



Media Information
2025

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
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 8,050 copies
Place of publication Nuremberg
Volume/Year Vol. 23/2025
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. 23 from 1.1.2025
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
1/2025	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
7.4.2025	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	
6.5.2025		Hemp-based ingredients	Life stages nutrition	

Issue	Regular	Ingredients	Specials	Fairs/Events
2/2025	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	
25.7.2025	Trendy forms of diets	Marine ingredients		
		Antioxidants		

Publication date: 28.8.2025	Supplements Encapsulation Clean label	Enzymes Phytochemicals Lecithin	Beauty food Sports nutrition Women's/Men's health Holistic health
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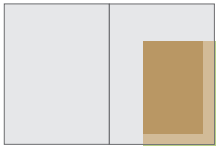
Issue	Regular	Ingredients	Specials	Fairs/Events
3/2025	Functional ingredients Natural ingredients	Fibres and carbohydrates Plant extracts	Women's/Men's health Gut-brain axis	
Closing date for ads and editorial contributions: 20.10.2025	New products Ingredient trends Trendy forms of diets	Micronutrients Oils and lipids Collagen and collagen peptides	Nutrition and ageing Diabetes Meat and fish replacements Bakery products	Fi Europe
Publication date: 18.11.2025	Supplements Encapsulation Clean label	Cocoa and chocolate Active ingredients Sweetening agents Marine ingredients	Dairy products Energy and endurance Inflammation Stress reduction Sleep and Relaxation	

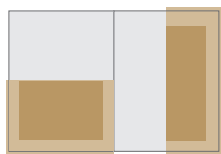
*We reserve the right to make changes, especially to the publication dates, as at the time of printing of the Media Information no final trade fair dates for 2025 were known.

Advertisement sizes and prices in Euro

Price list no. 23, valid as from 1.1.2025

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

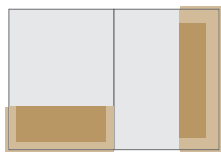


1/2 page

- 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.–

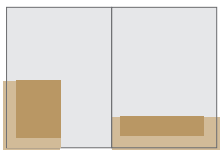


1/3 page

- 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

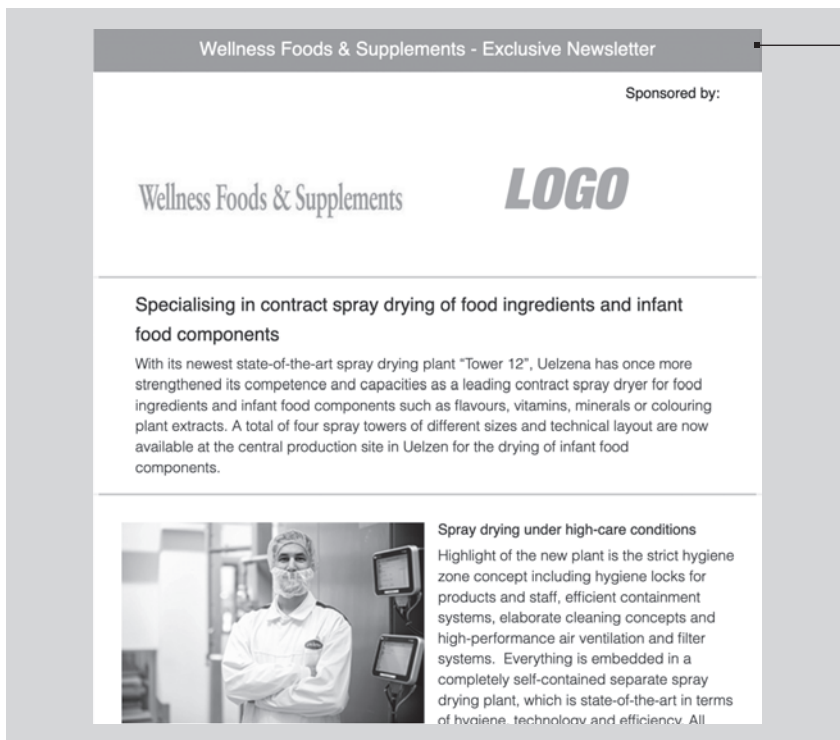
doc (Word document),
rtf (Rich Text Format)

Data forms for photos and graphs

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

Advertising with the 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)

Dispatch worldwide is possible up to 17,000 recipients, individual selection according to countries and sectors

**Basic price up to 10,000 recipients € 2,100.-
Price per additional 1000 recipients € 100.-**

- Prices in detail 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!



Advertising in the regular newsletter

Your Sponsored News + banner in the **regular Food & Beverage newsletters** (Transmission worldwide to approx. 28,000 addresses)

Leaderboard 600 x 100 px	€ 900.-
Leaderboard XL 600 x 200 px	€ 1200.-
Horizontal 600 x 100 px	€ 800.-
Horizontal XL 600 x 200 px	€ 1000.-
Sponsored News	Spons. News + Square
- Text 500 characters	- Text ca. 500 characters
- Image 290x290 px	- Image 290x290 px
- Link	- Link
€ 750.-	- Square 240x240 px
	€ 1090.-
Square 240 x 240 px	
€ 650.-	

Advertising in digital magazine mailing

Cover banner 600 x 100 px € 990.-

Cover banner XL 600 x 200 px € 1290.-

Wellness Foods & Supplements 1/2024
The digital Issue is online

Wellness Foods & Supplements
The European magazine for active ingredients

RELISSA™
MELISSA PHYTOCORNET

KEEP CALM & RELISSA™
SLEEP WELL AND LIVE BETTER

Indena

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)

Several food

...to search studies, a daily dose of 2.0 g of VERISOL® has been proven to reduce lower back stiffness and improve mobility. Although this is not a miracle effect, it is still challenging to incorporate the amount of collagen into a single serving per day.

This is where VERISOL® ACE comes to the rescue. The liquidized collagen source of VERISOL® ACE is absorbed much faster than regular collagen, so that consumers only have to take three grams of it to be the same as a 2.0 g collagen portion.

The key advantage of VERISOL® ACE is that it combines the health benefits of collagen peptides with the technical benefits of liquidized collagen. Instead of being difficult to digest, liquidized collagen is the perfect solution for consumers who are looking for a liquidized collagen source.

Address:

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Indena-Str. 1
40880 Lohausen, Germany
Phone: +49 (0) 21 27 92 10 10
Fax: +49 (0) 21 27 92 10 11
E-Mail: info@dr-harnisch.com
www.dr-harnisch.com

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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 with news reports on www.wfs-mag.com

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

The screenshot shows a web page from Dr. Härmisch Verlag > Wellness Foods & Supplements. At the top, there is a banner for an E-paper version of the magazine. Below that, a navigation bar shows the current page. The main content area features two sponsored news articles. The first article, titled 'Adapting the food range to meet existing and emerging societal expectations', is dated 7. Juli 2023 and includes a 'Sponsored' label. The second article, titled 'Regulatory breakthrough: Strong regulatory and scientific assets inaugurate ANVISA's approvals of the year, with Probiokid®, now on the Brazilian market', is dated 20. Juni 2023. Both articles have accompanying images and short introductory paragraphs.

Sponsored News

News on www.wfs-mag.com

incl. linking:

€ 700,-

incl. social media linking:

Surcharge: € 250,-

incl. video/YouTube integration:

Surcharge: € 250,-

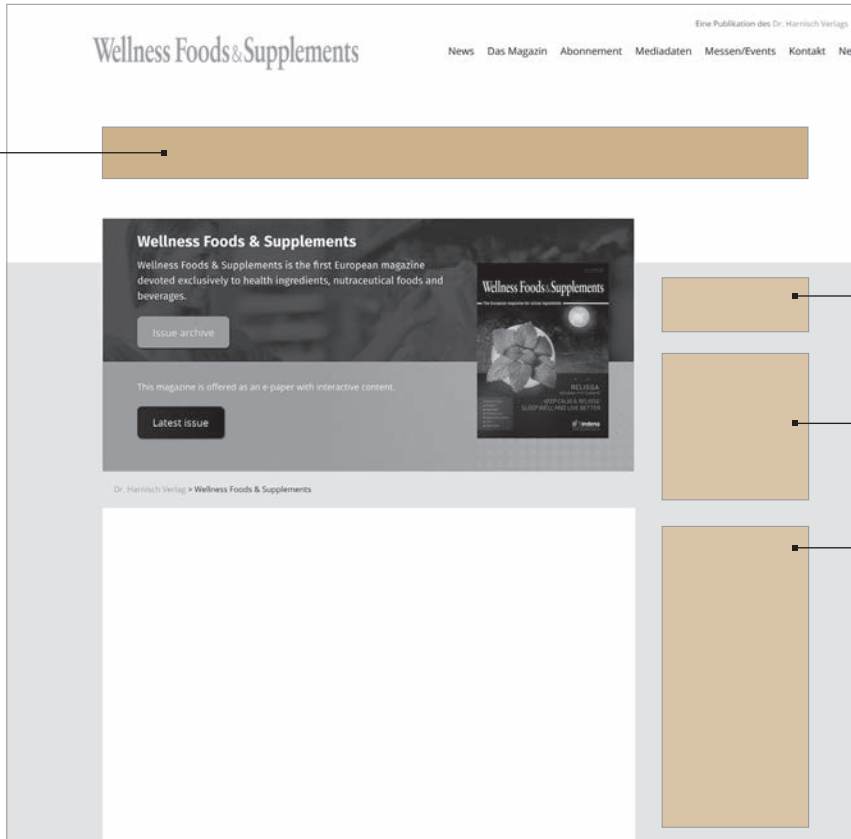
incl. integration of a detailed

Article as PDF (Whitepaper):

Surcharge: € 250,-

Advertising with banners on www.wfs-mag.com

Leaderboard XL
1040 x 90 px
€ 750,-



Button
240 x 90 px
€ 350,-

Square
240 x 240 px
€ 650,-

Skyscraper
240 x 400 px
€ 900,-

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
8,050 copies

Total distribution
18,550 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

8,050 copies

400 copies

Geographic circulation breakdown

Germany

Western Europe

Eastern Europe

USA, Canada

Other

2,146 copies

4,376 copies

812 copies

447 copies

269 copies

Circulation breakdown by functions*

Managing directors, factory managers

Heads R & D

Product development

Food technologists

Laboratory

Marketing, product management

Other, incl. purchase

10%

21%

27%

18%

3%

12%

9%

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

308 copies

524 copies

847 copies

384 copies

448 copies

502 copies

113 copies

824 copies

466 copies

368 copies

428 copies

431 copies

1,657 copies

233 copies

89 copies

428 copies

*Source: Data analysis of publishing house, July 2024

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/>



food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

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

foodTECHNOLOGIE

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



fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO
www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 21,000 printed copies
Approx. 9,600 digital copies

dedica

dedica

www.dedica.de

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

Approx. 19,300 printed copies
Approx. 20,000 digital copies



drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 10,500 printed copies
Approx. 16,000 digital copies



Getränke!

Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

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



PK – Process Technology & Components

www.puk-mag.com

In German and English language.

Approx. 10,750 printed copies
Approx. 111,450 digital copies



GET – Green Efficient Technologies

www.get-mag.com

In German and English language.

DE: Approx. 5,500 printed copies & Approx. 72,000 digital copies
EN: Approx. 40,000 digital copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

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

Approx. 8,400 printed copies
Approx. 10,500 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



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



hp tooling

www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 26,000 digital copies



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



bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 14,500 printed copies
Approx. 16,000 digital copies



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

www.element-und-bau.de

The magazine for architects: facility construction in German language.

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