

Media Information
2020



Photo: Adobe Stock, Photocart_arch_angel

Wellness Foods & Supplements

Aims and Scope

Wellness Foods & Supplements is the first European magazine devoted exclusively to health ingredients, nutraceutical foods and beverages; jointly produced by the publishers of Food Marketing & Technology, drink world Technology + Marketing and Getränke! Technologie & Marketing combined with the worldwide knowledge of the publishing house and the expertise from specialists.

Wellness Foods & Supplements also serves the supplements market throughout Europe. Our information on nutritionals covers all presentation forms such as capsules, tablets, liquids, powders, etc.

Wellness Foods & Supplements is published three times per year with targeted coverage of ingredients, flavours, regulatory issues, consumer research, organics, innovative foods and beverages, health news and trends.

Readers are R&D experts, product developers and management in approx. 8,000 companies already or about to produce nutraceutical, functional organic and fortified foods and beverages and supplements.



Publishing company

Address	Dr. Harnisch Verlagsgesellschaft mbH Wellness Foods & Supplements D-90328 Nuremberg, Germany
Telephone	+49 (0)911 2018-0
Telefax	+49 (0)911 2018-100
E-Mail	wfs@harnisch.com
Internet	www.harnisch.com, www.wfs-mag.com
Total print run	8,450 copies
Actual circulation	7,960 copies
Place of publication	Nuremberg
Volume/Year	Vol. 18/2020
Number of issues	3 times per year
Publication schedule	see page 6
Magazine format	229 x 305 mm
Type area	194 x 252 mm
Rates	see Rates No. 18 from 1.1.2020
Printing process	CTP (Computer to Plate) Offset
Subscription rate	Annual subscription (3 issues) Domestic: 39.– EUR + 6.– EUR ph + VAT Surface mail: 39.– EUR + 15.– EUR p+h or 51.– US \$ + 19.– US \$ p+h Airmail: 39.– + 27.– p+h or 51.– US \$ + 35.– US \$ p+h

Your partners

President	Dr. Claus-Jörg Harnisch Benno Keller
President and Key Accounts Global	Benno Keller Tel: +49 (0)911 2018-200 keller@harnisch.com
Editor-in-Chief	Silke Watkins Tel: +49 (0)911 2018-115 watkins@harnisch.com

Media Service
Ingredients Europe
Carola Weise
Tel: +49 (0)151 701 642 85
weise.harnisch@web.de

Representative France
Edouard C. Costemend
Tel: +33 (0)6 86 646 285
edouard.costemend@free.fr

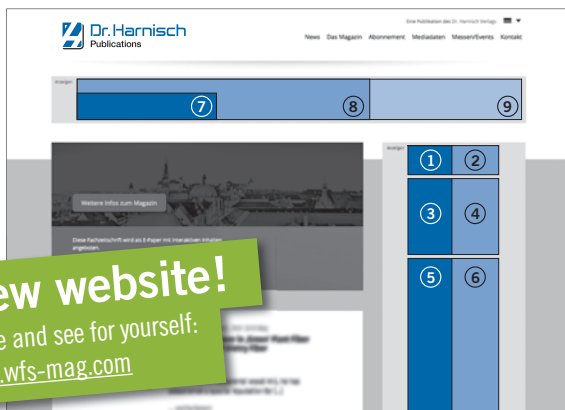
North American Editor
and Representative
Bill Kaprelian
Tel: +1 262 729 2629
kaprep@harnisch.com

Digital Advertising
Britta Steinberg
Tel: +49 (0)2309 5744740
steinberg@harnisch.com

Online advertising – Our digital portfolio at a glance

With a continually growing outreach, Wellness Foods & Supplement's digital platform is proving itself a strong advertising tool. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

Standard Display Ads: Banners at www.wfs-mag.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	€ 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.wfs-mag.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 content, combined with social media

At www.wfs-mag.com 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.–)

Circulation and readership breakdown*

Total print run	8,450 copies	Circulation breakdown by product areas*	
Actual circulation	7,960 copies	Milling products, pasta, cereals	302 copies
Specimen copies, file copies	490 copies	Bakery products	517 copies
		Confectionery	863 copies
		Meat, meat products	405 copies
		Convenience	412 copies
		Snacks	499 copies
		Fish	114 copies
		Dairy products	817 copies
		Fruit & vegetable	470 copies
		Baby food, delicatessen etc.	341 copies
		Beverages, incl. mineral water, sodas, energy drinks, functional drinks	423 copies
		Other manufacturers	402 copies
		Manufacturers supplements	1,658 copies
		Technical support supplements	224 copies
		Marketing supplements	89 copies
		Associations, organisations, Institutes, laboratories	424 copies
Geographic circulation breakdown			
Germany	2,045 copies		
Western Europe	4,371 copies		
Eastern Europe	861 copies		
USA, Canada	463 copies		
Other	220 copies		
Circulation breakdown by functions*			
Managing directors, factory managers	11 %		
Heads R & D	22 %		
Product development	25 %		
Food technologists	19 %		
Laboratory	3 %		
Marketing, product management	11 %		
Other, incl. purchase	9 %		

*Source: Data analysis of publishing house, July 2019

List of topics and publication schedule*

Issue	Regular	Ingredients	Specials	Fairs/Events
1/2020	Functional ingredients	Oils and essential oils	Bone and joint health	
	Natural ingredients	Micronutrients	Heart health	Vitafoods
Closing date for ads and editorial contributions:	New products	Natural colours/flavours	Weight management	
	Ingredient trends	Fibre, Roughage	Maternal and child health	IFT Food Expo
27.3.2020	Trendy forms of diets	Fat replacers	Cognitive health	
	Supplements	Proteins	Snacks/Bakery products	Bridge2Food Events
	Encapsulation	Bioactives	Cancer risk reduction	
Publication date:	Clean label	Krill/Microalgae	Microbiota	
29.4.2020		Hemp-based ingredients		

Issue	Regular	Ingredients	Specials	Fairs/Events
2/2020	Functional ingredients	Inulin	Eye health	
	Natural ingredients	Micronutrients	Mood and mental health	Fi North America/ SupplySide West
Closing date for ads and editorial contributions:	New products	Dairy based ingredients	Immune health	
	Ingredient trends	Hydrocolloids	Fat/salt/sugar reduction/ substitution	Bridge2Food Events
24.7.2020	Trendy forms of diets	Marine ingredients		
		Antioxidants		

Publication date: 24.8.2020	Supplements Encapsulation Clean label	Enzymes Phytochemicals Lecithin	Beauty food Sports nutrition Women's/Men's health Personalised nutrition
---------------------------------------	---	---------------------------------------	---



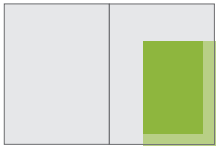
Issue	Regular	Ingredients	Specials	Fairs/Events
3/2020	Functional ingredients Natural ingredients	Fibres and carbohydrates Plant extracts	Women's/Men's health Gut-brain axis	Food Matters Live
Closing date for ads and editorial contributions: 16.10.2020	New products Ingredient trends Trendy forms of diets	Micronutrients Oils and lipids Cocoa and chocolate	Nutrition and ageing Diabetes Meat and meat replacements	Fi + Hi Europe Bridge2Food Events
Publication date: 18.11.2020	Supplements Encapsulation Clean label	Active ingredients Sweetening agents Marine ingredients	Bakery products Dairy products Energy and endurance Inflammation	

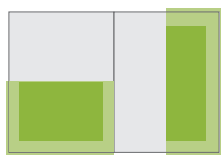
*Subject to change without notice

Advertisement sizes and prices in Euro

Price list no. 18, valid as from 1.1.2020

journal format/type area: **229 x 305 mm/194 x 252 mm (Width x Depth)**

	Size	Width x Depth (mm)	Basic rate 4-coloured (EUR)	Rate incl. link in App/ePaper (EUR)
	Cover package Cover picture + Micro picture + short text (1160 char.) on content page	235 x 311**	5,690.–	6,040.–
	1/1 page ■ 1/1 ■ 1/1 + bleed*	194 x 252 235 x 311**	4,950.–	5,300.–
	Junior page ■ Junior page ■ Junior page + bleed*	128 x 190 151 x 216**	3,350.–	3,700.–

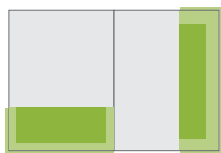


1/2 page

- 1/2 horizontal 194 x 126
- 1/2 horizontal + bleed* 235 x 152**
- 1/2 vertical 95 x 252
- 1/2 vertical + bleed* 118 x 311**

2,970.–

3,320.–



1/3 page

- 1/3 horizontal 194 x 84
- 1/3 horizontal + bleed* 235 x 110**
- 1/3 vertical 62 x 252
- 1/3 vertical + bleed* 85 x 311**

2,210.–

2,560.–



1/4 page

- 1/4 2-column 95 x 126
- 1/4 2-column + bleed* 118 x 152**
- 1/4 horizontal 194 x 63
- 1/4 horizontal + bleed* 235 x 89**

1,610.–

1,960.–



Island advert

95 x 95

1,550.–

1,900.–

*Bleed surcharge: 15% of the basic rate.

**Bleed format already includes 3 mm bleed on the edges.

Colour surcharges

Not subject to discounts.
European scale colours are applicable for additional colours.
Spot colours on request.

Bound and loose inserts

Untrimmed: format
235 x 311 mm (incl. 3 mm bleed on each edge)
up to 20 g – EUR 3,260.–.
Bigger inserts upon request.

Prices for special positions

2. and 4. cover page 10%,
3. cover page 5% to prices in bleed format.

Quantity discounts

On advertisements ordered at the same time:

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

Adverts to be published within three 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.

Technical data

Printing material

high resolution pdf files (incl. pass marks)

Data transfer

per E-mail: wfs@harnisch.com or on request

Data format for text documents

doc (Word document),
rtf (Rich Text Format)

Data forms for photos and graphs

tif/jpg (300 dpi)
eps (with embedded fonts, pictures and logos)

General Terms of Business

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

INTERNATIONAL Marketing & Technology

food Marketing & Technology
www.food-mt.com

International magazine for the entire food industry worldwide.
17,700 copies

foodTECHNOLOGIE

Food Technologie
www.food-technologie.de

German magazine for the food industry: Ingredients, Processing and Packaging.
12,000 copies

GENUSS ATELIER

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

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 MAGAZIN

dihw
www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.
9,000 copies

journal of hp tooling

journal of hp tooling
www.hptooling-mag.com

New international magazine for high precision machining processes.
13,000 copies

petfoodpro 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