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2016

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as of 1st January 2016



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Englischsprachige Fachzeitschrift für die Gebiete Technik, Produktinnovationen, Eiscremeherstellung, Milch- und Agrarpolitik, Markttrends, Im-/Export und Marketing in der milchverarbeitenden und flüssige Lebensmittel herstellenden Industrie

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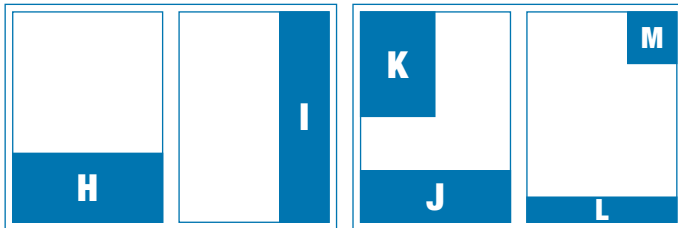
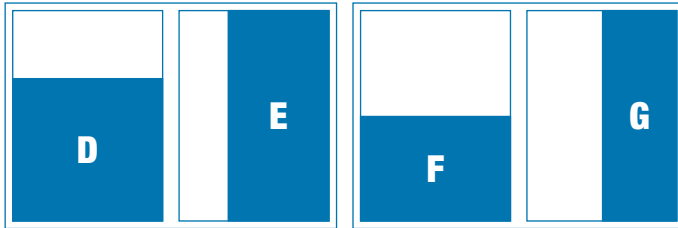
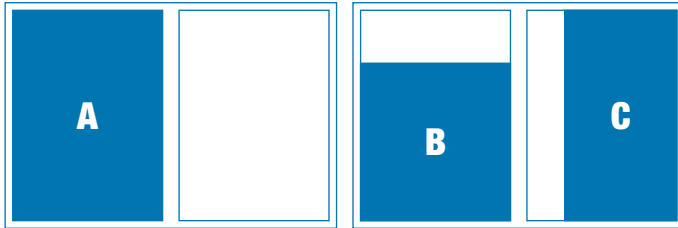
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Zeitschriftenformat: 210 mm breit x 297 mm hoch, DIN A4

Anzeigensatzspiegel: 186 mm breit x 270 mm hoch, 3-spaltig je 58 mm breit

Druckverfahren: Offsetdruck

Druckunterlagen: Digitalisiert auf CD-ROM. Datenübermittlung per E-Mail oder FTP-Übertragung möglich. Proof oder Farbandruck (60er Raster) erbeten. Ohne Druckunterlagen wird keine Garantie für Druckqualität und Richtigkeit des Anzeigenmotives übernommen. Bei reproduktionsfähigen Vorlagen, Dias, Fotos etc. werden für die Bereitstellung digitaler Daten die Selbstkosten berechnet.

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2 Anzeigen	3 %
3 Anzeigen	5 %
4 Anzeigen	10 %
5 Anzeigen	15 %
6 Anzeigen	20 %

Mengenstaffel

540 mm-Zeilen (1/2 Seite)	3 %
1 080 mm-Zeilen (1/1 Seite)	5 %
2 160 mm-Zeilen (2/1 Seiten)	10 %
5 400 mm-Zeilen (5/1 Seiten)	15 %
8 640 mm-Zeilen (8/1 Seiten)	20 %

(gültig ab 1. Januar 2016)

Anzeigenformate	Formate		Preis in € für Platzierung im redaktionellen Teil			
	Breite mm	Höhe mm	schwarz/weiß	FARBANZEIGEN		4-farbig (Europa-Skala)
				1 Standardfarbe*)	2 Standardfarben*)	
2/1 Seite mit Anschnitt	392 426	270 303	€ 4.320,-	€ 4.960,-	€ 5.600,-	€ 6.240,-
A 1/1 Seite mit Anschnitt	186 216	270 303	€ 2.160,-	€ 2.480,-	€ 2.800,-	€ 3.120,-
B 3/4 Seite quer C 3/4 Seite hoch	186 138	203 270	€ 1.620,-	€ 1.940,-	€ 2.260,-	€ 2.580,-
D 2/3 Seite quer E 2/3 Seite hoch	186 122	178 270	€ 1.440,-	€ 1.760,-	€ 2.080,-	€ 2.400,-
F 1/2 Seite quer G 1/2 Seite hoch	186 90	133 270	€ 1.080,-	€ 1.400,-	€ 1.720,-	€ 2.040,-
H 1/3 Seite quer I 1/3 Seite hoch	186 58	88 270	€ 720,-	€ 1.040,-	€ 1.360,-	€ 1.680,-
J 1/4 Seite quer K 1/4 Seite hoch	186 90	65 133	€ 540,-	€ 860,-	€ 1.180,-	€ 1.500,-
L 1/8 Seite quer M 1/8 Seite hoch	122 58	48 96	€ 270,-	€ 590,-	€ 910,-	€ 1.230,-

*) diese Preise gelten nur für die Farben der Europa-Skala (blau HKS 47, rot HKS 27, gelb HKS 3). Der Preis je Sonderfarbe beträgt € 400,-.
Für andere Formate Preis je mm Zeile (s/w): € 2,80. Die gesetzliche Mehrwertsteuer wird auf den Netto-Rechnungsbetrag aufgeschlagen.

Ausgabe	Erscheinungs-termin	Anzeigen-schluss	Schwerpunkte/Themenhefte (Änderungen vorbehalten)	Messen/Kongresse (Änderungen vorbehalten)	
Februar	1*	25.02.16	16.02.16	Molkereitechnologie, Eiscreme, Kühltechnik, Bioprodukte	ProSweets Cologne , Köln, 31.01.–03.02.2016 Biofach 2016 , Nürnberg, 10.–13. 02.2016
April	2*	21.04.16	12.04.16	Hauptberichtsheft Powtech, Automation, Verpackung, Schüttgut, Pumpen, Ventile	Packaging Innovations , Birmingham, Großbritannien, 24.–25. 02.2016 Salon du Fromage 2016 , Paris, Frankreich, 28.02.–02.03.2016 Cfia , Rennes, Frankreich, 08.–10.03.2016 LogiMat 2016 , Stuttgart, 08.–10.03.2016 CeBIT 2016 , Hannover, 14.–18.03.2016 Logistica Parma , Parma, Italien, 17.–19.03.2016
Juni	3*	30.06.16	07.06.16	Käse: Produktion, Verarbeitung, Lagerung, Zutaten, Schneidetechnik; Butter: Produktion, Verarbeitung, Lagerung	Empack , Utrecht, Niederlande, 12.–14.04.2016 Pumps & Vales , Antwerpen, Belgien, 20.+21.04.2016 Powtech , Nürnberg, 19.–21.04.2016 Hannover Messe , Hannover, 25.–29.04.2016 Alimentaria , Barcelona, Spanien, 25.–28.04.2016 Usetec 2016 , Karlsruhe, 25.–27.04.2016 Control , Stuttgart, 26.–29.04.2016
August	4*	25.08.16	09.08.16	Hauptberichtsheft FachPack, Etikettierung, Konsummilch, Joghurt und fermentierte Produkte, Hauptberichtsheft Filtech	venditalia , Mailand, Italien, 04.–07.05.2016 IFFA 2016 , Frankfurt am Main, 07.–12.05.2016 FachPack , Nürnberg, 27.–29.09.2016
Oktober	5*	20.10.16	04.10.16	Hauptberichtsheft BrauBeviale, Pumpen, Abfülltechnik, Hauptberichtsheft HiE, Zutaten	Chilventa 2016 , Nürnberg, 11.–13.10.2016 Filtech 2016 , Köln, 11.–13.10.2016
Dezember	6	15.12.16	29.11.16	Käse: Produktion, Verarbeitung, Schneidetechnik, Prozesstechnik, Verpackung	SIAL 2016 , Paris, Frankreich, 16.–20.10.2016 CibusTec , Parma, Italien, 25.–28.10.2016 BrauBeviale , Nürnberg, 08.–10.11.2016 Pack Expo , Chicago, USA, 06.–09.11.2016 Schüttgut , Basel, Schweiz, 16.+17.11.2016 Health Ingredients Europe , Frankfurt, 29.11.– 01.12.2016

* Ausgabe liegt bei der Veranstaltung aus

Titelseite:

Format: 210 mm x 210 mm
(mit Anschnitt unten und rechts je 3 mm,
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Formate: auf Anfrage
mm-Preise (netto) je Zeile (42 mm breit):

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€ 2,70

Privatanzeigen, Stellengesuche:

€ 2,10

Chiffre-Gebühr:

€ 4,80

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Farbzuschlag:

je Buntfarbe, Europa-Skala
(blau: HKS 47, rot: HKS 27, gelb: HKS 3)

Preis (netto): € 320,-

je Sonderfarbe (unabhängig vom Format bis 1/1 Seite)

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Sonderfarben und Farbtöne, die durch den Zusammendruck von Farben der verwendeten Skala nicht erreicht werden können, bedürfen besonderer Vereinbarung.

Der Verlag behält sich vor, aufgrund technischer Erfordernisse Buntfarben auch aus der Vierfarbskala aufzubauen. Geringe Tonabweichungen sind im Toleranzbereich des Offsetdrucks begründet.

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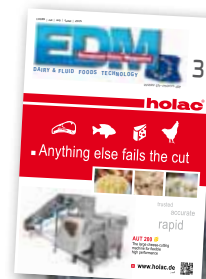
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EDM – European Dairy Magazine
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Germany



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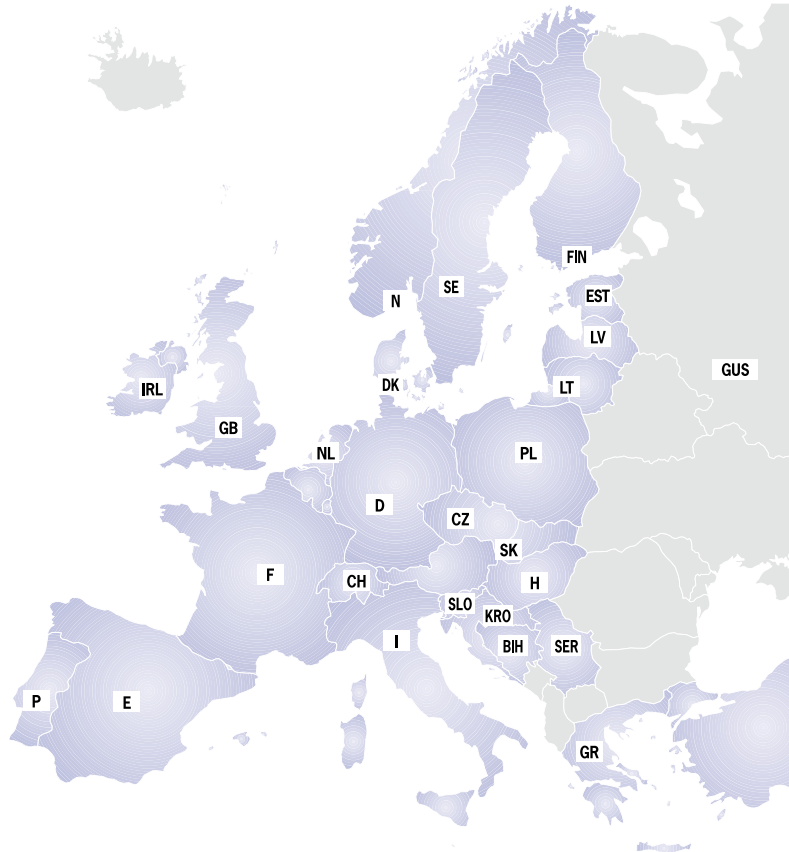
Druckauflage:	6.400
Tatsächlich verbreitete Auflage:	6.230
Verkaufte Auflage:	3.996
Unentgeltlich vertriebene Auflage: davon Freistücke:	2.234
Archivexemplare:	170

Quelle: EDV-Vertriebsdaten

Leserschaftsanalyse:

Milchverarbeitende Industrie, Eiscremehersteller, Hersteller flüssiger Lebensmittel	72,20 %
Privatbezug (Management, Ingenieure, Techniker, Berater, Laborleiter)	14,50 %
Lebensmittelhandel und Exportunternehmen	4,00 %
Institute, Verbände, Behörden	2,10 %
Zulieferindustrie	7,20 %
	<u>100,00 %</u>





Verbreitungsanalyse:

Land	Prozent	Exemplare
A	2,2	137
B	2,9	181
BG	0,2	12
BIH	0,3	19
CH	1,7	106
CY	0,4	25
CZ	3,0	187
D	15,8	984
DK	1,5	93
E	1,4	87
EST	1,0	62
F	16,2	1.009
FIN	1,4	87
GB	10,7	667
GR	0,4	25
H	1,6	100
I	8,0	498
IRL	3,9	243

Land	Prozent	Exemplare
KRO	0,5	31
L	0,3	19
LIT	0,6	37
LV	0,4	25
N	0,5	31
NL	1,9	118
P	0,7	44
PL	6,8	424
GUS	4,0	249
ROM	0,3	19
S	1,6	100
SER	0,4	25
SK	1,6	100
SLO	1,1	69

andere Länder

außerhalb

Europas/EU	6,7	417
100,0	6.230	

Preis: je mm einspaltig schwarz/weiß: € 2,00

je mm einspaltig 4-farbig: € 3,50

Format: fortlaufend über 4 Spalten,
einspaltig (42 mm breit)

Mindestabnahme: 1 Jahr

Erscheinungsweise: 6 Ausgaben

Stichwort: kostenlos, wählbar aus nebenstehender Liste
(Neue Stichworte in Absprache mit dem Verlag)



STICHWORTLISTE:

- | | | |
|---|---|--------------------------------------|
| • Abfallentsorgung/
Recycling | • Filter-/Filtrationstechnik | • Reinigungsanlagen |
| • Abfüllstationen/-anlagen | • Förderanlagen | • Reinigungsdüsen |
| • Abluftreinigung | • Frosten | • Reinigungsmittel |
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| • Bindemittel | • Luftentkeimer | • Steuerungstechnik |
| • Bodenbeläge | • Messtechnik für Durch-
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-überwachung |
| • Cerealien | • Messtechnik für Viskosität
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| • Düsen | • Pasteure | • Verpackungsanlagen |
| • Enzyme | • Pektine | • Verpackungsmittel |
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Zylinder | • Phosphate | • Verschlusssysteme |
| • Farbstoffe (Lebensmittel) | • Prozessanlagen | • Vitamine |
| • Fettpulver | • Pumpen | • Waagen/Wägesysteme |
| | • Refraktometer | • Zutaten/Zusatzstoffe |

Field of professional interest:

English language trade journal for technology of milk processing, ice cream and cheese production, product innovation, milk and agricultural, market trends, import/export, marketing

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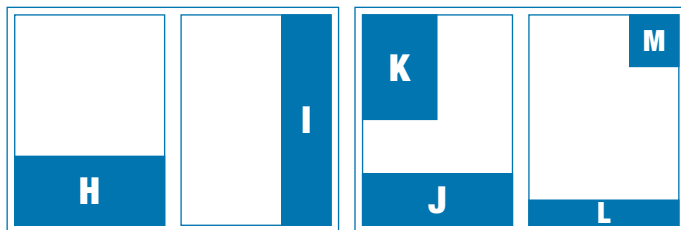
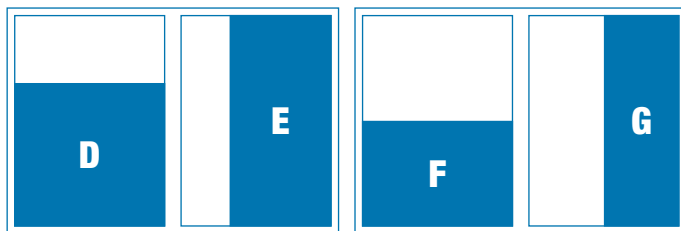
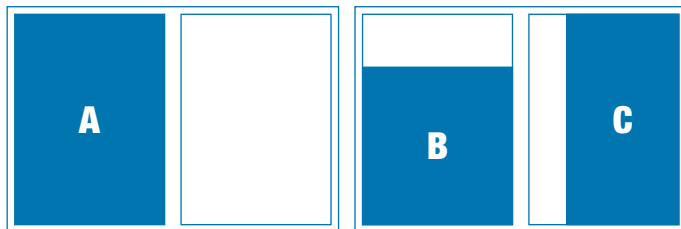
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Printing material: digitized data on CD-ROM or by E-Mail or FTP-Transmission and proof: without printing material no guarantee for print quality and rightness of the motive; for reproduction material (photos, diapositive etc.), we will quote the original costs for the production of digital data.

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Bleed For bleed advertisements please consider additional 3 mm per edge

Data transmission: FTP access data will be given on request.

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<i>frequency discounts</i>		<i>quantity discounts</i>	
2 advertisements	3 %	540 mm-lines (1/2 page)	3 %
3 advertisements	5 %	1 080 mm-lines (1/1 page)	5 %
4 advertisements	10 %	2 160 mm-lines (2/1 pages)	10 %
5 advertisements	15 %	5 400 mm-lines (5/1 pages)	15 %
6 advertisements	20 %	8 640 mm-lines (8/1 pages)	20 %

(valid as from 1st January 2016)

Advertisement sizes		Size		prices in € for editorial section			
		wide mm	deep mm	black/white	advertisements		4 colours (Euroscale)
					2 colours*)	3 colours*)	
	2/1 type area with bleed	392 426	270 303	€ 4,320.–	€ 4,960.–	€ 5,600.–	€ 6,240.–
A	1/1 type area with bleed	186 216	270 303	€ 2,160.–	€ 2,480.–	€ 2,800.–	€ 3,120.–
B C	3/4 type area 3/4 or	186 138	200 270	€ 1,620.–	€ 1,940.–	€ 2,260.–	€ 2,580.–
D E	2/3 type area 2/3 or	186 122	178 270	€ 1,440.–	€ 1,760.–	€ 2,080.–	€ 2,400.–
F G	1/2 type area 1/2 or	186 90	133 270	€ 1,080.–	€ 1,400.–	€ 1,720.–	€ 2,040.–
H I	1/3 type area 1/3 or	186 58	88 270	€ 720.–	€ 1,040.–	€ 1,360.–	€ 1,680.–
J K	1/4 type area 1/4 or	186 90	65 133	€ 540.–	€ 860.–	€ 1,180.–	€ 1,500.–
L M	1/8 type area 1/8 or	122 58	48 96	€ 270.–	€ 590.–	€ 910.–	€ 1,230.–

*) These prices apply only to standard Euroscale colours (blue HKS 47, red HKS 27, yellow HKS 3). The price for a single special colour is € 400.–,
Other sizes on request, price per mm (black/white): € 2.80

Issue no	date of publication	Ad closing date	Topics (subject to change)	Trade shows/Congresses (subject to change)
February	1*	25.02.16	16.02.16	Dairy technology, ice cream, cooling technology, organics ProSweets Cologne , Cologne, Germany, 31.01.–03.02.2016 Biofach 2016 , Nuremberg, Germany, 10.–13.02.2016
April	2*	21.04.16	12.04.16	Show report Powtech, automation, packaging, bulk material, pumps, valves Packaging Innovations , Birmingham, Great Britain, 24.–25.02.2016 Salon du Fromage 2016 , Paris, France, 28.02.–02.03.2016 Cfia , Rennes, France, 08.–10.03.2016 LogiMat 2016 , Stuttgart, Germany, 08.–10.03.2016 CeBIT 2016 , Hanover, Germany, 14.–18.03.2016 Logistica , Parma, Parma, Italy, 17.–19.03.2016
June	3*	30.06.16	07.06.16	Cheese: production, processing, storage, ingredients, cutting, Butter: production, processing, storage Empack , Utrecht, The Netherlands, 12.–14.04.2016 Pumps & Vales , Antwerpen, Belgium, 20.+21.04.2016 Powtech , Nuremberg, Germany, 19.–21.04.2016 Hannover Messe , Hannover, Germany, 25.–29.04.2016 Alimentaria , Barcelona, Spain, 25.–28.04.2016 Usetec 2016 , Karlsruhe, Germany, 25.–27.04.2016 Control , Stuttgart, Germany, 26.–29.04.2016
August	4*	25.08.16	09.08.16	Show report FachPack, labelling, consumers milk, yoghurt & fermented products, show report Filtech Venditalia , Mailand, Italy, 04.–07.05.2016 IFFA 2016 , Frankfurt am Main, Germany, 07.–12.05.2016 FachPack , Nuremberg, Germany, 27.–29.09.2016
October	5*	20.10.16	04.10.16	Show report BrauBeviale, pumps, filling technology, show report HiE, ingredients Chilventa 2016 , Nuremberg, Germany, 11.–13.10.2016 Filtech 2016 , Cologne, Germany, 11.–13.10.2016
Decem.	6	15.12.16	29.11.16	SIAL 2016 , Paris, France, 16.–20.10.2016 CibusTec , Parma, Italy, 25.10.–28.10.2016 BrauBeviale , Nuremberg, Germany, 08.–10.11.2016 Pack Expo , Chicago, USA, 06.–09.11.2016 Schüttgut , Basel, Switzerland, 16.+17.11.2016 Health Ingredients Europe , Frankfurt, Germany, 29.11.–01.12.2016
* EDM will be distributed at the event				

* EDM will be distributed at the event

Cover page:

size: 210 mm x 210 mm
(with bleed 3 mm, 216 mm x 216 mm);
participation in printing costs
(no discount)

price (net): **€ 3 000.–**

Classified advertisements:

sizes on request
prices (net) per mm deep and 42 mm wide:
buying, for-sale ads, vacancies:
situations wanted:
code charge:
(no discount on classified advertisements)

€ 2.70
€ 2.10
€ 4.80

Colour advertisements:

Euroscale
(blue: HKS 47, red: HKS 27, yellow: HKS 3)

price (net): **€ 320.–**

Special colours

price (net): **€ 400.–**

The extra charge for colour printing is subject to discount. Special colours and shades which cannot be obtained by combined printing of colours of the scale in use require special agreements. Details on request. The publisher reserves the right to establish accompanying colours from the four-colour scale in case of technical need. Slight colour grade distortions are due to the tolerance range of offset printing.

Bleed pages or printing space overrun:

per side bleed difference of 3 mm;
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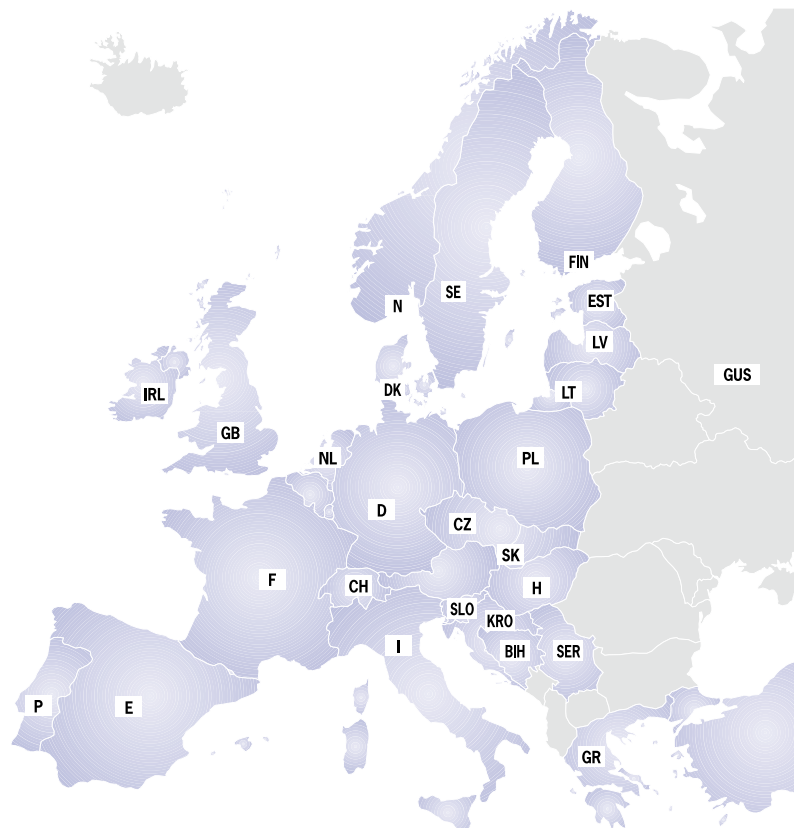
Circulation/readership analysis

Circulation analysis:	print run:	6 400
	distributed circulation:	6 230
	sold circulation:	3 996
	free copies:	2 234
	archives:	170

source: electronic sales file

Readership analysis:	milk processing, ice cream manufactures and manufactures of fluid foods	72.20 %
	private individuals (executives, dairy technologists, consultants, lab managers)	14.50 %
	retailers and export companies	4.00 %
	associations, institutes	2.10 %
	suppliers	7.20 %
		100.00 %





Distribution analysis:

country	per cent	copies
A	2.2	137
B	2.9	181
BG	0.2	12
BIH	0.3	19
CH	1.7	106
CY	0.4	25
CZ	3.0	187
D	15.8	984
DK	1.5	93
E	1.4	87
EST	1.0	62
F	16.2	1,009
FIN	1.4	87
GB	10.7	667
GR	0.4	25
H	1.6	100
I	8.0	498
IRL	3.9	243

country	per cent	copies
KRO	0.5	31
L	0.3	19
LIT	0.6	37
LV	0.4	25
N	0.5	31
NL	1.9	118
P	0.7	44
PL	6.8	424
GUS	4.0	249
ROM	0.3	19
S	1.6	100
SER	0.4	25
SK	1.6	100
SLO	1.1	69
other countries		
overseas	6.7	417
100.0		6,230

Price: per mm (1 column/42 mm wide), black/white: € 2.00

per mm (1 column/42 mm wide), 4-colours: € 3.50

Frequency: 6 issues (minimum purchase)

Headword: for free, selectable from the following list
(new headwords in accordance with the publisher)



HEADWORDS:

- air conditioning/-cooling systems
- air steriliser
- antifungals
- antioxidants/preservatives
- autoclaves
- automation systems
- binding agents
- cereals
- cleaning agents
- cleaning nozzles
- cleaning plants
- closure systems
- coding and labelling systems
- colour (nutrition)
- compressors
- container/stainless steel
- controlling systems
- conveyor systems
- cutting systems
- detectors
- dosing/installation systems
- drive systems
- drying machines
- enzymes
- exhaust air cleaning
- extruder/screws/cylinder
- fat powder
- fibers
- filling stations/-machines
- filtration systems
- fittings
- flavours
- floor covering
- flow and filling measuring
- freezing
- fruit preparations
- gelatine
- HACCP, hygiene quicktest
- homogenisators
- inert gas packaging
- ingredients/additives/cultures
- lubricants
- metal detection systems
- mixer/mixing systems
- nozzles
- packaging
- packaging means
- packaging systems
- palletizers
- pasteurizers
- pectin
- phosphates
- process engineering
- processing systems
- pumps
- refractometer
- refrigeration
- second hand machines
- separators
- spices
- stabilizers
- steam vessels
- sterilization systems
- temperature/monitoring measurement
- transport/logistic
- tubes
- viscosity and humidity measuring
- vitamins
- waste disposal
- wastewater technology
- weighing machines/-systems
- working clothes for rent
- X-ray scanner

1. In case of doubt, advertisements shall be called up for publication within one year of the date of conclusion of the contract.
2. Discounts in accordance with the advertisement price list shall only be granted for advertisements of an advertiser which are published within a period of one year. The period of time for orders for which a discount is granted starts with the publication of the first advertisement for which the discount is granted.
3. The advertiser has the retroactive right, if no other agreement has been made, to a discount relevant to the actual number of advertisements placed within a year, if a contract has been concluded based on the rate card which explicitly allows discounts. The claim to a discount expires if it is not asserted within three months after the end of the contractual year in question.
4. In case an order may not be executed due to circumstances for which the publisher cannot be held responsible, the customer shall have to reimburse the difference between the discount granted and the discount which corresponds to the actual amounts purchased to the publisher; any further legal obligations shall remain unaffected hereby.
5. Millimeters of text lines will be charged according to a tariff addition.
6. No guarantee will be given for the inclusion of advertisements and supplements in a certain issue or at a certain position of the printed publication. Clause 10 will be applied accordingly.
7. Advertisements which have at least on one side direct contact with editorial text will be charged with a special place addition. Advertisements which are not recognizable as such because of an editorial layout must be clearly identified as such by the publisher.
8. The Publisher reserves the right to refuse or block advertising orders – including individual requests under the terms of a contract – on the grounds of their content, origin or technical form, in accordance to the relevant objectively justified principles of the publisher. This shall also apply to orders which are passed to representatives.
9. The customer shall be responsible for timely delivery of the advertisement text and the perfect copy for printing or of the inserts. Within the limits imposed by the copy for printing, the publisher shall guarantee the print quality which is usual for the edition provided.
10. In the event of a total or partial illegible, incorrect, incomplete or untimely printing of the advertisement; the customer shall have a claim to a reduction in payment or a perfect replacement advertisement, but only to the same extent as the purpose of the original advertisement that was affected. All further liability on the part of the Publisher is exempted. In the event of faults becoming apparent only during printing, the Advertiser shall have no grounds for a claim. Complaints shall have to be lodged within four weeks of the receipt of invoice and of the respective advertiser's copy. The Publisher accepts no liability for advertisement orders placed by telephone.
11. Sample proofs shall only be supplied if expressly requested. The customer shall bear the responsibility for the correctness of the sample proofs returned. The approval to print shall be deemed to have been given in the event the Advertiser fails to return the proof within the specified period..
12. The charge shall be calculated on the basis of the actual printing height in cases where no particular specifications have been made concerning the size..
13. The invoice shall be paid within the period starting from the receipt of the invoice which is stated in the price list.
14. In the event of a delayed or deferred payment, interest to the amount of eight percent above the basic rate of interest of the Deutsche Bundesbank and collection costs shall be charged. In the event of delayed payment, the publisher may hold the further execution of the current order until payment is made, and he may demand advance payment for the remaining advertisements. In the case of insolvency or a mutual arrangement of payment, any discount will be cancelled.
15. Upon request, the publisher shall supply an advertiser's copy together with the invoice. Any advertisement excerpts, any advertiser's copy pages or any full copy sets shall be supplied in accordance with the type and extent of the advertising order. In case it is impossible to provide an advertiser's copy, it shall be replaced by a legally binding certification on the part of the publisher.
16. Charges for the preparation of printing proofs ordered in which significant modifications are made from the originally agreed versions upon the request of the customer or for which the customer is responsible, shall be borne by the customer.
17. A reduction of the average circulation shall only affect the contractual relationship if a specific circulation number was guaranteed and the decline is more than 20 percent., If the publisher has given notice of the reduction in circulation to the customer in sufficient time for the customer to be able to withdraw from the contract before the publication of the advertisement; claims to price reductions for contracts are excluded.
18. The Publisher shall exercise the standard of care of a prudent professional for the keeping and timely forwarding of the offers received for box number advertisements. Registered and express letters as response to box number advertisements shall be forwarded with regular mail only. The Publisher reserves the right, in the interest and for the protection of the customer, to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The Publisher is not obliged to pass on business promotions and agency offers.
19. Proof-samples should only be returned to the customer if expressly requested. The obligation to keep these ends three months after expiry of the date of order unless expressly otherwise agreed upon in writing.
20. The Publisher receives and checks the advertising copy with the customary amount of care, but shall not be liable if misled or deceived by the customer.
21. The Publisher, Th. Mann GmbH, is authorized to use the customer's address for general and target group oriented market research and advertising, if the customer does not explicitly disagree against the use.
22. Advertisement orders only will be executed by the Publisher's General Terms and Conditions. Private or Business customers' Terms and Conditions do not apply unless some individual points were confirmed in writing.
23. The place of fulfillment and jurisdiction for both parties shall be the registered office of the Publisher.



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