

# Wellness Foods & Supplements

Media Information  
**2024**



Photo: Adobe Stock Photo/Chizhe

## 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. 22/2024  
**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. 22 from 1.1.2024  
**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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List of topics and publication schedule\*

Issue	Regular	Ingredients	Specials	Fairs/Events
<b>1/2024</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	SupplySide EAST
	Ingredient trends	Fibre, Roughage	Maternal and child health	IFT FIRST
<b>28.3.2024</b>	Trendy forms of diets	Fat replacers	Immune health	
	Supplements	Proteins	Snacks/Bakery products	
	Encapsulation	Bioactives	Cancer risk reduction	
Publication date:	Clean label	Krill/Microalgae	Microbiota	
<b>30.4.2024</b>		Hemp-based ingredients	Life stages nutrition	

Issue	Regular	Ingredients	Specials	Fairs/Events
<b>2/2024</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	
	Ingredient trends	Hydrocolloids	Fat/salt/sugar reduction/ substitution	
<b>26.7.2024</b>	Trendy forms of diets	Marine ingredients		
		Antioxidants		

Publication date: <b>29.8.2024</b>	Supplements Encapsulation Clean label	Enzymes Phytochemicals Lecithin	Beauty food Sports nutrition Women's/Men's health Holistic health
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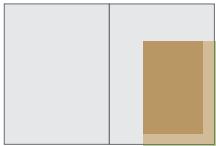
Issue	Regular	Ingredients	Specials	Fairs/Events
<b>3/2024</b>	Functional ingredients Natural ingredients	Fibres and carbohydrates Plant extracts	Women's/Men's health Gut-brain axis	
Closing date for ads and editorial contributions: <b>18.10.2024</b>	New products Ingredient trends Trendy forms of diets	Micronutrients Oils and lipids Collagen and collagen peptides	Nutrition and ageing Diabetes Meat and fish replacements Bakery products	Fi Europe
Publication date: <b>19.11.2024</b>	Supplements Encapsulation Clean label	Cocoa and chocolate Active ingredients Sweetening agents Marine ingredients	Dairy products Energy and endurance Inflammation Stress reduction Sleep and Relaxation	

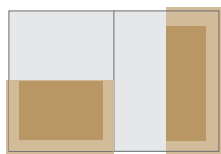
\*We reserve the right to make changes, especially to the publication dates, as at the time of printing of the Media Information no final trade fair dates for 2024 were known.

Advertisement sizes and prices in Euro

Price list no. 22, valid as from 1.1.2024

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>6,090.–</b>	<b>6,440.–</b>
	<b>1/1 page</b> ■ 1/1 ■ 1/1 + bleed*	194 x 252 235 x 311**	<b>5,410.–</b>	<b>5,760.–</b>
	<b>Junior page</b> ■ Junior page ■ Junior page + bleed*	128 x 190 151 x 216**	<b>3,660.–</b>	<b>4,010.–</b>

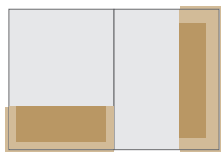


### 1/2 page

■ 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**

3,240.–

3,590.–

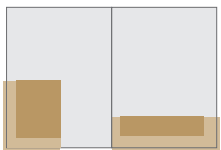


### 1/3 page

■ 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**

2,410.–

2,760.–



### 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**

1,760.–

2,110.–

\*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

### 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)



## 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.



### Standalone newsletter

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

#### WFS dispatch "World"

approx. 13.500 copies:

€ 2,900.-

#### WFS dispatch "Europe"

approx. 10.500 copies:

€ 2,500.-

#### WFS dispatch "German-speaking Europe"

approx. 4.900 copies:

€ 1,900.-

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!



## Advertising in the general newsletter


Your Sponsored News + banner in the **general Food & Beverage newsletters** (Transmission worldwide to approx. 36,000 addresses)

The image shows a newsletter layout with several advertising spots. A dark header at the top reads "Food Marketing & Technology Wellness Foods & Supplements NEWSLETTER - April 2023". Below it, a "Sponsored by:" section features the logos for "INTERNATIONAL food Marketing & Technology" and "Wellness Foods & Supplements". A brown rectangular banner is positioned below the logos. The main content area includes a headline "Why you can't afford to miss out on Vitafoods Europe 2023" and a paragraph of text with a "Register my place" button. At the bottom, there are two more brown rectangular banners. To the right of the newsletter preview, three callout boxes provide pricing and specifications for each ad type.

Ad Type	Dimensions	Price
Leaderboard	600 x 100 px	€ 780.-
Sponsored News	- Text 700 characters - Image 290x290 px - Link	€ 650.-
Spons. News + Square	- Text 700 characters - Image 290x290 px - Link - Square 240x240 px	€ 980.-
Square	240 x 240 px	€ 550.-

## Advertising in digital magazine mailing

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



**Wellness Foods & Supplements 1/2023**  
The digital Issue is online

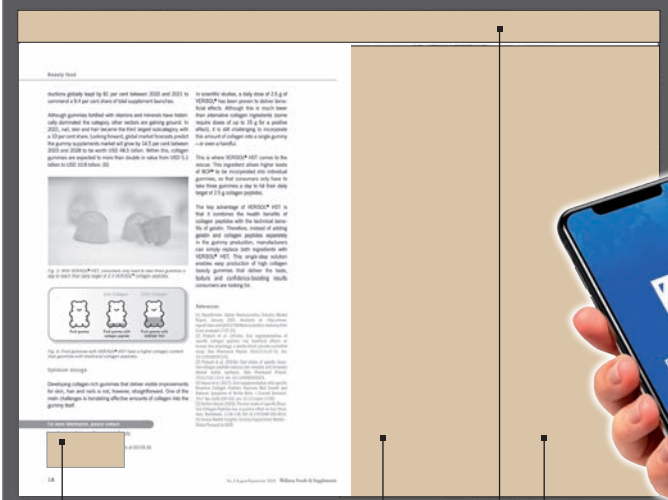
**Wellness Foods & Supplements**  
The Forest in ingredients, the health in ingredients

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

**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.

## Advertising in digital magazine (E-Paper/App)



**E-paper linking (advert/technical article)**  
€ 350.-

**E-paper branding throughout the entire issue**  
€ 1190.-

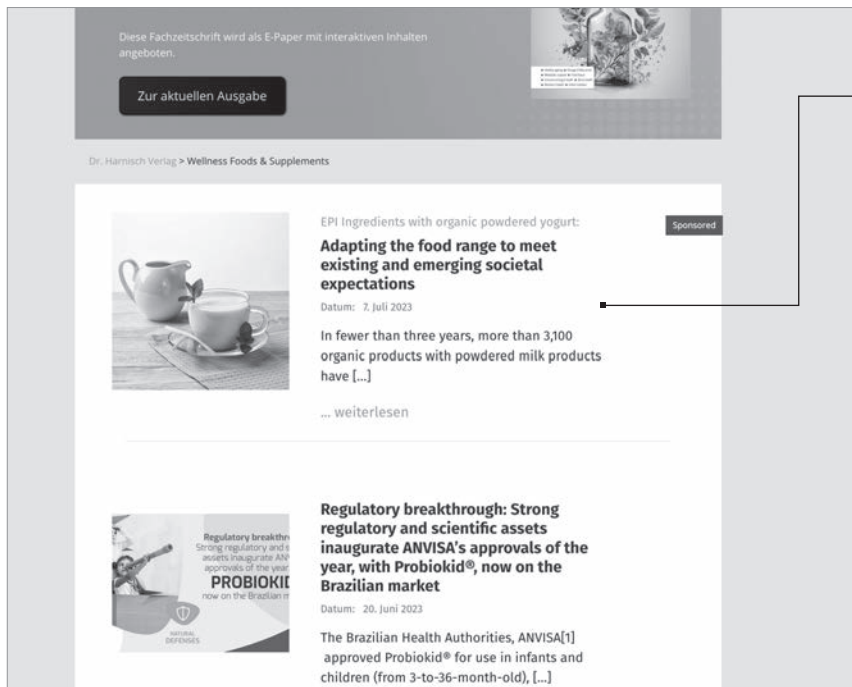
**Digital ad placement only in the e-paper incl. linking. (Positioning by arrangement)**  
1/1 page € 1290.-      2/1 page € 1990.-

Digital magazines of Dr. Harnisch Verlag read by:

- Google Play
- App Store
- Website

Advertising with news reports on [www.wfs-mag.com](http://www.wfs-mag.com)

In addition to classic banner advertising, there is also the possibility to place **sponsored news** on [www.wfs-mag.com](http://www.wfs-mag.com).



## Sponsored News

News on [www.wfs-mag.com](http://www.wfs-mag.com)  
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 with banners on www.wfs-mag.com

The image shows a screenshot of the website **Wellness Foods & Supplements**. The website header includes the logo and navigation links: News, Das Magazin, Abonnement, Mediadaten, Messen/Events, Kontakt, and News. A sub-header reads "Eine Publikation des Dr. Harnisch Verlags".

Five callout boxes on the left and right sides of the page identify different banner ad formats:

- Leaderboard**: 728 x 90 px, € 590.- (indicated by a line pointing to a horizontal banner at the top of the main content area).
- Leaderboard XL**: 1040 x 90 px, € 690.- (indicated by a line pointing to a horizontal banner at the top of the main content area).
- Button**: 240 x 90 px, € 290.- (indicated by a line pointing to a small rectangular banner on the right side of the page).
- Square**: 240 x 240 px, € 550.- (indicated by a line pointing to a square banner on the right side of the page).
- Skyscraper**: 240 x 500 px, € 850.- (indicated by a line pointing to a tall vertical banner on the right side of the page).

The main content area features a large banner for "Wellness Foods & Supplements" with the following text: "ist das erste europäische Magazin, das sich nur mit den Themen Inhaltsstoffe zur Gesundheitsprävention und Lebensmittel und Getränke mit gesundheitsfördernder Wirkung beschäftigt." Below this text are buttons for "Ausgabenarchiv" and "Zur aktuellen Ausgabe". To the right of the text is a small image of the magazine cover. Below the main banner, there is a breadcrumb trail: "Dr. Harnisch Verlag > Wellness Foods & Supplements".

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

Circulation and readership breakdown\*

## Distribution overview total

**YOUR BENEFIT!**

Actual circulation  
8,045 copies

Total distribution  
18,545 copies

Digital distribution  
approx. 10,500 copies



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

### Total print run

Actual circulation

Specimen copies, file copies

8,450 copies

8,045 copies

405 copies

### Geographic circulation breakdown

Germany

Western Europe

Eastern Europe

USA, Canada

Other

2,153 copies

4,379 copies

814 copies

443 copies

256 copies

### Circulation breakdown by functions\*

Managing directors, factory managers

Heads R & D

Product development

Food technologists

Laboratory

Marketing, product management

Other, incl. purchase

10%

22%

27%

17%

3%

13%

8%

### Circulation breakdown by product areas\*

Milling products, pasta, cereals

Bakery products

Confectionery

Meat, meat products

Convenience

Snacks

Fish

Dairy products

Fruit & vegetable

Baby food, delicatessen etc.

Beverages, incl. mineral water,

sodas, energy drinks, functional drinks

Other manufacturers

Manufacturers supplements

Technical support supplements

Marketing supplements

Associations, organisations, Institutes, laboratories

309 copies

522 copies

845 copies

386 copies

448 copies

501 copies

113 copies

825 copies

465 copies

366 copies

429 copies

431 copies

1,657 copies

231 copies

89 copies

428 copies

\*Source: Data analysis of publishing house, July 2023

## 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

 INTERNATIONAL  
Marketing &  
Technology

## food Marketing & Technology

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

International magazine for the entire food industry worldwide.

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

  
Technology+Marketing

## drinkworld Technology + Marketing

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

Magazine for the entire drink industry worldwide.

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

  
Technology & Marketing

### 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**



### 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**

  
TECHNOLOGIE & MARKETING

### 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**



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

 Beverage & Brewing

### bb guide – Beverage & Brewing

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

The independent publication for supermarket managers in Germany.

**Approx. 23,500 printed copies**  
**Approx. 9,200 digital copies**



### PuK – Process Technology & Components

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

In German and English language.

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

  
MAGAZIN

### 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**

  
INTERNATIONAL

### 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**



### 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. 39,000 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. 126,000 digital copies**

Journal of  


### 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**

 **BAU**

### element + BAU

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

The magazine for architects: facility construction in German language.

**Approx. 6,000 printed copies**  
**Approx. 7,300 digital copies**