



Media information

**2020**

as of 1st January 2020



1. In case of doubt, advertisements shall be called up for publication within one year of the date of conclusion of the contract.
2. Discounts in accordance with the advertisement price list shall only be granted for advertisements of an advertiser which are published within a period of one year. The period of time for orders for which a discount is granted starts with the publication of the first advertisement for which the discount is granted.
3. The advertiser has the retroactive right, if no other agreement has been made, to a discount relevant to the actual number of advertisements placed within a year, if a contract has been concluded based on the rate card which explicitly allows discounts. The claim to a discount expires if it is not asserted within three months after the end of the contractual year in question.
4. In case an order may not be executed due to circumstances for which the publisher cannot be held responsible, the customer shall have to reimburse the difference between the discount granted and the discount which corresponds to the actual amounts purchased to the publisher; any further legal obligations shall remain unaffected hereby.
5. Millimeters of text lines will be charged according to a tariff addition.
6. No guarantee will be given for the inclusion of advertisements and supplements in a certain issue or at a certain position of the printed publication. Clause 10 will be applied accordingly.
7. Advertisements which have at least on one side direct contact with editorial text will be charged with a special place addition. Advertisements which are not recognizable as such because of an editorial layout must be clearly identified as such by the publisher.
8. The Publisher reserves the right to refuse or block advertising orders – including individual requests under the terms of a contract – on the grounds of their content, origin or technical form, in accordance to the relevant objectively justified principles of the publisher. This shall also apply to orders which are passed to representatives.
9. The customer shall be responsible for timely delivery of the advertisement text and the perfect copy for printing or of the inserts. Within the limits imposed by the copy for printing, the publisher shall guarantee the print quality which is usual for the edition provided.
10. In the event of a total or partial illegible, incorrect, incomplete or untimely printing of the advertisement; the customer shall have a claim to a reduction in payment or a perfect replacement advertisement, but only to the same extent as the purpose of the original advertisement that was affected. All further liability on the part of the Publisher is exempted. In the event of faults becoming apparent only during printing, the Advertiser shall have no grounds for a claim. Complaints shall have to be lodged within four weeks of the receipt of invoice and of the respective advertiser's copy. The Publisher accepts no liability for advertisement orders placed by telephone.
11. Sample proofs shall only be supplied if expressly requested. The customer shall bear the responsibility for the correctness of the sample proofs returned. The approval to print shall be deemed to have been given in the event the Advertiser fails to return the proof within the specified period..
12. The charge shall be calculated on the basis of the actual printing height in cases where no particular specifications have been made concerning the size..
13. The invoice shall be paid within the period starting from the receipt of the invoice which is stated in the price list.
14. In the event of a delayed or deferred payment, interest to the amount of eight percent above the basic rate of interest of the Deutsche Bundesbank and collection costs shall be charged. In the event of delayed payment, the publisher may hold the further execution of the current order until payment is made, and he may demand advance payment for the remaining advertisements. In the case of insolvency or a mutual arrangement of payment, any discount will be cancelled.
15. Upon request, the publisher shall supply an advertiser's copy together with the invoice. Any advertisement excerpts, any advertiser's copy pages or any full copy sets shall be supplied in accordance with the type and extent of the advertising order. In case it is impossible to provide an advertiser's copy, it shall be replaced by a legally binding certification on the part of the publisher.
16. Charges for the preparation of printing proofs ordered in which significant modifications are made from the originally agreed versions upon the request of the customer or for which the customer is responsible, shall be borne by the customer.
17. A reduction of the average circulation shall only affect the contractual relationship if a specific circulation number was guaranteed and the decline is more than 20 percent.. If the publisher has given notice of the reduction in circulation to the customer in sufficient time for the customer to be able to withdraw from the contract before the publication of the advertisement; claims to price reductions for contracts are excluded.
18. The Publisher shall exercise the standard of care of a prudent professional for the keeping and timely forwarding of the offers received for box number advertisements. Registered and express letters as response to box number advertisements shall be forwarded with regular mail only. The Publisher reserves the right, in the interest and for the protection of the customer, to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The Publisher is not obliged to pass on business promotions and agency offers.
19. Proof-samples should only be returned to the customer if expressly requested. The obligation to keep these ends three months after expiry of the date of order unless expressly otherwise agreed upon in writing.
20. The Publisher receives and checks the advertising copy with the customary amount of care, but shall not be liable if misled or deceived by the customer.
21. The Publisher, Th. Mann GmbH, is authorized to use the customer's address for general and target group oriented market research and advertising, if the customer does not explicitly disagree against the use.
22. Advertisement orders only will be executed by the Publisher's General Terms and Conditions. Private or Business customers' Terms and Conditions do not apply unless some individual points were confirmed in writing.
23. The place of fulfillment and jurisdiction for both parties shall be the registered office of the Publisher.



**Field of professional interest:**

Special interest magazine for technology and technique of dairy processing, ecology and science concerning milk and dairy processing in Germany, the EU and other important countries.

**Publisher:**

Verlag Th. Mann GmbH

**Contact:**

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**Internet:**

www.th-mann.de

**E-mail:**

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**Volume:**

11<sup>th</sup> volume 2020

**ISSN:**

2191-0405

**Volume frequency:**

every two weeks, Wednesday

**Terms of payment:**

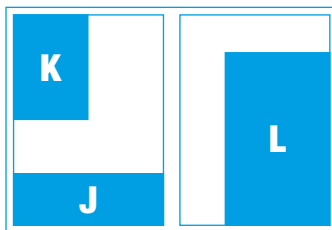
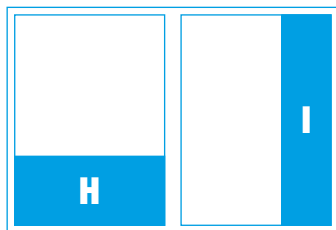
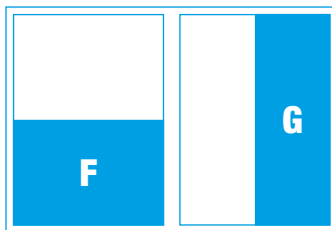
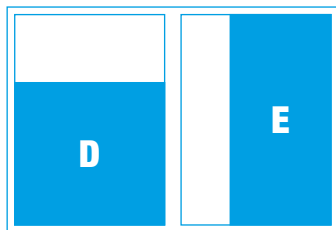
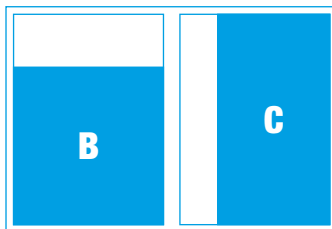
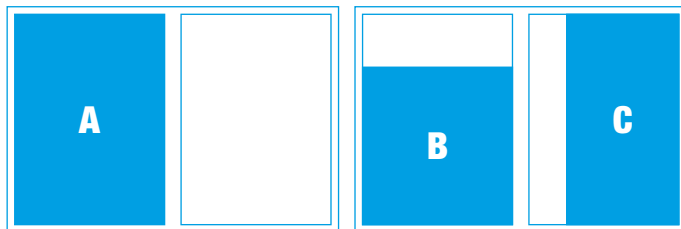
30 days net upon receipt of invoice

**Banking account:**

National-Bank AG Essen  
IBAN: DE 52 3602 0030 0000 3068 86 · BIC: NBAG DE 3E

**Subscription rate:**

Abo Germany (annual) € 312,00 incl. postage incl. VAT  
Abo abroad (annual) € 324,00 incl. postage incl. VAT  
single copy € 15,00 plus postage + VAT



**Magazine format:** 210 mm wide x 297 mm deep

**Type area:** Editorial section: 186 mm wide x 270 mm deep,  
3-columns per 58 mm wide  
Classified ads: 186 mm breit x 270 mm deep,  
4-columns je per mm wide

**Printing process:** Offset

**Printing material:** digitized data on CD-ROM or by E-Mail or FTP-Transmission and proof: without printing material 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) with resolution of 300 dpi; all pictures for .pdf and .eps files must be uncompressed; open files only on request.

**Bleed:** For bleed advertisements please consider additional 3 mm per edge

**Data transmission:** FTP access data will be given on request.

**Discounts:** (apply on space within 12 months period):

<i>frequency discounts</i>		<i>quantity discounts</i>	
3 advertisements	3 %	540 mm-lines (1/2 page)	3 %
5 advertisements	5 %	1 080 mm-lines (1 page)	5 %
10 advertisements	10 %	2 160 mm-lines (2 page)	10 %
15 advertisements	15 %	5 400 mm-lines (5 page)	15 %
20 advertisements	20 %	8 640 mm-lines (8 page)	20 %

(valid as from 1st January 2020)

Advertisement sizes	Size		prices in € for editorial section			
	wide mm	deep mm	black/white	advertisements		4 colours (Euroscale)
				2 colours*)	3 colours*)	
2/1 type area with bleed	392 426	270 303	€ 3.360,-	€ 4.000,-	€ 4.640,-	€ 5.280,-
<b>A</b> 1/1 type area with bleed	186 216	270 303	€ 1.680,-	€ 2.000,-	€ 2.320,-	€ 2.640,-
<b>B</b> 3/4 type area	186	200	€ 1.260,-	€ 1.580,-	€ 1.900,-	€ 2.220,-
<b>C</b> 3/4	138	270				
<b>D</b> 2/3 type area	186	178	€ 1.120,-	€ 1.440,-	€ 1.760,-	€ 2.080,-
<b>E</b> 2/3	122	270				
<b>F</b> 1/2 type area	186	133	€ 840,-	€ 1.160,-	€ 1.480,-	€ 1.800,-
<b>G</b> 1/2	90	270				
<b>H</b> 1/3 type area	186	88	€ 560,-	€ 880,-	€ 1.200,-	€ 1.520,-
<b>I</b> 1/3	58	270				
<b>J</b> 1/4 type area	186	65	€ 420,-	€ 740,-	€ 1.060,-	€ 1.380,-
<b>K</b> 1/4	90	133				
<b>L</b> Juniorpage	136	198,5				€ 1.930,-

\*) These prices apply only to standard Euroscale colours (blue HKS 47, red HKS 27, yellow HKS 3). The price for a single special colour is € 400,-.

**Other sizes on request.**

Issue no	date of publication	Ad closing date		Topics (subject to change)	Trade shows/Congresses (subject to change)	
		for Editorial section	for classified ads			
January	1	03.01.20	08.12.19	14.12.19	Market forecasts, companies' statements	
	2	15.01.20	06.01.20	13.01.20	cheese technology, ice cream, yogurts	
February	3*	29.01.20	20.01.20	27.01.20	show report Biofach, processing and storage of sheep- and goatmilk products	
	4	12.02.20	04.02.20	10.02.20	measuring and control engineering metering technology, logistics, process- and cost optimization	ProSweets, Cologne 02.-05.02.; Biofach, Nuremberg, 12.02.-15.02.; Maintenance, Frankfurt, 12.02.+13.02.; Pumps Valves, Dortmund, 12.02+13.02.
March	5	26.02.20	13.02.20	24.02.20	filling & packaging of dairy products, liquid foods	
	6	11.03.20	03.03.20	09.03.20	Butter: Production, processing, storage of dairy products, ingredients	Logimat, Stuttgart, 10.03.-12.03.; CFIA, Rennes, France, 10.03.-12.03.;
	7	25.03.20	17.03.20	23.03.20	pre-show report interpack, pumps, sensors, filtration	Packaging Innovations, Birmingham, UK, 27.03.+28.03.; Foodex 2020, Birmingham, UK, 30.03.-01.04.; SOLIDS, Dortmund, 01.04.+02.04.;
April	8*	08.04.20	31.03.20	06.04.20	show report Hannover Messe, digitalisation in dairy industry	Alimentaria, Barcelona, Spain, 20.04.-23.04.; Empack, Utrecht, The Netherlands, 21.04.+22.04.; Hannover Messe, Hannover, 20.04.-24.04.
	9*	22.04.20	14.04.20	20.04.20	show report interpack, packaging of dairy products, cutting, labelling technology	interpack, Düsseldorf, 07.05.-13.05.
May	10	06.05.20	28.04.20	04.05.20	process fittings, separators, valves	Control, Stuttgart, 05.05.-08.05.

	<b>11</b>	20.05.20	12.05.20	18.05.20	<b>bulk technology, milk and whey powder</b>	
<b>June</b>	<b>12</b>	04.06.20	26.05.20	02.06.20	<b>ingredients, preparations, additives, IT</b>	<b>Sensor+Test</b> , Nuremberg, 23.06-25.06.
	<b>13</b>	17.06.20	09.06.20	15.06.20	<b>milk drinks, yogurts, quark, consumers milk</b>	
<b>July</b>	<b>14</b>	01.07.20	23.06.20	29.06.20	<b>filling of dairy products, logistics</b>	
	<b>15</b>	15.07.20	07.07.20	13.07.20	<b>laboratory technology, process technology, product safety</b>	
<b>August</b>	<b>16</b>	29.07.20	21.07.20	27.07.20	<b>infants' nutrition: Production, processing and storage; installation and process engineering</b>	
	<b>17</b>	12.08.20	04.08.20	10.08.20	<b>cheese: Production, processing and storage, cutting technology</b>	
	<b>18</b>	26.08.20	18.08.20	24.08.20	<b>marketing of dairy products, sensors, filtration, automation</b>	
<b>September</b>	<b>19*</b>	09.09.20	91.09.20	07.09.20	<b>filling, labelling and cutting technology</b>	<b>Powtech</b> , Nunenberg, 29.09.-01.10.; <b>FoodTech</b> , Herning, Denmark, 29.09.-01.10.
	<b>20</b>	23.09.20	15.09.20	21.09.20	<b>show report Powtech, milk powder, whey powder, lactose powder</b>	
<b>October</b>	<b>21</b>	07.10.20	29.11.20	05.10.20	<b>ice cream, separators, process fittings, separation technology, pumps</b>	<b>Brau Beviale</b> , Nuremberg, 12.11.-14.11.; <b>ALL4PACK</b> , Paris, France, 23.11.-26.11.; <b>SPS</b> , Nuremberg, 24.11.-26.11.
	<b>22</b>	21.10.20	13.10.20	19.10.20	<b>cheese: production, processing, storage and maturation, packaging</b>	
<b>November</b>	<b>23*</b>	04.11.20	27.10.20	02.11.20	<b>show report Brau Beviale, liquid Foods, filling of dairy products</b>	
	<b>24*</b>	18.11.20	10.11.20	16.22.20	<b>show report FIE, ingredients, preparations, additives, drive technology</b>	<b>FIE</b> , Frankfurt, 01.12-02.12.; <b>ChocoTec</b> , Cologne, 08.12.-10.12.
<b>Dec.</b>	<b>25</b>	02.12.20	24.11.20	30.11.20	<b>review 2020, companies' statements</b>	

\* DMW – Die Milchwirtschaft will be distributed at the event

#### Cover page:

size: 210 mm x 210 mm  
(with bleed 3 mm,  
216 mm x 216 mm);  
participation in printing  
costs (no discount)

price (net): € 2 700,-



#### Classified advertisements:

prices (net) per mm deep and 42 mm wide:  
sizes on request

mm-price: vacancies: € 1,30  
situations wanted: € 1,00  
buying/for-sales ads: € 1,40  
code charge: € 4,80  
(no discount on classified advertisements)

#### Colour advertisements:

Euroscale  
(blue: HKS 47, red: HKS 27, yellow: HKS 3)

price (net): € 320,-

Special colours  
price (net):: € 400,-

*The extra charge for colour printing is subject to discount. Special colours and shades which cannot be obtained by combined printing of colours of the scale in use require special agreements. Details on request. The publisher reserves the right to establish accompanying colours from the four-colour scale in case of technical need. Slight colour grade distortions are due to the tolerance range of offset printing.*

#### Insert:

(no discount)

price: € 350,-  
(per 1,000 copies, to 25 g,  
maximum size DIN A4,  
further information on request)



#### Glued inserts:

(no discount)

price: € 340,-  
(per 1,000 copies,  
maximum size DIN A4,  
further information on request)

#### Supplements:

(no discount)

price on request, maximum size DIN A4

#### Free of charge delivery of supplements to:

Verlag Th. Mann GmbH  
Advertising Department  
DMW – Die Milchwirtschaft  
Maxstraße 64  
45127 Essen  
Germany





## Circulation/readership analysis

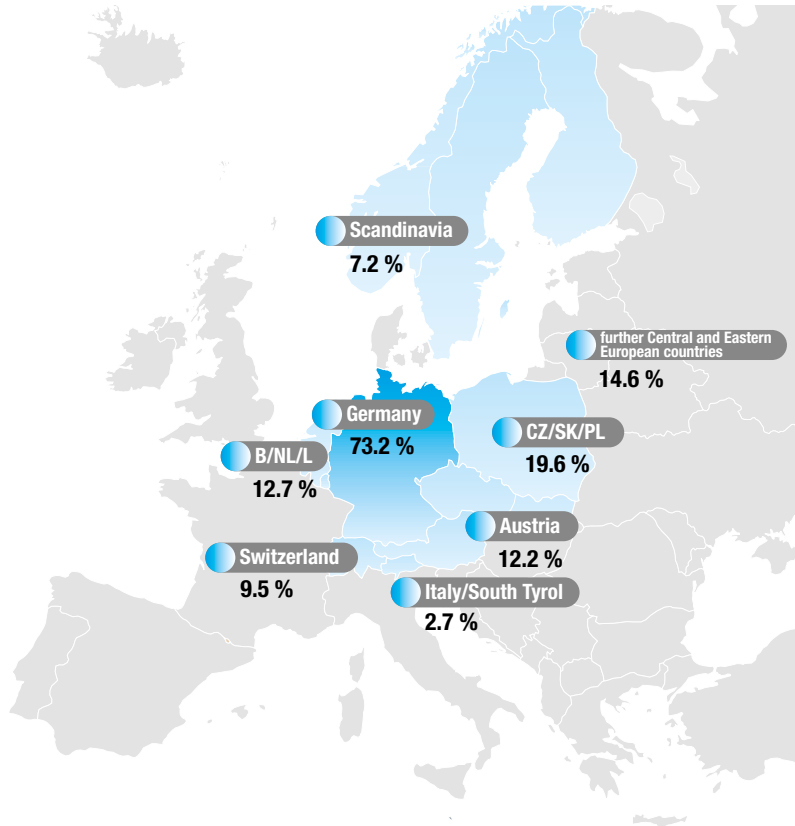
<b>Circulation analysis:</b> print run:	4.050
distributed circulation:	3.900
sold circulation:	3.586
free of charge:	314
archives:	150

source: electronic sales file

<b>Readership analysis:</b> Milk processing industrie	63,00 %
Artisan milk processors	3,50 %
Private individuals (executives, dairy technologists)	18,20 %
Education professionals	2,20 %
Suppliers	10,30 %
Institutes, schools, universities	2,80 %
	<u>100,00 %</u>



## Distribution analysis



### Distribution analysis:

Postal code	per cent	copies
0	4,8	187
1	1,2	47
2	12,8	499
3	8,3	324
4	11,1	433
5	3,9	152
6	3,2	125
7	5,5	214
8	13,5	527
9	11,2	437
Germany	75,5	2.945
abroad	24,5	955
	<b>100,0</b>	<b>3.900</b>

### Distribution analysis abroad:

country	per cent	copies
Austria	14,2	136
Switzerland	10,3	98
Italy (South Tyrol)	4,3	41
B/NL/L	13,4	128
CZ/SK/PL	21,8	208
further Central and Eastern European countries	14,2	135
Scandinavia	9,8	94
worldwide	12,0	115
	<b>100,0</b>	<b>955</b>

**Price:** per mm (1 column/42 mm wide), black/white € 1,35 (rabattierfähig)

per mm (1 column/42 mm wide), 4-colours: € 2,00 (rabattierfähig)

**Format:** consecutively running on 4 columns  
1 column (42 mm wide)

**Minimum purchase:** one year

**Frequency:** 25 issues

**Headword:** for free, selectable from the following list  
(new headwords in accordance with the publisher)



## HEADWORDS:

- air conditioning-/cooling systems
- air steriliser
- antifungals
- antioxidants/preservatives
- autoclaves
- automation systems
- binding agents
- cereals
- cleaning agents
- cleaning nozzles
- cleaning plants
- closure systems
- coding and labelling systems
- colour (nutrition)
- compressors
- container/stainless steel
- controlling systems
- conveyor systems
- cutting systems
- detectors
- dosing/installation systems
- drive systems
- drying machines
- enzymes
- exhaust air cleaning
- extruder/screws/cylinder
- fat powder
- fibers
- filling stations/-machines
- filtration systems
- fittings
- flavours
- floor covering
- flow and filling measuring
- freezing
- fruit preparations
- gelatine
- HACCP, hygiene quicktest
- homogenisators
- inert gas packaging
- ingredients/additives/cultures
- lubricants
- metal detection systems
- mixer/mixing systems
- nozzles
- packaging
- packaging means
- packaging systems
- palletizers
- pasteurizers
- pectin
- phosphates
- process engineering
- processing systems
- pumps
- refractometer
- refrigeration
- second hand machines
- separators
- spices
- stabilizers
- steam vessels
- sterilization systems
- temperature/monitoring measurement
- transport/logistic
- tubes
- viscosity and humidity measuring
- vitamins
- waste disposal
- wastewater technology
- weighing machines/-systems
- working clothes for rent
- X-ray scanner



## Special interest magazine for dairies, cheese making factories and supplying companies for the dairy processing industrie

**DMW - Die Milchwirtschaft** is distributed with 4.000 copies and reports about technology and technique of dairy processing, ecology and science concerning milk and dairy processing

subscription Germany (annual) **€ 312,00** incl. postage incl. VAT

subscription abroad (annual) **€ 324,00** incl. postage incl. VAT



## Europe's magazine for dairy processing and ice cream manufacturing

**EDM - European Dairy Magazine** is distributed all over the EU as the European trade journal for the dairy and ice cream industry.

The annual subscription price is only

**€ 70.00** incl. postage