

food TECHNOLOGIE



www.food-technologie.de

Magazine for ingredients, processing technology and packaging

MEDIA INFORMATION 2019



Aims and Scope

Food Technologie, Magazine for Ingredients, Production and Packaging in German is the specialist publication for executives in the German-speaking part of Europe. We report on new marketing strategies and trends in sales and acquisition marketing worldwide, markets for raw materials and additives, innovative technologies, machines and processes, pioneering quality control procedures and packing technologies, as well as questions of hygiene and European food legislation. The articles discuss practical utilizations and are aimed at all commercial and technical executives.

It is distributed to selected, qualified executives in companies with a work force of 20 or more throughout the food industry. These companies and their executives represent over 95 % of the total investment and purchasing volume in the industry.

The same publishing company also brings out **food Marketing & Technology** in English, an international magazine for the food industry worldwide. For the beverage industry we publish in English **drinkworld Technology+Marketing** and in German **Getränke! Technologie & Marketing**.



Publishing company

Publishing company: Dr. Harnisch Verlags GmbH
Food Technologie
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Print run notified by Survey II/2018: **12.000 copies**
Actual circulation by Survey II/2018: **11.570 copies**

Place of publication: Nuremberg

Volume/Year: Vol. 30 / 2019

Number of issues: 5 issues per year

Publication schedule: see page 5

Journal format: DIN A4 (210 x 297 mm)

Type area: 184 x 250 mm

Printing process: Offset, CTP (Computer to Plate)

Printing materials: Digital as PDF, TIF, JPG in 300 dpi

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Circulation details with readership breakdown

Print run*

Total print run	12.000 copies
Actual circulation	11.570 copies
International percentage	(12,5 %) 1.451 copies
File copies	430 copies

Geographical circulation breakdown**

Germany	10.119 copies
Switzerland	424 copies
Austria	53 copies
Denmark	28 copies
Netherlands	37 copies
Other Countries	909 copies

Circulation breakdown by function**

Proprietors, Chairmen	3.199 copies
Production / Factory Managers	2.810 copies
Production, Quality Control	1.835 copies
Laboratory, R & D	1.479 copies
Commercial / Purchasing Managers	996 copies
Others	1.251 copies

Circulation breakdown by product areas**

Milling and peeling industry	113 copies
Nutrients, starch and potato products	292 copies
Pastry products	90 copies
Baking and biscuits products	2.235 copies
Sugar industry	119 copies
Fruit and vegetable processing	547 copies
Confectionery industry	419 copies
Dairies, cheese factories, dairy processing	920 copies
Edible oils and fats, oil mills and margarine	157 copies
Slaughterhouses, meat industry, meat processing	2.181 copies
Fish processing	245 copies
Drink producers	1.340 copies
Coffee, tea and coffee products	84 copies
Other food industry	430 copies
Feed industry	431 copies
Engineering offices, trading companies	729 copies
Universities, organizations, associations	474 copies
Others	764 copies

11.570 copies

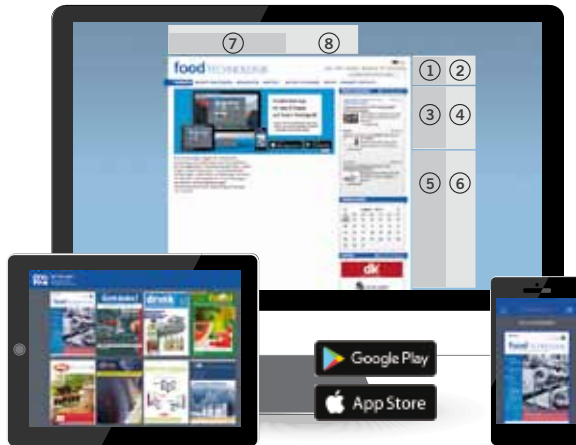
* According to the IVW-survey II/2018

** Source: Data analysis of publishing house II/2018

Online advertising – Our digital portfolio at a glance

With a continually growing outreach, Food Technologie's digital platform is proving itself a strong advertising partner. Around 40 % of the users are from German-speaking countries. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

I. Standard Display Ads: Banners



Banner type	Size (WxH)	www.food-technologie.de
① Button	120 x 90 Pixel	€ 105.– (\$ 120.–)
② Button XL	240 x 90 Pixel	€ 160.– (\$ 185.–)
③ Vertical Banner	120 x 240 Pixel	€ 150.– (\$ 175.–)
④ Vert. Banner XL	240 x 240 Pixel	€ 230.– (\$ 265.–)
⑤ Skyscraper	120 x 600 Pixel	€ 295.– (\$ 340.–)
⑥ Skyscraper XL	240 x 600 Pixel	€ 450.– (\$ 520.–)
⑦ Fullsize-Banner	468 x 60 Pixel	€ 165.– (\$ 190.–)
⑧ Leaderboard	728 x 90 Pixel	€ 265.– (\$ 305.–)

All banner prices are for a complete four week period.
(Acceptable formats: JPEG, PNG, GIF, HTML)

II. Mobile Magazine App: Digital edition

Adverts placed in the print magazines are also published in the digital edition. Each can include interactive elements such as direct Links (e.g. links from the adverts to a specific landing page, videos, photos, photo galleries and more).

In the corresponding App "Dr. Harnisch Publications", which can be downloaded free of charge in the popular App-Stores, the digital edition can be read online and offline on all mobile devices (iOS or Android) and browsed through at any time, in any place.

Link to advert per issue in the digital edition € 350.– (\$ 400.–)

Link to an article in the digital edition

A specific link to an editorial article, which is of course also available in the digital version, can be posted for a minimum of five months.

Link per feature article in the digital edition € 350.– (\$ 400.–)

Digital edition branding

It is possible to sponsor an entire digital edition. Each single page and double page spread will include a prominent advertising space which will bring the sponsor into the additional focus of the users and digital edition readers.

2/1 page only in the digital edition (incl. link) € 2000.– (\$ 2300.–)

Digital edition branding for the complete issue € 990.– (\$ 1139.–)

III. Sponsored content, combined with social media (Facebook)

On www.food-technologie.de it is now possible to publish a story under "NEWS" for one week, which will also be featured on the publisher's Facebook page

Sponsored posts in combination with **social media (Facebook)** € 350.– (\$ 400.–)

List of topics and publication schedule 2019*

Issue 1/2019		Closing date ads/editorial: 23 January 2019		Publication date: 18 February 2019	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS	
<ul style="list-style-type: none"> ▪ Milk/Milk products ▪ Meat products ▪ Bakery products ▪ Pasta products ▪ Fruit and vegetable products ▪ Flavors ▪ Confectionery ▪ Beverages ▪ Nutrition trends (Bio, Wellness) 	<ul style="list-style-type: none"> ▪ Hygiene/Safety (Inspection equipment, nutrition safety, quality control) ▪ Equipment/Components (Valves, fittings, pumps, sensors) ▪ Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines) ▪ Automation ▪ Lubricants ▪ Laboratory, analytics, measurement 		<ul style="list-style-type: none"> ▪ Logistics (Storage systems, conveying systems, flow of materials: RFID) ▪ Filling technology (Aseptics, filtration/separation) ▪ Packaging machines ▪ Carton packaging ▪ Coding (Inkjet, laser, labels, barcodes, printing systems/-components) ▪ Balances and dial balances 	<ul style="list-style-type: none"> ▪ LogiMAT 2019 19 - 21 February 2019, Stuttgart, DE ▪ Pumps & Valves 2019/ Maintenance 2019 20 - 21 February 2019, Dortmund, DE ▪ analytica 2019 31 March - 03 April 2019, Munich, DE 	
Issue 2/2019		Closing date ads/editorial: 06 March 2019		Publication date: 02 April 2019	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS	
<ul style="list-style-type: none"> ▪ Functional ingredients ▪ Colors ▪ Sweeteners ▪ Flavors ▪ Vitamins ▪ Meat flavors ▪ Health ingredients ▪ Salt reduction 	<ul style="list-style-type: none"> ▪ Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening) ▪ Components (Filters, separators, fittings, sensors, operating-/auxiliary supplies, explosion protection) ▪ Laboratory, analytics, measurement ▪ Meat processing 		<ul style="list-style-type: none"> ▪ Intelligent packaging (Packaging, packaging material, labels) ▪ Coding/Labelling ▪ Intralogistics (Storage systems, conveying systems, racks, lifting devices, packaging materials, boxes/cases) ▪ Control- and checking systems ▪ Beverage cartons 	<ul style="list-style-type: none"> ▪ POWTECH 2019 09 - 11 April 2019, Nuremberg, DE ▪ IFFA 2019 04 - 09 May 2019, Frankfurt M., DE ▪ Vitafoods 2019 07 - 09 May 2019, Geneva, SU1 ▪ LABVOLUTION 2019 21 - 23 May 2019, Hanover, DE ▪ IFT 2019 02 - 05 June 2019, New Orleans, USA 	
Issue 3/2019		Closing date ads/editorial: 22 May 2019		Publication date: 25 June 2019	

INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS
<ul style="list-style-type: none"> ▪ Emulsifiers/Stabilizers ▪ Fiber ▪ Starches/Gelatine/Thickeners ▪ Biotechnology ▪ Fruit and vegetable products ▪ Confectionery/Bakery products/Chocolate 	<ul style="list-style-type: none"> ▪ Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening homogenizing, cutting, Meat processing) ▪ Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines) ▪ Refrigeration/drying engineering (Cooling, chilling, freezing, drying, roasting, pasteurizing) ▪ Energy management 		<ul style="list-style-type: none"> ▪ Storage and transport (Storage-/picking systems, packaging materials, pallets) ▪ Automation (Robotics, IT-technology, wireless communication and data collection) ▪ Final packaging (Carton packages, foils, biodegradable packaging materials) ▪ Control- and checking systems 	

Issue 4/2019

Closing date ads/editorial: **14 August 2019**

Publication date: **17 September 2019**

INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS
<ul style="list-style-type: none"> ▪ Functional ingredients ▪ Snacks ▪ Spices/Herbs ▪ Proteins ▪ Preservatives ▪ Innovative concepts of sweeteners ▪ Milk/Milk products ▪ Salt reduction 	<ul style="list-style-type: none"> ▪ Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening) ▪ Quality management (Inspection equipment, nutrition safety, quality control) ▪ Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines) ▪ Environmental technology 		<ul style="list-style-type: none"> ▪ Packaging machines ▪ PET-/carton packaging ▪ Coding/Labeling ▪ Logistics (Storage systems, conveying systems, flow of materials: RFID) ▪ Packaging design/-regulations ▪ Filling technology (Aseptics, filtration/separation) 	<ul style="list-style-type: none"> ▪ FachPack 2019 24 - 26 September 2019, Nuremberg, DE ▪ FILTECH 2019 22 - 24 October 2019, Cologne, DE ▪ BRAU Beviale 2019 12 - 14 November 2019, Nuremberg, DE

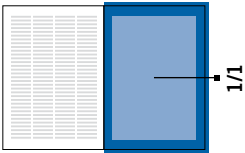
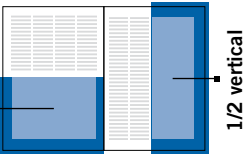
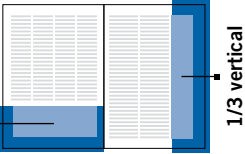
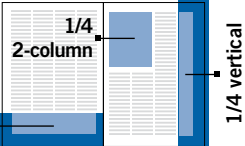

Issue 5/2019

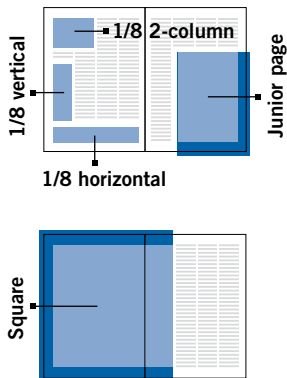
Closing date ads/editorial: **15 October 2019**

Publication date: **19 November 2019**

INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS
<ul style="list-style-type: none"> ▪ Health ingredients ▪ Flavors and sweeteners ▪ Dietary fibers ▪ Confectionery/Bakery products/Chocolate ▪ Emulsifiers/Stabilizers ▪ Oils and fats ▪ Hydrocolloids ▪ Colors 	<ul style="list-style-type: none"> ▪ Automation (Plant layout-optimization/-modernization, IT-solutions) ▪ Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines) ▪ Equipment/Components (Fittings, sensors, drives, safety technology, lubricants, detergents) ▪ Confectionery/Bakery/Cocoa/Chocolate machines 		<ul style="list-style-type: none"> ▪ Control- and checking systems ▪ Final packaging (Carton packages, foils, biodegradable packaging materials) ▪ Coding (Inkjet, laser, labels, barcodes, RFID, printing systems/-components) ▪ Balances and dial balances 	<ul style="list-style-type: none"> ▪ SPS/IPC/DRIVES 2019 26 - 28 November 2019, Nuremberg, DE ▪ Fi Europe 2019 03 - 05 Dec. 2019, Paris, FR ▪ ProSweets Cologne 2020 Januar 2020, Cologne, DE

Advertisement sizes and prices from 01 January 2019

Format	Basic rate black/white	Full color
 <p>1/1</p>	<p>1/1 page</p> <p>bw: € 4,140.- \$ 4,760.-</p> <p>Type area: W 184 mm x H 250 mm</p>	<p>4c: € 5,490.- \$ 6,310.-</p> <p>Bleed*: W 216 mm x H 303 mm</p>
 <p>1/2 vertical</p> <p>1/2 vertical</p>	<p>2/1 page</p> <p>bw: € 6,450.- \$ 7,415.-</p> <p>Type area: W 394 mm x H 250 mm</p>	<p>4c: € 8,250.- \$ 9,485.-</p> <p>Bleed*: W 426 mm x H 303 mm</p>
 <p>1/3 horizontal</p> <p>1/3 vertical</p>	<p>1/2 page</p> <p>bw: € 2,260.- \$ 2,595.-</p> <p>1/2 vertical Type area: W 90 mm x H 250 mm 1/2 horizontal Type area: W 184 mm x H 124 mm</p>	<p>4c: € 3,300.- \$ 3,795.-</p> <p>Bleed*: W 106 mm x H 303 mm Bleed*: W 216 mm x H 147 mm</p>
 <p>1/4 horizontal</p> <p>1/4 vertical</p> <p>1/4 2-column</p>	<p>1/3 page</p> <p>bw: € 1,650.- \$ 1,895.-</p> <p>1/3 vertical Type area: W 59 mm x H 250 mm 1/3 horizontal Type area: W 184 mm x H 82 mm</p>	<p>4c: € 2,550.- \$ 2,930.-</p> <p>Bleed*: W 75 mm x H 303 mm Bleed*: W 216 mm x H 105 mm</p>
 <p>1/4 horizontal</p> <p>1/4 vertical</p> <p>1/4 2-column</p>	<p>1/4 page</p> <p>bw: € 1,245.- \$ 1,430.-</p> <p>1/4 vertical Type area: W 43 mm x H 250 mm 1/4 horizontal Type area: W 184 mm x H 61 mm 1/4 2-column Type area: W 90 mm x H 124 mm</p>	<p>4c: € 1,815.- \$ 2,085.-</p> <p>Bleed*: W 59 mm x H 303 mm Bleed*: W 216 mm x H 84 mm Bleed*: W 106 mm x H 147 mm</p>



1/8 page	bw € 720.- \$ 830.-	4c: € 1,090.- \$ 1,255.-
1/8 vertical	Type area: W 43 mm x H 124 mm	2-column
1/8 horizontal	Type area: W 184 mm x H 30,5 mm	Type area: W 90 mm x H 61 mm
Junior page	bw: € 2,480.- \$ 2,850.-	4c: € 3,530.- \$ 4,055.-
Junior page	Type area: W 137 mm x H 187 mm	Bleed*: W 153 mm x H 210 mm
Special size: Square (2nd cover page plus overrun into editorial)		4c: € 6,735.- \$ 7,745.-
Square	Type area: W 253 mm x H 250 mm	Bleed*: W 269 mm x H 303 mm
Cover-Story-Package (cover photo + 2/1 page cover story)		4c: € 6,990.- \$ 8,035.-
Cover page:	W 155 mm x H 178 mm (incl. Bleed on the right side)	

*Bleed surcharge:
15 % of the basic
rate b/w.

Prices for special placements:
2nd cover page: add 10 % to basic rate b/w.
4th cover page: add 15 % to basic rate b/w.
3rd page: add 10 % to basic rate b/w.

Color surcharges:
No discount possible. The Euro-Scale colors are used (CMYK). For spot colors a surcharge of € 350,- (\$ 490.-) per color is charged.

Special size:
More special sizes by request.

€ 1 = \$ 1.15

Discounts

Quantity discounts (Adverts to be published within 3 years)

On advertisements ordered at the same time:

3 adverts	5 %
5 adverts	10 %
10 adverts	15 %

– or –

Combination discounts (valid for 1 year)

On advertisements ordered at the same time:

3 adverts	5 %
5 adverts	10 %
10 adverts	15 %

Combination discounts are valid for these
Food and Beverage publications:

English:

- drink Technology + Marketing
- food Marketing & Technology
- Wellness Foods & Supplements

German:

- Getränke! Technologie & Marketing
- Food Technologie
- Hygiene Report

Prices

Bound inserts:

maximum DIN A4 untrimmed, format:

303 x 216 mm (incl. 3 mm bleed)

2 pages € 3,000.– (\$ 3,450.–)

4 pages € 3,495.– (\$ 4,020.–)

6 pages € 4,025.– (\$ 4,630.–)

Loose inserts:

up to 20 g € 245.– (\$ 280.–)/thousand

up to 40 g € 365.– (\$ 420.–)/thousand

up to 60 g € 510.– (\$ 585.–)/thousand

(including p+h)*

* Bigger inserts on request

Postal address: publishing house.

Subscription rate:

Annual subscription (5 issues)

Inland:

€ 64.– (\$ 75.–) incl. p+h + VAT

Abroad:

Surface mail € 69.– (\$ 80.–) incl. p+h

Airmail € 87.– (\$ 100.–) incl. p+h

Technical specifications

Printing materials for CTP (Computer to plate):

- print ready PDF-files (possibly with bleed)
- EPS-files

Data forms for text documents:

- DOC (Word documents); RTF (Rich Text Format)

Data forms for photos and graphs:

- TIF/JPG (high resolution)
- EPS (inc. embedded fonts, pictures and logos)

Data transfer:

- E-mail: martinek@harnisch.com (reference to issue requested). With digital documents a color proof is needed. With b/w adverts a fax or enclosed copy is sufficient.
- Digital data storage devices by the closing deadline to the publishing company address.

General Terms of Business Dr. Harnisch Verlags GmbH

1. These General Terms and Conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.
2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print but dependent on the time and printing location.
3. For any mistakes in the publication, for which the publishing company can be held responsible, the orderer shall be entitled to replacement in the form of free advertising space to the extent to which the purpose of the advertisement has been affected.
4. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
5. The publishing company shall reserve the right to reject orders for advertisements or inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.
6. The customer will furnish the publishing house with the printing templates according to its specifications. The specification of the printing templates and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed to advertisements. Ordered advertisements which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.
7. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied to him in good time by the set date, this shall be considered as approval for printing. After the publication, the publisher will send the customer a specimen copy free of charge or a copy of the page with reference to the advertisement.
8. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in the odd case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5% discount rate. The publishing company can hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published.
9. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.
10. Changes in advertising and insert rates which may occur within four months after the signing of the contract shall be borne by the orderer, this even being applicable to running orders.
11. Printing material will only be returned at the express demand of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement has been published.
12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal or different issues is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
13. The publisher will store all customer data disclosed to him within the context of the business relation and required for the performance of the contract. These data will only be used for the fulfillment of the contract.
14. The seat of the publishing company is the sole place of jurisdiction and fulfilment also in respect of bills of exchange and cheques made out in connection with the order.
15. Referencing to GDPR our privacy policy can be found at: <https://www.harnisch.com/en/service/privacy/>

Our magazines and journals

food^{INTERNATIONAL} Marketing & Technology

food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

17,700 copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

German magazine for the food industry: Ingredients, Processing and Packaging.

12,000 copies

fng

fng magazin

FOOD · NONFOOD · GETRÄNKE · TOBACCO

www.fng-magazin.de

The independent publication for supermarket managers in Germany.

23,000 copies

dedica

dedica

www.dedica.de

German language magazine for business gifts, incentives & promotions.

21,000 copies

drinkworld
Technology+Marketing

drinkworld T+M

www.drink-tm.com

Magazine for the entire drink industry worldwide.

11,800 copies

Getränke!
INTERNATIONAL

Getränke!
Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

9,000 copies

PK

PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

24,500 copies

PK

PuK – Process Technology & Components

www.puk-mag.com

In Russian language.

12,000 copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

The European magazine for health ingredients, nutraceutical foods and beverages.

8,400 copies

HYGIENE
Report

Hygiene Report

www.hygiene-report-magazin.de

German publication for quality management in the food and beverage industry.

17,800 copies

dihw
REPORT

dihw

www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.

9,000 copies

journal of
hp tooling

journal of hp tooling

New international magazine for high precision machining processes.

13,000 copies

bb | **guide**

bb guide – Beverage & Brewing Suppliers' Guide

Suppliers' Guide for the beverage industry.

15,500 copies

woodworking
INTERNATIONAL

WIN Woodworking International
International magazine for the woodworking industry worldwide.

9,100 copies

element+ **BAU**

element + BAU
www.element-und-bau.de

The magazine for architects: facility construction in German language.

6,800 copies

For all devices.

The App for our digital editions:

www.harnisch.com/app-e-paper or:

