

INTERNATIONAL **food** Marketing & Technology

Media Information 2024



www.food-mt.com

Dr. Harnisch
Publications

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 as well as digital distribution.

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 of animal nutrition products.



Publishing Company

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Food Marketing & Technology
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Distribution overview total

Print run
16.500 copies

Total distribution
38.500 copies

Digital distribution
22.000 copies



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

Circulation details with readership breakdown

Total print run

Actual circulation	17,000 copies
Subscriptions and requested copies	16,500 copies
Specimen copies, file copies	5,320 copies
	500 copies

Geographic circulation breakdown*

Germany	1,041 copies
Western Europe	7,235 copies
Eastern Europe	306 copies
USA, Canada	2,513 copies
Asia (South, South East, Far East)	3,518 copies
Latin America	981 copies
Africa	586 copies
Australia, Pacific Region	410 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	1,056 copies
Bakery products	2,110 copies
Confectionery	2,287 copies
Meat products/Meat extracts	2,096 copies
Fish and fish products	550 copies
Dairy products, ice-cream	2,003 copies
Fruit and vegetable products	1,871 copies
Beverages, alcoholic	380 copies
Beverages, non-alcoholic	1,232 copies
Other food manufacturers	1,090 copies
Non-Food manufacturers	160 copies
Importers, food and equipment	705 copies
Distributors, food and equipment	630 copies
Associations, organizations, Institutions, laboratories	330 copies

16,500 copies

* Source: Data analysis of publishing house August 2023

Publication Schedule 2024*

Issue No. Closing date Publication date	Ingredients	Processing & FoodLab	Packaging	Special Topics
Issue 1/2024				
19. January 2024 16. February 2024	Hydrocolloids, Starch Sweeteners Sports Nutrition Food Colors Food Flavors Fruit + Vegetables	Weighing Equipment Pumps Testing Technology Filtration Extrusion Steam Processing	Vacuum Packaging Meat Packaging Carton Packaging Conveying PET Systems Filling Systems	Anuga FoodTec 19. – 22. March Cologne, Germany
Issue 2/2024				
15. March 2024 19. April 2024	Texture + Stabilization Roughage + Fiber Meat + Fat Replacers Cocoa + Chocolate Proteins + Gelatines Wellness + Health	Meat Processing Drying Lubrication Color Sorting Quality Control Chopping + Slicing	Aseptic Packaging Palletizing Logistics Recycling Labelling Skin Packaging	Vitafoods Europe 14. – 16. May 2024 Geneva, CH
Issue 3/2024				
17. May 2024 14. June 2024	Colors in Confectionery Gels + Hydrocolloids Dairy-based Ingredients Meat Aromas Salt Reduction Fats + Oils, Lipids	Mixing + Sorting Spraying Technology Dairy Processing Extraction Steam Injection Quality Control	Meat Packaging Storage + Handling PET Update Cartons Glass Logistics	IFT Food Expo - first 14. – 17. July Chicago, IL, USA

Issue 4/2024				
19. July 2024 23. August 2024	Bakery + Snack Products Fat, Salt Reduction Soya Ingredients Flavor, Texture Sweeteners Sports Nutrition, Protein	Powder Processing Snack Equipment Drying Lubrication Hygienic Design Mixing Technology	Shelf life Extension Labelling Fluid Packaging Big Bags Recycling Palletizing	Pack Expo 03. – 06 November Chicago, IL, USA
Issue 5/2024				
20. September 2024 18. October 2024	Food Colors, Flavors Dairy-based Desserts Functional Foods Fats + Oils Roughage + Fiber Salt Reduction	Testing Technology Color Sorting Weighing Technology Meat Processing Steam Processing Extrusion	Packaging with Glass Aseptic Packaging Cans Logistics Skin Packaging Individual Packaging	BrauBeviale 26. – 28 November Nuremberg, Germany
Issue 6/2024				
15. November 2024 13. December 2024	Ingredients for Health Confectionery + Bakery Fruit Products Herbs + Spices Enzymes Gelatines + Proteins	Mixing Technology Dairy Production Sorting Equipment Lubrication Hygiene Cutting & Peeling	Dairy Packaging Filling Systems Labelling Storage + Handling Palletizing Conveying	Food Ingredients Europe Nov/Dec Paris, France

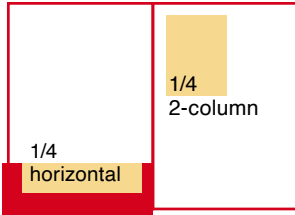
* Subject to change

Format	Basic Rate	4-color	incl. link
1/1 page	€ 4,672,50.–	€ 6,250.–	€ 6,600 .–
	US\$ 5,139,75.–	US\$ 6,875.–	US\$ 7,275.–
2/1 page	€ 7,300.–	€ 9,400.–	€ 9,750.–
	US\$ 8,030.–	US\$ 10,340.–	US\$ 10,740.–
1/2 page	€ 2,470.–	€ 3,600.–	€ 3,950.–
	US\$ 2,717.–	US\$ 3,960.–	US\$ 4,360.–
1/3 page	€ 1,750.–	€ 2,780.–	€ 3,130.–
	US\$ 1,925.–	US\$ 3,058.–	US\$ 3,458.–
1/4 page	€ 1,320.–	€ 2,050.–	€ 2,400.–
	US\$ 1,452.–	US\$ 2,255.–	US\$ 2,655.–
Junior Page	€ 2,680.–	€ 3,940.–	€ 4,290.–
	US\$ 2,948.–	US\$ 4,334.–	US\$ 4,734.–
Special sizes	on request		
Special size: 1/2 double page spread	€ 6,400.–		
	US\$ 7,040.–		
Special size: Square (2nd cover page plus overrun into editorial)	€ 7,875.–		
	US\$ 8,662,50.–		

* 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\$ 1.10 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

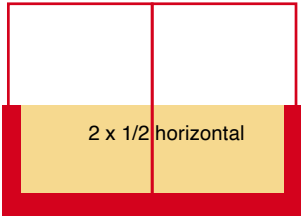
Bleed*:

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

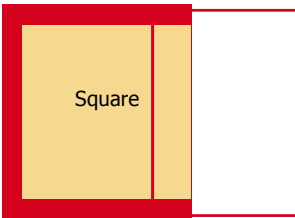


horizontal Type area:

W 394 mm x H 122 mm

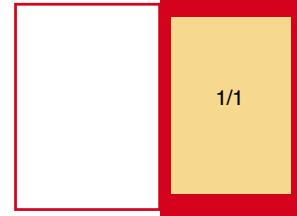
Bleed*:

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



Bleed*:

W 273 mm x H 303 mm

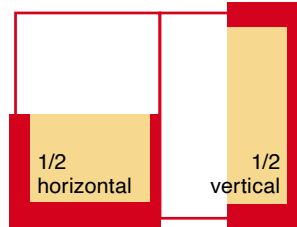


Type area:

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

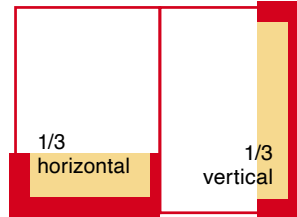
Bleed*:

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 2024

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 € 3,700.–/US\$ 4,070.–
4 pages € 4,100.–/US\$ 4,510.–
6 pages € 4,600.–/US\$ 5,060.–

Loose inserts:

up to 20 g € 350.–/US\$ 385.– / thousand
up to 40 g € 490.–/US\$ 539.– / thousand
up to 60 g € 590.–/US\$ 649.– / 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\$ 1.10 which is subject to change.

Banner advertising on www.food-mt.com

The image shows a desktop view of the website www.food-mt.com. Several banner ad formats are highlighted in yellow, with lines pointing to their respective labels and prices:

- 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.-

The website layout includes a header with navigation links (Home, Das Team, Impressum, Kontakt, etc.), a main content area with a large image and text, and a sidebar with additional content. The highlighted banners are placed in various positions: a Leaderboard at the top, a Leaderboard XL below it, a Button in the sidebar, a Square in the sidebar, and a Skyscraper in the sidebar.

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

Advertising with news reports on www.food-mt.com

In addition to classic banner advertising, there is also the possibility to place **sponsored news** on www.food-mt.com.



Sponsored News

News on 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 in digital magazine mailing

Exclusive sponsorship banner

600 x 100 px
€ 990.-



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:



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)



Leaderboard 600 x 100 px
€ 780.-

Sponsored News	Spons. News + Square
- Text 700 characters	- Text 700 characters
- Image 290x290 px	- Image 290x290 px
- Link	- Link
€ 650.-	- Square 240x240 px
	€ 980.-

Square 240 x 240 px
€ 550.-

Publication schedule: Food & Beverage Newsletter 2024**

every second and fourth Tuesday, materials
one week before


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.

Sponsored by:

INTERNATIONAL food Marketing & Technology

SCHUBERT



Schubert Additive Solutions will be presenting its latest development at the trade fair: a 3D printer developed in-house for the high-quality printing of format and spare parts.

Schubert to present digital packaging machine at the food and beverage trade fair

Digitalisation is opening up new opportunities for companies in the food and beverage industry to network their processes. At Anuga FoodTec in Cologne, exhibitors will be showcasing how the digital transformation can be successfully implemented – and Schubert is no exception. The packaging machine manufacturer

Standalone newsletter

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

Food M&T dispatch "D-A-CH"

approx. 7.100 copies:

€ 1,900.-

Food & drinkworld-combined dispatch "D-A-CH"

approx. 13.500 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!



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 and as a digital promotion tool.
3. 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.
4. 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.
5. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
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 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.
13. 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.
14. 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.
15. Please refer to our data protection statement on our site:
<https://www.harnisch.com/en/datenschutzerklaerung/>

Our magazines and journals

Marketing & Technology

food Marketing & Technology
www.food-mt.com

International magazine for the entire food industry worldwide.

Approx. 16,500 printed copies
Approx. 22,000 digital copies

food TECHNOLOGIE

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

drinkworld Technology + Marketing

drinkworld Technology + Marketing
www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 10,500 printed copies
Approx. 18,000 digital copies

Getränke! Technology + Marketing

Getränk! Technology & Marketing
www.getranke-tm.de

German language magazine for the entire beverage industry.

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

Wellness Foods & Supplements

Wellness Foods & Supplements
www.wfsa-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. 12,000 printed copies
Approx. 12,700 digital copies

Technology & Marketing

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

Beverage & Brewing

bb guide – Beverage & Brewing
www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 14,500 printed copies
Approx. 19,000 digital copies

GENUSS ATELIER

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. 19,800 printed copies
Approx. 39,000 digital copies

PK

PK – Process Technology & Components
www.pk-mag.com

In German and English language.

Approx. 12,750 printed copies
Approx. 111,450 digital copies

GET

GET – Green Efficient Technologies
www.get-mag.com

In German and English language.

Approx. 5,500 printed copies GER
Approx. 80,000 digital copies

dihw MANUFACTURING

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

tooling

hp tooling
www.hptooling-mag.com

International magazine for high precision machining processes.

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

woodworking

woodworking

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

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

The magazine for architects: facility construction in German language.

Approx. 8,000 printed copies
Approx. 7,300 digital copies