

MEDIA INFORMATION 2012



Processing
Technology



Packaging &
Packaging Technology



Filling Technology



Ingredients



Cheese Making
Technology



IT & Automation



Quality Control, Testing &
Analysis



Logistics &
Warehousing



International Dairy Magazine – The leading trade journal for the international milk processing and related food manufacturing industry

Profile: IDM International Dairy Magazine is a monthly English-language trade publication that provides readers with an actual overview on developments in the international dairy industry. The publication focuses on technology, automation & IT, packaging and ingredients and bases on thoroughly researched background information, analyses and reports.

Publisher: Bückler-Fachverlag
GmbH & Co. KG

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b.aktas@blmedien.de

Volume frequency: February, March, May,
June, August, September, October, November

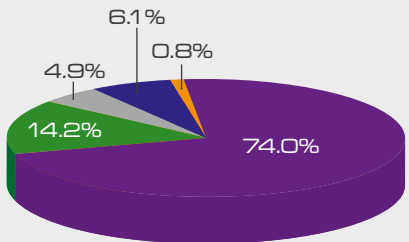
Annual subscription rate:
€80 incl. postage
Subscribers in Germany:
€65 incl. postage + VAT

Single copy:
€15 incl. postage
Subscribers in Germany add VAT

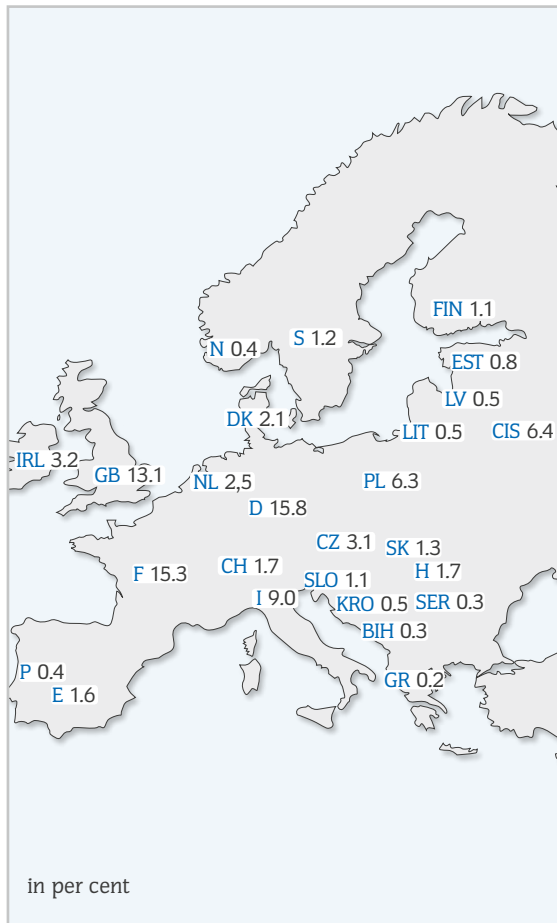
Copy right cover page:
fotlia: Metallplate © mirpic, Molkerei
Ammerland eG, Brucker Optik GmbH, FKN
Fachverband Kartonverpackungen für flüssige
Nahrungsmittel e.V., DSS Silkeborg AS, KHS
GmbH, Danisco A/S

Circulation-analysis	Copies
Print run: (yearly average per issue)	4,200
Distributed Circulation:	4,027

Readership-Analysis



- Milk processing industry 74.0%
- Private individuals (executives, dairy technologists): 14.2%
- Retailers and expert companies: 4.9%
- Suppliers 6.1%
- Associations, Institutes etc.: 0.8%



Distributions-analysis

Country	Per cent	Copies	Country	Per cent	Copies
A	1,9	77	I	9,0	362
B	3,0	121	IRL	3,2	129
BG	0,5	20	KRO	0,5	20
BIH	0,3	12	L	0,2	8
CH	1,7	68	LIT	0,5	20
CY	0,3	12	LV	0,5	20
CZ	3,1	125	N	0,4	16
D	15,8	636	NL	2,5	101
DK	2,1	85	P	0,4	16
E	1,6	64	PL	6,3	254
EST	0,8	32	ROM	0,5	20
F	15,3	616	S	1,2	48
FIN	1,1	44	SER	0,3	12
GB	13,1	528	SK	1,3	52
GR	0,2	8	SLO	1,1	44
H	1,7	68			
			other countries, overseas	9,6	387
			middle east		60
			northafrica		43
			CIS		245

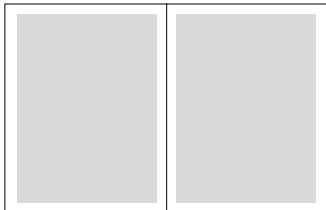
Issue	Date of publication	Ad closing date	Editorial focus ¹⁾	Trade shows/Congresses/Conferences ²⁾
1/2	10 Feb	23 Jan	Cheese making technology; Cultures/Starters; Filtration & Separation; Air conditioning and air management; Colours & Flavours; Packaging of dairy products; Pre-show reports: Anuga FoodTec	China Drinktec (7-9 March), Guangzhou/China
3	20 March	29 Feb	IT in the dairy industry; Quality Control in food plants; Milk Treatment; Ice Cream; Sweeteners; Portioning and Cutting of Cheese	Cibus (7-10 May), Parma/Italy Anuga FoodTec (27-30 March), Cologne/Germany
4/5	2 May	11 April	Plant automation; Fluid Transfer; Valves & Fittings; Functional Ingredients; Dairy Beverages; Packaging of dairy products	Hispack (15-18 May), Barcelona/Spain Vitafoods (22-24 May), Geneva/Switzerland Food, Health, Natural Ingredients (FiA, Hi & Ni) (21-23 June), Shanghai/China
6/7	27 June	6 June	Energy efficiency in milk processing; Filling & Dosing Equipment; Drying Technology; Yoghurts & Fermented Milk Products; Sweeteners; Coding & Labelling	
8	8 Aug	19 July	Packaging of dairy products; Sustainable processing of milk; Heating & Cooling; Ice cream; Sweeteners; Testing & Analysis; COMPANY PROFILES (See point 8 in our media information)	International Dairy Show (September), USA China Brew & Beverage , 19 – 21 Sept, Beijing/China
9	13 Sept	24 Aug	Fluid Transfer; Valves & Fittings; Membrane Separation; Process Automation; Conveying of Powders; Ingredients	InterMopro, InterCool (23-26 Sep), Düsseldorf/Germany EDA Annual Assembly (4-6 Sep), Barcelona/Spain IPA/SIAL (21-25 Oct), Paris/France
10	24 Oct	4 Oct	Cheese making technology; Filling & Dosing; Weighing & Detection; Butter & Spreads - Manufacturing, Ingredients, Packaging; Drying Technology; Functional Ingredients.	HIE Health Ingredients Europe (13-15 Nov), Frankfurt/Germany FoodPharmatech (13-15 Nov), Herning/Denmark BRAU Beviale (14-16 Nov), Nuremberg/Germany Emballage , (19-22 Nov), Paris/France
11/12	28 Nov	8 Nov	Plant Maintenance; Liquid milk & fresh dairy products manufacturing; Logistics/Warehousing; Colours & Flavours; Milk Treatment; Membrane Separation.	

IDM CHINA SPECIAL – media kits for further details will follow soon

¹⁾ Subject to change

²⁾ Distributed at the events/exhibitions

Width x Height in mm (other sizes on request)



Page sizes

215 x 280 mm

Doublepage: 430 x 280 mm

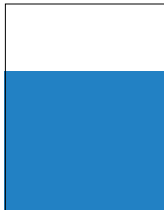
Type Area: 184 x 250 mm

Top margin: 15 mm

Bottom margin: 15 mm

Outside margin: 18 mm

Inside margin: 13 mm



Cover page

with bleed:

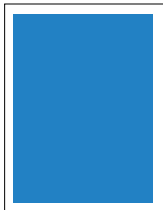
215 x 190 mm,

3 mm bleed on

bottom and right

hand

€4,900



1/1 page

184 x 250 mm

with bleed:

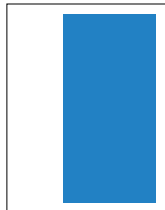
215 x 280 mm,

3 mm bleed on

top, bottom,

outside

€4,200



2/3 page vertical

122 x 250 mm

with bleed:

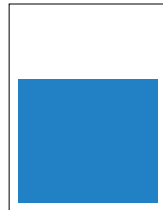
139 x 280 mm,

3 mm bleed on

top, bottom,

outside

€3,200



2/3 page horiz.

184 x 166 mm

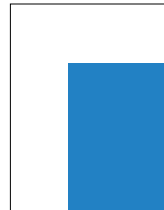
with bleed:

215 x 181 mm,

3 mm bleed on

bottom, outside

€3,200



Juniorpage

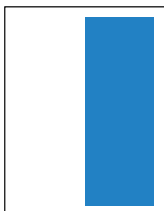
only with bleed:

139 x 200 mm,

3 mm bleed on

bottom, outside

€2,300



1/2 page vertical

90 x 250 mm

with bleed:

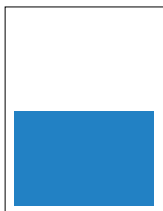
108 x 280 mm,

3 mm bleed on

top, bottom,

outside

€2,300



1/2 page horiz.

184 x 125 mm

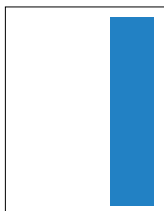
with bleed:

215 x 140 mm,

3 mm bleed on

bottom, outside

€2,300



1/3 page vertical

58 x 250 mm

with bleed:

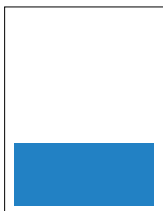
76 x 280 mm,

3 mm bleed on

top, bottom,

outside

€1,700



1/3 page horiz.

184 x 83 mm

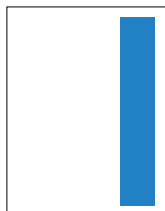
with bleed:

215 x 98 mm,

3 mm bleed on

bottom, outside

€1,700



1/4 page vertical

43 x 250 mm

with bleed:

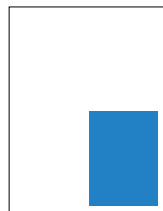
61 x 280 mm,

3 mm bleed on

top, bottom,

outside

€1,200



1/4 page corner

90 x 125 mm

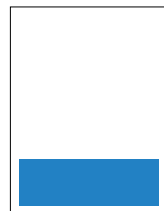
with bleed:

108 x 140 mm,

3 mm bleed on

bottom, outside

€1,200



1/4 page horiz.

184 x 62 mm

with bleed:

215 x 77 mm,

3 mm bleed on

bottom, outside

€1,200

Price per mm deep and column for advertisements in the editorial part: €7

No supplement for bleed pages or printing space overrun.

Special colours (price net): €460

Magazine format	280 mm deep, 215 mm wide
Type area	250 mm deep x 184 mm wide, 3 columns per 58 mm wide (1/1 page = 750 mm-lines)
Cover page	size: 215 mm wide, 190 mm deep 4,900 Euro
2nd and 4th Cover page	10% supplement
Price for classified ads (not discountable)	per Millimeter height (58 mm wide): €3 For vacancies, buying and for-sale ads only
Code charge	€5
Terms of payment	within 4 weeks without discount or 2% discount for payment within 8 days or 3% discount for prepayment
Bank account	Volksbank RheinAhrEifel eG Bank code No 57761591, Account No 159620500 IBAN: DE 10 57761591 0159 62 05 00 BIC: GENODED1BNA
Advertising Manager	Heike Turowski, Bucker-Fachverlag Phone: +49 (0) 23 65/38 97 46 E-mail: h.turowski@molkerie-industrie.de

Discounts (apply on space within 12 months period)

Quantity discounts				Frequency discounts			
2 pages	5%	6 pages	15%	2 ads	3%	6 ads	10%
4 pages	10%	8 pages	20%	4 ads	5%	8 ads	15%
				10 ads	20%		

All prices + VAT.

Technical requirements

Printing Process:

- Sheet offset, script 8,5/12 Congress serial regular.

Printing material:

- Digitized data on CD-ROM or by E-mail and proof: without printed proof no guarantee for print quality and rightness of the motive; for reproduction material (photos, diapositive etc.), we will quote the original costs for the production of digital data.

Data type:

- print .pdf or .eps files (for .eps: please convert scripts into signs; for QuarkXPress .eps: please include the scripts); 4-colour pictures at composite-modus (CMYK Euroscale) with resolution of 300 dpi; all pictures for .pdf and .eps files must be uncompressed; open files only on request.

Data transmission:

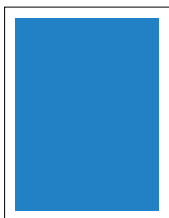
- E-mail: h.turowski@molkerie-industrie.de
- by post to: Heike Turowski
c/o Bucker-Fachverlag
Oelmuellers Feld 3
45772 Marl/Germany
- If you have questions:
Phone: +49 (0) 23 65/38 97 46
Fax: +49 (0) 23 65/38 97 47
Cell phone: +49 (0) 151/22 64 62 59

Inserts, Glued Inserts, Bound Inserts

Inserts	} not discountable	per 1000 copies (Maximum format: 210 x 275 mm, DIN A 4 only possible when folded)	€370
Glued insert:		two-sided	€2,800
Bound insert:		four-sided	€3,100
Address for shipment:		on request	

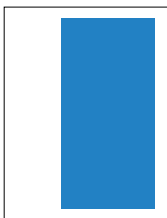
B2B-Marketplace

Each issue of IDM has an independent advertising section called B2B Market Place. In this section, you can place classified advertisements (buying, for-sale, vacancies, etc.) at a special low price rate. The B2B Market Place is located at the rear of every issue of IDM. Special positioning requests are not available, agency discount for B2B Market Place ads is granted. Sizes width x height in mm (type area)



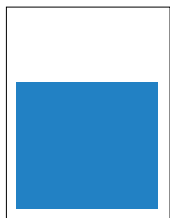
1/1 page

184 x 250 mm
€2,200



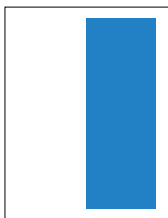
**2/3 page
vertical**

122 x 250 mm
€1,600



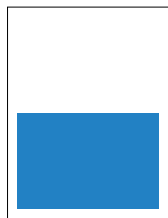
**2/3 page
horizontal**

184 x 166 mm
€1,600



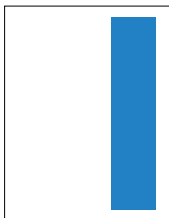
**1/2 page
vertical**

90 x 250 mm
€1,200



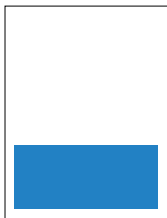
**1/2 page
horizontal**

184 x 125 mm
€1,200



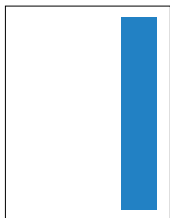
**1/3 page
vertical**

58 x 250 mm
€800



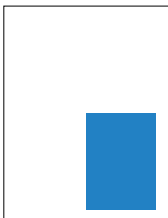
**1/3 page
horizontal**

184 x 83 mm
€800



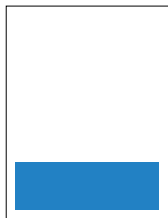
**1/4 page
vertical**

43 x 250 mm
€600



**1/4 page
corner**

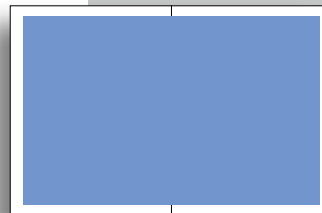
90 x 125 mm
€600



**1/4 page
horizontal**

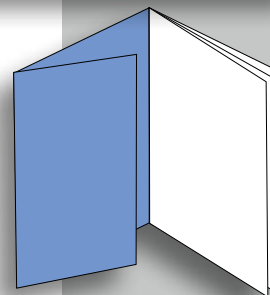
184 x 62 mm
€600

Ad Specials



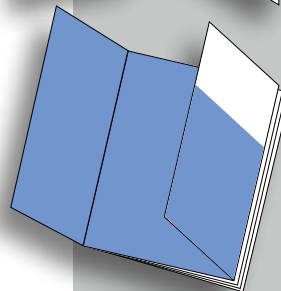
Double Page

394 x 250 mm
with bleed:
430 x 280 mm,
3 mm bleed on
top, bottom, out-
side
€8,000



Gatefold + Inside Cover

(3 x 1/1 page)
Sizes on request
€9,500



Barn-Door Cover

Sizes on request
€9,500

More interesting Ad Specials on request

Cross media communication between print and internet

Cross-Media-Offer

www.international – dairy.com and IDM International Dairy Magazine offer you the possibility to place innovative cross-media-campaigns. Our graphics team will support you in developing and designing your marketing ideas.

Print-advertisement in IDM International Dairy Magazine



Banner on www.international-dairy.com



Sizes

1	Fullsize-Banner	468 x 60 Pixel
2	Halfsize-Banner	234 x 60 Pixel
3	Skyscraper	120 x 600 Pixel
4	Square Pop-Up	250 x 250 Pixel
5	Wallpaper	728 x 90 Pixel + 120 x 600 Pix.

Single Prices

1	Fullsize-Banner	600 Euro
2	Halfsize-Banner	300 Euro
3	Skyscraper	700 Euro
4	Square Pop-Up	250 Euro
5	Wallpaper	980 Euro

Print an Internet package

1/2 page print ad + ① = 2.500 Euro

1/2 page print ad + ③ = 2.600 Euro

Banner period: 4 weeks

Your advantages:

- Higher recognition and higher scope for your campaign
- Attractive ad packages print & internet

Additional Information and sizes on request!

COMPANY PROFILES 2012 are published as a bound in supplement within the August issues of IDM International Dairy Magazine and molkerei-industrie – the leading European dairy magazines.

The special 'pull-out' section of our August issues offer the highest level of company promotion through detailed and colourful profiles of your company, its products and services. In turn, our readers are supplied with everything they need to make an informed decision concerning new technology and potential new business partners.

COMPANY PROFILES 2012 include approximately 250 words of text, your company contact details, logo and up to 3 colour pictures and are professionally designed as a full page*. They are published in alphabetical order.

Also included in the cost, your company will be listed under up to 5 keywords in our supplier's directory which precedes the profiles and is at the same time a useful content overview for the pull-out section. This unique magazine can be taken out of the main issue and archived as an invaluable supplier's directory.

Ad closing date:

July 10th 2012

Date of publication:

molkerei-industrie: August 22nd 2012

IDM International Dairy Magazine: August 15th 2012

***Ad-/Profile-Size:**

1/1 page = 184 mm x 250 mm, 4 colour

Price:

EURO 1,500 in molkerei-industrie

EURO 1,500 in IDM International Dairy Magazine

EURO 2,500 if you book both COMPANY PROFILES

in alphabetical order

Positioning:

Sheet offset, bound-in supplement with separate stitch

Print:

Ad material:

Bücker Fachverlag will do the layout of each COMPANY PROFILE. Please post your text, logo, contact details and pictures to arrive by July 10th latest to: Bücker Fachverlag GmbH & Co. KG, Rheintalstrasse 6, 53498 Bad Breisig or email to: h.turowski@molkerei-industrie.de.





Bücker-Fachverlag

GmbH & Co. KG

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Phone: + 49(0)26 33/4540-0 · Fax: +49(0)26 33/9 74 15

E-mail: info@international-dairy.com

Homepage: www.international-dairy.com

Our portfolio



Web-platform for dairy products, manufacturing and retail

