

Mediakit / Calendar of themes and topics Milch News 2022

Issue 1 **Advert deadline:** 14/03/2022
Editorial deadline: 10/03/2022
Publication: 25/03/2022
Fair: Anuga FoodTec Preview (Cologne 26/04/ - 29/04/2022)
Themes: Dairy technology
Cheese technology
Packaging and packaging technology
Yogurts / Curdled milk products / Probiotics / Mixed milk products

Issue 2 **Advert deadline:** 09/05/2022
Editorial deadline: 05/05/2022
Publication: 20/05/2022
Fair: Anuga FoodTec - Summary
Themes: Dairy technology
Cheese technology
Food ingredients
Transport, Logistics

Issue 3 **Advert deadline:** 08/08/2022
Editorial deadline: 03/08/2022
Publication: 19/08/2022
Fair: drinktec - Preview (Munich 12/09/ - 16/09/2022)
FACHPACK - Preview (Nurnberg 27/09 - 29/09/2022)
Themes: Packaging and packaging technology
Energy efficiency, Ecology
Dairy technology
Storage, Cooling
Organic products

Issue 4 **Advert deadline:** 10/10/2022
Editorial deadline: 05/10/2022
Publication: 21/10/2022
Fair: drinktec - Summary
FACHPACK - Summary
Fi Europe - Preview (Paris 06/12 - 08/12/2022)
Themes: Food ingredients
Hygiene, Cleaning and Desinfection
Measure technologies, Laboratory technology
Packaging and packaging technology
Cream and soft cheese, Hard and semi-hard 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 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



The logo for 'Milch NEWS' features the word 'Milch' in a large, red, cursive script font. To its right, the word 'NEWS' is written in a bold, blue, sans-serif font, tilted upwards and enclosed within a blue rectangular border that has a slight 3D effect.

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