

# food TECHNOLOGIE



Magazine for ingredients, processing technology and packaging

## MEDIA INFORMATION **2024**



## 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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**Telephone:** +49 (0) 911 2018 0

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**Internet:** [www.harnisch.com](http://www.harnisch.com)



Print run notified by Survey II/2023: **12.000 copies**  
Actual circulation by Survey II/2023: **11.703 copies**

**Place of publication:** Nuremberg

**Volume/Year:** Vol. 35 / 2024

**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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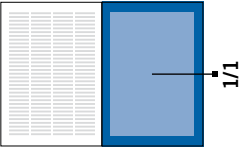
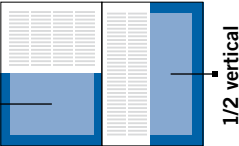
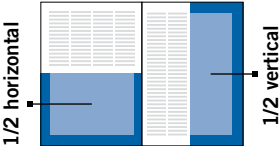
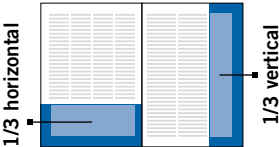
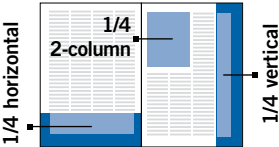
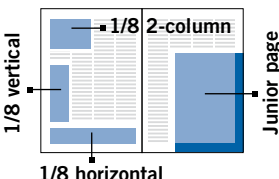
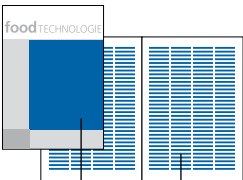
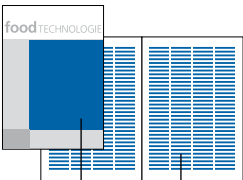
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List of topics and publication schedule 2024\*

Issue 1/2024					Closing date ads/editorial: 05 February 2024		Publication date: 05 March 2024	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> <li>Functional ingredients</li> <li>Colours</li> <li>Sweeteners</li> <li>Flavors</li> <li>Vitamins</li> <li>Spices</li> <li>Salt reduction</li> <li>Health ingredients</li> </ul>	<ul style="list-style-type: none"> <li>Hygiene/Safety (Inspection equipment, nutrition safety, quality control)</li> <li>Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening homogenizing, cutting, cooking and cooling)</li> <li>Components</li> <li>Automation (Plant layout/-optimization/-modernization, IT-solutions, robotics, AI)</li> <li>Lubricants</li> </ul>		<ul style="list-style-type: none"> <li>Intelligent packaging (Packaging, packaging material, labels)</li> <li>Coding/Labeling</li> <li>Packaging machines</li> <li>Logistics (Storage systems, conveying systems, robotics, tracking, flow of materials: RFID)</li> </ul>	<ul style="list-style-type: none"> <li>LogiMAT 2024</li> <li>Anuga FoodTec 2024</li> </ul>				
Issue 2/2024					Closing date ads/editorial: 08 April 2024		Publication date: 07 May 2024	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> <li>Milk/Milk products</li> <li>Meat and meat replacement products</li> <li>Confectionery</li> <li>Dietary fibers</li> <li>Nutrition trends (Bio, Wellness)</li> </ul>	<ul style="list-style-type: none"> <li>Processing equipment (mixing, stirring, kneading, dosing, crushing, filtering, sieving)</li> <li>Components (Filters, separators, fittings, sensors, drives, operating-/auxiliary supplies, explosion protection)</li> <li>Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines)</li> </ul>		<ul style="list-style-type: none"> <li>Filling technology (Aseptics, filtration/separation)</li> <li>Packaging machines</li> <li>Carton packaging</li> <li>Coding (Inkjet, laser, labels, barcodes, printing systems/-components)</li> <li>Balances and dial balances</li> </ul>	<ul style="list-style-type: none"> <li>Vitafoods 2024</li> <li>EMPACK 2024</li> <li>ACHEMA 2024</li> </ul>				
Issue 3/2024					Closing date ads/editorial: 04 June 2024		Publication date: 03 July 2024	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> <li>Health ingredients</li> <li>Emulsifiers/Stabilizers</li> <li>Fiber</li> <li>Starches/Gelatine/Thickeners</li> <li>Fruits and fruit products</li> </ul>	<ul style="list-style-type: none"> <li>Refrigeration/drying engineering (Cooling, chilling, freezing, drying, roasting, pasteurizing)</li> <li>Energy management</li> <li>Lubricants</li> <li>Environmental technology (Waste disposal, water/wastewater treatment, exhaust air purification, recycling)</li> <li>Equipment/Components</li> </ul>		<ul style="list-style-type: none"> <li>Control- and checking systems</li> <li>PET-/carton packaging</li> <li>Final packaging (Carton packages, foils, biodegradable packaging materials)</li> </ul>	<ul style="list-style-type: none"> <li>IFT 2024</li> </ul>				
Issue 4/2024					Closing date ads/editorial: 15 August 2024		Publication date: 16 September 2024	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> <li>Snacks</li> <li>Bakery products</li> <li>Spices/Herbs</li> <li>Proteins</li> <li>Milk</li> <li>Preservatives</li> <li>Innovative concepts of sweeteners</li> <li>Salt reduction</li> </ul>	<ul style="list-style-type: none"> <li>Processing equipment (mixing, stirring, kneading, dosing, crushing, filtering, sieving)</li> <li>Quality management (Inspection equipment, nutrition safety, quality control)</li> <li>Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines)</li> </ul>		<ul style="list-style-type: none"> <li>Packaging machines</li> <li>Coding/Labeling</li> <li>Logistics (Storage systems, conveying systems, flow of materials: RFID)</li> <li>Automation (Robotics, IT-technology, wireless communication and data collection)</li> <li>Packaging design-/regulations</li> </ul>	<ul style="list-style-type: none"> <li>FachPack 2024</li> <li>SOLIDS 2024</li> </ul>				
Issue 5/2024					Closing date ads/editorial: 09 October 2024		Publication date: 05 November 2024	
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS				
<ul style="list-style-type: none"> <li>Functional ingredients</li> <li>Health ingredients</li> <li>Flavors and sweeteners</li> <li>Dietary fibers</li> <li>Confectionery/Bakery products</li> <li>Oils and fats</li> <li>Hydrocolloids</li> <li>Colours</li> <li>Emulsifiers/Stabilizers</li> </ul>	<ul style="list-style-type: none"> <li>Automation (Plant layout/-optimization/-modernization, IT-solutions, AI)</li> <li>Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines)</li> <li>Equipment/Components (Fittings, sensors, drives, safety technology, lubricants, detergents)</li> <li>Energy management</li> </ul>		<ul style="list-style-type: none"> <li>Control- and checking systems</li> <li>PET-/carton packaging</li> <li>Final packaging (Carton packages, foils, biodegradable packaging materials)</li> <li>Filling technology (Aseptics, filtration/separation)</li> </ul>	<ul style="list-style-type: none"> <li>FILTECH 2024</li> <li>SPS 2024</li> <li>Brau Beviiale 2024</li> <li>Fi Europe 2024</li> </ul>				

## Advertisement sizes and prices from 01 January 2024

Format	Basic rate full color	Print ad + additional E-Paper link (App + Browser)
 <p>1/1</p>	<p><b>1/1 page</b> € 5,940.–</p> <p><b>1/1</b> Type area: W 184 mm x H 250 mm</p>	<p>€ 6,290.–</p> <p><b>Bleed*:</b> W 210 mm x H 297 mm (+3 mm)</p>
 <p>2/1</p>	<p><b>2/1 page</b> € 9,170.–</p> <p><b>2/1</b> Type area: W 394 mm x H 250 mm</p>	<p>€ 9,520.–</p> <p><b>Bleed*:</b> W 420 mm x H 297 mm (+3 mm)</p>
 <p>1/2 vertical</p> <p>1/2 horizontal</p>	<p><b>1/2 page</b> € 3,690.–</p> <p><b>1/2 vertical</b> Type area: W 90 mm x H 250 mm</p> <p><b>1/2 horizontal</b> Type area: W 184 mm x H 124 mm</p>	<p>€ 4,040.–</p> <p><b>Bleed*:</b> W 103 mm x H 297 mm (+3 mm)</p> <p><b>Bleed*:</b> W 210 mm x H 144 mm (+3 mm)</p>
 <p>1/3 vertical</p> <p>1/3 horizontal</p>	<p><b>1/3 page</b> € 2,840.–</p> <p><b>1/3 vertical</b> Type area: W 59 mm x H 250 mm</p> <p><b>1/3 horizontal</b> Type area: W 184 mm x H 82 mm</p>	<p>€ 3,190.–</p> <p><b>Bleed*:</b> W 72 mm x H 297 mm (+3 mm)</p> <p><b>Bleed*:</b> W 210 mm x H 102 mm (+3 mm)</p>
 <p>1/4 vertical</p> <p>1/4 horizontal</p> <p>1/4 2-column</p>	<p><b>1/4 page</b> € 2,040.–</p> <p><b>1/4 vertical</b> Type area: W 43 mm x H 250 mm</p> <p><b>1/4 horizontal</b> Type area: W 184 mm x H 61 mm</p> <p><b>1/4 2-column</b> Type area: W 90 mm x H 124 mm</p>	<p>€ 2,390.–</p> <p><b>Bleed*:</b> W 56 mm x H 297 mm (+3 mm)</p> <p><b>Bleed*:</b> W 210 mm x H 81 mm (+3 mm)</p> <p><b>Bleed*:</b> W 106 mm x H 144 mm (+3 mm)</p>
 <p>1/8 vertical</p> <p>1/8 horizontal</p> <p>1/8 2-column</p>	<p><b>1/8 page</b> € 1,240.–</p> <p><b>1/8 vertical</b> Type area: W 43 mm x H 124 mm</p> <p><b>1/8 horizontal</b> Type area: W 184 mm x H 30,5 mm</p> <p><b>1/8 2-column</b> Type area: W 90 mm x H 61 mm</p>	<p>€ 1,590.–</p>
 <p>Junior page</p>	<p><b>Junior page</b> € 3,940.–</p> <p><b>Junior page</b> Type area: W 137 mm x H 187 mm</p>	<p>€ 4,290.–</p> <p><b>Bleed*:</b> W 150 mm x H 206 mm (+3 mm)</p>
 <p>Cover-Story-Package</p>	<p><b>Cover-Story-Package</b> (cover photo + 2 page cover story)</p> <p><b>Cover page:</b> W 152 mm x H 178 mm (+3 mm)</p> <p>(Cover story with approx. 7,500 characters + 2-4 pictures on page 6-7 in the magazine)</p>	<p>€ 7,340.–</p> <p>€ 7,690.–</p>

**\*Bleed surcharge:**  
Format excl. 3 mm bleed on all sides.  
15 % surcharge on the basic price.

**Prices for special placements:**  
2nd cover page: Add 10 % of the Basic rate.  
4th cover page: Add 10 % of the Basic rate.  
3rd page: Add 5 % 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: 297 x 210 mm (+3 mm bleed)  
2 pages € 3,805.-  
4 pages € 4,435.-

### Loose inserts:

up to 20 g € 285.- /thousand  
up to 40 g € 415.- /thousand  
up to 60 g € 580.- /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.

## Advertising with the digital standalone newsletter

The dispatch of an individually designed **standalone newsletter** offers you the opportunity for a target group communication. The focus is on your company, your products or your know-how.

### Standalone newsletter

(Text approx. 2,500 characters + images/logos + links)

### FT dispatch "D-A-CH"

approx. 6.500 copies:

€ 1,900.-

### FT & Getränke!-combined dispatch "D-A-CH"

approx. 12.700 copies:

€ 2,500.-

### Transmission International:

– On request –

As Dr. Harnisch Publications, we offer newsletter opportunities for you in various specialist areas: food & beverage, pharmaceuticals, process technology, precision and machining processes, wood processing, building and constructing and food retailing.

Please contact us!





## Advertising in the general newsletter

Your Sponsored News + banner in the **general Food & Beverage newsletter**. (Transmission in the D-A-CH region to approx. 13,500 addresses)

**NEWSLETTER MAI 2023**  
**foodTECHNOLOGIE** **Getränke!** **HYGIENE REPORT**

**Leaderboard 600 x 100 px**  
**€ 780.-**

**Sponsored News**  
 - Text 700 characters  
 - Image 290x290 px  
 - Link  
**€ 650.-**

**Spons. News + Square**  
 - Text 700 characters  
 - Image 290x290 px  
 - Link  
 - Square 240x240 px  
**€ 980.-**

**Square 240 x 240 px**  
**€ 550.-**

**Publication schedule: Food & Beverage Newsletter 2024\*\***

Week 6	Week 11	Week 18	Week 22	Week 25
Week 37	Week 42	Week 45	Week 47	

\*Subject to change

## Advertising in digital magazine mailing

### Exclusive sponsorship banner

600 x 100 px  
**€ 990.-**

**Food Technologie Ausgabe 3/2023**  
 Die digitale Ausgabe ist erschienen.

**foodTECHNOLOGIE**  
 Magazin für Inhaltsstoffe, Herstellung und Verpackung

**JUMO**

**LEBENSMITTELSICHERHEIT IM RAUCHEROFEN**  
 Neues, smarte Steuerung und nichtionisierbare Rückverfolgbarkeit

**Hier kostenlos ansehen!**

**Food Technologie**

Magazin für Inhaltsstoffe, Herstellung und Verpackung von Lebensmitteln ist die Fachpublikation für Führungskräfte im deutschsprachigen Raum, sowie einigen Ländern Osteuropas.

## Advertising in the digital magazine (E-Paper/App)

**E-paper linking (advert/technical article)**  
**€ 350.-**

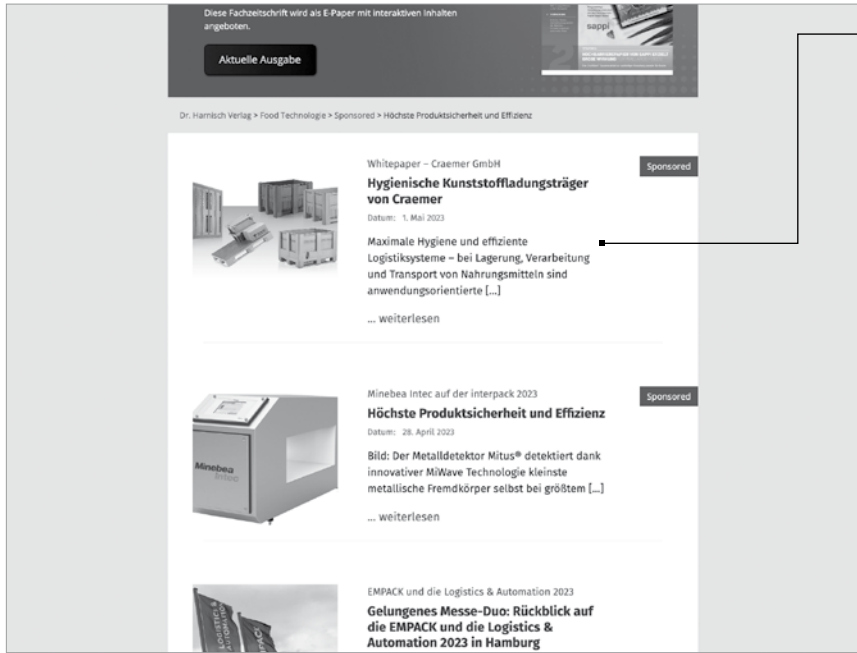
**E-paper branding throughout the entire issue**  
**€ 1190.-**

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

Digital magazines of Dr. Harnisch Verlag read by:  
 Google Play  
 App Store  
 Website

Advertising with news reports on [www.food-technologie.de](http://www.food-technologie.de)

In addition to classic banner advertising, there is also the possibility to place **sponsored news** on [www.food-technologie.de](http://www.food-technologie.de).



**Sponsored News**  
 News on [www.food-technologie.de](http://www.food-technologie.de)  
 incl. linking:  
**€ 700.-**

**incl. social media linking:**  
 Surcharge: **€ 250.-**

**incl. video/YouTube integration:**  
 Surcharge: **€ 250.-**

**incl. integration of a detailed Article as PDF (Whitepaper):**  
 Surcharge: **€ 250.-**

Advertising with banners on [www.food-technologie.de](http://www.food-technologie.de)

**Leaderboard**  
728 x 90 px  
**€ 590.-**

**Leaderboard XL**  
1040 x 90 px  
**€ 690.-**

**Button**  
240 x 90 px  
**€ 290.-**

**Square**  
240 x 240 px  
**€ 550.-**

**Skyscraper**  
240 x 500 px  
**€ 850.-**

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

## Distribution overview total

Printed distribution  
approx. 11,703 copies\*

Total distribution  
approx. 18,200 copies

Digital distribution  
approx. 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 .....	11.703 copies
International percentage .....	(6,35 %) 743 copies
File copies .....	297 copies

### Geographical circulation breakdown\*\*

Germany .....	10.960 copies
Switzerland .....	167 copies
Austria .....	91 copies
Denmark.....	78 copies
Netherlands.....	56 copies
Other Countries.....	351 copies

### Circulation breakdown by function\*\*

Proprietors, Chairmen .....	3.382 copies
Production / Factory Managers.....	2.904 copies
Production, Quality Control.....	1.758 copies
Laboratory, R & D.....	1.427 copies
Commercial / Purchasing Managers .....	995 copies
Others.....	1.237 copies

### Circulation breakdown by product areas\*\*

Milling and peeling industry .....	137 copies
Nutrients, starch and potato products .....	315 copies
Pastry products .....	120 copies
Baking and biscuits products .....	2.215 copies
Sugar industry .....	125 copies
Fruit and vegetable processing .....	576 copies
Confectionery industry .....	429 copies
Dairies, cheese factories, dairy processing .....	908 copies
Edible oils and fats, oil mills and margarine .....	152 copies
Slaughterhouses, meat industry, meat processing .....	2.045 copies
Fish processing .....	240 copies
Drink producers .....	1.338 copies
Coffee, tea and coffee products .....	120 copies
Other food industry .....	476 copies
Feed industry .....	413 copies
Engineering offices, trading companies .....	781 copies
Universities, organizations, associations .....	476 copies
Others .....	837 copies

**11.703 copies**

\* According to the IWW-survey II/2023

\*\* Source: Analysis of publishing house II/2023

## 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.
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