

Mediakit / Calendar of themes and topics Milch News 2019

Issue 1 Advert deadline: 21/01/2019
Editorial deadline: 18/01/2019
Publication: 01/02/2019
Fair: BIOFACH - Preview (Nürnberg 13/02 - 16/02/2019)
LogiMAT - Preview (Stuttgart 19/02 - 21/02/2019)
Themes: Cheese technology, Transport, Logistics, Energy efficiency, Ecology
Organic products

Issue 2 Advert deadline: 25/03/2019
Editorial deadline: 21/03/2019
Publication: 05/04/2019
Fair: POWTECH (Nürnberg 09/04 - 11/04/2019)
IFFA (Frankfurt / Main 04/05 - 09/05/2019)
Vitafoods Europe (Genf 07/05 - 09/05/2019)
LABVOLUTION / Biotechnica / (Hannover 21/05 - 23/05/2019)
Themes: Dairy technology, Measure technologies, Laboratory technology
Yogurts, Curdled milk products / Probiotics / Mixed milk products

Issue 3 Advert deadline: 13/05/2019
Editorial deadline: 09/05/2019
Publication: 24/05/2019
Fair: CeBIT - Preview (Hannover 24/06 - 28/06/2019)
POWTECH - Summary / IFFA - Summary
Themes: Food ingredients, Diet products, Pudding and Desserts
Computer technology

Issue 4 Advert deadline: 02/09/2019
Editorial deadline: 29/08/2019
Publication: 13/09/2019
Fair: FachPack - Preview (Nürnberg 24/09 - 26/09/2019)
Anuga - Preview (Köln 05/10 - 09/10/2019)
Themes: Packaging and packaging technology, Storage, Cooling
Hard and semi-hard cheese

Issue 5 Advert deadline: 21/10/2019
Editorial deadline: 17/10/2019
Publication: 01/11/2019
Fair: BrauBeviale Preview (Nürnberg 12/11 - 14/11/2019)
Fi Europe Preview (Paris 03/12 - 05/12/2019)
FachPack - Summary
Themes: Dairy technology
Food ingredients, Butter products
Products for children and elderly people

Issue 6 Advert deadline: 25/11/2019
Editorial deadline: 21/11/2019
Publication: 06/12/2019
Fair: BrauBeviale - Summary / Fi Europe - Summary
Themes: Hygiene, Cleaning and Desinfection
Packaging and packaging technology, 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	2.989,00	3.309,00	3.589,00	3.899,00
1/1 page	180 w x 260 h, 210 w x 297 h trimmed page	1.659,00	1.959,00	2.229,00	2.529,00
2/3 page	180 w x 170 h, 117 w x 260 h	1.369,00	1.589,00	1.879,00	2.139,00
Juniorpage	130 w x 185 h				1.999,00
1/2 page	180 w x 128 h, 210 w x 145 h trimmed page	1.129,00	1.429,00	1.679,00	1.949,00
1/2 page	86 w x 260 h, 103 w x 297 h trimmed page	1.129,00	1.429,00	1.679,00	1.949,00
1/3 page	180 w x 84 h, 210 w x 96 h trimmed page	869,00	1.159,00	1.399,00	1.729,00
1/3 page	55 w x 260 h, 70 w x 297 h trimmed page	869,00	1.159,00	1.399,00	1.729,00
1/4 page	180 w x 62 h, 210 w x 74 h trimmed page	719,00	989,00	1.309,00	1.569,00
1/4 page	86 b x 128 h, 101 b x 140 h trimmed page	719,00	989,00	1.309,00	1.569,00
1/8 page	180 w x 30 h, 86 w x 62 h	459,00	569,00	769,00	899,00

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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