

Sugar Industry international

ZSB Bezaarsquellen
ZSB Buyers Guide

MEDIA INFORMATION 2025



ZSB Buyers Guide world's largest buyers guide for the sugar, starch and biofuel industries.

Distribution

2 Issues per year
Print and ePaper Version
worldwide 4000 copies
as supplement to **Sugar Industry** journal
Downloadable pdf-Version from
<https://sugarindustry.info> and
Sugar Industry Newsletter

ZSB Buyers Guide online The internet version of **ZSB Buyers Guide** on <https://sugarindustry.info> offers direct links to each client company's website,

Languages

English / German / French / Spanish / Portuguese and Russian

The screenshot shows the ZSB Buyers Guide website. At the top, there's a navigation menu with links for 'Subscription', 'ePaper', 'Latest edition', 'Books', 'Shop', 'Advertise', 'Events', 'ICUMSA', and 'more'. There are also language selection buttons for German, Spanish, and English. The main header includes the 'Zucker Industrie' logo and navigation tabs for 'News', 'Statistics', 'Directory', 'Technology', and 'ZSB Buyer's Guide'. Below this, the 'ZSB Buyers Guide' section features a search bar with a 'Products' filter. A list of suppliers is displayed, each with a logo and company name: AERZEN (Aerzener Maschinenfabrik GmbH), airpower europe gmbh (airpower europe GmbH), AMF-BRUNS (AMF-BRUNS INDUSTRIAL SOLUTIONS), Ammeraal Beltech (Ammeraal Beltech), Anton Paar (Anton Paar GmbH), and ArmaSys (ArmaSys GmbH). A central image shows the cover of the ZSB Buyers Guide magazine. To the right, there are instructions on how to get listed and a link to download the guide as a PDF file.

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 4,000, 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 6).

With access via six languages (English / German / French / Spanish / Portuguese and Russian), 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.

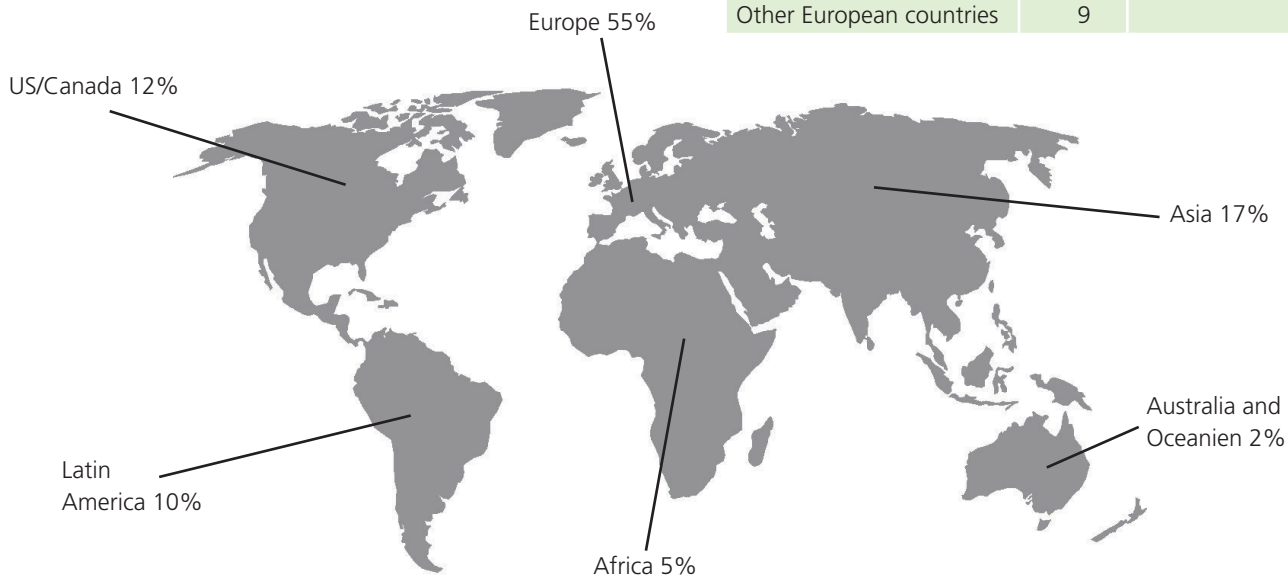
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Geographical circulation analysis (print and ePaper)

- print supplement to **Sugar Industry**
- distribution at conferences
- downloadable pdf-version

Europe	%		%
Austria	1	Russia	5
Belgium / The Netherlands	3	Scandinavia	1
France	4	Spain	1
Germany	23	Turkey	2
Italy	1	UK	3
Poland	2	Ukraine	3
Other European countries	9		



ZSB Buyers Guide: 2 print editions (March and September 2025) + online entry on <https://sugarindustry.info>

**Price List No. 61
valid as of 1 September 2024**

Company entry

Basic entry

Price for the entry of company with name, logo, complete address, telephone, email, internet € 495

Additional options

Price for a second address (name, address, telephone, email, internet) € 105
QR Code 20 x 20 mm € 80
Link to your website € 40

Advertising Prices (4 colour)

1/1 page € 2995
Title (cover) page € 3800
Inside and back cover page € 3325
1/2 page € 1890
Other formates and extra charges
Please see our price list of [Sugar Industry](#) Pages 7 to 9

Key Word Index

Per key word € 42
Company name with up to 26 type spaces

Quantity discount

for more than	3 key words	10%
for more than	5 key words	15%
for more than	9 key words	25%
for more than	19 key words	30%
for more than	29 key words	35%
for more than	39 key words	40%
for more than	69 key words	45%
for more than	89 key words	50%

Additional line

Below the company name with particulars about special products, trade names, applications, etc. – reference in subject index.
1 line of 30 type spaces € 21

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

Sugar Industry Terms and Conditions

international

1 "Advertisement order" as used in the following general terms and conditions of business refers to the contract concerning the publication of one or more advertisements by an advertiser in a printed publication for circulation purposes.

2 In case of doubt, advertisements shall be released for publication within one year after the publishing agreement is concluded. If the right to release individual advertisements is granted under the terms of an agreement, the order must be carried out within one year after publication of the first advertisement, insofar as the first advertisement is released and published within the time period designated in paragraph 1.

3 With the closing of agreements, the client is also entitled to release other advertisements, in addition to the number of advertisements named in the order within the time period agreed upon, or that which is cited in paragraph 2. The discounts specified in the advertisement price list are only granted for advertisements appearing within one year. The period begins with the publication of the first advertisement..

4 Should an order not be filled for reasons beyond the publisher's control, the client is obliged to refund to the publisher the difference between the discount granted and the respective discount for the number of advertisements actually published, irrespective of any other contractual obligations. Should the non-performance be due to force majeure on the part of the publisher, there is to be no such refund.

5 Orders for advertisements and furnished inserts which are to be published in specified issues or editions, or in a specified space, must be received by the publisher in good time, so as to allow the publisher before the closing date to advise the client should it prove impossible to execute the order as stipulated. Classified advertisements will be placed in the respective section without requiring any special arrangement.

6 Advertisements which are not identifiable as such on account of their editorial drafting will be marked by the publisher with the word "Adver-

tisement."

7 The publisher reserves the right to refuse to accept advertisement orders or individual releases under a contract, as well as orders for inserts on account of their content, origin, or technical form on the basis of uniform and justified principles, should their content violate any existing laws or regulations or should such publication be unacceptable to the publisher. This also applies to orders placed with branch offices, advertising agencies or representatives. Orders for furnished inserts will not become binding on the publisher until specimens of such inserts have been presented and approved. Inserts whose format or lay-out give the impression of being part of the newspaper or periodical, or which contain other advertisements, will not be accepted by the publisher. The client will be advised of such refusal of an order without delay.

8 The client is responsible for the supply in good time of the advertisement text, as well as correct copy or inserts. Should the material supplied be unsuitable (e.g. too low resolution) or damaged, the publisher will immediately request replacement. The publisher guarantees the usual quality of print in the newspaper or periodical specified, within the limits of quality of the material/manuscripts furnished.

9 The client is entitled to a reduction in payment or a replacement advertisement if the original advertisement published is wholly or partly illegible, incorrectly or incompletely reproduced. This compensation is limited to the extent that the purpose of the original advertisement was prejudiced. If the publisher fails to react accordingly within the agreed time frame or if the replacement advertisement is also faulty, the client will be entitled to a reduction in the amount of payment or to withdraw from the contract. Claims for compensation based on positive violation of contractual duties, negligence in carrying out the contract and unlawful actions are excluded – also for advertising orders placed via telephone. Claims for compensation with respect to impossibility of completion of the order and default

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are limited to the restitution of foreseeable damages and to the amount payable for the advertisement or insert under consideration. This does not apply in the event of intentional and gross negligence on the part of the publisher, his legal representatives and employees. The liability of the publisher for damages due to the absence of guaranteed quality remains unaffected. In the carrying out of normal business transactions, the publisher is also not responsible for gross negligence on the part of employees. In all other cases the extent of liability arising out of gross negligence is limited to the extent of the foreseeable damages up to the amount payable for the advertisement under consideration. Complaints – with the exception of those which are not obvious – must be made within four weeks of receipt of the invoice and voucher copy.

10 Proof copies will only be supplied on special request. The client is responsible for the correctness of proof copies returned by him. The publisher will consider any corrections made by the client if and when they are made within the period specified when the proof copy is sent to the client.

11 The calculation of the advertisement price is based on the millimetre line price if the size does not correspond to a size specified in the rate card.

12 In the event that the client does not pay in advance, the invoice shall be sent immediately, if possible, however, fourteen days after publication of the advertisement. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Possible discounts for early payments are granted according to the price list.

13 In the event of any delay or deferment in payment, interest and collection costs will be charged. The publisher may defer the publication of further advertisements in a current advertising order until payment has been received and may demand prepayment for the remaining advertisements. Where there are justified doubts regarding the solvency of the client, the publisher is entitled, also during the term of an advertising order, to make

the publication of further advertisements contingent on the payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.

14 Upon request, the publisher shall deliver a specimen of the advertisement along with the invoice.

15 The client will be charged for any costs associated with preparing artwork, films and drawings as well as for any major changes requested by the client which differ extensively from the originally agreed-upon order. Furthermore, design costs exceeding the normal scope will be charged separately.

16 In case of a contract for multiple advertisements, a claim to reduction in price may result from a reduction in circulation, if the average circulation for the insertion year, beginning with the first advertisement, is below the average circulation stated in the price list or otherwise, or – if no circulation quantity is stated – is less than the average circulation sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A drop in circulation only grants the right to a price reduction when it amounts to more than 25 %. Furthermore, claims to price reduction are excluded, if the publisher has informed the client in due time of the drop in circulation, allowing time for withdrawing from the contract prior to publication.

17 The place of fulfillment and jurisdiction is the head office of the publisher. Unless claims of the publisher are asserted by means of enforcement proceedings, in the case of non-business clients the place of jurisdiction is dictated by the latter's domicile. If the domicile or normal place of residence of the client is - also in the case of non-business clients - unknown at the time the action is brought, or if after the contract is concluded the client has moved his domicile or normal place of residence out of the area of application of the law, the headquarters of the publisher is agreed as the place of jurisdiction.