

MEDIA INFORMATION

2027

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 2027

www.brauerei-forum.de

As of November 2026

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 qualification in brewing and beverage technology, 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 VLB member companies, 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 2027, the 42nd 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. 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 worldwide. 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.

Organ
As a technical periodical, Brauerei Forum is also the official publication 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)

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** (Business Administration, 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 information 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: 1900 copies
At trade fairs and congresses up to 800 additional copies
Additional online publication at www.brauerei-forum.de

Format
210 mm width, 280 mm height
Bleed 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
Print-ready files 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 2027
To be published 7 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.brauerei-forum.de.

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Series discounts

2	x	10 %
3	x	15 %
9	x	25 %

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EDITORIAL CALENDAR & PUBLICATION SCHEDULE 2027

State: November 2026

No.	Deadlines	Major topics *(in addition to our regular coverage)*	Additional distribution of print edition *(additional circulation)*
1/2 (GER)	Publication date **29 Jan 2027** Advertising deadline **15 Jan 2027**	Brewing Business Report IfGB News (for distillers)	additional distribution to VLB Alumni additional circulation in the spirits industry additional circulation: **28th VLB Logistics Conference**, 2-4 March 2027, Speyer
3 (GER)	Publication date **5 Mar 2027** Advertising deadline **19 Feb 2027**	Filling and packaging technology IfGB News (for distillers)	additional circulation: **111th VLB International Brewing and Engineering Conference,** 9-11 March 2027, Meschede, Germany additional circulation in the spirits sector
4 (GER)	Publication date **23 Apr 2027** Advertising deadline **2 Apr 2027**	Report Logistics Conference Engineering and filling technology Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector industry additional distribution to VLB Alumni
5 (INT)	Publication date **21 May 2027** Advertising deadline **30 April 2027**	**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 2027** **e.g.** Africa Brewing & Beverage Conference in Nigeria, drink technology Brasil, São Paulo
6-7 (GER)	Publication date **2 July 2027** Advertising deadline **18 June 2027**	Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits industry

subject to change

No.	Deadlines	Major topics *(in addition to our regular coverage)*	Additional distribution of print edition *(additional printrun)*
8-9 (GER)	Publication date **10 Sep 2027** Advertising deadline **20 Aug 2027**	VLB Alumni News Brewing Business Report IfGB News (for distillers)	additional distribution to VLB Alumni additional circulation in the spirits industry
10 (GER)	Publication date **8 Oct 2027** Advertising deadline **24 Sep 2027**	Brewing Business Report VLB Alumni News IfGB News (for distillers)	Trade fair edition (GER) **BrauBeviale 2027** 9-11 November 2027, Nuremberg, Germany **International VLB October Convention** including Techn. Session and international, 56th Malting Barley Seminar, 18/19 October 2027, Berlin
11 (INT)	Publication date **8 Nov 2027** Advertising deadline **22 Oct 2027**	**International Edition in English:** VLB International: Reports on current projects of VLB Berlin Participants of VLB Certified Brewmaster Course	Trade fair edition (ENG) **BrauBeviale 2027** 9-11 November 2027, Nuremberg, Germany additional international circulation (print and online)
12 (GER)	Publication date **16 Dec 2027** Advertising deadline **26 Nov 2027**	Report VLB October Convention and Malting Barley Seminar Report BrauBeviale Brewing Business Report VLB Alumni News IfGB News (for distillers)	additional distribution to VLB Alumni additional circulation in the spirits industry

subject to change

GER: German edition / INT: international edition in English

BRAUEREI FORUM

Fachzeitschrift für Brauereien, Mälzereien, Getränkeindustrie und deren Partner

VLB BERLIN

2027

ADVERTISEMENT RATES (valid from 1 Jan 2027)

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		w x h (mm)	b/w	4c	w x h (mm)	b/w	4c
Front-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 vertical	184 x 120 92 x 240	**885 €**	**1780 €**	210 x 140 105 x 280	**970 €**	**1960 €**
1/3 page	horizontal vertical	184 x 80 62 x 240	**605 €**	**1255 €**	210 x 93 70 x 280	**660 €**	**1380 €**
1/4 page	horizontal vertical	184 x 60 92 x 120 46 x 240	**495 €**	**940 €**	210 x 70 105 x 135 52 x 280	**550 €**	**1035 €**
1/8 page	horizontal	184 x 30 92 x 60	**395 €**	**590€**	–	–	–
1/16 page	horizontal vertical	92 x 30 50 x 60	**280 €**	**380 €**	–	–	–

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* All sizes plus 3 mm bleed per edge

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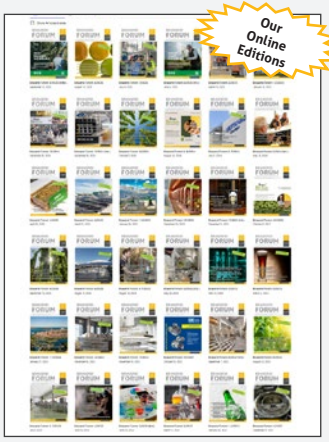
















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