLB Berlin freut sich über sieben neue Mitgliedsunternehmen
- Tagungsbericht: 23. Logistikfachkongress in Rosenheim
- Brau-Börsen-Bilanz: Carlsberg und Heineken ziehen sich aus Russland zurück
- Vereinigung der ehem. VLBer: Mitgliederversammlung und Sommerfest im Juli

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VLB BERLIN

Angabe 9 (VLB, April 2022) (2. Jahrgang) | 08810016-0001



English Edition

- VLB Berlin welcomes a number of new members
- The practical part started: All attendees of the Certified Brewmaster Course finally arrived in Berlin
- VLB Berlin offered sensory training for the Dutch Grolsch Brewery
- Brewing in a Nutshell – Online: VLB launched a new e-Learning format

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Angabe 10 (VLB, Juli 2022) (2. Jahrgang) | 08810016-0001



- Bericht: VLB-Symposium "Sauer fermentierte alkoholfreie Getränke"
- VLB-Delegationen reisten zur Bangkok Brewing Conference und zum EBC-Congress in Madrid
- Brau-Börsen-Bilanz: Brauereien mit gutem 1. Quartal 2022
- BarthHaas Bericht 2021/2022: Wieder sieben deutsche Brauereien unter den Top 40 der Welt

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VLB BERLIN

Angabe 11 (VLB, November 2022) (2. Jahrgang) | 08810016-0001



- Cambodian Hanuman Beverages new member of VLB Berlin
- VLB Berlin merges Research Institutes for Raw Materials and Beverage Analysis
- International VLB activities 2022
- Certified Brewmaster Course successfully finished


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VLB BERLIN

Angabe 12 (VLB, November 2022) (2. Jahrgang) | 08810016-0001



Online View

Brauerei Forum 8/2022

VLB Berlin fördert Forschungsinstitute Berlin und VLB Symposium "Sauer fermentierte alkoholfreie Getränke"

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