

## Mediakit / Calendar of themes and topics Milch News 2017

<b>Issue 1</b>	<b>Advert deadline:</b>	30/01/2017
	<b>Editorial deadline:</b>	26/01/2017
	<b>Publication:</b>	10/02/2017
	<b>Fair:</b>	BIOFACH - Preview (Nürnberg 15/02 - 18/02/2017) CeBIT - Preview (Hannover 20/03 - 24/03/2017)
	<b>Themes:</b>	Cheese technology Energy efficiency / Ecology / Computer technology Organic products
<b>Issue 2</b>	<b>Advert deadline:</b>	27/03/2017
	<b>Editorial deadline:</b>	23/03/2017
	<b>Publication:</b>	07/04/2017
	<b>Fair:</b>	interpack - Preview (Düsseldorf 04/05 - 10/05/2017) BIOTECHNICA / LABVOLUTION - Preview (Hannover 16/05 - 18/05/2017)
	<b>Themes:</b>	Packaging and packaging technology Measure technologies / Laboratory technology Yogurts / Curdled milk products / Probiotics / Mixed milk products
<b>Issue 3</b>	<b>Advert deadline:</b>	15/05/2017
	<b>Editorial deadline:</b>	11/05/2017
	<b>Publication:</b>	26/05/2017
	<b>Fair:</b>	interpack - Summary Vitafoods Europe - Summary
	<b>Themes:</b>	Food ingredients Diet products / Pudding and Desserts
<b>Issue 4</b>	<b>Advert deadline:</b>	21/08/2017
	<b>Editorial deadline:</b>	18/08/2017
	<b>Publication:</b>	01/09/2017
	<b>Fair:</b>	drinktec - Preview (München 11/09 - 15/09/2017) POWTECH - Preview (Nürnberg 26/10 - 28/10/2017) anuga - Preview (Köln 07/10 - 11/10/2017)
	<b>Themes:</b>	Dairy technology / Transport / Logistics Hard and semi-hard cheese
<b>Issue 5</b>	<b>Advert deadline:</b>	16/10/2017
	<b>Editorial deadline:</b>	12/10/2017
	<b>Publication:</b>	27/10/2017
	<b>Fair:</b>	Fi Europe Preview (Frankfurt / Main 28/11 - 30/11/2017) drinktec - Summary anuga - Summary
	<b>Themes:</b>	Dairy technology / Food ingredients Storage / Cooling Butter products / Products for children and elderly people
<b>Issue 6</b>	<b>Advert deadline:</b>	27/11/2017
	<b>Editorial deadline:</b>	23/11/2017
	<b>Publication:</b>	08/12/2017
	<b>Fair:</b>	Fi Europe - Summary
	<b>Themes:</b>	Hygiene / Cleaning and Desinfection Cheese technology / Cream and soft cheese / Sheep- and goat cheese

## Short characteristics

The subjects of Milch News are all fields of dairy industry like the production of the several dairy products (yogurt, cheese, butter, whey etc.), technology, dairy lab, ingredients, hygiene, micromicrobiological questions but also themes of marketing and ecology.

The magazine is published six times a year with 6,000 copies each. The price per copy is 12 € a year for six issues.

Milch News is shipped to all German dairies – even more than one copy might be shipped depending on size of the

company – as well as companies in the German-speaking area (Austria, Switzerland). Furthermore, the magazine is sent to education facilities, administration offices and industrial sectors concerning the dairy industry.

## Advert format discription and basic price in €

Magazine format: DIN A4, 210 mm width x 297 mm height · Type area: 180 mm width x 260 mm height

Format	width x height in mm	black/white	2-color	3-color	4-color
2/1 page	390 w x 260 h, 420 w x 297 h trimmed page	2.969,00	3.289,00	3.559,00	3.869,00
1/1 page	180 w x 260 h, 210 w x 297 h trimmed page	1.639,00	1.939,00	2.199,00	2.499,00
2/3 page	180 w x 170 h, 117 w x 260 h	1.349,00	1.569,00	1.849,00	2.109,00
Juniorpage	130 w x 185 h				1.990,00
1/2 page	180 w x 128 h, 210 w x 145 h trimmed page	1.109,00	1.399,00	1.649,00	1.919,00
1/2 page	86 w x 260 h, 103 w x 297 h trimmed page	1.109,00	1.399,00	1.649,00	1.919,00
1/3 page	180 w x 84 h, 55 w x 260 h	859,00	1.149,00	1.379,00	1.699,00
1/4 page	180 w x 62 h, 86 w x 128 h	709,00	979,00	1.289,00	1.549,00
1/8 page	180 w x 30 h, 86 w x 62 h	449,00	559,00	749,00	879,00

### Special pages

Front cover	210 w x 222 h trimmed page	2.899,00
Inside front cover (page 2)	180 w x 260 h or 210 b x 297 h trimmed page	2.699,00
Inside front cover (page 55)	180 w x 260 h or 210 b x 297 h trimmed page	2.699,00
Back cover	210 w x 297 h trimmed page	2.849,00

Trimmed page + 3 mm slice!

„We want to attract and be wooed.“  
Shakespeare

**Milch**  
**NEWS**

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