

DAIRY INDUSTRIES

international

dairyindustries.com

€ MEDIA KIT 2026

Your trusted
media for the dairy industry



MESSAGE FROM TEAM DAIRY

Dairy Industries International is the leading monthly magazine dedicated to the global dairy processing, packaging, and distribution sectors. With an international readership across more than 77 countries, it delivers trusted news, in-depth analysis, and technical insights to senior decision-makers and industry professionals. As the authoritative voice of the dairy supply chain, it offers advertisers a unique platform to reach a highly engaged and influential audience worldwide.

Alongside our high-quality monthly print edition, we offer a weekly e-newsletter, an industry-leading website (www.dairyindustries.com) with daily updates, and active LinkedIn and Twitter channels. Together, these platforms provide advertisers with multiple touchpoints to connect with readers, ensuring maximum visibility and engagement.

For 90 years, our philosophy has remained the same: if it matters to our readers, it matters to us. That commitment has kept Dairy Industries International at the forefront of the industry since 1936 - delivering value to both our audience and our advertising partners.

Suzanne Christiansen, Editor

Our Editorial Board is regularly updated to ensure it continues to represent the current expertise in the global dairy sector. At present the board members are:

Dr Judith Bryans, Director General, Dairy UK and President, International Dairy Federation

Jenny Deepprose, Dairy Journalist & Cheese Expert

Dr Fiona Lalor, Food for Health Ireland, University College Cork

Donald Moore, Executive Director, Global Dairy Platform

Marian Pusey, Executive Director, Society of Dairy Industry

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ONLINE STATISTICS

Newsletter Audience	6,807
Average Newsletter Open Rate:	21.7%
Average Eblast Open Rate	18.8%
LinkedIn page	3,894
LinkedIn group	2,739
Twitter	3,243

WEBSITE STATISTICS

Website Geographic Reach	183+
Users	83,944
Sessions	109,289
Event Count	464,366
Page Views:	148,710
Top Page Views:	News, Suppliers Directory, Archive, Magazine, Contact, Events
Top Core Topic:	Dairy Processing
Top Geographic Regions:	USA, UK, India, France, Netherlands, Belgium, Germany, China, Ireland

CIRCULATION BY REGION, SEPT 2025



Europe:

43%



Americas:

25%



UK:

22%



Africa:

7%



Oceania:

3%

Monthly magazine

12
issues

Circulated in over

77
countries

**Average Print
Circulation**

6,500

**Reach of
over**

20,200

PRINT ADVERTISING RATES - €

Advertising Option	Description	Specifications	Rate
Front Cover	Exclusive Front Cover Advertisement	Specs on request	€5,400
Inside front Cover	Premium placement on the inside front cover	Trim Size: 210mm wide x 297mm high	€3,125
Inside Back Cover	Premium placement on the inside back cover	Trim Size: 210mm wide x 297mm high	€3,125
Outside back cover	Premium back cover advertisement	Trim Size: 210mm wide x 297mm high	€3,125
Double Page Spread	Double page spread Advertisement	Trim size: 420mm wide x 297mm high	€3,750
Full page	Full-page advertisement	Trim Size: 210mm wide x 297mm high	€2,743
Junior	Junior page advertisement right hand page	Trim Size: 130mm wide x 188mm high	€1,750
Half page	Half-page advertisement	Trim Size: 87mm wide x 254mm high Trim Size: Horizontal 185mm wide x 125mm high	€1,425
Quarter page	Quarter-page advertisement	Trim Size: 90mm wide x 125mm high	€1,037
Double Page Spread: Advertorial	Double page spread Advertorial (2 pages)	1400 words, & Images, including URL Trim Size: 420mm wide x 297mm high	€3,750
One Page Advertorial	One Page Advertorial	700 words & images, including URL Trim Size: 210mm wide x 297mm high	€2,743
Product showcase	Includes a colour picture or logo, plus 100 – 120 words of text and full contact details		€350
Print directory annual advert	Dairy Directory for 12 months print only	4 -6cm box under specific heading of your choice	€625 for 12 months
Classified Dairy Marketplace	* enquire for costs		
Print & online directory annual advert	Dairy Directory for 12 months print & online	4 -6cm box under specific heading of your choice	€1,563 for 12 months
Supplier profile DPS September issue	Full page company profile + Full page advertisement	500 words technical or promotional content, logo, all contact details, image, web links plus Full page advertisement Trim Size: 210mm wide x 297mm high advert (equivalent to a double page spread advert)	€2,743
Supplier profile page September issue	Half page company profile + Half page advertisement	300 words technical or promotional content, logo, all contact details, image, web links plus Half page advertisement 185mm wide x 125mm high advert (Equivalent to a full page advert)	€1,703

Contact Samantha Bull – sam@bellpublishing.com

DIGITAL ADVERTISING RATES - €

Advertising Option	Description	Specifications	Rate
Leaderboard 1	Banner ad situated on homepage of our website next to logo	Size: 728w x 90h pixels	€1,625 per month
Leaderboard 2	Banner ad on the homepage of our website	Size: 728w x 90h pixels	€1,500 per month
Leaderboard 3	Banner ad on the homepage footer of our website	Size: 728w x 90h pixels	€1,250 per month
MPU	Banner ad on of all pages of the website	Size: 300w x 250h pixels	€1,250 per month
Sponsored News	Article or blog post with your branding	Up to 300 words, includes subject line, image & link to your website	€1,000 per post
Social Media Post	Sponsored post or Video posted on our social media channels	Includes one post on Twitter & LinkedIn (content or Video, hashtags, image, you provide) MP4 player for video	€813 per post
Online Directory advert	FIVE online categories, hyperlinked company name in profile, 500 word company profile, news tagged to your profile, up to FIVE product profiles	Logo, company profile, all contact details, listed under key headings	€1,125 for 12 months
Video	Feature your video on our website, giving it prominent visibility to our audience.	Placement: Video section of the website. Inclusions: Video thumbnail, description, and a link to more information	€813 per post
POP up box	Highly visible space that can capture immediate attention from website visitors	600 (width) by 420 (height) px	€320 per week
NEWSLETTER ADVERTISING			
Sole Leaderboard	Premium position top of e-newsletter	Size: 728w x 90h pixels	€625 per week
Large Box	Large box at on weekly e-newsletter	Size: 600w x 250h pixels	€1,250
Leaderboard	Banner ad on weekly e-newsletter	Size: 728w x 90h pixels	€438 per week
MPU	Advert on weekly e-newsletter	Size: 300w x 250h pixels	€375 per week
Sponsored News	Article or Blog post with your branding situated under editors blog before news.	Up to 80 words, includes subject line, image & link to your website	€625 per week
Eblast	Dedicated e-blast sent to our entire subscriber base to promote your campaign.	Your message, a call-to-action, and links. Inclusions Logo, image, and hyperlinks (please provide full HTML File or we can create)	€1,688 per send
White Paper E-blast	Dedicated e-blast sent to our subscriber list featuring your white paper and added to our website at no cost.	Brief introduction, summary, Image and a call-to-action to download the full white paper. Logo, image, and download link	€1,837
Digital issue leaderboard sponsor	Leaderboard ad featured in the e-blast announcing the latest issue of our magazine.	Top of the Eblast, 728w x 90h pixels and URL	€625 per send
Print & Web: Combo Package	Full-page print ad plus Leader board banner ad on website	Full-page ad + 728w x 90h pixels one month	€625

- **Design Services:** Need help with your ad design? We offer in-house design services at an additional cost.
- **Submission Guidelines:** Please ensure all artwork is submitted in high-resolution (300 dpi) and in the specified formats. Ads should be submitted as PDF, JPEG, GIF or PNG files.
- **Deadlines:** Submission deadlines vary depending on the publication schedule. Please contact us for specific deadlines.

Contact Samantha Bull – sam@bellpublishing.com

EDITORIAL FEATURES LIST 2026

JANUARY

- Sustainability & Green Technologies
(**Focus:** Carbon footprint reduction, renewable energy, sustainable packaging)
- AI Technology
- Cleaning & Hygiene
- Automation
- The Year Ahead
- Cheese equipment trends

FEBRUARY

- Refrigeration & Cold Storage
 - Ice Cream Focus
 - Flexible Packaging
 - Flavour Trends
- Shows: Ice Cream & Artisan Food Show (3-4 February) / Gulfoods, Dubai**

MARCH

- Filling & Packaging
 - Evaporation & Dryers
 - Ingredients & Colours
- Shows: Dairy Innovation Strategies, Copenhagen, Denmark (25-26 March)**

APRIL

- Filtration & Separation
 - Conveying & Palletising
 - Packaging Regulations
 - Environmental Issues
- Shows: Cheese Expo, Wisconsin, USA (14-16 April)**

MAY

- Shaping the Future of Dairy Processing & Packaging
 - Advanced Process Technologies
 - Innovative Packaging
 - Automated Filling & Sealing
 - Quality Inspection & Weighing
- Shows: Interpack (5-13 May Düsseldorf)**

JUNE

- Cheese Technology
 - Food Safety
 - Flexible Packaging
 - Equipment Showcase
- Shows: International Cheese & Dairy Awards, Stafford, UK; SDT Summer Symposium, Stafford, UK (end June, both)**

JULY

- Plant-Based & Hybrid Dairy Alternatives
- Water & Waste Management in Dairy Processing
- Packaging & Processing
- Testing & Analysis

AUGUST

- SDT Summer Symposium Review
- ICDA Review
- Ingredients
- Membrane Technology
- AI & Automation
- Flexible Packaging

SEPTEMBER

- **COMPANY PROFILES**
(**Book full or half page & receive matching space of content FREE of charge**)
 - Processing & Engineering Innovations
(**Focus: Advances in machinery, automation, robotics, and plant design.**)
 - Hygienic Equipment
 - Food Safety
 - Packaging
 - Inspection & Weighing
- Shows: PPMA/Total Show, UK**

OCTOBER

- Packaging & Processing
 - Automation Technology
 - Laboratory Technology
 - Equipment showcase
- Shows: Dairy Industries EXPO / World Cheese Awards**

NOVEMBER/DECEMBER

- Dairy Ingredients & Formulation
(**Focus: Ingredients innovation, fortification, functional dairy, flavours.**)
 - Spray Drying/Evaporators
 - Flavours & Colours
 - Global Trade & Regulations
- Shows: Gulfoods Manufacturing, Dubai Fi/Hi Europe, Germany**

SUPPLIER PROFILE SEPTEMBER 2026

As the leading monthly dairy magazine, Dairy Industries International - now in its 89th year of publication, offers a new and unique presentation option for reaching its influential readers.

'SUPPLIER PROFILES' offer high exposure and extremely good value with each advertisement booked receiving matching editorial space.

FREE OF CHARGE! - That's right...free space!

So, if you book a page advertisement in this special section you will receive an editorial page opposite at no extra cost.

Book a half page advertisement and receive a half page of editorial on the same page at no extra cost! It's that simple.

[illegible]

WHOLE PAGE OPTION 1

Full page advert and full page editorial with
images and logo

[illegible]

Half page option 1

evolution

Supplier Profiles

evolution, pps

Excludes RRP

01753 601777/75426

Web: www.evolution-pps.co.uk

Email: info@evolution-pps.co.uk

Web: www.evolution-pps.co.uk

Created in 1988, Serac offers a wide range of solutions for ultra clean food and beverage filling and packaging for the food and beverage industry. Serac's products have been designed to ensure optimum hygiene and to provide long service life, designed to ensure optimum hygiene and to provide long service life.

Serac has a worldwide leader with an extensive and wide range of references in the most important dairy and food processing sectors. Serac's products are designed to be used in all types of food processing, from the dairy to the meat and poultry processing, from the dairy to the meat and poultry processing, from the dairy to the meat and poultry processing.

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HYGIENIC FILLER - CAPPER

For milk, yogurt, kefir
Plant based juices,
Juices, smoothies

 **serac**

For your dairy, food & beverage

 **evolution** precision
filling

www.evolution-pps.co.uk

40/01/2023/01/2023

April 2023 • DARY INDUSTRIES • 35

Half page option 2

So, book your space **NOW or call for further details.**

Samantha Bull: Group Advertising Manager

Tel: +44 1474 558970

E-mail: sam@bellpublishing.com

NB: Although the editorial page must comply with our preset template, the content of the editorial used is entirely in the hands of the advertiser

DAIRY INDUSTRIES EXPO

international

29-30 OCTOBER 2025

📍 NAEC STONELEIGH, UK

WHERE THE DAIRY INDUSTRY CONNECTS

*Discover the latest innovations, meet industry leaders,
and explore new opportunities shaping the dairy sector.*

Join us at the Dairy Industries Expo and be part of the
conversation transforming the industry.

Exclusive speaker line up including:



Noel Carr
Dupont Water
solutions



Tiphaine Aries
The Carbon Trust



Ajay Shukla
Tetra Pak



Patrick Duggan
WRAP

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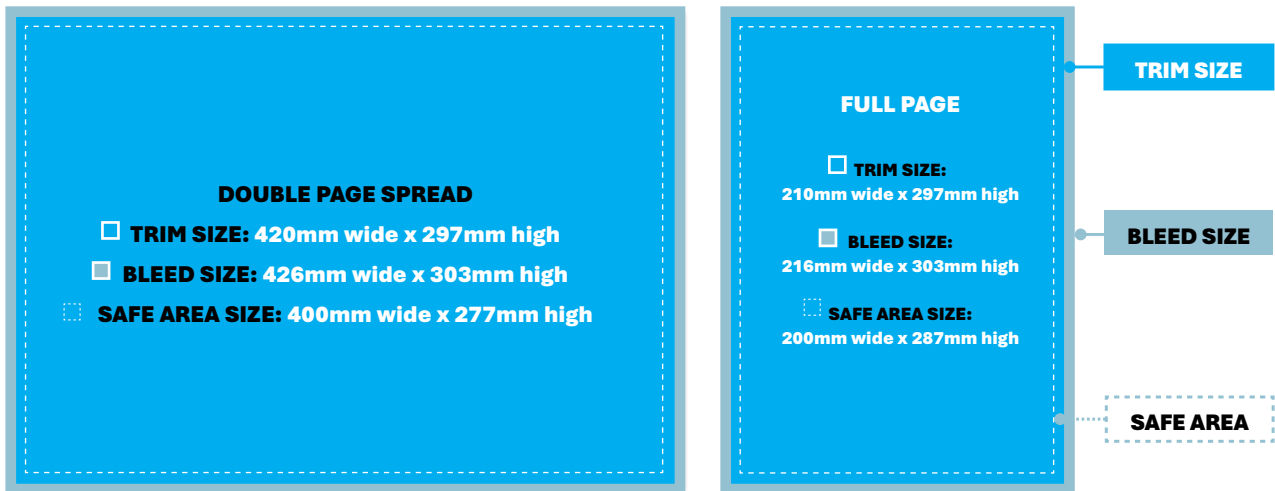


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Registration
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ADVERTISING SPECS (PRINT)



WHAT IS BLEED

Adverts with images or backgrounds that meet at the edge of the page must include a **3mm extra content** on each side to avoid the risk of being trimmed in the printing process, and showing a white gap at the edge of your advert.

WHAT IS THE SAFETY MARGIN

All type and important information must be contained in a **10mm margin** around all edges of the page to avoid being trimmed off in the printing process

Advert specifications

1/2 PAGE (HORIZONTAL)

180mm wide x 125mm high

NO BLEED NEEDED

1/4 PAGE

90mm wide x 125mm high

NO BLEED NEEDED

1/2 PAGE (VERTICAL)

87mm wide x 254mm high

NO BLEED NEEDED

1/3 PAGE (HORIZONTAL)

180mm wide x 60mm high

NO BLEED NEEDED

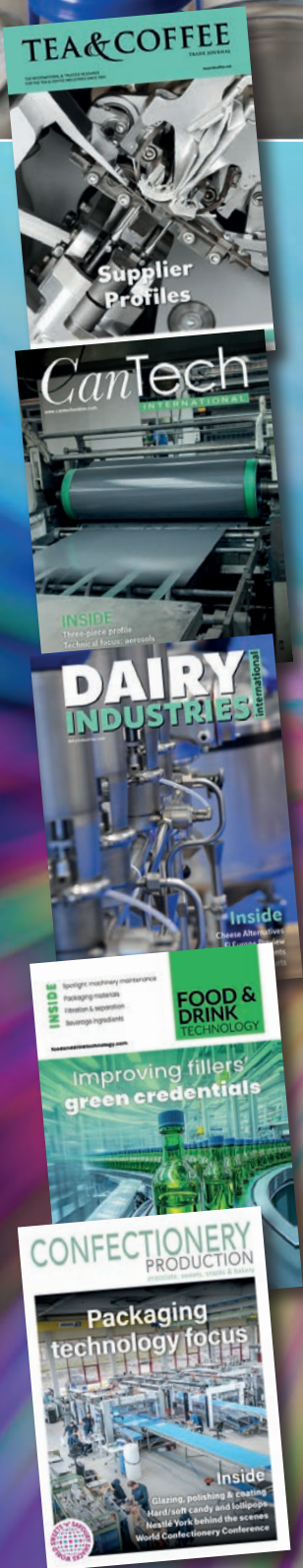
EXTRA SPEC *JUNIOR PAGE

120mm wide x 190mm high

NO BLEED NEEDED

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DAIRY INDUSTRIES international 11



Contact our sales team now



Food & Drink Technology

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Dairy Industries International

Samantha Bull - sam@bellpublishing.com



Tea & Coffee Trade Journal

Chris Meer - chris@bellpublishing.com



CanTech International

Sarah Hills - sarah.hills@bellpublishing.com



Confectionery Production

Dave Johnson - dave@bellpublishing.com

Our events

