

Media Information
2021

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

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Wellness Foods & Supplements
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Internet www.wfs-mag.com

Total print run 8,450 copies
Actual circulation 8,020 copies
Place of publication Nuremberg
Volume/Year Vol. 19/2021
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. 19 from 1.1.2021
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

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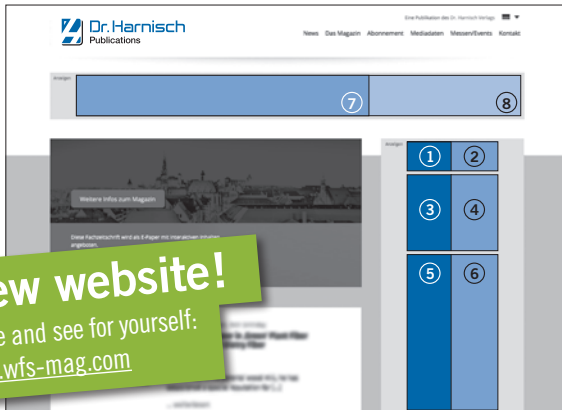
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Online advertising – Our digital portfolio at a glance

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	€ 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 www.wfs-mag.com



The booked advertisement appears in the digital edition as well as in the print edition. 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 www.wfs-mag.com you have the possibility to place a story/message 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.–)

Circulation and readership breakdown*

Total print run

Actual circulation	8,450 copies
Specimen copies, file copies	8,020 copies

Geographic circulation breakdown

Germany	2,148 copies
Western Europe	4,384 copies
Eastern Europe	818 copies
USA, Canada	455 copies
Other	215 copies

Circulation breakdown by functions*

Managing directors, factory managers	10 %
Heads R & D	22 %
Product development	26 %
Food technologists	20 %
Laboratory	3 %
Marketing, product management	11 %
Other, incl. purchase	8 %

Circulation breakdown by product areas*

Milling products, pasta, cereals	296 copies
Bakery products	515 copies
Confectionery	848 copies
Meat, meat products	400 copies
Convenience	437 copies
Snacks	497 copies
Fish	114 copies
Dairy products	823 copies
Fruit & vegetable	462 copies
Baby food, delicatessen etc.	358 copies
Beverages, incl. mineral water, sodas, energy drinks, functional drinks	432 copies
Other manufacturers	409 copies
Manufacturers supplements	1,637 copies
Technical support supplements	224 copies
Marketing supplements	88 copies
Associations, organisations, Institutes, laboratories	420 copies

*Source: Data analysis of publishing house, July 2020

List of topics and publication schedule*

Issue	Regular	Ingredients	Specials	Fairs/Events
1/2021	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
26.3.2021	Trendy forms of diets	Fat replacers	Immune health	Bridge2Food Events
	Supplements	Proteins	Snacks/Bakery products	
	Encapsulation	Bioactives	Cancer risk reduction	
Publication date:	Clean label	Krill/Microalgae	Microbiota	
29.4.2021		Hemp-based ingredients		

Issue	Regular	Ingredients	Specials	Fairs/Events
2/2021	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	Cognitive health	
	Ingredient trends	Hydrocolloids	Fat/salt/sugar reduction/ substitution	Bridge2Food Events
23.7.2021	Trendy forms of diets	Marine ingredients		
		Antioxidants		

Publication date: 26.8.2021	Supplements Encapsulation Clean label	Enzymes Phytochemicals Lecithin	Beauty food Sports nutrition Women's/Men's health Personalised nutrition
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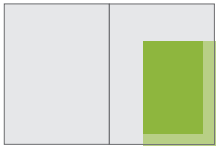

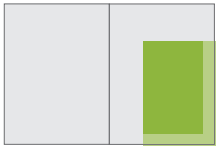


Issue	Regular	Ingredients	Specials	Fairs/Events
3/2021	Functional ingredients Natural ingredients	Fibres and carbohydrates Plant extracts	Women's/Men's health Gut-brain axis	Food Matters Live
Closing date for ads and editorial contributions: 18.10.2021	New products Ingredient trends Trendy forms of diets	Micronutrients Oils and lipids Cocoa and chocolate	Nutrition and ageing Diabetes Meat and meat replacements	Fi + Hi Europe Bridge2Food Events
Publication date: 18.11.2021	Supplements Encapsulation Clean label	Active ingredients Sweetening agents Marine ingredients	Bakery products Dairy products Energy and endurance Inflammation	

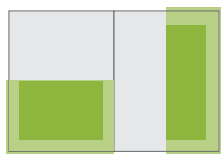
*Subject to change without notice

Advertisement sizes and prices in Euro

Price list no. 19, valid as from 1.1.2021

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 <ul style="list-style-type: none">  1/1  1/1 + bleed* 	194 x 252 235 x 311**	4,950.–	5,300.–
	Junior page <ul style="list-style-type: none">  Junior page  Junior page + bleed* 	128 x 190 151 x 216**	3,350.–	3,700.–

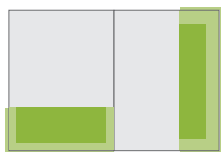


1/2 page

■ 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.–

*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

 INTERNET
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.

23,500 copies

dedica

dedica

www.dedica.de

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

21,000 copies


Technology+Marketing

drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

11,800 copies


Technologische Marketing

Getränke! Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

9,000 copies



PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

24,500 copies



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

www.hygiene-report-magazin.de

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

17,800 copies


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

www.hptooling-mag.com

New international magazine for high precision machining processes.

13,000 copies


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

 Beverage
Beverage & Brewing

bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

15,500 copies


WORLDWIDE

WiN woodworking INTERNATIONAL

www.woodworking-international.com

International magazine for the woodworking industry worldwide.

9,100 copies

 **BAU**

element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

6,800 copies