

ZSB Buyers Guide: 2 editions (March and September 2018)
Internet: www.zsbbuyersguide.com, www.sucropedia.com

Price List No. 54(B)
valid as of 1 January 2018

Key Word Index

Each entry of firm name, abbreviated form,
1 line with up to 26 type spaces € 40
Surcharge for capital letters 10%

Quantity discount

for more than 3 entries	10%
for more than 5 entries	15%
for more than 9 entries	25%
for more than 19 entries	30%
for more than 29 entries	35%
for more than 39 entries	40%
for more than 69 entries	45%

Additional line

Below the firm name with particulars about special products, trade names, applications, etc. – reference in subject index.
1 line length 38 mm length = 30 type spaces € 21

Contact: Ilsa Bruhns, ilsa-bruhns@bartens.com

Firm Index

Basic price for the entry of firm name with complete address, telephone, email, telefax, internet etc. (max. length 55 mm = approx. 36 type spaces); minimum 32 mm = 8 lines € 380

Additional space

For 4 colour logo or additional lines for address 1 mm height to 55 mm width (4 mm = 1 line)	€ 4
QR Code 20 x 20 mm	€ 80

Internet

Link to your website	€ 40
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Advertising Prices (4 colour)

1/1 page	€ 2495
Title page	€ 3270
4th cover page (back cover)	€ 2750
1/2 page	€ 1600

Other formates and extra charges

Please see our price list No. 54 of **Sugar Industry** Pages 5 to 7

All prices without VAT

(VAT is applied in invoices for Germany-based customers)

Short summary

The **ZSB Buyers Guide** is the world's largest buyers guide for the sugar, starch and biofuel industries. The guide appears in two forms:

- For more than 60 years. Twice a year, in March and September, the ZSB Buyers Guide is offered as a readers supplement to subscribers of the Sugar Industry journal; and
- As an Internet version – www.zsbbuyersguide.com – the **ZSB Buyers Guide** offers direct links to each client company's website, and from www.sucropedia.com, as well.

With a circulation of 4,700, the print version of the **ZSB Buyers Guide** is presented on the international market, including the most visible and important conferences. (See editorial calendar, page 3).

With access via six languages (English / German / French / Spanish / Russian and Portuguese), the **ZSB Buyers Guide** offers buyers in our industry, worldwide, an overview of each manufacturer's products.

In both print and Internet versions, the **ZSB Buyers Guide** has global presence and high circulation strength, with well-differentiated product presentation – all of which make the **ZSB Buyers Guide** an excellent, indispensable advertising medium.

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Circulation analysis

	copies
Print run	4700
Supplement to Sugar Industry	2270
Circulation to sugar, starch and biofuels industry	2368

Geographical circulation analysis	%	copies
Austria	1.0	47
Belgium / The Netherlands	2.9	133
France	4.2	195
Germany	21.1	980
Italy	1.3	58
Poland	2.2	103
Russia	4.8	221
Scandinavia	2.0	91
Spain	1.4	63
UK	2.1	99
Ukraine	2.2	102
Other European countries	8.1	374
Europe (Total)	53.2	2466
USA/Canada	6.6	304
Latin-America	17.0	790
Asia	16.0	741
Africa	5.8	269
Australia/Oceania	1.5	68
Total	100.0	4638