

MEDIA INFORMATION

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www.international-dairy.com

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IDM – Trade journal for the international milk processing
and related food manufacturing industry

Profile: 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: Bucker-Fachverlag
GmbH & Co. KG

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Volume frequency: January, February,
April, June, August, September, November

Annual subscription rate:

€ 80 incl. postage

Subscribers in Germany:

€ 65 incl. postage + VAT

Single copy:

€ 15 incl. postage

Subscribers in Germany add VAT

Circulation-analysis

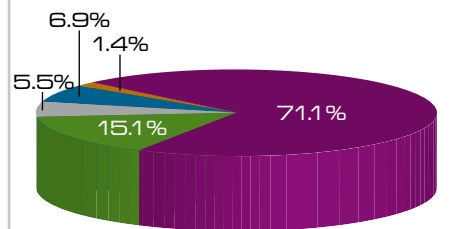
Copies

Print run: 3,700

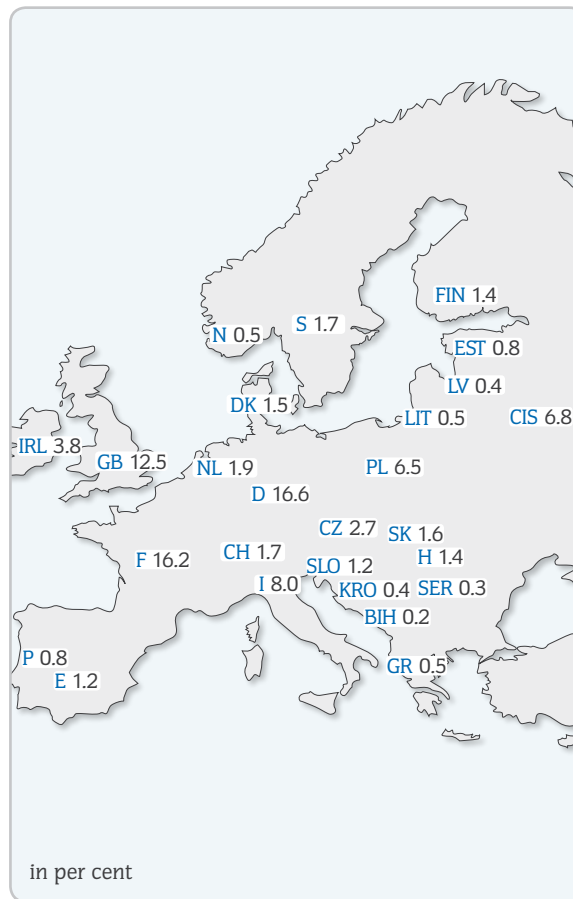
(yearly average per issue)

Distributed Circulation: 3,500

Readership-Analysis



- Milk processing industry 71.1%
- Private individuals (executives, dairy technologists): 15.1%
- Retailers and expert companies: 5.5%
- Suppliers 6.9%
- Associations, Institutes etc.: 1.4%



Distribution-Analysis

country	per cent	copies	country	per cent	copies
A	2.1	74	I	8.0	280
B	3.1	109	IRL	3.8	133
BG	0.3	11	KRO	0.4	14
BIH	0.2	7	L	0.4	14
CH	1.7	60	LIT	0.5	18
CY	0.3	11	LV	0.4	14
CZ	2.7	95	N	0.5	18
D	16.6	581	NL	1.9	67
DK	1.5	53	P	0.8	28
E	1.2	42	PL	6.5	228
EST	0.8	28	ROM	0.4	14
F	16.2	567	S	1.7	60
FIN	1.4	49	SER	0.3	11
GB	12.5	438	SK	1.6	56
GR	0.5	18	SLO	1.2	42
H	1.4	49			
other countries, overseas		9.1%	319 copies		
therefrom		Middle East, Northafrika CIS	54 copies 42 copies 239 copies		
total		100.0%	3,500 copies		

Issue	Date of publication	Ad closing date	editorial focus ¹⁾	Trade shows/Congresses ²⁾
1	30 Jan 09	15 Dec 08	Pre-show reports: Anuga FoodTec ; Yoghurt & fermented milk products	19-22 February 2009, Nuremberg, BioFach
2	20 Feb 09	2 Feb 09	Show issue: Anuga FoodTec ; Efficient use of energy in dairy plants	10-13 March 2009, Cologne, Anuga FoodTec
3	15 Apr 09	16 Mar 09	Cheese making; Ice cream	
4	15 June 09	15 May 09	Pre-show reports: drinktec ; Automation	
5	31 Aug 09	30 July 09	Show issue: drinktec ; Filling & Packaging	14-19 September 2009, Munich, drinktec
6	30 Sept 09	31 Aug 09	IDF World Dairy Summit ; Worldwide FoodExpo ; Anuga ; Heating & Cooling	20-24 September 2009, Berlin, IDF World Dairy Summit ; 8-10 October 2009, Bratislava, EDA World Dairy Forum ; 10-14 October 2009, Cologne, Anuga ; 27-30 October 2009, Parma, CibusTec ; 28-31 October 2009, Chicago, Worldwide Food Expo
7	2 Nov 09	1 Oct 09	Food ingredients Europe ; Ingredients for dairy foods; QA/Lab	17-19 Nov. 2009, Frankfurt, Food Ingredients Europe

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: 185 x 250 mm

Top margin: 15 mm

Bottom margin: 15 mm

Outside margin: 18 mm

Inside margin: 12 mm


Cover page

with bleed:

215 x 190 mm,

 3 mm bleed on
 bottom and right
 hand

€ 4,800

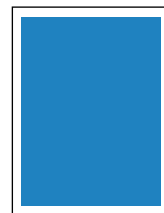
2/1 page

394 x 250 mm

with bleed:

430 x 280 mm,

 3 mm bleed on top, bottom, right
 and left hand

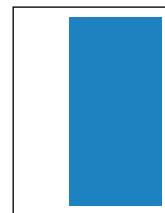
€ 6,400

1/1 page

185 x 250 mm

with bleed:

215 x 280 mm,

 3 mm bleed on
 top, bottom,
 outside

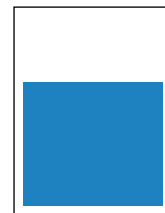
€ 4,000

2/3 page vertical

122 x 250 mm

with bleed:

139 x 280 mm,

 3 mm bleed on
 top, bottom,
 outside

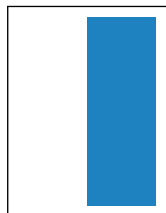
€ 3,100

2/3 page horiz.

185 x 166 mm

with bleed:

215 x 181 mm,

 3 mm bleed on
 bottom, outside

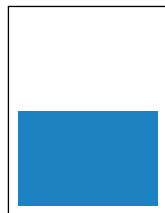
€ 3,100

1/2 page vertical

90 x 250 mm

with bleed:

108 x 280 mm,

 3 mm bleed on
 top, bottom,
 outside

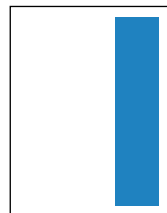
€ 2,200

1/2 page horiz.

185 x 125 mm

with bleed:

215 x 140 mm,

 3 mm bleed on
 bottom, outside

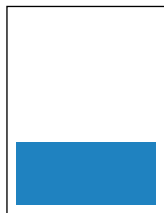
€ 2,200

1/3 page vertical

58 x 250 mm

with bleed:

76 x 280 mm,

 3 mm bleed on
 top, bottom,
 outside

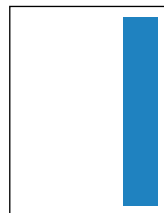
€ 1,600

1/3 page horiz.

185 x 83 mm

with bleed:

215 x 98 mm,

 3 mm bleed on
 bottom, outside

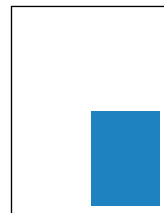
€ 1,600

1/4 page vertical

43 x 250 mm

with bleed:

61 x 280 mm,

 3 mm bleed on
 top, bottom,
 outside

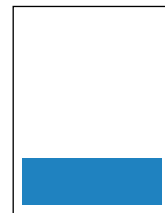
€ 1,100

1/4 page corner

90 x 125 mm

with bleed:

108 x 140 mm,

 3 mm bleed on
 bottom, outside

€ 1,100

1/4 page horiz.

185 x 62 mm

with bleed:

215 x 77 mm,

 3 mm bleed on
 bottom, outside

€ 1,100

 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 185 mm wide, 3 columns per 58 mm wide (1/1 page = 750 mm-lines)
Cover page	size: 215 mm wide, 190 mm deep 4,000 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	€ 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: GENODE1BNA
Advertising Manager	Heike Turowski, Bucker-Fachverlag Phone: +49(0)23 65/38 97 46 E-mail: h.turowski@molkerei-industrie.de
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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@molkerei-industrie.de
- by post to: Heike Turowski
c/o Bucker-Fachverlag
Brucknerstraße 42
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

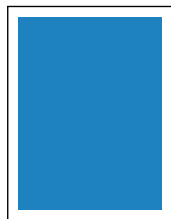
Inserts, Glued Inserts, Bound Inserts

Inserts	} not discountable	per 1000 copies (Maximum format: 210 x 275 mm, DIN A 4 only possible when folded)	€ 350
Glued insert:		two-sided	€ 2,700
Bound insert:		four-sided	€ 3,000
Adress for shipment:		to print shop "Druckerei Hachenburg"	

IDM's business-to-business marketplace is an independent advertising section in each issue. You can place low-price advertisements like for-sale or buying ads as well as vacancies or other classified advertisements. The business-to-business marketplace is located at the rear of each issue.

Demands for special positions are not possible. Agency discounts are accorded.

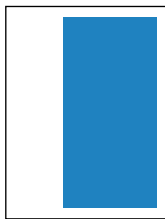
Sizes width x height in mm (type area)



1/1 page

185 x 250 mm

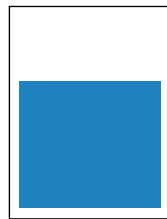
€ 2,100



**2/3 page
vertical**

122 x 250 mm

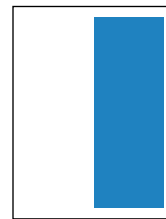
€ 1,500



**2/3 page
horizontal**

185 x 166 mm

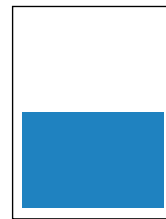
€ 1,500



**1/2 page
vertical**

90 x 250 mm

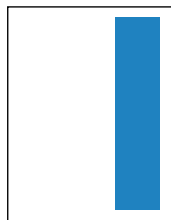
€ 1,125



**1/2 page
horizontal**

185 x 125 mm

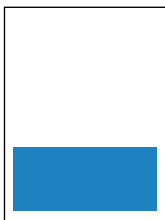
€ 1,125



**1/3 page
vertical**

58 x 250 mm

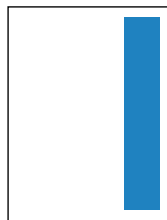
€ 750



**1/3 page
horizontal**

185 x 83 mm

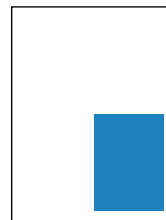
€ 750



**1/4 page
vertical**

43 x 250 mm

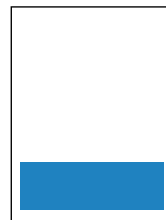
€ 560



**1/4 page
corner**

90 x 125 mm

€ 560



**1/4 page
horizontal**

185 x 62 mm

€ 560

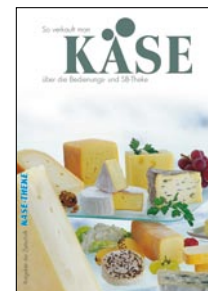


Bücker-Fachverlag

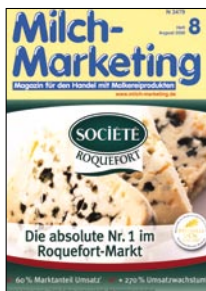
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