

Sugar Industry

ZSB **Bezugsquellen**
Buyers Guide

Zuckerwirtschaft
Sugar Economy
Economie Sucrière

MEDIA INFORMATION 2018

ZuckerIndustrie **Sugar Industry** A Trade Journal with Tradition

Sugar Industry is the largest-circulation international journal for the beet, cane sugar, starch and biofuels industries.

Published monthly, **Sugar Industry** is industry-focused, timely, and current. News coverage on topics ranging from the cultivation of the raw material to the finished product, as well as analysis of world sugar market developments and recent company financial reports make **Sugar Industry** essential reading for managers in the sugar, ethanol and starch industries. Technical articles on beet sugar and cane sugar technology, sugarbeet and sugarcane agriculture, as well as starch and ethanol production are a must for all technologists.

Sugar Industry credits its success to its over 10,000 readers around the world. With a monthly print run of up to 2,700 copies (with special editions), it is the largest trade journal in its field. **Sugar Industry** is present at all the major international conferences and congresses. Readers of **Sugar Industry** are primarily decision-makers: board members, managing directors, factory managers, technologists and foremen at factories, scientists working in the industry and at universities as well as agricultural supervisors.

As an international trade magazine, the editorial content of **Sugar Industry** is 80% English and 20% German. **Sugar Industry** is committed to its 165-year tradition and is therefore the official journal of the German Sugar Industry Association and the German Association of Sugar Technologists (VDZ). Since 2009 a Russian edition (**Sakhar i Svekla**) has been published twice a year.

Publishing and editorial offices	Verlag Dr. Albert Bartens KG Lückhoffstr. 16, 14129 Berlin, Germany Tel.: +49 30 803 56 78 Fax: +49 30 804747423 www.SugarIndustry.info, www.bartens.com sugarindustry@bartens.com
Editorial	Dr. Jürgen Bruhns (publisher and editor in chief), Gregor Reiche (Dipl.-Ing), Daniel Mosseri (M.A.)
Advertising	Ilsa Bruhns, illsa-bruhns@bartens.com
Publication date	on 1 st of the month
Publications/ Media	Print including searchable archive on website, Epaper on your desktop PC, and Bartens App (IOS, iTunes Store)
Subscription 2018	Print version €535.– (postage not included) Epaper version €330.–
Conditions	Payment due 30 days after invoice date. Payments made within 14 days of the invoice date are allowed a 2% discount. The publisher retains the right to demand payment in advance.
Bank account	Postbank Berlin, Swift Code: PBNKDEFF IBAN: DE78 1001 0010 0066 1901 05

Priority themes and closing dates 2018

Month	Closing date	Priority themes, events (distribution of the journal)
January*	19.12.2017	End of campaign • Begin of investments • Fuels of the Future Conference, 22–23 January, Berlin, Germany
February	19.01.2018	Campaign data from sugar factories • The Polish Association of Sugar Technologists Convention, 21–23 February, Warsaw, Poland
March	16.02.2018	77 th SIT Conference, 25–28 March, Naples, Florida, USA • ASSCT Conference Australia • ZSB Buyers Guide
April	16.03.2018	Andrew VanHook Conference, 12 April, Reims, France, • Bioethanol Technology Meeting and Starch Convention, 10–12 April, Detmold, Germany • Main themes: ethanol, starch
May*	20.04.2018	Verein Deutscher Zuckertechniker, 7–9 May 2018, Goslar, Germany • IIRB Congress, 5–8 June, Deauville, France
June*	17.05.2018	ACHEMA, Frankfurt Germany
July	22.06.2018	Company reports • SASTA Conference, 14–16 August, Durban, South Africa, • STAI Conference, India
August*	20.07.2018	Fenasucro, Brazil • ICUMSA Session, 26–28 August, South Africa • Campaign special issue
September	16.08.2018	ZSB Buyers Guide
October	21.09.2018	Main theme: Bioethanol
November	19.10.2018	ISO International Sugar Seminar, London, UK • SCHÜTTGUT/SOLIDS, Dortmund, Germany
December	16.11.2018	Developments in the European sugar industry

We will inform you of further topical themes for each edition

* Special issues in enlarged size and higher circulation.

Circulation analysis	
Print run	2342
Distribution	2270
Of that subscription	1360

Readership analysis	%
Factory managers, board members	29
Managers, product managers, sugar technologists	43
Scientists	12
Other	17

Content analysis 2016 (= 776 pages)			
	German	English	Total
News	34	266	300
Technology	8	177	185
Agriculture	50	23	73
People news	12	2	14
Abstracts, patents, book reviews, other	9	50	59
Total	113	518	631

Geographical circulation analysis	%	copies
Austria	1.5	35
Belgium / The Netherlands	3.0	69
France	4.8	108
Germany	29.1	660
Italy	0.8	18
Poland	3.2	72
Russia	5.1	116
Scandinavia	1.5	34
Spain	1.0	22
Turkey	1.6	37
UK	2.4	55
Ukraine	3.8	87
Other European countries	5.5	125
Europe (total)	63.3	1438
USA/Canada	5.8	131
Latin-America	10.7	243
Asia	14.3	325
Africa	4.2	95
Australia und Oceania	1.7	38
Total	100.0	2270

Preferred positions (4 colour)

Title (cover) page	€ 3270
Title (cover) page (special editions)	€ 3700
Inside and back cover page	€ 2750
First opening page	€ 2910

Extra charges (not subject to discounts or commission)

Prescribed position	15% of basic price
Bleed (1/4 or 1/8 page only within type area)	5% of basic price

Colour surcharges

No surcharges for 4 colour printing	
Prices for b/w on request	
Special colour	€ 370

Millimeter rate

1 mm deep, 88 mm wide	€ 6.70
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Loose inserts

Up to 25 g, per 1000 copies + additional postage costs; format up to 280 mm depth and 200 mm width	€ 390
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Special forms of advertisement (on request)

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

Advertising on www.Sugar-Industry.info

Please contact Ilsa Bruhns, ilsa-bruhns@bartens.com

Discounts

On basic prices for orders covering an entire year

frequency discount

3 x	5%
6 x	10%
12 x	20%

We offer individual packages according to your particular needs.

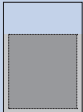
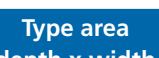

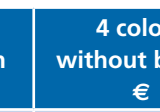

Formats

Journal format	A4, 297 mm deep, 210 mm wide (trimmed)
Type area	266 mm deep, 182 mm wide
Columns	Two, each 88 mm wide or three, each 57 mm wide

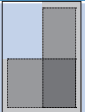

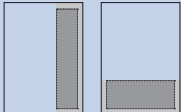
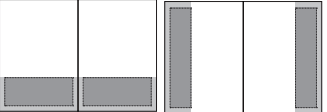
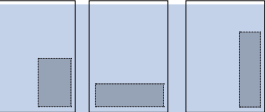
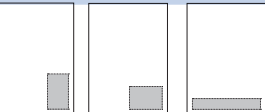
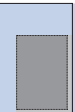
Art work PDF files (Windows) with a resolution of >300 dpi
Mailing address: ilsa-bruhns@bartens.com

Vouchers 1 copy, further copies against payment

All prices without VAT
(VAT is applied in invoices for Germany-based customers)

Size	Type area depth x width mm	Trim size depth x width mm	4 colour without bleed ² €	4 colour with bleed ² €
Title (cover) page 		207 x 210 ¹	–	3270
Title page, Special ed.				3700
Inside cover Back cover 	266 x 182	297 x 210 ¹	2750	2888
1/1 Page 	266 x 182	297 x 210 ¹	2495	2620
Panorama 		297 x 420 ¹	4990	5115
1st opening page 	266 x 182	297 x 210 ¹	2910	3056

¹ For full bleed add 3 mm on each side, ² No discounts or commission on extra charges (bleed, special colour etc.); Prices for b/w on request
Contact for advertising: Ilsa Bruhns, ilsa-bruhns@bartens.com

	Size	Type area depth x width mm	Trim size depth x width mm	4 colour without bleed ² €	4 colour with bleed ² €
1/2 Page		130 x 182 266 x 88	144 x 210 ¹ 297 x 102 ¹	1600	1680
2x 1/2 Page Panorama		266 x 88	144 x 420 ¹ 297 x 102 ¹	2720	2856
1/3 Page		266 x 57 82 x 182	297 x 71 ¹ 96 x 210 ¹	1380	1449
2x 1/3 Page Panorama		82 x 182	88 x 420 ¹ 96 x 210 ¹	2346	2464
1/4 Page		130 x 88 62 x 182 200 x 57	– – –	1040	–
1/8 Page		95 x 57 62 x 88 30 x 182	– – –	600	–
Junior Page		197 x 135	211 x 149 ¹	1700	1785

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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Advertising Ilsa Bruhns, ilsa-bruhns@bartens.com

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

Sugar and Sweetener Economy Europe & North America

2019

 Bartens

You can find information on our sister handbooks at these websites: Sahar i Krahmal (in Russian, www.sahar-krahmal.info) and Cukier, Skrobia, Biopaliwa (Polish, www.cukier-skrobie-biopaliwa.info)

Zuckerwirtschaft Sugar Economy Economie Sucrière

The handbook is published in four editions and as Epaper on PC (www.bartens.com/publications) and Bartens App (IOS). Each handbook contains the same advertisements – **one price** for all four editions. The books differ in the following respects:

Sugar Economy Europe 2019

Updated EU sugar market regulation and summary of the EU sugar regulations in **English**. Statistics and company addresses from the European sugar, starch and bioethanol industries.

Zuckerwirtschaft Europa 2019

Updated EU sugar market regulation and summary of the EU sugar regulations in **German**. Statistics and company addresses from the European sugar, starch and bioethanol industries.

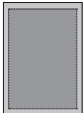
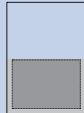
Economie Sucrière Europe 2019

Updated EU sugar market regulation and summary of the EU sugar regulations in **French**. Statistics and company addresses from the European sugar, starch and bioethanol industry.

Sugar and Sweetener Economy Europe & North America 2019

This edition features information (tables and addresses) on the North American sugar and sweetener industry in addition to statistics and company addresses from the European sugar, starch and bioethanol industries

Advertisement formats and prices (without VAT)

Size		Depth mm	Width mm	Price €
1/1 page 4C		120	82	1945,-
1/2 page 4C		58	82	1090,-

Extra charges (not subject to discount or commission)

Prescribed position in advertising section	15% of basic price
For bleed page	5% of basic price
Prices and formats for opening pages on inquiry	

Colour charges (not subject to discount or commission)

Prices for b/w on request	
Special colour	€ 370

5% discount, if you advertise in Sugar Economy 2019, Sahar i Krahmal 2019 and Cukier i Skrobja 2019.

Vouchers: 1 copy, further copies with 20% discount on selling price.

Format	Ca. A6
Trimmed	Depth 145 mm; width 100 mm
Bleed on all sides	151 mm deep, 106 mm wide incl. 3 mm trim allowance
Type area	120 mm deep, 82 mm wide

Publication/ Media	Print run 2,700 copies; Epaper on your desktop PC; Bartens App (IOS)
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Publication date	Published annually; available in January
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Closing date	Orders are accepted until 31 August 2018
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Art work	PDF files (for MS Windows) with a resolution of >300 dpi
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Price	Print or Epaper €48.- (subscription €29.-)
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Publishing and editorial offices	Verlag Dr. Albert Bartens KG, Lückhoffstr. 16, 14129 Berlin Tel.: +49 30 8035678; Fax: +49 30 804747423 www.bartens.com; info@bartens.com
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Publisher Advertising	Dr. Jürgen Bruhns Ilsa Bruhns, illsa-bruhns@bartens.com
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Zuckerwirtschaft

Sugar Economy

Economie Sucrière

Short summary

- What is the beet acreage and yield in Belgium?
- What is the EU sugar quota for France?
- Who are the largest bioethanol producers in Germany?
- In which locations is isoglucose produced from starch?

The blue pocket book, **Sugar Economy 2019**, answers these questions and more. It is an indispensable tool for:

- Sugar, starch and ethanol producers,
- Sugar traders,
- Beet growers, and
- Sugar and corn syrup processors.

The "Blue Bible" is divided into 3 parts:

- Statistics (World sugar production and consumption, EU, German and French production, sugar trade, beet areas etc.)
- The addresses of sugar, starch and ethanol producers, traders, organisations, and institutes in Europe and North America
- The EU sugar regime, in both the complete version and in summary.

Readership analysis 2016	%
Factory managers, board members	33
Managers, product managers, sugar technologists	34
Scientists	11
Other	22

Circulation analysis (4 editions) 2016	%	Copies
Austria	2.9	70
Belgium / The Netherlands	7.0	170
France	13.5	326
Germany	32.8	793
Italy	1.9	47
Poland	3.3	80
Spain	2.8	68
Scandinavian	3.1	75
Switzerland	1.1	27
United Kingdom	4.3	105
Other European countries	12.6	304
Europe (total)	85.4	2065
USA/Canada	13.2	320
Other continents	1.4	33
Total	100.0	2418

No.	Size (depth × width)	1 Month €	3 Months €	6 Months €	1 Year €
1	250 × 300 pxl	300	850	1500	2700
2a,b	60 × 468 pxl	200	550	1000	1800
3	600 × 120 pxl	240	700	1200	2200
4	200 × 200 pxl	200	550	1000	1800

**Publishing
and editorial
offices**

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Advertising

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