



# MEDIA INFORMATION

# 2024

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. 36 / EDITORIAL SCHEDULE 2024

valid from 1 January 2024

[www.brauerei-forum.de](http://www.brauerei-forum.de)

## Target Group, Focus and Publisher

Brauerei Forum is a trade magazine for professionals in the brewing, malting, beverage and distilling industries. The majority of our readers have a brewery-related qualification, work in middle to upper management and are usually responsible for investment and/or purchasing decisions.

In addition to our regular subscribers, our magazine is also sent 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 a research institute and service provider for the brewing and beverage industry, the VLB also stands for the high quality of the articles in its journal.

In 2024, the 39th volume of Brauerei Forum will be published, continuing the publishing activities of the VLB, which began in 1883 with the publication of "Wochenschrift für Brauerei", "Tageszeitung für Brauerei" and "Brauer- und Mälzer-Lehrling". Since 2003, the journal offers six times a year special pages ("IfGB aktuell") for the distilling industry.

Brauerei Forum is characterized by a high proportion of self-produced or commissioned articles (over 60%). As a result, Brauerei Forum has an excellent reputation as a competent and compact trade journal for the brewing industry. It reaches readers in 28 countries on all continents. To meet the growing internationalization of the industry, two issues per year are published in English.

Brauerei Forum is also published online at [www.brauerei-forum.de](http://www.brauerei-forum.de) and on the platform [www.issuu.com](http://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 industries. It is organised in the following sections:

- + **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, 10 %) 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, 20 %) 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](mailto:media@brauerei-forum.de)) or FTP.

### **Frequency**

To be published 8 times a year (German) **plus 2 VLB editions in English** in May and November (BrauBeviale). Subsequent to publication, our print magazine will be available as online version on our website or on the platform [www.issuu.com/brauerei-forum](http://www.issuu.com/brauerei-forum).

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

ISSN 0179-2466

### **Publisher and editorial**

Versuchs- und Lehranstalt für Brauerei in Berlin (VLB) e.V.  
Seestraße 13, 13353 Berlin, Germany  
Phone (030) 450 80-251, Fax (030) 450 80-210  
Internet: [www.brauerei-forum.de](http://www.brauerei-forum.de)  
Email: [redaktion@brauerei-forum.de](mailto:redaktion@brauerei-forum.de)

### **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.

### **Bank accounts**

VLB Berlin e.V.  
Deutsche Bank Privat- und Geschäftskunden AG  
IBAN: DE71 1007 0024 0241 0132 00  
Swift Code (BIC): DEUTDE33HAN

### **Discounts**

Agency discount: 15 %  
Series discounts

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

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# EDITORIAL CALENDAR & PUBLICATION SCHEDULE

# 2024

No.	Deadlines	Major topics <i>(in addition to our regular coverage)</i>	Additional distribution of print edition <i>(additional print run)</i>
<b>1/2</b> (GER)	Publication date <b>26 Jan 2024</b> Advertising deadline <b>12 Jan 2024</b>	Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits industry
<b>3</b> (GER)	Publication date <b>11 Mar 2024</b> Advertising deadline <b>26 Feb 2024</b>	Program Logistics Conference Filling and packaging technology IfGB News (for distillers)	additional circulation: <b>108<sup>th</sup> VLB International Brewing and Engineering Conference</b> , 13–15 March 2024, Groningen/NL <b>25<sup>th</sup> VLB Logistics Conference</b> , 4–6 March 2024, Chemnitz additional circulation in the spirits sector
<b>4</b> (GER)	Publication date <b>26 Apr 2024</b> Advertising deadline <b>12 Apr 2024</b>	Report Logistics Conference Engineering and filling technology Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector industry
<b>5</b> (ENG)	Publication date <b>31 May 2024</b> Advertising deadline <b>17 May 2024</b>	<b>International Edition in English:</b> 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 <b>November 2024</b> e.g. <b>14<sup>th</sup> Ibero-American Symposium</b>
<b>6/7</b> (GER)	Publication date <b>5 July 2024</b> Advertising deadline <b>21 June 2024</b>	Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits industry

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 <b>9 Aug 2024</b> Advertising deadline <b>26 Jul 2024</b>	VLB Alumni News Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits industry
9 (GER)	Publication date <b>13 Sep 2024</b> Advertising deadline <b>30 Aug 2024</b>	VLB Alumni News IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits industry
10 (GER)	Publication date <b>7 Oct 2023</b> Advertising deadline <b>19 Sep 2024</b>	Brewing Business Report VLB Alumni News IfGB News (for distillers)	<b>International VLB October Convention</b> including Technical Session and international Malting Barley Seminar, 7/8 October 2023, Berlin Trade fair edition (GER) <b>BrauBeviale 2024</b> 26-28 November, Nuremberg, Germany
11 (ENG)	Publication date <b>25 Nov 2024</b> Advertising deadline <b>8 Nov 2024</b>	<b>International Edition in English:</b> VLB international – Annual review: News and current activities of the VLB Berlin Graduates VLB Certified Brewmaster Course	Trade fair edition (EN) <b>Brau Beviale 2024</b> 26–28 November, Nuremberg, Germany Additional international distribution to VLB members and clients
12 (GER)	Publication date <b>20 Dec 2024</b> Advertising deadline <b>6 Dec 2024</b>	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 industry

GER: German edition / ENG: English edition

# BRAUEREI FORUM

Fachzeitschrift für Brauereien, Mälzereien, Getränkeindustrie und deren Partner



**VLB  
BERLIN**

# 2024

## ADVERTISEMENT RATES (valid from 1 Jan 2023)

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](mailto:media@brauerei-forum.de)

Internet [www.brauerei-forum.de](http://www.brauerei-forum.de)

Format	Format: Print space			Format: Bleed*		
	w x h (mm)	b/w	4c	w x h (mm)	b/w	4c
Cover	202 x 187	–	<b>2935 €</b>	–	–	–
1/1 page	184 x 240	<b>1570 €</b>	<b>2365 €</b>	210 x 280	<b>1730 €</b>	<b>2600 €</b>
Junior page	vertical 130 x 185	–	<b>1975 €</b>	145 x 200	–	<b>2155 €</b>
1/2 page	horizontal 184 x 120	<b>885 €</b>	<b>1780 €</b>	210 x 140	<b>970 €</b>	<b>1960 €</b>
	vertical 92 x 240			105 x 280		
1/3 page	horizontal 184 x 80	<b>605 €</b>	<b>1255 €</b>	70 x 280	<b>660 €</b>	<b>1380 €</b>
	vertical 62 x 240					
1/4 page	horizontal 184 x 60	<b>495 €</b>	<b>940 €</b>	210 x 70	<b>550 €</b>	<b>1035 €</b>
	vertical 92 x 120 46 x 240			105 x 135 52 x 280		
1/8 page	horizontal 184 x 30 92 x 60	<b>395 €</b>	<b>590 €</b>	–	–	–
1/16 page	horizontal 92 x 30	<b>280 €</b>	<b>380 €</b>	–	–	–
	vertical 50 x 60					

Other formats on request

\* All sizes plus 3 mm off-cut per edge

all prices plus German VAT

# BRAUEREI FORUM

Fachzeitschrift für Brauerei, Malzerei, Mälzerei, Gärungstechnik und Bierkultur

April 2023 (17. Jahrgang) | 28. Jahrgang | 1.000 Seiten | 2023

**VLB BERLIN**

- VLB-Frühjahrstagung und Logistikfachkongress im März in Stralsund
- Bericht 51. Int.-Brauergersten-Seminar
- Brau-Börsen-Bilanz: Druck der Umsatzkosten steigt
- Certified Brewmaster Course 2023 angelaufen

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- Berichte der VLB-Frühjahrstagung und des VLB-Logistikfachkongresses in Stralsund
- Neue VLB-Forschungsprojekte – Übersicht
- Brau-Börsen-Bilanz: Wie viel Preiserhöhung verträgt die Nachfrage?
- Vereinigung ehem. VLBer: Einladung zur Mitgliederversammlung im Juli

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**VLB BERLIN**

**English Edition**

- VLB General Assembly votes new Administrative Board
- VLB's first training course for Korean distillers was a great success
- International VLB activities 2023
- Interview: Two brewers talk about the beer market in Nicaragua

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August 2023 (8. Heft) | 28. Jahrgang | 1.000 Seiten | 2023

**VLB BERLIN**

- VLB Berlin nimmt neuen Dosenfüller von Krones in Betrieb
- Berichte: VLB-Frühjahrstagung und Logistikfachkongress in Stralsund und Getraim Berlin
- Brau-Börsen-Bilanz: Wie viel Kostendruck verkraftet das Betriebsergebnis?
- Barth Haas Bericht 2022/2023: 6 deutsche Brauereien unter den Top 40

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**VLB BERLIN**

- 140-jähriges Jubiläum: VLB Berlin weicht Bitburger-Dachterrasse ein
- Brau-Börsen-Bilanz: Das Bilanzgewicht der Vorräte steigt
- VLB Labo-Tech – ein hochspezialisiertes Dienstleister für die Getränkebranche
- Nachrichten ehem. VLBer – Brewers of Berlin

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April 2023 (17. Jahrgang) | 28. Jahrgang | 1.000 Seiten | 2023

**VLB BERLIN**

- Programm VLB-Oktoberagung 2023
- Trotz herausfordernder Zeiten: Weltbiermarkt wächst
- Hopfenerte in Deutschland durchwachsen
- Sauerstoffaufnahme bei der Bierabfüllung

www.brauerei-forum.de

# Brauerei Forum

Facebook page screenshot showing a grid of forum posts.

**Online View**

www.brauerei-forum.de

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**VLB BERLIN**

**Brau<sup>29</sup> Bevalie**

28.-30. November 2023  
Nürnberg, Germany

Das Brauereimarkt Nürnberg im November ist 100% Teilhaber für Brau Bevalie. Wie VLB und die 29 VLB-Brauereien vom nächsten Brauer für sein Biermarkt. Warum Sie dabei sind und warum Sie gemeinsam mit der internationalen Brauer Community die Zukunft der Brauerei.

YONTEX

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