



# MEDIA INFORMATION

# 2025

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. 37 / EDITORIAL SCHEDULE 2025

valid from 1 January 2025

[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 2025, the 40<sup>th</sup> 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 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 2025

To be published 7 times a year (German) **plus 2 VLB editions in English** in May and September (drinktec). Subsequent to publication, our print magazin 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.

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### Publisher and editorial

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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

# 2025

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>31 Jan 2025</b> Advertising deadline <b>17 Jan 2025</b>	Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits industry additional circulation: <b>26<sup>th</sup> VLB Logistics Conference</b> , 18-20 Feb 2025, Erding
<b>3</b> (GER)	Publication date <b>14 Mar 2025</b> Advertising deadline <b>28 Feb 2025</b>	Filling and packaging technology IfGB News (for distillers)	additional circulation: <b>109<sup>th</sup> VLB International Brewing and Engineering Conference</b> , 25-27 March 2025, Kulmbach, Germany additional circulation in the spirits sector
<b>4-5</b> (GER)	Publication date <b>5 May 2025</b> Advertising deadline <b>17 Apr 2025</b>	Report Logistics Conference Engineering and filling technology Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector industry additional circulation VLB Alumni
<b>6</b> (INT)	Publication date <b>6 June 2025</b> Advertising deadline <b>19 May 2025</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>September 2025</b> <b>e.g. VLB Africa Brewing Conference, Brewing Summit USA</b>
<b>7</b> (GER)	Publication date <b>4 July 2025</b> Advertising deadline <b>19 June 2025</b>	Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits industry

GER: German edition / ENG: English edition

subject to change

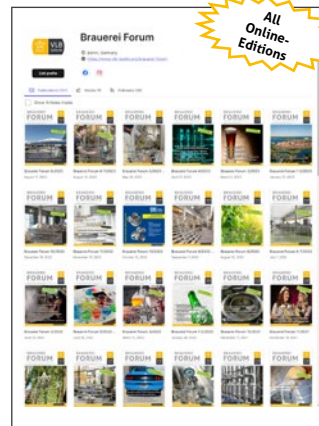
No.	Deadlines	Major topics (in addition to our regular coverage)	Additional distribution of print edition (additional print run)
<b>8</b> (GER)	Publication date <b>22 Aug 2025</b> Advertising deadline <b>1 Aug 2025</b>	VLB Alumni News Brewing Business Report IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits industry Trade fair edition (GER) <b>drinktec 2025</b> 15-19 September, Munich, Germany
<b>9</b> (INT)	Publication date <b>12 Sep 2025</b> Advertising deadline <b>22 Aug 2025</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 (GER) <b>drinktec 2025</b> 15-19 September, Munich, Germany  Additional international distribution to VLB members and clients
<b>10/ 11</b> (GER)	Publication date <b>6 Oct 2025</b> Advertising deadline <b>22 Sep 2025</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, 6/7 October 2025, Berlin
<b>12</b> (GER)	Publication date <b>12 Dec 2025</b> Advertising deadline <b>21 Nov 2025</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

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



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