

INTERNATIONAL **food** Marketing & Technology

Media Information 2021



www.food-mt.com

 **Dr. Harnisch**
Publications

Endress + Hauser 

Aims and Scope

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, pack-aging 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.

food Marketing & Technology is published in English. A reader service is offered. Circulation is worldwide with special emphasis on the most important, growing markets. An increasing share are subscriptions and requested copies.

We also publish: **drinkworld** for worldwide markets in the drinks industry, **Food Technologie Magazin** and **Getränke! Technologie & Marketing** for all German speaking markets (circulation 9,000 copies) and **Wellness Foods & Supplements** (for the nutraceutical sector). New: **PetFood PRO** for manufacturers & animal nutrition products.



Publishing Company

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E-mail: food@harnisch.com

Internet: www.harnisch.com

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Printing materials: Digital as PDF-X3 or X4, TIF, JPG in 300 dpi

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Circulation details with readership breakdown

Total print run	18,500 copies
Actual circulation	17,900 copies
Subscriptions and requested copies	5,213 copies
Specimen copies, file copies	600 copies

Geographic circulation breakdown*

Germany	1,233 copies
Western Europe	7,112 copies
Eastern Europe	526 copies
USA, Canada	2,492 copies
Asia (South, South East, Far East)	4,647 copies
Latin America	976 copies
Africa	503 copies
Australia, Pacific Region	406 copies

Circulation breakdown by functions*

Managing director, factory managers	12.8%
Process engineers, food technologists incl. R+D, product development	62.4%
Product manager	19.2%
Others (buying departments, etc.)	5.6%

Circulation breakdown by product area*

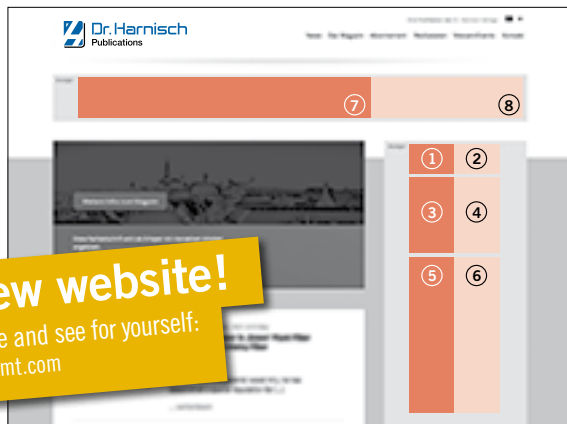
Milling products	1,041 copies
Bakery products	2,026 copies
Confectionery	2,321 copies
Meat products/Meat extracts	2,248 copies
Fish and fish products	598 copies
Dairy products, ice-cream	2,018 copies
Fruit and vegetable products	2,017 copies
Beverages, alcoholic	429 copies
Beverages, non-alcoholic	1,413 copies
Other food manufacturers	1,950 copies
Non-Food manufacturers	181 copies
Importers, food and equipment	661 copies
Distributors, food and equipment	649 copies
Associations, organizations, Institutions, laboratories	348 copies

17,900 copies

* Source: Data analysis of publishing house July 2019

Online advertising – Our digital portfolio at a glance

Standard Display Ads: Banners at food-mt.com



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	€ 350.– (\$ 405.–)
⑥ Skyscraper XL	240 x 600 px	€ 650.– (\$ 750.–)
⑦ Leaderboard	728 x 90 px	€ 365.– (\$ 420.–)
⑧ Leaderboard XL	1.040 x 90 px	€ 495.– (\$ 570.–)

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 food-mt.com



The booked advertisement appears in the digital edition as well as in the print edition. E-paper. 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 news and social media posts

At food-mt.com you have the possibility to place a story/report at the top of the „NEWS“ section for one week. It is also possible to post a link on the publisher's social media page.

Sponsored news + social media link € 450.– (\$ 520.–)

Social media post with direct link (website, landing page etc.) € 600.– (\$ 690.–)

Publication Schedule 2021*

Issue No. Closing date Publication date	Ingredients	Processing & FoodLab	Packaging	Special Topics
Issue 1/2021				
20. January 2021 16. February 2021	Sports Nutrition Food Colors Sweeteners Food Flavors Fruit + Vegetables Hydrocolloids, Starch	Pumps Testing Technology Filtration Extrusion Steam Processing Weighing Equipment	Carton Packaging Conveying PET Systems Meat Packaging Filling Systems Vacuum Packaging	Interpack 25 February. – 3. March Düsseldorf, Germany Anuga FoodTec 23. – 26. March Cologne, Germany
Issue 2/2021				
19. March 2021 19. April 2021	Meat + Fat Replacers Cocoa + Chocolate Texture + Stabilization Proteins + Gelatines Wellness + Health Roughage + Fiber	Lubrication Color Sorting Meat Processing Quality Control Chopping + Slicing Drying	Logistics Recycling Aseptic Packaging Labelling Skin Packaging Palletizing	Vitafoods Europe 4. – 6. May Genf, CH
Issue 3/2021				
17. May 2021 18. June 2021	Colors in Confectionery Gels + Hydrocolloids Dairy-based Ingredients Salt Reduction Fats + Oils, Lipids Meat Aromas	Spraying Technology Dairy Processing Extraction Steam Injection Mixing + Sorting Quality Control	Storage + Handling PET Update Meat Packaging Cartons Glass Logistics	IFT Food Expo 18. – 21. July Chicago, IL, USA

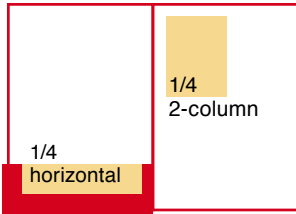
Issue 4/2021				
19. July 2021 20. August 2021	Fat, Salt Reduction Soya Ingredients Flavor, Texture Sweeteners Bakery + Snack Products Sports Nutrition, Protein	Snack Equipment Powder Processing Drying Lubrication Hygienic Design Mixing Technology	Labelling Fluid Packaging Shelf life Extension Big Bags Recycling Palletizing	drinktec 4. – 8. October Munich, Germany
Issue 5/2021				
17. September 2021 18. October 2021	Dairy-based Desserts Functional Foods Food Colors, Flavors Fats + Oils Roughage + Fiber Salt Reduction	Color Sorting Weighing Technology Meat Processing Steam Processing Testing Technology Extrusion	Aseptic Packaging Cans Logistics Skin Packaging Packaging with Glass Individual Packaging	Gulfood Manufacturing 3. – 5. November Dubai, UAE Fi Europe 30. November – 2. December Paris, France
Issue 6/2019				
15. November 2021 12. December 2021	Confectionery + Bakery Fruit Products Herbs + Spices Enzymes Ingredients for Health Gelatin + Proteins	Dairy Production Sorting Equipment Mixing Technology Lubrication Hygiene Cutting & Peeling	Filling Systems Labelling Storage + Handling Dairy Packaging Palletizing Conveying	ISM + ProSweets Cologne, Germany Biofach Nuremberg, Germany

Format	Basic Rate	4-color	Link surcharge
1/1 page	€ 4,450.–	€ 5,950.–	€ 350.–
	US\$ 5,110.–	US\$ 6,800.–	US\$ 400.–
2/1 page	€ 6,950.–	€ 8,950.–	€ 350.–
	US\$ 7,990.–	US\$ 9,990.–	US\$ 400.–
1/2 page	€ 2,350.–	€ 3,450.–	€ 350.–
	US\$ 2,700.–	US\$ 3,900.–	US\$ 400.–
1/3 page	€ 1,650.–	€ 2,650.–	€ 350.–
	US\$ 1,850.–	US\$ 3,000.–	US\$ 400.–
1/4 page	€ 1,250.–	€ 1,950.–	€ 350.–
	US\$ 1,400.–	US\$ 2,200.–	US\$ 400.–
Junior Page	€ 2,550.–	€ 3,750.–	€ 350.–
	US\$ 2,900.–	US\$ 4,300.–	US\$ 400.–
Special sizes	on request		
Special size: 1/2 double page spread	€ 6,100.–		
	US\$ 7,000.–		
Special size: Square (2nd cover page plus overrun into editorial)	€ 7,500.–		
	US\$ 8,600.–		

* Bleed surcharge: 15% of the basic rate; W = Width, D = Depth

Please note: Prices in US\$ are based on an exchange rate of € 1 : US\$ 1.15 which is subject to change.

Advert sizes



horizontal Type area:
W 184 mm x H 61 mm

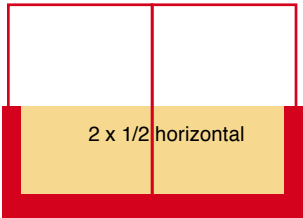
Bleed*:
B 216 mm x H 80,25 mm
(Trim size 210 x 74,25 mm)

2-column Type area:
W 89,5 mm x H 122 mm

Bleed*:
B 108,5 mm x H 154,5 mm
(Trim size 102,5 x 148,5 mm)

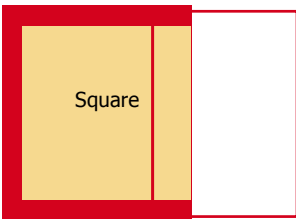


Bleed*:
W 139,5 mm x H 194 mm

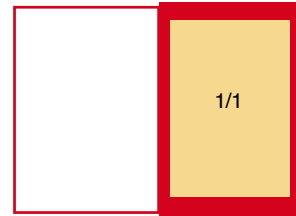


horizontal Type area:
W 394 mm x H 122 mm

Bleed*:
W 426 mm x H 154,5 mm
(Trim size 420 x 148,5 mm)

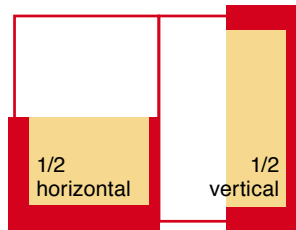


Bleed*:
W 273 mm x H 303 mm



Type area:
W 184 mm x H 244 mm

Bleed*:
W 216 mm x H 303 mm
(Trim size 210 x 297 mm)

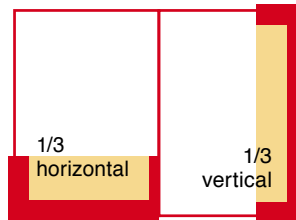


vertical Type area:
W 92 mm x H 244 mm

Bleed*:
W 108,5 mm x H 303 mm
(Trim size 102,5 x 297 mm)

horizontal Type area:
W 184 mm x H 122 mm

Bleed*: W 216 mm x H 154,5 mm
(Trim size 210 x 148,5 mm)



vertical Type area:
W 57 mm x H 244 mm

Bleed*: W 76 mm x H 303 mm
(Trim size 70 x 297 mm)

horizontal Type area:
W 184 mm x H 81,5 mm

Bleed*: W 216 mm x H 105 mm
(Trim size 210 x 99 mm)

Advertisement prices from January 2021

Prices for special positions:

Cover page: W 195 x H 220 mm. Price on request.
 2nd cover page: add 10% to basic rate
 4th cover page: add 25% to basic rate, full color only.
 3rd cover page/next to table of contents:
 add 10% to basic rate.

Color surcharge:

The Euro-Scale colors are used (CMYK). For non-standards colors a surcharge is added. Price on request.

Subscription rate:

Annual subscription (6 issues)
 Domestic: € 84 incl. p+h + VAT
 Surface Mail: € 102/US\$ 132 incl. p+h
 Airmail: € 118/US\$ 153 incl. p+h

Bound inserts*:

DIN A4 untrimmed, format:
 303 x 216 mm (incl. 3 mm bleed)
 2 pages € 3,500.–/US\$ 4,000.–
 4 pages € 3,900.–/US\$ 4,450.–
 6 pages € 4,400.–/US\$ 5,000.–

Loose inserts:

up to 20 g € 300.–/US\$ 345.– / thousand
 up to 40 g € 450.–/US\$ 500.– / thousand
 up to 60 g € 550.–/US\$ 600.– / thousand
 (including p+h)
 Bigger inserts on request
 Postal address: publishing house.

Discounts

Quantity discounts

On advertisements ordered at the same time:

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

Adverts to be published within 3 years.

Combination discounts

Combination discounts are valid for all our Food and Beverage publications.
 On advertisements ordered at the same time:

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

These discounts are valid for one year and can be combined with quantity discounts.

Discounts are calculated from the basic (b/w) price.

* Bleed surcharge: 15% of the basic rate; W = Width, D = Depth

Please note: Prices in US\$ are based on an exchange rate of € 1 : US\$ 1.15 which is subject to change.

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 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%. 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/datenschutzzerklaerung/>

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

fng GENUSS ATTELIER

fng MAGAZIN
FOOD - NONFOOD - GETRÄNKE - TOBACCO
www.fng-magazin.de

The independent publication for supermarket managers in Germany.
23,500 copies

dedica

dedica
www.dedica.de

Trade magazine for trends and lifestyle in the field of promotional products.
21,000 copies

drink world Technology + Marketing

drinkworld Technology + Marketing
www.drink-tm.com

Magazine for the entire drink industry worldwide.

11,800 copies

Getränke!

Getränk! Technologie & Marketing
www.getranke-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

dihw
www.dihw-magazin.de

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

9,000 copies

hp tooling

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 beverage 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