

Media Card 2017/18



Consumer-driven Innovation – local and global Sustainability • Retail demands • Adaptability • Technical solutions

15 March 2018 Mælkeritidende for the 27th time publishes the international journal "Danish Dairy & Food Industry ... worldwide". This year's theme is "Consumer-Driven Innovation - local and global." We would like to offer your company the opportunity to participate with an article and an advertisement.

DD&FI will contain editorial contributions from the Danish minister of Environment and Food, Esben Lunde Larsen. Professor Harald Martens, University of Oslo, is interviewed about the role of big data. And Arla Foods will illustrate, how a global company is handling consumertrends in their investmentplans.

Further on we depart from several major food manufacturers and consumer experts to learn more about, how the industry handles consumers' changing preferences, and examine the global and local demands and trends. Business articles can contribute to the theme with input on flexible process equipment with possibilities of adaptability. Topics could also be related to green profiles according to consumer demands including low energy consumption, localization of local raw materials, new flavours, cultures etc. DDFI will be published 15 March 2018, and **the deadline for business articles is Friday, 2 February 2018.**

Readership: Leading personnel within the dairy and food industry in more than 120 countries as well as all the Danish embassies and consulates, Government advisers and representations of marketing councils.

Editorial staff: Chief Editor, M. Sc. Anne-Sofi Christiansen and Editor, Lars Winther

Technique: Offset 80 lin. raster. Size 270 mm high x 185 mm wide. (PDF ready for print)

Language: All materials must be in English.

Advertisement prices (height x width in mm):

1/1 Page	278 x 188 (to margin incl. cutting)	22.100 DKK
1/1 Page	232 x 158 (inside column)	22.100 DKK
1/2 Page	114 x 158 (inside column)	14.200 DKK

An article is approximately 500 words in a page.

----- 0 -----

*The Danish Dairy Managers Association and the Danish Dairy Engineers Association own and publish Danish Dairy & Food Industry ... worldwide. The magazine is distributed in more than 120 countries in 10.000 copies. Our experience tells us that about 100.000 dairy, food and marketing specialist worldwide study this journal every year.
Se more at www.ddfi.dk*