

food TECHNOLOGIE



www.food-technologie.de

Magazine for ingredients, processing technology and packaging

MEDIA INFORMATION **2020**



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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E-Mail: ftm@harnisch.com

Internet: www.harnisch.com

 Print run notified by Survey II/2019: **12.000 copies**
Actual circulation by Survey II/2019: **11.623 copies**

Place of publication: Nuremberg

Volume/Year: Vol. 31 / 2020

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	11.623 copies
International percentage	(13,3 %) 1.544 copies
File copies	377 copies

Geographical circulation breakdown**

Germany	10.079 copies
Switzerland	119 copies
Austria	52 copies
Denmark	28 copies
Netherlands	41 copies
Other Countries	1.304 copies

Circulation breakdown by function**

Proprietors, Chairmen	3.223 copies
Production / Factory Managers	2.818 copies
Production, Quality Control	1.837 copies
Laboratory, R & D	1.481 copies
Commercial / Purchasing Managers	1.001 copies
Others	1.263 copies

Circulation breakdown by product areas**

Milling and peeling industry	127 copies
Nutrients, starch and potato products	302 copies
Pastry products	91 copies
Baking and biscuits products	2.220 copies
Sugar industry	119 copies
Fruit and vegetable processing	540 copies
Confectionery industry	423 copies
Dairies, cheese factories, dairy processing	908 copies
Edible oils and fats, oil mills and margarine	157 copies
Slaughterhouses, meat industry, meat processing	2.191 copies
Fish processing	257 copies
Drink producers	1.341 copies
Coffee, tea and coffee products	97 copies
Other food industry	432 copies
Feed industry	421 copies
Engineering offices, trading companies	740 copies
Universities, organizations, associations	478 copies
Others	779 copies

11.623 copies

* According to the IVW-survey II/2019
 ** Source: Data analysis of publishing house II/2019

Online advertising – Our digital portfolio at a glance

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

Standard Display Ads: Banners at www.food-technologie.de



Banner type	Size (WxH)	Insertion for four weeks
① Button	120 x 90 px	€ 105.– (\$ 120.–)
② Button XL	240 x 90 px	€ 160.– (\$ 185.–)
③ Vertical Banner	120 x 240 px	€ 150.– (\$ 175.–)
④ Vert. Banner XL	240 x 240 px	€ 230.– (\$ 265.–)
⑤ Skyscraper	120 x 600 px	€ 295.– (\$ 340.–)
⑥ Skyscraper XL	240 x 600 px	€ 450.– (\$ 520.–)
⑦ Fullsize-Banner	468 x 60 px	€ 165.– (\$ 190.–)
⑧ Leaderboard	728 x 90 px	€ 265.– (\$ 305.–)
⑨ Leaderboard XL	1.040 x 90 px	€ 395.– (\$ 455.–)

All banner prices are for a complete four week period.
 Display and placement may vary on mobile devices.

E-Paper in the app and on www.food-technologie.de



The booked advertisement appears in the digital edition as well as in the print edition. Each E-paper can also contain additional interactive elements such as links (e.g. linking the ad to a specific landing page, images/picture galleries, videos, etc.).

In the app "Dr. Harnisch Publications" and on our new website our E-Paper can be read and searched free of charge anytime and anywhere on PC/MAC and all mobile devices. (App available in the App Stores)

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

A link to a specialist editorial contribution, which will of course also appear in the E-Paper in addition to the print edition, can be realised for at least 5 months.

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

It is possible to sponsor an entire edition of E-Paper. The prominent placement of an advertising space above or below each single or double page places the company or product in the focus of the app user and the e-paper reader.

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

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

Sponsored content, combined with social media

At www.food-technologie.de you have the possibility to place a story/report at the top of the „NEWS“ section for one week. Additionally it is possible to post the story on the publisher's social media page.

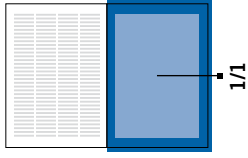
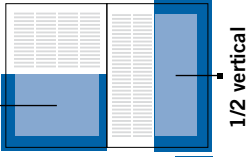
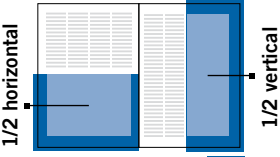
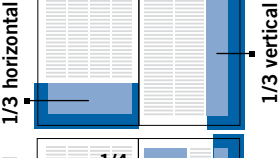
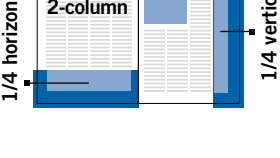
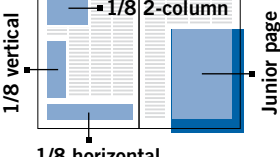
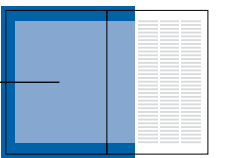
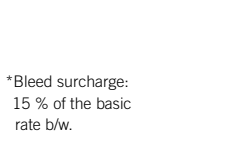
Sponsored posts € 350.– (\$ 400.–)

Sponsored posts in combination with social media € 500.– (\$ 575.–)

List of topics and publication schedule 2020*

Issue 1/2020					Closing date ads/editorial: 03 February 2020		Publication date: 03 March 2020	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> Milk/Milk products Meat products Health ingredients Confectionery Dietary fibers Nutrition trends (Bio, Wellness) 	<ul style="list-style-type: none"> Hygiene/Safety (Inspection equipment, nutrition safety, quality control) Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines) Automation (Plant layout/-optimization/-modernization, IT-solutions, robotics) Energy management Lubricants 		<ul style="list-style-type: none"> Logistics (Storage systems, conveying systems, flow of materials: RFID) Filling technology (Aseptics, filtration/separation) Packaging machines Carton packaging Balances and dial balances Control- and checking systems 	<ul style="list-style-type: none"> LogiMAT 2020 10 - 12 March 2020, Stuttgart, DE analytica 2020 31 March - 03 April 2020, Munich, DE SOLIDS 2020 01 - 02 April 2020, Dortmund, DE 				
Issue 2/2020					Closing date ads/editorial: 27 March 2020		Publication date: 27 April 2020	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> Functional ingredients Colors Sweeteners Flavors Vitamins Emulsifiers/Stabilizers Spices Biotechnology 	<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) Safety features and equipment (Hygiene, inspection equipment, nutrition safety, quality control) 		<ul style="list-style-type: none"> Packaging machines Intelligent packaging (Packaging, packaging material, labels) Coding (Inkjet, laser, labels, barcodes, RFID, printing systems/-components) Intralogistics (Storage systems, conveying systems, racks, lifting devices, packaging materials, boxes/cases) 	<ul style="list-style-type: none"> Interpack 2020 07 - 13 May 2020, Düsseldorf, DE Vitafoods 2020 12 - 14 May 2020, Geneva, SUI 				
Issue 3/2020					Closing date ads/editorial: 05 June 2020		Publication date: 07 July 2020	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> Health ingredients Bakery products Emulsifiers/Stabilizers Fiber Starches/Gelatine/Thickeners 	<ul style="list-style-type: none"> Energy management (Thermal processing, pumps, drives and engines, compressors) Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines) Refrigeration/drying engineering (Cooling, chilling, freezing, drying, roasting, pasteurizing) Environmental technology (Waste disposal, water/waste water, waste air purification, recycling) 		<ul style="list-style-type: none"> Intelligent packaging (Packaging, packaging material, labels) Storage and transport (Storage-/picking systems, packaging materials, pallets) Final packaging (Carton packages, foils, biodegradable packaging materials) Control- and checking systems 	<ul style="list-style-type: none"> IFT 2020 12 - 15 July 2020, Chicago, USA 				
Issue 4/2020					Closing date ads/editorial: 21 August 2020		Publication date: 22 September 2020	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> Snacks Spices/Herbs Proteins Milk Preservatives Innovative concepts of sweeteners 	<ul style="list-style-type: none"> Mechanical process engineering (Mixing, stirring, kneading, dosing, chopping up, filtering, screening homogenizing, cutting, Meat processing) Components (Valves, fittings, pumps, sensors) Beverage technology Measuring and weighing Meat processing 		<ul style="list-style-type: none"> Intralogistics (Storage systems, conveying systems, racks, lifting devices, packaging materials, boxes/cases) Packaging machines Carton packaging Coding (Inkjet, laser, labels, barcodes, RFID, printing systems/-components) 	<ul style="list-style-type: none"> POWTECH 2020 29 Sep. - 01 Okt. 2020, Nuremberg, DE BRAU Bevale 2020 10 - 12 November 2020, Nuremberg, DE 				
Issue 5/2020					Closing date ads/editorial: 16 October 2020		Publication date: 17 November 2020	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> Functional ingredients Health ingredients Flavors and sweeteners Dietary fibers Confectionery/Bakery products 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) 		<ul style="list-style-type: none"> Control- and checking systems Automation (Robotics, IT-technology, wireless communication and data collection) Final packaging (Carton packages, foils, biodegradable packaging materials) Storage techniques (Storage systems, conveying systems, racks, lifting devices) 	<ul style="list-style-type: none"> SPS 2020 24 - 26 November 2020, Nuremberg, DE Fi Europe 2020 01 - 03 December 2020, Frankfurt, DE ProSweets Cologne 2021 February 2021, Cologne, DE 				

Advertisement sizes and prices from 01 January 2020

Format	Basic rate full color	Print ad + additional E-Paper link (App + Browser)
	1/1 page € 5,490.– \$ 6,310.–	€ 5,840.– \$ 6,715.–
1/1	Type area: W 184 mm x H 250 mm	Bleed*: W 216 mm x H 303 mm
	2/1 page € 8,250.– \$ 9,485.–	€ 8,600.– \$ 9,890.–
2/1	Type area: W 394 mm x H 250 mm	Bleed*: W 426 mm x H 303 mm
	1/2 page € 3,300.– \$ 3,795.–	€ 3,650.– \$ 4,195.–
1/2 vertical	Type area: W 90 mm x H 250 mm	Bleed*: W 106 mm x H 303 mm
1/2 horizontal	Type area: W 184 mm x H 124 mm	Bleed*: W 216 mm x H 147 mm
	1/3 page € 2,550.– \$ 2,930.–	€ 2,900.– \$ 3,335.–
1/3 vertical	Type area: W 59 mm x H 250 mm	Bleed*: W 75 mm x H 303 mm
1/3 horizontal	Type area: W 184 mm x H 82 mm	Bleed*: W 216 mm x H 105 mm
	1/4 page € 1,815.– \$ 2,085.–	€ 2,165.– \$ 2,490.–
1/4 vertical	Type area: W 43 mm x H 250 mm	Bleed*: W 59 mm x H 303 mm
1/4 horizontal	Type area: W 184 mm x H 61 mm	Bleed*: W 216 mm x H 84 mm
1/4 2-column	Type area: W 90 mm x H 124 mm	Bleed*: W 106 mm x H 147 mm
	1/8 page € 1,090.– \$ 1,255.–	€ 1,440.– \$ 1,655.–
1/8 vertical	Type area: W 43 mm x H 124 mm	2-column Type area: W 90 mm x H 61 mm
1/8 horizontal	Type area: W 184 mm x H 30,5 mm	
	Junior page € 3,530.– \$ 4,055.–	€ 3,880.– \$ 4,465.–
Junior page	Type area: W 137 mm x H 187 mm	Bleed*: W 153 mm x H 210 mm
	Square (2nd cover page plus overrun into editorial) € 6,735.– \$ 7,745.–	€ 7,085.– \$ 8,145.–
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)		€ 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.

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:

- drinkworld 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 € 3,420.– (\$ 3,935.–)

4 pages € 3,985.– (\$ 4,585.–)

6 pages € 4,585.– (\$ 5,275.–)

Loose inserts:

up to 20 g € 260.– (\$ 300.–)/thousand

up to 40 g € 380.– (\$ 440.–)/thousand

up to 60 g € 525.– (\$ 605.–)/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

€ 1 ≈ \$ 1.15

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/datenschutzerklaerung/>

Our magazines and journals

 **food** Marketing & Technology

food Marketing & Technology

www.food-mt.com

International magazine for the entire food industry worldwide.

17,700 copies

food TECHNOLOGIE

Food Technologie

www.food-technologie.de

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

12,000 copies

 **GENUSS ATTELIER**

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!**
TECHNOLOGIE & MARKETING

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

 **FK**

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**
MAGAZIN

dihw

www.dihw-magazin.de

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

9,000 copies

 **hp tooling**
journal of

journal of hp tooling

www.hptooling-mag.com

New international magazine for high precision machining processes.

13,000 copies

 **petfood pro**
- Technology & Marketing -

petfood pro

www.petfoodpro-mag.com

petfood pro is the international magazine for the manufacture of food for domestic animals.

9,600 copies

 **bb** guide
Beverage & Brewing

bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

15,500 copies

 **woodworking**
INTERNATIONAL

WiN woodworking INTERNATIONAL

www.woodworking-international.com

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