



MEDIA- INFORMATION

2017

Technical Periodical for Breweries,
Malthouses, the Beverage Industry
and their Suppliers –
in German and English language

Published by
Versuchs- und Lehranstalt für
Brauerei in Berlin (VLB)

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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 our periodical.

In 2017, Brauerei Forum appears in the 32nd 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 four 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.

Organ

As a technical periodical, Brauerei Forum is also 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. They are organised in the following columns:

+ **Menschen & Unternehmen** (People & Companies, 10 %) Company news, personnel news

+ **Technik & Technologie** (Technology, 35 %) 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, 5 %) News and notes from about VLB Berlin and other brewing related associations

+ **IfGB Aktuell** (News for distillers, 10 %) 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, usually in the middle of the month (no editions in February and July) **plus two VLB editions in English** in May and September (drinktec).

Annual subscription rate 95 Euro (Germany),
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.

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

2017

No	Deadlines	Major topics <i>(in addition to our regular coverage)</i>	To be presented on the following trade fairs and/or congresses <i>(additional print run)</i>
1/2 (GER)	Publication date 27.1.2017 Advertising deadline 13.1.2017	VLB Alumni News Programme 104 Brewing and Engineering Conference Munich Brewing Business Report	additional circulation VLB Alumni
3 (GER)	Publication date 6.3.2017 Advertising deadline 20.2.2017	Filling and packaging technology Beer and beverage logistics IfGB News (for distillers)	104th International Brewing and Engineering Conference , 6–8 March, Munich 20th VLB Logistics Conference 27/28 March, Munich additional circulation in the spirits sector
4 (GER)	Publication date 28.4.2017 Advertising deadline 10.4.2017	Engineering and brewing technology Beer and beverage logistics Brewing Business Report	23rd Brewers' Meeting Dresden , 28. April, Dresden
5 (ENG)	Publication date 15.5.2017 Advertising deadline 2.5.2017	International Edition in English: VLB international – Annual review: News and current activities of the VLB Berlin	Additional international distribution to VLB members and clients. Distribution at all international conferences and trade fairs with VLB participation until September 2017 EBC Congress Ljubljana, Slovenia
6/7 (GER)	Publication date 30.6.2017 Advertising deadline 16.6.2017	Brewing Business Report IfGB News (for distillers)	additional circulation in the spirits sector

No	Deadlines	Major topics (in addition to our regular coverage)	To be presented on the following trade fairs and/or congresses (additional print run)
8 (GER)	Publication date 25.8.2017 Advertising deadline 7.8.2017	VLB Alumni News IfGB News (for distillers) Brewing Business Report	additional circulation VLB Alumni additional circulation in the spirits sector German edition for drinktec 2017
9 (ENG)	Publication date 11.9.2017 Advertising deadline 25.8.2017	International Edition in English: VLB international – Annual review: News and current activities of the VLB Berlin Graduates VLB Certified Brewmaster Course 2017	Trade fair edition (EN) drinktec 2017 , 11–15 September, Munich Additional international distribution to VLB members and clients. Distribution at all international conferences and trade fairs with VLB participation until April 2018
10 (GER)	Publication date 16.10.2017 Advertising deadline 29.9.2017	Brewing Business Report IfGB News (for distillers)	104th International VLB October Convention including Technical Session and international Malting Barley Seminar, 16/17 October, Berlin additional circulation in the spirits sector
11 (GER)	Publication date 17.11.2017 Advertising deadline 3.11.2017	Report VLB October Convention	
12 (GER)	Erscheinungstermin 15.12.2017 Advertising deadline 4.12.2017	Technology Brewing Business Report VLB Alumni News IfGB News (for distillers)	additional circulation VLB Alumni additional circulation in the spirits sector



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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	—	2795 €		—	—
1/1 page	184 x 240	1495 €	2250 €	210 x 280	1645 €	2475 €
Junior page vertical	130 x 185	—	1880 €	145 x 200	—	2050 €
1/2 page horizontal	184 x 120	840 €	1695 €	210 x 140	925 €	1865 €
1/2 page vertical	92 x 240			105 x 280		
1/3 page vertical	62 x 240	575 €	1195 €	70 x 280	630 €	1315 €
1/4 page horizontal	184 x 60	470 €	895 €	210 x 70	525 €	985 €
1/4 page vertical	92 x 120 46 x 240			105 x 135 52 x 280		
1/8 page horizontal	184 x 30 92 x 60	320 €	550 €	—	—	—
1/16 page horizontal	92 x 30	195 €	325 €	—	—	—
1/16 page vertical	50 x 60					
Price per mm for small ads (1 column, width 58 mm) 3,00 €						

Other formats on request

* All sizes plus 3 mm off-cut per edge

all prices plus German VAT



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