

food TECHNOLOGIE



Magazine for ingredients, processing technology and packaging

MEDIA INFORMATION 2023



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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Germany

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E-Mail: ftm@harnisch.com

Internet: www.harnisch.com



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Actual circulation by Survey II/2022: **11.494 copies**

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Publication schedule: see page 5

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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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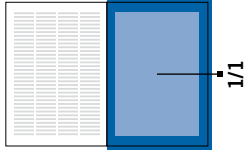
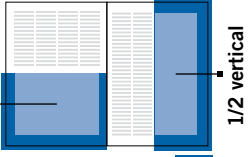
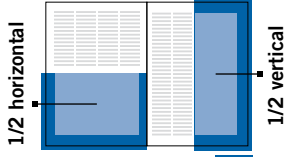

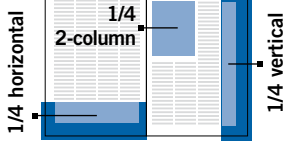
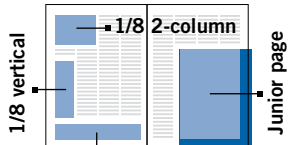
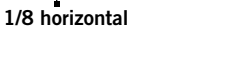

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List of topics and publication schedule 2023*

Issue 1/2023					Closing date ads/editorial: 01 February 2023		Publication date: 01 March 2023	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS (PLANNED)				
<ul style="list-style-type: none"> Functional ingredients Colours Sweeteners Flavors Vitamins Spices Salt reduction Health ingredients 	<ul style="list-style-type: none"> Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening) Automation (Plant layout/-optimization/-modernization, IT-solutions, robotics) Components (Filters, separators, fittings, sensors, operating-/auxiliary supplies, explosion protection) Energy management Lubricants 		<ul style="list-style-type: none"> Intelligent packaging (Packaging, packaging material, labels) Coding/Labeling Automation (Robotics, IT-technology, wireless communication and data collection) Filling technology (Aseptics, filtration/separation) 	<ul style="list-style-type: none"> FILTECH 2023 Pumps&Valves 2023 SOLIDS 2023 				
Issue 2/2023					Closing date ads/editorial: 20 March 2023		Publication date: 20 April 2023	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS (PLANNED)				
<ul style="list-style-type: none"> Milk/Milk products Meat and meat replacement products Confectionery Dietary fibers Nutrition trends (Bio, Wellness) 	<ul style="list-style-type: none"> Hygiene/Safety (Inspection equipment, nutrition safety, quality control) Processing equipment (mixing, stirring, kneading, dosing, crushing, filtering, sieving) Confectionery/Bakery/Cocoa/Chocolate machines Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines) 		<ul style="list-style-type: none"> Packaging machines Carton packaging Coding (Inkjet, laser, labels, barcodes, printing systems/-components) Logistics (Storage systems, conveying systems, flow of materials: RFID) 	<ul style="list-style-type: none"> ProSweets 2023 LogiMAT 2023 Interpack 2023 Maintenance 2023 EMPACK 2023 Vitafoods 2023 				
Issue 3/2023					Closing date ads/editorial: 05 June 2023		Publication date: 03 July 2023	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS (PLANNED)				
<ul style="list-style-type: none"> Health ingredients Emulsifiers/Stabilizers Fiber Starches/Gelatine/Thickeners Fruits and fruit products 	<ul style="list-style-type: none"> Equipment/Components (Fittings, sensors, drives, safety technology, lubricants, detergents) Refrigeration/drying engineering (Cooling, chilling, freezing, drying, roasting, pasteurizing) Energy management Lubricants Environmental technology (Waste disposal, water/wastewater treatment, exhaust air purification, recycling) 		<ul style="list-style-type: none"> Balances and dial balances Final packaging (Carton packages, foils, biodegradable packaging materials) Control- and checking systems 	<ul style="list-style-type: none"> IFT 2023 				
Issue 4/2023					Closing date ads/editorial: 18 August 2023		Publication date: 19 September 2023	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS (PLANNED)				
<ul style="list-style-type: none"> Snacks Bakery products Spices/Herbs Proteins Milk Preservatives Innovative concepts of sweeteners Salt reduction 	<ul style="list-style-type: none"> Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening homogenizing, cutting, cooking and cooling) Quality management (Inspection equipment, nutrition safety, quality control) Meat processing Bakery machines 		<ul style="list-style-type: none"> Packaging machines 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"> POWTECH 2023 SÜFFA 2023 IBA 2023 				
Issue 5/2023					Closing date ads/editorial: 06 October 2023		Publication date: 07 November 2023	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS (PLANNED)				
<ul style="list-style-type: none"> Functional ingredients Health ingredients Flavors and sweeteners Dietary fibers Confectionery/Bakery products Oils and fats Hydrocolloids Colours Emulsifiers/Stabilizers 	<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 PET-/carton packaging Final packaging (Carton packages, foils, biodegradable packaging materials) Storage techniques (Storage systems, conveying systems, racks, lifting devices) 	<ul style="list-style-type: none"> Brau Bevale 2023 SPS 2023 Fi Europe 2023 				

Advertisement sizes and prices from 01 January 2023

Format	Basic rate full color	Print ad + additional E-Paper link (App + Browser)
	1/1 page € 5,710.–	4c: € 6,060.–
1/1	Type area: W 184 mm x H 250 mm	Bleed*: W 216 mm x H 303 mm
	2/1 page € 8,735.–	4c: € 9,085.–
2/1	Type area: W 394 mm x H 250 mm	Bleed*: W 426 mm x H 303 mm
	1/2 page € 3,525.–	4c: € 3,875.–
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 € 2,730.–	4c: € 3,080.–
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 € 1,950.–	4c: € 2,300.–
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 € 1,180.–	€ 1,530.–
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 € 3,775.–	€ 4,125.–
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) € 7,145.–	€ 7,495.–
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)	€ 7,270.–	€ 7,620.–
Cover page:	W 155 mm x H 178 mm (incl. Bleed on the right side)	

***Bleed surcharge:**

Format incl. 3 mm bleed on the pages with margins. 15 % surcharge on the basic price.

Prices for special placements:

2nd cover page: Add 15 % of the Basic rate.
4th cover page: Add 25 % of the Basic rate.
3rd page: Add 10 % of the Basic rate.

Special size:

More special sizes by request.

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 € 3,625.-
4 pages € 4,225.-

Loose inserts:

up to 20 g € 270.- /thousand
up to 40 g € 395.- /thousand
up to 60 g € 550.- /thousand
(including p+h)*

* Bigger inserts on request
Postal address: publishing house.

Subscription rate:

Annual subscription (5 issues)

Inland:
€ 64.- incl. p+h + VAT

Abroad:
Surface mail € 69.- incl. p+h
Airmail € 87.- incl. p+h

Technical specifications

Printing materials:

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

Data forms for text documents:

- DOC/DOCX (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.
- Digital data storage devices by the closing deadline to the publishing company address.

Banner advertising on the magazine website www.food-technologie.de

Leaderboard
728 x 90 px
€ 490.-

Button
240 x 90 px
€ 200.-

Leaderboard XL
1040 x 90 px
€ 590.-

Square
240 x 240 px
€ 410.-

Skyscraper
240 x 600 px
€ 740.-

All banner prices are for a placement of four weeks. Other formats on request.
Display and placement may vary on mobile devices.

News on www.food-technologie.de and social media

The magazine website www.food-technologie.de offers the possibility to place a story/announcement at the top of the „NEWS“ section for a period of four weeks. In addition, it is possible that a story can be posted on the publisher's social media pages.

Sponsored news + social media notices
 News item on www.food-technologie.de incl. linking (Video/YouTube integration possible)
€ 700.-

Individual Paper with direct link
 Integration of a detailed article (PDF) on the magazine website www.food-technologie.de
€ 950.-

Statistics www.food-technologie.de (period: 1.6.2021 - 1.6.2022)
 Page views: 11.355
 Single page views: 7.837



Social media post with link (facebook/Twitter/LinkedIn)
 Post a news item on our social media channels with a direct link to your homepage.
€ 600.-

Digital magazine as e-paper in the app and on the magazine website www.food-technologie.de



E-paper branding over entire issue
€ 1190.-

Digital ad placement only in the e-paper incl. linking. (Positioning by arrangement)
 1/1 page € 1290.-
 2/1 page € 1990.-

E-paper link (advertisement/article)
€ 350.-

Read digital magazines from Dr. Harnisch Verlag per:



NEW!

Digital delivery options

Standalone-Newsletter

Dr. Harnisch Publications **LOGO**

Sicherheit in Sachen Süßstoff

Natürliche, pflanzliche und weitere Trends auf den Süßstoffmärkten

Angesichts des wachsenden Verbraucherbewusstseins für Gesundheit und Wellness ist es wichtig, einen Süßstoffanbieter zu wählen, der fundierte Marktkenntnisse und Stabilität in dieser unbeständigen Produktkategorie bieten kann. Durch hohe globale Lagerbestände und langjährige Herstellerbeziehungen können wir beispiellose Sicherheit in der Lieferkette bieten. Unsere hauseigenen Experten beraten Sie gern, um den richtigen Süßstoff zu finden mit dem Sie wohlschmeckende, gesündere Produkte liefern können.

Individual Newsletter
(Text + images/logos + links)

German-sp. Europe	FT dispatch	FT & Getränke! combined dispatch
Copies	6,500	12,700
Price	€ 1,900.-	€ 2,500.-

The possibility of sending an individual **Standalone newsletter** as well as the placement of banner advertising or Sponsored News in a **general magazine newsletter** are primary communication tools for information and advertising.

Digital magazine delivery (Newsletter)

The digital Issue is online

food TECHNOLOGIE
Magazin für Inhaltsstoffe, Herstellung und Verpackung

1.2022 MÄRZ

INHALT

- 1. INHALTSSTOFFE
- 2. VERPACKUNGSTECHNIK
- 3. NEUER
- 4. VERPACKUNG

HERVORHEBUNG

PUNKTGENAUES TIMING FÜR DEN CONTAINERWECHSEL

Click here for the latest issue!

GET IT ON Google Play | Download on the App Store

food marketing & technology

is the international magazine for executives and specialists in the food industry. We report on new marketing strategies and trends, equipment and processing methods, innovative technologies, raw materials and additives, packaging systems and other important topics of selling and purchasing marketing. In addition to factory managers and food technologists we also address the product managers and product developers in the food industry.

You don't want to miss anything?

Get the free Newsletter here

More Information about our Magazines:

Read more here

Dr. Harnisch Publications

Exklusive sponsorship banner
600 x 100 px
€ 990.-

General Magazine Newsletter

Dr. Harnisch Publications

The Editor's Focus

Reliable information today is a premium good. At Dr. Harnisch Publications we are right at the source of a whole range of subjects, including the latest in ingredients, processing and packaging throughout the food and beverage industries. This newsletter is a selection of the most up to date and forward looking topics. Our focus for you. Feel free to learn, share, enjoy and please come back to us with your comments, so that we can do more for you next time around.
Sincerely, Ian D. Healey

Plant Boom in Colors and Flavors

Plant Boom in Colors and Flavors

Now we are into 2020, Christiane Lippert, Head of Marketing for Food at Lycored gives her thoughts on the big trends influencing color choices for manufacturers...
...continue reading here

Sativa Innovation

Saqib Ramday, Category Director at Tate & Lyle, discusses the evolution of stevia applications, from early formulations to new usages as a flavoring substance with modifying properties...
...continue reading here

Leaderboard
600 x 100 px
€ 700.-

Sponsored News
(Text + image)
€ 600.-

Sponsored News + Square
(Text + image + banner)
€ 900.-

Square
240 x 240 px
€ 500.-

Newsletter dispatch statistics (June 2022)

Dispatch „World“: approx. 35,000 copies
 Dispatch „Europe“: approx. 25,000 copies
 Dispatch „German-speaking Europe“: approx. 12,700 copies
 Average click rate: ~ 30%



Distribution overview total

YOUR BENEFIT!

Printed distribution
11.494 copies*

Total distribution
ca. 18,000 copies

Digital distribution
ca. 6,500 copies**



Other digital distribution channels
(Website/Social Media/E-Paper/Newsletter)

Circulation details with readership breakdown

Print run*

Total print run	12.000 copies
Actual circulation	11.494 copies
International percentage	(6,45 %) 742 copies
File copies	506 copies

Geographical circulation breakdown**

Germany	10.747 copies
Switzerland	182 copies
Austria	111 copies
Denmark.....	73 copies
Netherlands.....	40 copies
Other Countries.....	341 copies

Circulation breakdown by function**

Proprietors, Chairmen	3.321 copies
Production / Factory Managers.....	2.869 copies
Production, Quality Control.....	1.726 copies
Laboratory, R & D.....	1.418 copies
Commercial / Purchasing Managers	983 copies
Others.....	1.177 copies

Circulation breakdown by product areas**

Milling and peeling industry	127 copies
Nutrients, starch and potato products	302 copies
Pastry products	103 copies
Baking and biscuits products	2.207 copies
Sugar industry	126 copies
Fruit and vegetable processing	569 copies
Confectionery industry	425 copies
Dairies, cheese factories, dairy processing	890 copies
Edible oils and fats, oil mills and margarine	156 copies
Slaughterhouses, meat industry, meat processing	2.029 copies
Fish processing	231 copies
Drink producers	1.320 copies
Coffee, tea and coffee products	92 copies
Other food industry	449 copies
Feed industry	402 copies
Engineering offices, trading companies	767 copies
Universities, organizations, associations	470 copies
Others	829 copies

11.494 copies

* According to the IWW-survey II/2022

** Source: Analysis of publishing house II/2022

General Terms of Business Dr. Harnisch Verlags GmbH

- 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.
- 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 and as a digital promotion tool.
- A digital promotion can be made up of one or more elements such as photos and/or text, sound sequences and moving images: an area or space can be reserved by the customer as a clickable link to a further online address or mobile site to feature additional information.
- For any errors in publication for which the publisher is responsible, the client shall receive compensation in the form of free replacement advertising or digital advertising space to the extent that the purpose of the advertisement/digital advertising which was impaired.
- Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
- The publishing company shall reserve the right to reject bookings for advertisements, digital promotions or printed or digital 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.
- The customer will furnish the publishing house with the printing templates/digital materials according to its specifications. The specification of the printing templates/digital materials 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 advertisements. Ordered advertisements/digital promotion 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.
- 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/publishing. After publication, the publisher will send the customer a specimen copy free of charge/link or a copy of the page with reference to the advertisement/digital promotion.
- 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 a specific case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 %. The publishing company can hold back the completion of a current order in the case of default payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.
- 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 advertisement/digital promotion 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.
- Printing material will only be returned at the express request of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement/digital promotion has been published.
- 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 of different issues/digital promotion is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
- The publisher will store all customer data disclosed to him within the context of the business relationship and required for the performance of the contract. These data will only be used for the fulfillment of the contract.
- The seat of the publishing company is the sole place of jurisdiction and fulfillment also in respect of bills of exchange and cheques made out in connection with the order.
- Please refer to our data protection statement on our site: <https://www.harnisch.com/en/datenschutzerklaerung/>

Our magazines and journals



food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

Approx. 17,700 printed copies
Approx. 22,000 digital copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

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

Approx. 12,000 printed copies
Approx. 6,500 digital copies



fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO

www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 23,500 printed copies
Approx. 9,200 digital copies

dedica

dedica

www.dedica.de

Trade magazine for trends and lifestyle in the field of promotional products.

Approx. 19,600 printed copies
Approx. 43,000 digital copies



drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 11,800 printed copies
Approx. 17,000 digital copies



Getränke! Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

Approx. 9,000 printed copies
Approx. 6,500 digital copies



PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

Approx. 24,500 printed copies
Approx. 90,000 digital copies



GET – Green Efficient Technologies

www.get-mag.com

In German and English language.

Approx. 5,500 printed copies GER
Approx. 40,000 digital copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

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

Approx. 8,400 printed copies
Approx. 11,000 digital copies

HYGIENE REPORT

Hygiene Report

www.hygiene-report-magazin.de

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

Approx. 14,000 printed copies
Approx. 12,700 digital copies



dihw

www.dihw-magazin.de

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

Approx. 9,000 printed copies
Approx. 7,000 digital copies



hp tooling

www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 22,000 digital copies



petfood pro

www.petfoodpro-mag.com

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

Approx. 9,600 printed copies
Approx. 8,800 digital copies



bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 15,500 printed copies
Approx. 19,000 digital copies



WiN woodworking INTERNATIONAL

www.woodworking-international.com

International magazine for the woodworking industry worldwide.

Approx. 9,100 printed copies
Approx. 10,000 digital copies



element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

Approx. 6,600 printed copies
Approx. 7,300 digital copies