

Mediakit / Calendar of themes and topics Milch News 2018

Issue 1	Advert deadline:	29/01/2018
	Editorial deadline:	26/01/2018
	Publication:	08/02/2018
	Fair:	BIOFACH - Preview (Nürnberg 14/02 - 17/02/2018)
	Themes:	Cheese technology, Energy efficiency, Ecology, Organic products
Issue 2	Advert deadline:	19/02/2018
	Editorial deadline:	16/02/2018
	Publication:	02/03/2018
	Fair:	Anuga FoodTec - Preview (Köln 20/03 - 23/03/2018)
	Themes:	Dairy technology, Yogurts, Curdled milk products, Probiotics, Mixed milk products
Issue 3	Advert deadline:	30/04/2018
	Editorial deadline:	27/04/2018
	Publication:	09/05/2018
	Fair:	Anuga FoodTec - Summary Vitafoods Europe - Preview (Genf 15/05 - 17/05/2018) ACHEMA - Preview (Frankfurt/Main 11/06 - 15/06/2018) CeBIT - Preview (Hannover 11/06 - 15/06/2018)
	Themes:	Food ingredients, Diet products, Pudding and Desserts, Computer technology
Issue 4	Advert deadline:	27/08/2018
	Editorial deadline:	24/08/2018
	Publication:	07/09/2018
	Fair:	Fachpack - Preriew (Nürnberg 25/09 - 27/09/2018) hillventa - Preview (Nürnberg 16/10 - 18/10/2018)
	Themes:	Packaging and packaging technology, Storage, Cooling, Hard and semi-hard cheese
Issue 5	Advert deadline:	08/10/2018
	Editorial deadline:	08/10/2018
	Publication:	19/10/2018
	Fair:	Schüttgutt Preview (Dortmund 07/11 - 08/11/2018) BrauBeviale Preview (Nürnberg 13/11 - 15/11/2018) Hi Europe Preview (Frankfurt / Main 27/11 - 29/11/2018) Fachpack - Summary
	Themes:	Dairy technology, Transport, Logistics, Food ingredients, Measure technologies, Laboratory technology, Butter products, Products for children and elderly people
Issue 6	Advert deadline:	26/11/2018
	Editorial deadline:	23/11/2018
	Publication:	07/12/2018
	Fair:	BrauBeviale - Summary Hi Europe - Summary
	Themes:	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	3.569,00	3.879,00
1/1 page	180 w x 260 h, 210 w x 297 h trimmed page	1.639,00	1.939,00	2.209,00	2.509,00
2/3 page	180 w x 170 h, 117 w x 260 h	1.349,00	1.569,00	1.859,00	2.119,00
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	1.409,00	1.659,00	1.929,00
1/2 page	86 w x 260 h, 103 w x 297 h trimmed page	1.109,00	1.409,00	1.659,00	1.929,00
1/3 page	180 w x 84 h, 55 w x 260 h	859,00	1.149,00	1.389,00	1.709,00
1/4 page	180 w x 62 h, 86 w x 128 h	709,00	979,00	1.299,00	1.559,00
1/8 page	180 w x 30 h, 86 w x 62 h	449,00	559,00	759,00	889,00

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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