

**BRAUEREI FORUM**  
 Fachzeitschrift für Brauereien, Mälzereien, Getränkeindustrie und deren Partner  
 Ausgabe 3 | 6. März 2017 | 32. Jahrgang | ISSN 0179-2466

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# MEDIA INFORMATION

# 2018

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)

PRICE LIST NO 30 / EDITORIAL SCHEDULE 2018

valid from 1 January 2018

[www.brauerei-forum.de](http://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 2018, Brauerei Forum appears in the 33<sup>rd</sup> 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](http://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 (German) **plus two VLB editions in English** in May and November (Brau Beviäle).

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

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### **Publisher and Editorial**

Versuchs- und Lehranstalt für Brauerei in Berlin (VLB) e.V.  
Seestraße 13, 13353 Berlin, Germany  
Phone (030) 450 80-245, Fax (030) 450 80-210  
Internet: www.brauerei-forum.de  
Email: 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): DEUTDE3333

### **Discounts**

Agency discount: 15 %  
Series discounts

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

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# EDITORIAL CALENDAR & PUBLICATION SCHEDULE

# 2018

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>
<b>1/2</b> (GER)	Publication date <b>26 Jan 2018</b> Advertising deadline <b>15 Jan 2018</b>	VLB Alumni News Programme 105 <sup>th</sup> Brewing and Engineering Conference, Dortmund Brewing Business Report	<b>21<sup>st</sup> VLB Logistics Conference</b> 26–28 February, Sinsheim additional circulation VLB Alumni
<b>3</b> (GER)	Publication date <b>5 Mar 2018</b> Advertising deadline <b>19 Feb 2018</b>	Filling and packaging technology Beer and beverage logistics IfGB News (for distillers)	<b>105<sup>th</sup> VLB International Brewing and Engineering Conference</b> , 5–7 March, Dortmund <b>5<sup>th</sup> BioProScale Symposium</b> , 20–22 March, Berlin additional circulation in the spirits sector
<b>4</b> (GER)	Publication date <b>20 Apr 2018</b> Advertising deadline <b>3 Apr 2018</b>	Engineering and brewing technology Beer and beverage logistics Brewing Business Report	<b>24<sup>th</sup> Brewers' Meeting in Dresden</b> , 27 April, Dresden
<b>5</b> (ENG)	Publication date <b>25 May 2018</b> Advertising deadline <b>7 May 2018</b>	<b>International Edition in English:</b> VLB international – Annual review: News and current activities of the VLB Berlin	Additional international distribution to VLB mem- bers and clients. Distribution at all international conferences and trade fairs with VLB participation until November 2018
<b>6/7</b> (GER)	Publication date <b>29 Jun 2018</b> Advertising deadline <b>15 Jun 2018</b>	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)
<b>8</b> (GER)	Publication date <b>17 Aug 2018</b> Advertising deadline <b>30 Jul 2018</b>	VLB Almuni News IfGB News (for distillers) Brewing Business Report	additional circulation VLB Alumni additional circulation in the spirits sector
<b>9</b> (GER)	Publication date <b>14 Sep 2018</b> Advertising deadline <b>31 Aug 2018</b>	Programme 105 <sup>th</sup> International VLB October Convention Raw materials (malting barley, hop)	
<b>10</b> (GER)	Publication date <b>15 Oct 2018</b> Advertising deadline <b>28 Sep 2018</b>	Brewing Business Report IfGB News (for distillers)	<b>105<sup>th</sup> International VLB October Convention</b> including Technical Session and international Malting Barley Seminar, 15/16 October, Berlin additional circulation in the spirits sector
<b>11</b> (ENG)	Publication date <b>9 Nov 2018</b> Advertising deadline <b>26 Oct 2018</b>	Report VLB October Convention <b>International Edition in English:</b> VLB international – Annual review: News and current activities of the VLB Berlin Graduates VLB Certified Brewmaster Course 2017	Trade fair edition (EN) <b>Brau Beviiale 2018</b> 13–15 November, Nuernberg, Germany Additional international distribution to VLB members and clients. Distribution at all international conferences and trade fairs with VLB participation until April 2019
<b>12</b> (GER)	Publication date <b>14 Dec 2018</b> Advertising deadline <b>30 Nov 2018</b>	Technology Brewing Business Report VLB Almuni 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	—	<b>2795 €</b>		—	—
1/1 page	184 x 240	<b>1495 €</b>	<b>2250 €</b>	210 x 280	<b>1645 €</b>	<b>2475 €</b>
Junior page vertical	130 x 185	—	<b>1880 €</b>	145 x 200	—	<b>2050 €</b>
1/2 page	horizontal	184 x 120	<b>840 €</b>	210 x 140	<b>925 €</b>	<b>1865 €</b>
	vertical	92 x 240		105 x 280		
1/3 page vertical	62 x 240	<b>575 €</b>	<b>1195 €</b>	70 x 280	<b>630 €</b>	<b>1315 €</b>
1/4 page	horizontal	184 x 60		210 x 70		
	vertical	92 x 120 46 x 240	<b>470 €</b>	<b>895 €</b>	105 x 135 52 x 280	<b>525 €</b>
1/8 page horizontal	184 x 30 92 x 60	<b>320 €</b>	<b>550 €</b>	—	—	—
1/16 page horizontal vertical	92 x 30 50 x 60	<b>195 €</b>	<b>325 €</b>	—	—	—
<b>Price per mm for small ads (1 column, width 58 mm) 3,00 €</b>						

Other formats on request

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

all prices plus German VAT

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August 2016 | 106. Ausgabe | 21. Jahrgang | 108/176 Seiten

- Bericht 103. VLB-Oktobertagung
- Brau Bevilale 2016
- Nachrichten ehem. VLBer
- Brau-Börsen-Bilanz

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- Hefeimmobilisierung
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- Bericht 104. Frühjahrstagung in München
- Bericht 20. Logistikfachkongress in München
- UGB aktuell
- Brau-Börsen-Bilanz

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- Beer flavour stability - perspective
- Determination of yeast cell concentration
- Benchmarking your empty bottle inspection machine
- Transporting beer through the Gotthard Base Tunnel

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