INTERNATIONAL

DAIRY magazine

www.international-dairy.com

The leading trade journal for the international milk processing and related food manufacturing industry

2022 MEDIA INFORMATION

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AUTOMATION & IT

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1. Publisher/Magazine Description

IDM International Dairy Magazine is a bi-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: B&L MedienGesellschaft mbH & Co. KG
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Subscriptions:
B&L MedienGesellschaft mbH & Co. KG Office Munich,
Garmischer Str. 7, 80339 Munich/Germany

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Email: b.aktas@blmedien.de

Volume frequency:
February, April, June, August, October, December

Annual subscription rate:
€86 incl. postage
Subscribers in Germany:
€70 incl. postage + VAT

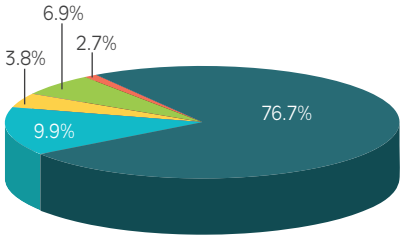
Single copy:
€16 incl. postage
Subscribers in Germany add VAT

2. Circulation-/Readership-/Distribution-Analysis

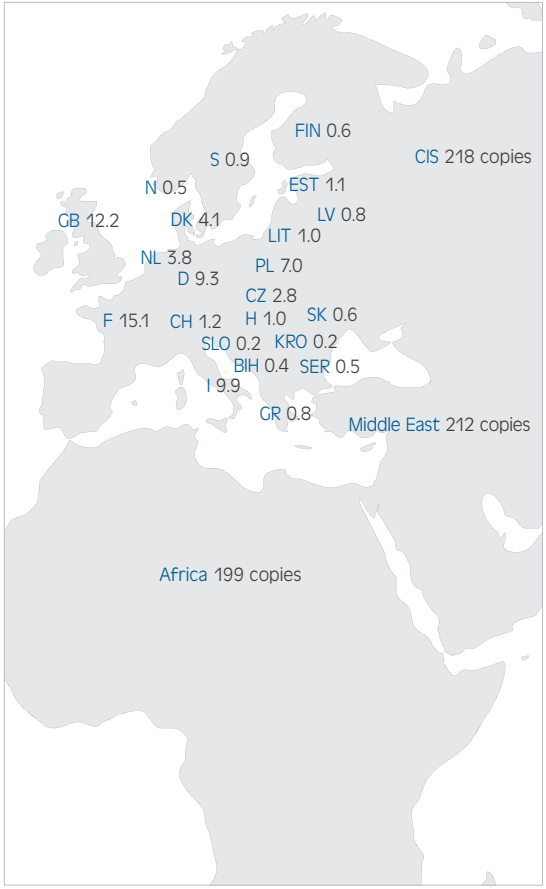
Circulation-analysis	Copies
Print run: (yearly average per issue)	4,900
Distributed Circulation*:	4,803

*Source: Sales database B&L MedienGesellschaft

Readership-Analysis



- Milk processing industry: 76.7%
- Private individuals (executives, dairy technologists, consultants): 9.9%
- Retailers and exporting companies: 3.8%
- Suppliers: 6.9%
- Associations, Institutes etc.: 2.7%



Distributions-analysis

Country	Percent	Copies	Country	Percent	Copies
A	1,6	77	I	9,9	475
B	1,8	86	IRL	2,8	134
BG	0,4	19	KRO	0,2	10
BIH	0,4	19	L	0,2	10
CH	1,2	58	LIT	1,0	48
CY	0,3	14	LV	0,8	38
CZ	2,8	134	N	0,5	24
D	9,3	447	NL	3,8	183
DK	4,1	197	P	0,2	10
E	1,2	58	PL	7,0	336
EST	1,1	53	ROM	0,3	14
F	15,1	725	S	0,9	43
FIN	0,6	29	SER	0,5	24
GB	12,2	586	SK	0,6	29
GR	0,8	38	SLO	0,2	10
H	1,0	48			

other countries, overseas	17,2	826
Middle East		212
Africa		199
CIS		218
USA/Southamerica		82
Australia/Oceania Countries		115
total	100,0	4,803

3. Editorial Schedule 2022

Issue	Date of publication	Ad closing date	Editorial focus[1)]	Trade shows/Congresses/Conferences [2)]
January/ February	21 Feb 2022	4 Feb 2022	• Cheese making technology • Cultures/Starters • Portioning and Cutting of Cheese • Packaging of Cheese • Milk Treatment • Yoghurts and Dairy Desserts **Plus SPECIAL for Dairy Alternatives**	
March/ April	18 April 2022	1 April 2022	• Packaging of dairy products • Coding & Labelling • IT in the dairy industry • Quality Control in food plants • Dairy Beverages • Ingredients • Colours & Flavours • Ice Cream	**Anuga FoodTec,** Cologne/ Germany, 26-29 April 2022 **Vitafoods Europe,** Geneva/Switzerland, 10-12 May 2022 **IPACK-IMA,** Milan/ Italy, 3-6 May 2022
May/June	20 June 2022	3 June 2022	• Cheese making technology • Cultures/Starters • Portioning and Cutting of Cheese • Packaging of Cheese • Sweeteners	

Due to the current situation, we are at this point not able to give details of other trade fairs taking place in 2022. However, we regularly update our media data online. You can find the most current version at **www.international-dairy.com/ media-information**

Issue	Date of publication	Ad closing date	Editorial focus[1]	Trade shows/Congresses/Conferences [2]
July/ August	22 August 2022	5 August 2022	• Filling & Dosing Equipment • Packaging of dairy products • Sustainable processing of milk • Plant automation • Fluid Transfer • Valves & Fittings • Weighing & Detection • Energy efficiency in milk processing • Ice cream **Company Profiles 2022** **(see point 8 in our media information)**	**drinktec,** Munich/ Germany, 12-16 September 2022
September/ October	26 Sep 2022	9 Sep 2022	• Filtration & Separation • Butter & Spreads (Manufacturing, Ingredients, Packaging) • Yoghurts & Fermented Milk Products • Ingredients **Plus SPECIAL for Dairy Alternatives**	
November/ December	21 Nov 2022	4 Nov 2022	• Ingredients • Sweeteners • Colours & Flavours • Air conditoning and air management • Drying Technology	**FiEurope,** Paris/ France, End of November

[1] Subject to change

[2] Distributed at the events/exhibitions

4. Printing Guideline/Prices and Ad Sizes

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 5,000 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	€10
Terms of payment	Payment within 14 days net cash Payment within 8 days with 2% discount Advance payment with 3% discount
Bank account	Commerzbank AG, Hilden IBAN: DE58 3004 0000 0652 2007 00 SWIFT-BIC: COBADEFFXXX
Advertising Manager	Heike Turowski, B&L MedienGesellschaft Phone: +49 (0) 23 65/38 97 46 E-mail: ht@blmedien.de Cell phone: +49 (0) 151/22 64 62 59

Technical requirements

Printing Process:
- Sheet offset, script 9 Antigone light.

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: ht@blmedien.de
- by post to: Heike Turowski
c/o B&L MedienGesellschaft
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

Discounts (apply on space within 12 months period)

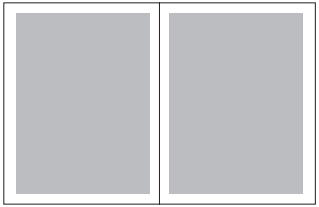
Quantity discounts				Frequency discounts		
2 pages	5%	6 pages	15%	2 ads	3%	6 ads 10%10 ads 20%
4 pages	10%	8 pages	20%	4 ads	5%	8 ads 15%

All prices + VAT.

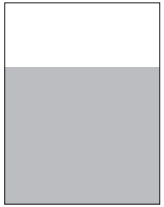
Inserts, Glued Inserts, Bound Inserts

Inserts	not discontable	per 1000 copies (Maximum format: 210 x 275 mm, DIN A 4 only possible when folded	€600
Glued insert:	not discontable	two-sided	€2,900
Bound insert:	not discontable	four-sided	€3,200
Adress for shipment:		on request	

Prices and Ad Sizes 2022 Width x Height in mm (other sizes on request)

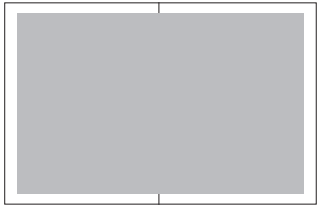


Page sizes
215 x 280 mm
Doublepage: 430 x 280 mm
Type Area: 184 x 250 mm
Top margin: 15 mm
Bottom margin: 15 mm
Outside margin: 18 mm
Inside margin: 13 mm



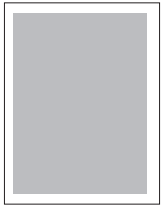
Cover page
Trim Size:
215 x 190 mm,
3 mm bleed on bottom and right hand

€5,000



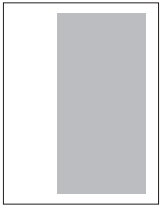
2/1 Advertorial promotion
394 x 250 mm
Trim Size: 430 x 280 mm,
3 mm bleed on top, bottom, outside
Two editorial pages.

€3,000



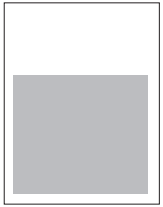
1/1 page
Type area:
184 x 250 mm
Trim Size:
215 x 280 mm,
3 mm bleed on top, bottom, outside

€4,400



2/3 page vert.
Type area:
122 x 250 mm
Trim Size:
139 x 280 mm,
3 mm bleed on top, bottom, outside

€3,300

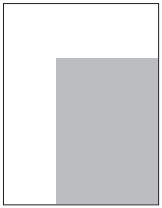


2/3 page horiz.
Type area:
184 x 166 mm
Trim Size:
215 x 181 mm,
3 mm bleed on bottom, outside

€3,300

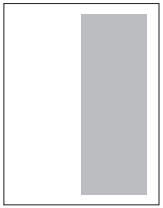
Price per mm deep and column for advertisements in the editorial part:
€7

Special colours (price net):
€460



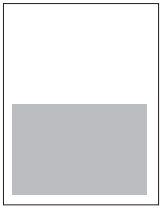
Juniorpage
Trim Size:
139 x 200 mm,
3 mm bleed on bottom, outside

€2,400



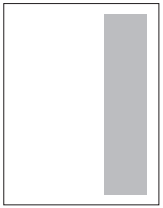
1/2 page vert.
Type area:
90 x 250 mm
Trim Size:
108 x 280 mm,
3 mm bleed on top, bottom, outside

€2,400



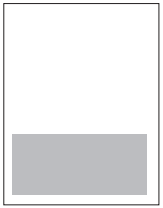
1/2 page horiz.
Type area:
184 x 125 mm
Trim Size:
215 x 140 mm,
3 mm bleed on bottom, outside

€2,400



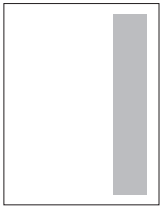
1/3 page vert.
Type area:
58 x 250 mm
Trim Size:
76 x 280 mm,
3 mm bleed on top, bottom, outside

€1,800



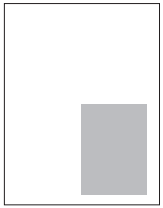
1/3 page horiz.
Type area:
184 x 83 mm
Trim Size:
215 x 98 mm,
3 mm bleed on bottom, outside

€1,800



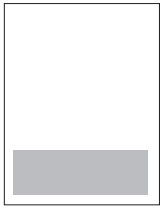
1/4 page vert.
Type area:
43 x 250 mm
Trim Size:
61 x 280 mm,
3 mm bleed on top, bottom, outside

€1,300



1/4 page corner
Type area:
90 x 125 mm
Trim Size:
108 x 140 mm,
3 mm bleed on bottom, outside

€1,300



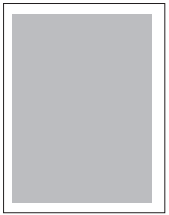
1/4 page horiz.
Type area:
184 x 62 mm
Trim Size:
215 x 77 mm,
3 mm bleed on bottom, outside

€1,300

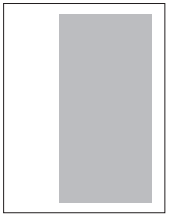
5. B2B-Marketplace, Ad Specials

B2B-Marketplace

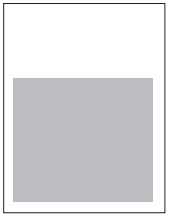
Each issue of IDM has an independent advertising section called B2B Market Place. In this section, you can place classified advertisements (buying, for-sale, vacancies, etc.) at a special low price rate. The B2B Market Place is located at the rear of every issue of IDM. Special positioning requests are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



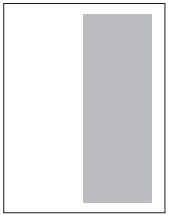
1/1 page
184 x 250 mm
€2,500



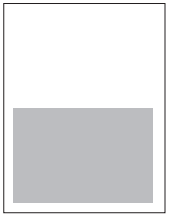
2/3 page vert.
122 x 250 mm
€1,800



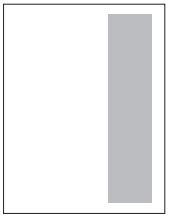
2/3 page horiz.
184 x 166 mm
€1,800



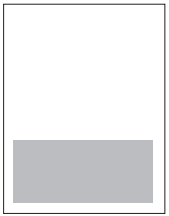
1/2 page vert.
90 x 250 mm
€1,350



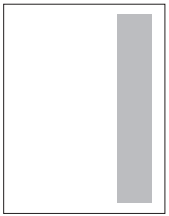
1/2 page horiz.
184 x 125 mm
€1,350



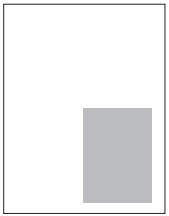
1/3 page vert.
58 x 250 mm
€900



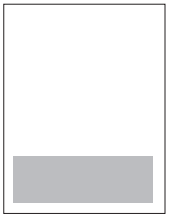
1/3 page horiz.
184 x 83 mm
€8900



1/4 page vert.
43 x 250 mm
€700

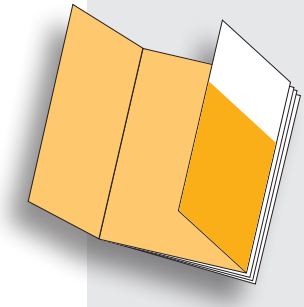


1/4 page corner
90 x 125 mm
€700

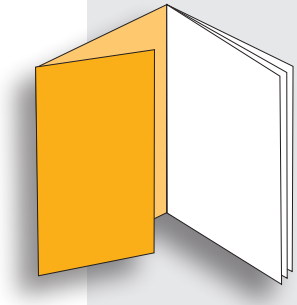


1/4 page horiz.
184 x 62 mm
€700

Ad Specials



Barn-Door Cover
Sizes on request
€9,500



Gatefold + Inside Cover
(3 x 1/1 page)
Sizes on request
€9,500

More interesting Ad Specials on request

Cross-Media-Packages

Cross-linked communication between print and internet

With international-dairy.com and IDM International Dairy Magazine we offer the possibility for innovative cross-media campaigns. We can support you in the conception and the realisation of your marketing ideas and plans.

The advantage to you:

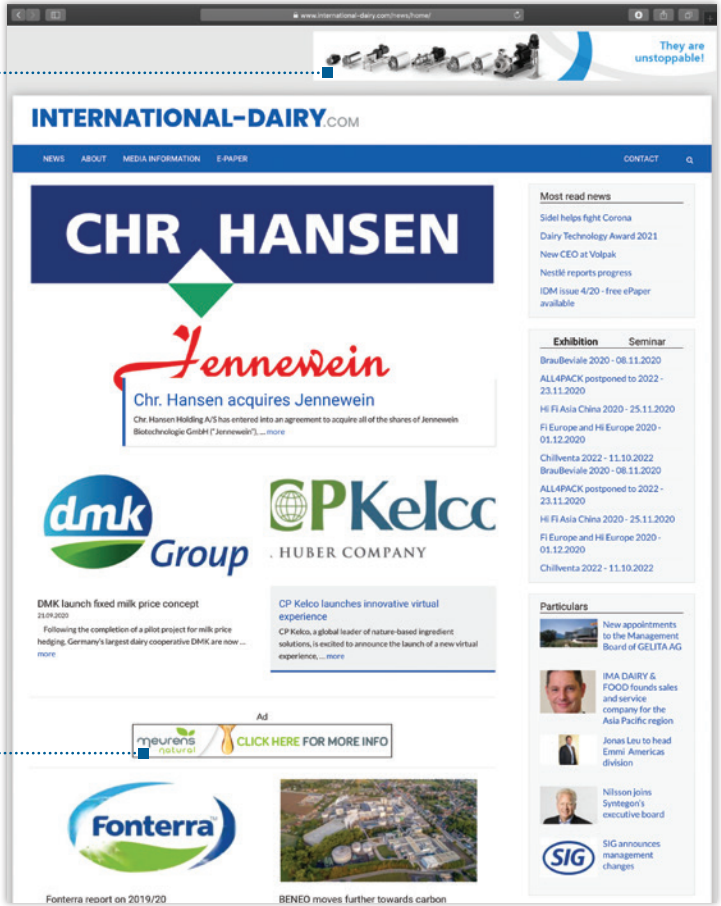
- better reader attention ensuring greater exposure for your campaign
- highly cost effective with attractive prices on digital/print packages

international-dairy.com is the leading internet portal for news and information dedicated to the needs of the dairy industry. We help specialists from industry and the trade to stay up-to-date on the latest developments in the market. Twice a week, a newsletter summarises the most important economic events for approx. 1,820 recipients.

! More details about online advertisements on request. Please contact Mrs. Heike Turowski (**ht@blmedien.de**) or Mr. David Cox (**david@dcmediaservices.co.uk**).

Super Banner
(template banner)

Fullsize Banner
in news



7. Company profiles

COMPANY PROFILES 2022 are published as a bound in supplement within the August issue of IDM International Dairy Magazine and the July issue of molkerei-industrie – the leading European dairy magazines. The special 'pull-out' section 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 2022 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.

CP Kelco

CP Kelco is a nature-based ingredient solutions company with approximately 90 years of experience working with food and beverage manufacturers in more than 100 countries worldwide. From neutral pH and acidic dairy beverages to cheeses, yogurts, fruit prep, dairy desserts and your dairy alternative product development, we unlock nature-powered success by applying ingredient innovation and problem-solving to develop customized solutions for your formulations.

Ingredients to Help Solve Dairy & Plant-Based Dairy Alternative Challenges

The world's leading dairy brands rely upon our portfolio of nature-based ingredients for viscosity modification, thickening, suspension, stabilization and gelation, with ingredient grades to support your Halal, vegetarian, non-GMO and other clean label product goals. If you want to hear more, we'd love to talk about it.

NUTRAVA™ Citrus Fiber – This next-generation ingredient supports dietary fiber intake and is sourced from an abundant raw material supply of citrus peels. Suitable for a broad range of dairy products.

GENU® Pectin – Easily recognizable by consumers, it protects and stabilizes protein, minimizes sedimentation and serum separation. Can also be added before fermentation of drinkable yogurts. Grades available to simplify organic-compliant yogurt fruit preparation.

KELCOGEL® Gellan Gum – A multifunctional ingredient for dairy and dairy alternative beverages, it provides suspension of insoluble protein, calcium, minerals and cocoa while contributing minimal mouthfeel and a smooth pour.

GENU® Carrageenan – Helps create rich and indulgent textures. Interacts with milk casein to stabilize protein, provide uniform suspension of cocoa and minimize fat creaming in chocolate milk. Suitable for use in HTST and batch pasteurization processes.

SIMPLESSE® Microparticulated Whey Protein Concentrate – Provides a creamy mouthfeel and supports a whey protein label claim without adding chalkiness. Heat and pH stable, it's easy to use.

See how we can help you unlock nature-powered success www.cpkelco.com.

CP Kelco

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Ad closing date:	**IDM:** 5 August 2022 **molkerei-industrie:** 4 July 2022
Date of publication:	**IDM International Dairy Magazine:** 22 August 2022 **molkerei-industrie:** 25 July 2022
Ad-/Profile-Size:	1/1 page = 184 mm x 250 mm, 4 colour
Price:	EURO 1,500 in IDM International Dairy Magazine EURO 1,500 in molkerei-industrie EURO 2,500 if you book both COMPANY PROFILES
Positioning:	in alphabetical order
Print:	Sheet offset, bound-in supplement with separate stitch
Ad material:	B&L MedienGesellschaft will do the layout of each COMPANY PROFILE. Please send your text, logo, contact details and pictures to: ht@blmedien.de.

8. Supplier directory

The IDM supplier directory is the comprehensive guide from A to Z to equipment, products and services for the international dairy industry.

Prices and sizes 2022	Details	Price*
Supplier directory entry	per mm deep/1-column (58 mm), 4-colours	EURO 2.50
Cross media	on request	

* All prices are indicated per entry and issue.
Minimum duration: 1 year (8 issues)

Booking for the 2022 IDM supplier directory:

Category :	Size (xx mm * 58 mm)

For any further information, please mail to ht@blmedien.de

Company/Person responsible/Department

Street or Postbox

Postcode | Town, Country

Phone/Fax | Email

Date | Signature

9. Terms and Conditions

1. "Advertising order", in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement of an advertiser or other space buyer in a printed publication for purposes of circulation.

2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. According to the contract the advertiser has the right to requisition advertisements within the time period of the contract, beyond the number of advertisements originally agreed upon.

3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price in effect according to the price list valid at the time of publication; this does not apply to business transactions with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.

4. If order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. If the non-fulfillment of the contract is caused by force majeure within the limitations of the Publisher´s risk, then the client has no claim for reimbursement.

5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.

6. Orders for advertisements and advertising supplements which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.

7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements. The Publisher is entitled to mark with the word "Advertisement" those advertisements whose editorial design is such that they are not readily recognizable as advertisements.

8. The Publisher reserves the right to refuse advertising orders – including individual requisitions under the terms of a transaction – and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives. Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising supplements which either in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine or which contain outside advertising shall not be accepted. The Advertiser will be informed immediately if an order is refused.

9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher will immediately apply for new printing data if the originals are seen to be unsuitable or damaged.

10. If the advertisement is printed in such a way that it is unreadable, either wholly or in part, or if it is incorrect, or incomplete the client has the right to claim for either a reduction of the fee or a newly placed advertisement, but only to the extent that the purpose of the advertisement has been compromised. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence in contracting and tort are excluded – especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within 4 weeks of receiving the invoice and receipt – unless the defects are not obvious.

11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.

12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for invoicing.

13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement. The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list.

14. Interest and collection expenses will be charged if there is a delay in payment or a respite. In the event of default, the Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements. If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be procured, a legally binding certification from the Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

16. The Advertiser shall bear the costs for the production of ordered printing data and drawings and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.

17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or – if no circulation amount is stated – is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to

    20 % for a circulation of up to 50,000

15 % for a circulation of up to 100,000
10 % for a circulation of up to 500,000

5 % for a circulation of more than 500,000Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.

18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so. The publisher can be guaranteed the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages will be excluded from onward transmission and will not be accepted. Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.

19. Printing data shall be returned to the Advertiser only if expressly requested. The obligation to save them shall end three months after the order has expired.

20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.

21. Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.

22. The place of fulfilment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, body's corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.

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