

# Wellness Foods & Supplements

Photo: Adobe Stock Photo/Rudshan



Media Information  
**2023**

## 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  
Eschenstr. 25  
D-90441 Nuremberg, Germany

**Telephone** +49 (0)911 2018-0  
**Telefax** +49 (0)911 2018-100  
**E-Mail** wfs@harnisch.com  
**Internet** www.wfs-mag.com

**Total print run** 8,450 copies  
**Actual circulation** 8,035 copies  
**Place of publication** Nuremberg  
**Volume/Year** Vol. 21/2023  
**Number of issues** 3 times per year  
**Publication schedule** see page 4  
**Magazine format** 229 x 305 mm  
**Type area** 194 x 252 mm  
**Rates** see Rates No. 21 from 1.1.2023  
**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: +1 574 292 1925  
kaprep@harnisch.com

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

List of topics and publication schedule\*

Issue	Regular	Ingredients	Specials	Fairs/Events
<b>1/2023</b>	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	Bridge2Food Events
	Ingredient trends	Fibre, Roughage	Maternal and child health	SupplySide EAST
<b>24.3.2023</b>	Trendy forms of diets	Fat replacers	Immune health	FIRST
	Supplements	Proteins	Snacks/Bakery products	
	Encapsulation	Bioactives	Cancer risk reduction	
Publication date:	Clean label	Krill/Microalgae	Microbiota	
<b>26.4.2023</b>		Hemp-based ingredients	Life stages nutrition	

Issue	Regular	Ingredients	Specials	Fairs/Events
<b>2/2023</b>	Functional ingredients	Inulin	Eye health	
	Natural ingredients	Micronutrients	Mood and mental health	SupplySide WEST
Closing date for ads and editorial contributions:	New products	Dairy based ingredients	Cognitive health	Bridge2Food Events
	Ingredient trends	Hydrocolloids	Fat/salt/sugar reduction/ substitution	
<b>24.7.2023</b>	Trendy forms of diets	Marine ingredients		
		Antioxidants		

Publication date: <b>29.8.2023</b>	Supplements Encapsulation Clean label	Enzymes Phytochemicals Lecithin	Beauty food Sports nutrition Women's/Men's health Holistic health
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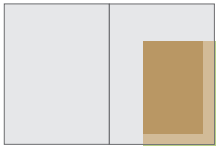
Issue	Regular	Ingredients	Specials	Fairs/Events
<b>3/2023</b>	Functional ingredients Natural ingredients	Fibres and carbohydrates Plant extracts	Women's/Men's health Gut-brain axis	
Closing date for ads and editorial contributions: <b>16.10.2023</b>	New products Ingredient trends Trendy forms of diets	Micronutrients Oils and lipids Cocoa and chocolate	Nutrition and ageing Diabetes Meat and fish replacements Bakery products	Fi Europe Bridge2Food Events
Publication date: <b>15.11.2023</b>	Supplements Encapsulation Clean label	Active ingredients Sweetening agents Marine ingredients	Dairy products Energy and endurance Inflammation Stress reduction Sleep and Relaxation	

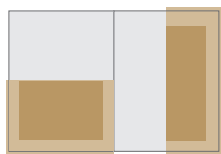
\*We reserve the right to make changes, especially to the publication dates, as at the time of printing of the Media Information no final trade fair dates for 2023 were known.

Advertisement sizes and prices in Euro

Price list no. 21, valid as from 1.1.2023

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)
	<b>Cover package</b> Cover picture + Micro picture + short text (1160 char.) on content page	235 x 311**	<b>5,800.–</b>	<b>6,150.–</b>
	<b>1/1 page</b> ■ 1/1 ■ 1/1 + bleed*	194 x 252 235 x 311**	<b>5,150.–</b>	<b>5,500.–</b>
	<b>Junior page</b> ■ Junior page ■ Junior page + bleed*	128 x 190 151 x 216**	<b>3,490.–</b>	<b>3,840.–</b>

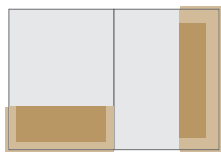


### 1/2 page

- 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\*\*

3,090.–

3,440.–

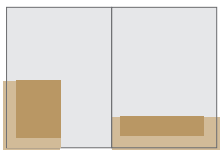


### 1/3 page

- 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\*\*

2,300.–

2,650.–



### 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\*\*

1,680.–

2,030.–

\*Bleed surcharge: 15% of the basic rate.

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

Banner advertising on the magazine website www.wfs-mag.com

The image shows a magazine website layout with several banner ad placements highlighted in brown boxes. Lines connect these boxes to callout cards on the left and right sides of the page. The callout cards specify the banner type, dimensions, and price per month.

- Leaderboard**: 728 x 90 px, € 490.-
- Leaderboard XL**: 1040 x 90 px, € 590.-
- Button**: 240 x 90 px, € 200.-
- Square**: 240 x 240 px, € 410.-
- Skyscraper**: 240 x 600 px, € 740.-

All banner prices are **for a placement of one month**. Other formats on request.  
 Display and placement may vary on mobile devices.



News on [www.wfs-mag.com](http://www.wfs-mag.com) and social media

The magazine website [www.wfs-mag.com](http://www.wfs-mag.com) offers the possibility to place a story/announcement at the top of the „NEWS“ section for a period of four weeks. In addition, it is possible that a story can be posted on the publisher's social media pages.

## Sponsored news + social media notices

News item on [www.wfs-mag.com](http://www.wfs-mag.com) incl. linking  
(Video/YouTube integration possible)

€ 700.-

## Individual Paper with direct link

Integration of a detailed article (PDF)  
on the magazine website [www.wfs-mag.com](http://www.wfs-mag.com)

€ 950.-



## Social media post with link (facebook/Twitter/LinkedIn)

Post a news item on our social media channels  
with a direct link to your homepage.

€ 600.-

## Digital delivery options

**NEW!**

The possibility of sending an individual **Standalone Newsletter** as well as the placement of banner advertising or Sponsored News in a **General Magazine Newsletter** are primary communication tools for information and advertising. In addition, the issue is published parallel to the publication dates of the print editions in the **digital magazine dispatch (via Newsletter)** with the possibility of integrating an exclusive sponsorship banner.

### Standalone Newsletter

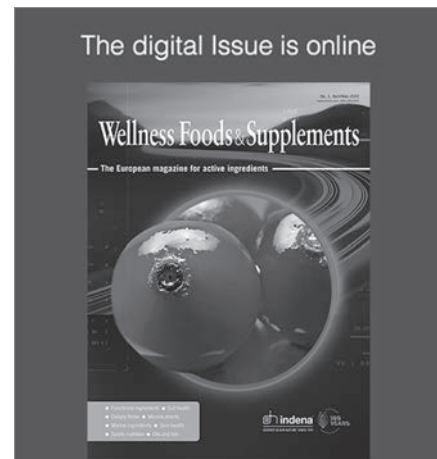


**Individual Newsletter**  
(Text + images/logos + links)

Dispatch:  
 „World“ € 3,500.-  
 „Europe“ € 2,900.-  
 „German-speaking Europe“ € 1,900.-

### Digital magazine dispatch (Newsletter)

**Exclusive Sponsorship banner**  
 600 x 100 px  
 € 990.-



# General Magazine Newsletter (Food group)

**Dr. Harnisch Publications**

**The Editor's Focus**

Reliable information today is a premium good. At Dr. Harnisch Publications we are right at the source of a whole range of subjects, including the latest in ingredients, processing and packaging throughout the food and beverage industries. This newsletter is a selection of the most up to date and forward looking topics. Our focus for you. Feel free to learn, share, enjoy and please come back to us with your comments, so that we can do more for you next time around.  
Sincerely, Ian D. Healey

**Plant Boom in Colors and Flavors**

Plant Boom in Colors and Flavors

Now we are into 2020, Christina Lippert, Head of Marketing for Food at Lycoral gives her thoughts on the big trends influencing color choices for manufacturers.

...continue reading here

**Stevia Innovation**

Saqib Ramsay, Category Director at Tate & Lyle, discusses the evolution of stevia applications, from early formulations to new usages as a flavoring substance with modifying properties...

...continue reading here

**Leaderboard**  
600 x 100 px  
€ 700.-

**Sponsored News**  
(Text + image)  
€ 600.-

**Sponsored News + Square**  
(Text + image + banner)  
€ 900.-

**Square**  
240 x 240 px  
€ 500.-

[Click here for the latest issue!](#)

GET IT ON  
**Google Play**

Download on the  
**App Store**

**Wellness Foods & Supplements**

Wellness Foods & Supplements is the first European magazine devoted exclusively to health ingredients, nutraceutical foods and beverages. Questions about the trade magazine Wellness Foods & Supplements? Interested in subscribing or advertising? The Editor-in-Chief at Wellness Foods & Supplements kindly remains at your disposal.

**You don't want to miss anything?**

[Get the free Newsletter here](#)

**More Information about our Magazines:**

[Read more here](#)

**Dr. Harnisch Publications**

## Newsletter dispatch statistics Food group (July 2022)

Dispatch „World“: approx. 35,000 copies

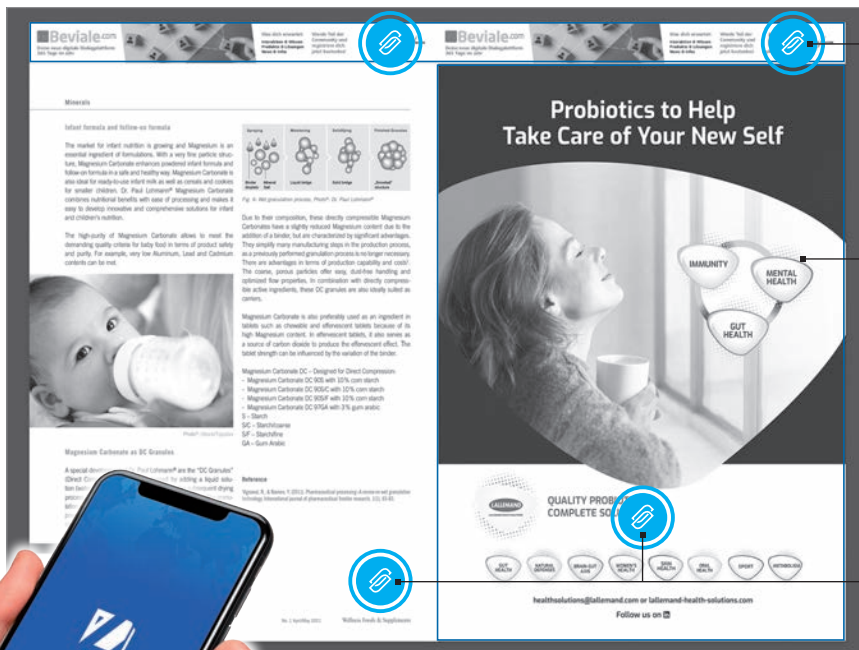
Dispatch „Europe“: approx. 25,000 copies

Dispatch „German-speaking Europe“: approx. 12,700 copies

Average click rate: ~ 30%



Digital magazine as e-paper in the app and on the magazine website [www.wfs-mag.com](http://www.wfs-mag.com)



E-paper branding over entire issue  
€ 1,190.-

Digital ad placement  
only in the e-paper incl. linking.  
(Positioning by arrangement)  
1/1 page € 1,290.-  
2/1 page € 1,990.-

E-paper link (advertisement/article)  
€ 350.-

Read digital magazines from Dr. Harnisch Publications per:



Circulation and readership breakdown\*

## Distribution overview total

**YOUR BENEFIT!**

Actual circulation  
8,035 copies

Total distribution  
27,035 copies

Digital distribution  
approx. 19,000 copies



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

Total print run	8,450 copies	Circulation breakdown by product areas*	
Actual circulation	8,035 copies	Milling products, pasta, cereals	310 copies
Specimen copies, file copies	415 copies	Bakery products	516 copies
		Confectionery	842 copies
Geographic circulation breakdown		Meat, meat products	386 copies
Germany	2,149 copies	Convenience	439 copies
Western Europe	4,395 copies	Snacks	496 copies
Eastern Europe	811 copies	Fish	114 copies
USA, Canada	438 copies	Dairy products	827 copies
Other	242 copies	Fruit & vegetable	467 copies
		Baby food, delicatessen etc.	364 copies
Circulation breakdown by functions*		Beverages, incl. mineral water,	
Managing directors, factory managers	10%	sodas, energy drinks, functional drinks	431 copies
Heads R & D	22%	Other manufacturers	445 copies
Product development	27%		
Food technologists	18%	Manufacturers supplements	1,655 copies
Laboratory	3%	Technical support supplements	230 copies
Marketing, product management	12%	Marketing supplements	87 copies
Other, incl. purchase	8%	Associations, organisations, Institutes, laboratories	426 copies

\*Source: Data analysis of publishing house, July 2022

## 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

### 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)  
pdf (high resolution)

## 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 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 ref-erence 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



## food Marketing & Technology

[www.food-tm.com](http://www.food-tm.com)

International magazine for the entire food industry worldwide.

**Approx. 17,700 printed copies**  
**Approx. 22,000 digital copies**

## foodTECHNOLOGIE

### Food Technologie

[www.food-technologie.de](http://www.food-technologie.de)

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

**Approx. 12,000 printed copies**  
**Approx. 6,500 digital copies**



## fng MAGAZIN

**FOOD · NONFOOD · GETRÄNKE · TOBACCO**

[www.fng-magazin.de](http://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](http://www.dedica.de)

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

**Approx. 19,600 printed copies**  
**Approx. 43,000 digital copies**



## drinkworld Technology + Marketing

[www.drink-tm.com](http://www.drink-tm.com)

Magazine for the entire drink industry worldwide.

**Approx. 11,800 printed copies**  
**Approx. 17,000 digital copies**



## Getränke! Technologie & Marketing

[www.getraenke-tm.de](http://www.getraenke-tm.de)

German language magazine for the entire beverage industry.

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



## PuK – Process Technology & Components

[www.puk-mag.com](http://www.puk-mag.com)

In German and English language.

**Approx. 24,500 printed copies**  
**Approx. 90,000 digital copies**



## GET – Green Efficient Technologies

[www.get-mag.com](http://www.get-mag.com)

In German and English language.

**Approx. 5,500 printed copies**  
**Approx. 40,000 digital copies**

## Wellness Foods & Supplements

### Wellness Foods & Supplements

[www.wfs-mag.com](http://www.wfs-mag.com)

The European magazine for health ingredients, nutraceutical foods and beverages.

**Approx. 8,400 printed copies**  
**Approx. 11,000 digital copies**



### Hygiene Report

[www.hygiene-report-magazin.de](http://www.hygiene-report-magazin.de)

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

**Approx. 14,000 printed copies**  
**Approx. 12,700 digital copies**



### dihw

[www.dihw-magazin.de](http://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**



### hp tooling

[www.hptooling-mag.com](http://www.hptooling-mag.com)

International magazine for high precision machining processes.

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



### petfood pro

[www.petfoodpro-mag.com](http://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**



### bb guide – Beverage & Brewing

[www.beverage-brewing.com](http://www.beverage-brewing.com)

Suppliers' Guide for the beverage industry.

**Approx. 15,500 printed copies**  
**Approx. 19,000 digital copies**



### WiN woodworking INTERNATIONAL

[www.woodworking-international.com](http://www.woodworking-international.com)

International magazine for the woodworking industry worldwide.

**Approx. 9,100 printed copies**  
**Approx. 10,000 digital copies**



### element + BAU

[www.element-und-bau.de](http://www.element-und-bau.de)

The magazine for architects: facility construction in German language.

**Approx. 6,600 printed copies**  
**Approx. 7,300 digital copies**