

Sugar Industry

ZSB **Bezugsquellen**
Buyers Guide

Zuckerwirtschaft
Sugar Economy
Economie Sucrière

MEDIA INFORMATION 2019

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, Gregor Reiche (Dipl.-Ing), Daniel Mosseri (M.A.), Philipp Bruhns (M.Sc.)
Advertising	Ilsa Bruhns, illsa-bruhns@bartens.com Hunter Wright, wright@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 2019	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

Editorial calendar and closing dates 2019

Month	Closing date	Priority themes, events (distribution of the journal)
January*	14.12.2018	End of campaign • Begin of investments • Fuels of the Future Conference, 21–22 January, Berlin, Germany • Polish Association of Sugar Technologists Convention, Warsaw, Poland
February	17.01.2019	Campaign data from sugar factories • 40th ASSBT Conference, 25–28 February, Anaheim, CA, USA
March	15.02.2019	ZSB Buyers Guide • PowTech, 9–11 April
April	14.03.2019	Bioethanol Technology Meeting and Starch Convention, 9–11 April, Detmold, Germany • ASSCT Conference Australia, 30 April to 3 May • Main themes: Bioethanol, starch
May*	11.04.2019	78 th SIT Conference, 5–8 May, Durban, South Africa
June*	10.05.2019	6th ESST/VDZ Conference, Poznań, Poland, 26–29 May 2019
July	14.06.2019	Company reports • SASTA Conference, 20–22 August, Durban, South Africa, • STAI Conference, India
August*	26.07.2019	XXX ISSCT Congress, 1–5 September, Tucuman, Argentina • Fenasucro, Brazil • Campaign special issue • FachPack
September	22.08.2019	ZSB Buyers Guide • FachPack 24–26 September
October	19.09.2019	Main theme: Bioethanol
November	17.10.2019	28. ISO International Sugar Seminar, London, UK
December	14.11.2019	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.

ZuckerIndustrie Circulation analysis 2017

Circulation analysis (Print and ePaper)	
Print run	1743
Distribution (Print and ePaper)	2273
Of that subscription	1291

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

Content analysis 2017 (= 725 pages)			
	German	English	Total
News	32	245	277
Technology	8	163	171
Agriculture	34	37	71
People news	12	2	14
Abstracts, patents, book reviews, other	9	49	58
Total	95	496	591

*Print and ePaper

Geographical circulation analysis*	%	copies
Austria	1.5	35
Belgium / The Netherlands	2.9	67
France	4.8	110
Germany	28.8	655
Italy	0.7	17
Poland	3.3	74
Russia	5.2	118
Scandinavia	1.5	33
Spain	0.9	21
Turkey	1.8	40
UK	2.5	56
Ukraine	3.8	86
Other European countries	5.6	127
Europe (total)	63.3	1439
USA/Canada	5.9	133
Latin-America	10.7	244
Asia	14.1	321
Africa	4.3	98
Australia und Oceania	1.7	38
Total	100.0	2273

Preferred positions (4 colour)

Title (cover) page	€ 3310
Title (cover) page (special editions)	€ 3750
Inside and back cover page	€ 2790
First opening page	€ 2950

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	€ 6.80
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Loose inserts

Up to 25 g, per 1000 copies	€ 400
+ additional postage costs; format up to 280 mm depth and 200 mm width	

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.

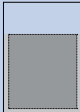



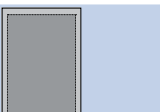
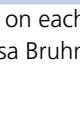
Formats

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

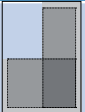
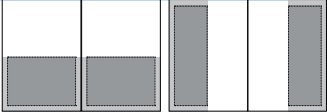
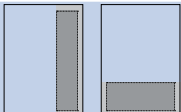
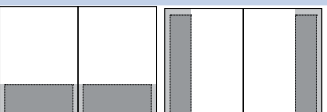
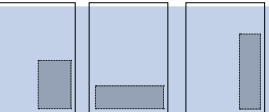
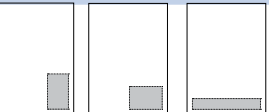
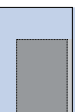
Art work PDF files (Windows) with a resolution of >300 dpi
Mailing address: ilsa-bruhns@bartens.com

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	–	3310
Title page, Special ed. 				3750
Inside cover Back cover 	266 x 182	297 x 210 ¹	2790	2930
1/1 Page 	266 x 182	297 x 210 ¹	2530	2657
Panorama 		297 x 420 ¹	5060	5187
1st opening page 	266 x 182	297 x 210 ¹	2950	3087

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

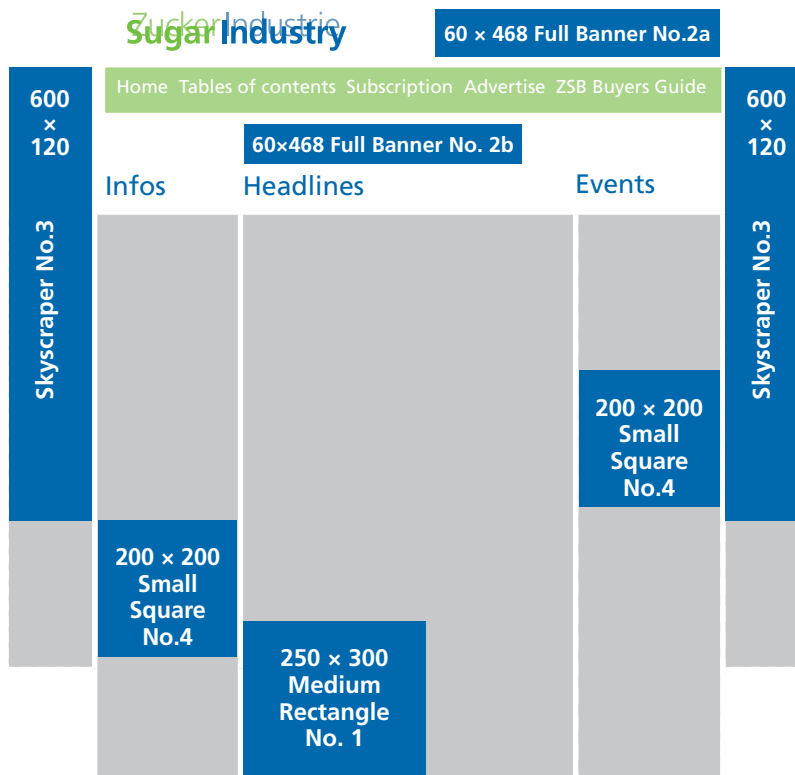
	Size	Type area depth x width mm	Trim size depth x width mm	4 colour without bleed ² €	4 colour with bleed ² €
1/2 Page		130 x 182 266 x 88	144 x 210 ¹ 297 x 102 ¹	1620	1701
2x 1/2 Page Panorama		266 x 88	144 x 420 ¹ 297 x 102 ¹	2754	2892
1/3 Page		266 x 57 82 x 182	297 x 71 ¹ 96 x 210 ¹	1400	1470
2x 1/3 Page Panorama		82 x 182	88 x 420 ¹ 96 x 210 ¹	2380	2499
1/4 Page		130 x 88 62 x 182 200 x 57	– – –	1050	–
1/8 Page		95 x 57 62 x 88 30 x 182	– – –	605	–
Junior Page		197 x 135	211 x 149 ¹	1725	1811

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

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The international journal for the sugar, sweetener and ethanol industry – beet, cane and starch.

Home | Tables of contents | Subscription | Advertiser | 25th Buyer Guide | Barrens Verlag | Jobs | Facebook | About us | Bartens



SOLIDS
SOLUTIONS

07 | 08 Nov 2016
Mosse Dortmund

Trade show for
pulp, paper &
tech solids
technology

Free
visit code
4047

Infos

- Short Description
- Instructions To Authors

Sugar Industry Online

Please log in to use all features of the Sugar Industry Online area.

Username

Password

Login

Forgot your password?

Subscription

Click here to subscribe to Sugar Industry journal or to receive a sample copy.

Sugar Industry

Now available also as Epaper on iOS and PC

Headlines

ITALY

Visits on sugarindustry.info in 2017		
Europe	56.6%	12650
Asia	19.7%	4400
North America	11.7%	2612
South America	5.6%	1240
Africa	5.1%	1150
Oceania	1.3%	280
Total	100.0%	22332

on the same period a year ago (+4138%). [more]

Category: Sugar Economy & Business

FRANCE

French growers protest against beet price set by Saint Louis Sucre

French growers protest against Saint Louis Sucre. In late June, Südzucker subsidiary Saint Louis Sucre told French beet growers that they will be paid €23.66 per t of beet at 16% sugar content for 2017/18. [more]

Category: Sugar Economy & Business

POLAND

Events

Pictures SFT Conference 2016 in Florida

Pictures EGST Conference 2017 in Dresden

Coming Events

3rd StarchWorld EUROPE
9-10 October 2018
Strasbourg, FRANCE

ANDRITZ

ANDRITZ PUMPS:
PASSION SINCE 1852

The Sugar Industry Newsletter is a monthly newsletter distributed electronically worldwide to subscribers and clients of Sugar Industry including sugar industry executives, factory managers, equipment suppliers, consulting engineers, and agencies. It is send out together with publication of the ePaper version of each edition of Sugar Industry
The Sugar Industry Newsletter features the themes of the latest issue, events and the editorial of Sugar Industry.

Headline ad of 50 characters + Display ad (339 x 555 pixel)

Closing date see Priority themes and closing dates of Sugar Industry

Publishing and editorial offices Verlag Dr. Albert Bartens KG
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sugarindustry@bartens.com

Advertising Ilsa Bruhns, illsa-bruhns@bartens.com

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

Insertions			
1	2	3	6
€ 300	€ 500	€ 700	€ 1000

Headline with 50 characters

Display advertisement
Width 339 px
Depth 555 px

Inside Sugar Industry this month ...

Dear Reader,

In this issue, we report on the European Commission's decision to circulate regional sugar prices in the EU to enhance market transparency while ensuring producers' confidentiality at the same time.

In some areas, management of poultry can be problematic. Gamat R'zina and co-workers co-composed carbonation line from a sugar factory together with poultry manure. They found that the addition of carbonation lime to poultry manure further improves its composting.

Damage resulting from harvest operations increases the storage losses of sugar beet. Christa Hoffmann and co-workers from the IZ Göttingen studied the impact of different harvesting systems and emphasized the importance of the operator of the harvesting machine for a good harvest quality.

We hope you enjoy this month's issue of our Sugar Industry Journal.

Best regards,
Jürgen Bruhns, Gregor Reiche, and Daniel Mosser

Sugar Industry is available as an *Epaper*. Please take a look at [this month's sample copy](#), where you might find more complete new stories. Sugar Industry subscribers can use their current [login data](#) to read the new e-paper issue. The subscription from January to December 2018 costs EUR330.



Headlines

News

CoProB: Lower profit despite higher turnover
Low sugar prices halve Südzucker result
Hortzucker hopes to avoid losses
French growers protest against Saint Louis Sucre
KBC reports €16m profit
Mackay Sugar to sell Mosman Mill
Regional sugar prices

Articles in No. 8/2018

G. R'zina et al.
Co-composting of poultry manure with carbonation lime: monitoring of physicochemical and microbiological parameters
[more ...](#)

C.M. Hoffmann et al.
Importance of harvesting system and variety for storage losses of sugar beet
[more ...](#)

Authomathika is present at Fenasucro



Best regards,
Jürgen Bruhns, Gregor Reiche, and Daniel Mosser

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To unsubscribe from newsletter click [here](#).

Imprint

Verlag Dr. Albert Bartens KG / Amtsgericht Charlottenburg / HR A 11394
Lückhoffstr. 76, 14129 Berlin, Germany
Tel. : +49 30 803 56 78 / Fax: +49 30 803 20 49 / www.bartens.com

Authomathika is present at Fenasucro



Coming Events

ZSB Buyers Guide: 2 editions (March and September 2019)
Internet: www.zsbbuyersguide.com, www.sucropedia.com

Price List No. 55(B)
valid as of 1 January 2019

Key Word Index

Each entry of firm name, abbreviated form,
1 line with up to 26 type spaces € 40.50
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%
for more than 89 entries	50%

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 € 385

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	€ 2530
Title page	€ 3310
4th cover page (back cover)	€ 2790
1/2 page	€ 1620

Other formates and extra charges
Please see our price list No. 55 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.

Publisher Verlag Dr. Albert Bartens KG
Lückhoffstr. 16, 14129 Berlin, Deutschland
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Fax: +49 30 804 74 74 23
www.zsbbuyersguide.com; zsb@bartens.com

Advertising Ilsa Bruhns, ilsa-bruhns@bartens.com

Circulation analysis

copies

Print run	4700
Supplement to Sugar Industry	2273
Circulation to sugar, starch and biofuels industry	2362

Geographical circulation analysis

%

copies

Austria	1.0	46
Belgium / The Netherlands	2.8	130
France	4.3	198
Germany	20.9	970
Italy	1.2	57
Poland	2.2	104
Russia	4.8	224
Scandinavia	1.9	90
Spain	1.4	63
UK	2.1	96
Ukraine	2.2	103
Other European countries	8.1	375
Europe (Total)	53.0	2456
USA/Canada	6.6	307
Latin-America	17.0	789
Asia	16.1	744
Africa	5.8	270
Australia/Oceania	1.5	69
Total	100.0	4635

Sugar and Sweetener Economy Europe & North America

2020

↓ Bartens

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

Sugar Economy /Zuckerwirtschaft /Economie Sucrière Europe 2020

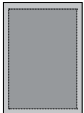
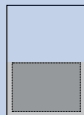
Updated EU sugar market regulation and summary of the EU sugar regulations in **English, German and French**. Statistics and company addresses from the European sugar, starch and bioethanol industries.

Sugar and Sweetener Economy Europe & North America 2020

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

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)

Advertisement formats and prices (without VAT)

Size		Depth mm	Width mm	Price €
1/1 page 4C		120	82	1965,-
1/2 page 4C		58	82	1100,-

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 2020, Sahar i Krahmal 2020 and Cukier i Skrobja 2020.

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 2,600 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 2019
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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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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 2020**, 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 2018 Edition	%
Factory managers, board members	33
Managers, product managers, sugar technologists	34
Scientists	11
Other	22

Circulation analysis (4 editions) 2018	%	Copies
Austria	2.8	67
Belgium / The Netherlands	7.2	171
France	13.4	320
Germany	33.2	790
Italy	1.8	44
Poland	3.3	79
Scandinavian	3.2	76
Spain	2.7	64
Switzerland	1.1	26
United Kingdom	4.4	105
Other European countries	12.5	299
Europe (total)	85.6	2041
USA/Canada	13.5	322
Other continents	0.8	20
Total	100.0	2383