

Mediakit / Calendar of themes and topics Milch News 2021

Issue 1 **Advert deadline:** 25/01/2021
Editorial deadline: 21/01/2021
Publication: 05/02/2021
Fair: BIOFACH - Preview (Nürnberg 17/02 - 20/02/2021)
PUMPS & VALVES - Preview (Dortmund 24/02 - 25/02/2021)
interpack - Preview (Düsseldorf 25/02 - 03/03/2021)
Themes: Packaging and packaging technology
Energy efficiency, Ecology
Organic products

Issue 2 **Advert deadline:** 22/02/2021
Editorial deadline: 19/02/2021
Publication: 05/03/2021
Fair: Anuga FoodTec - Preview (Cologne 23/03 - 26/03/2021)
interpack - Summary
Themes: Dairy technology, Cheese technology, Food ingredients
Transport, Logistics
Yogurts / Curdled milk products / Probiotics / Mixed milk products

Issue 3 **Advert deadline:** 30/08/2021
Editorial deadline: 27/08/2021
Publication: 11/09/2021
Fair: FACHPACK - Preview (Nürnberg 28/09 - 30/09/2021)
drinktec - Preview (Munich 04/10 - 08/10/2021)
Anuga - Preview (Cologne 09/10 - 13/10/2021)
Themes: Dairy technology, Packaging and packaging technology
Storage, Cooling, Measure technologies, Laboratory technology
Cream and soft cheese, Hard and semi-hard cheese

Issue 4 **Advert deadline:** 25/10/2021
Editorial deadline: 22/10/2021
Publication: 05/11/2021
Fair: Fi Europe Hi Europe - Preview (Frankfurt/Main 30/11 - 02/12/2021)
Themes: Dairy technology
Cheese technology
Food ingredients
Hygiene, Cleaning and Desinfection

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 four times a year with 6,000 copies each. The price per copy is 12 € a year for four 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 47)	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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