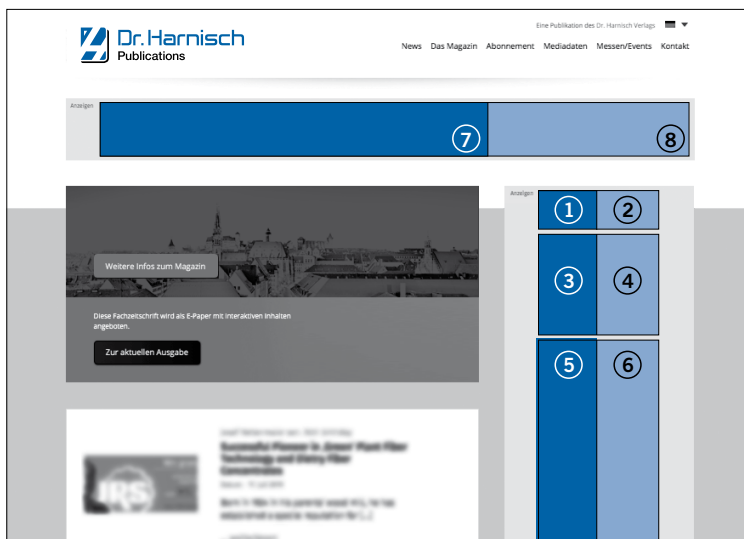


Digital as usual!

Online advertising – Digital advertising portfolio at a glance

Benefit you and your company through our advertising opportunities on the magazine websites of **www.harnisch.com**, the **Dr. Harnisch Publications app** and our brand new **newsletter**.

1 Standard Display Ads: Banner on the magazine websites of www.harnisch.com



Banner type	Dimensions (WxH)	Circuit (four weeks)
① Button	120 x 90 px	€ 105,-
② Button XL	240 x 90 px	€ 160,-
③ Vertical Banner	120 x 240 px	€ 150,-
④ Vert. Banner XL	240 x 240 px	€ 230,-
⑤ Skyscraper	120 x 600 px	€ 295,-
⑥ Skyscraper XL	240 x 600 px	€ 450,-
⑦ Leaderboard	728 x 90 px	€ 265,-
⑧ Leaderboard XL	1.040 x 90 px	€ 395,-

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

2 Digital magazines in the app and on the magazine websites of www.harnisch.com



The booked advertisement appears in the digital edition as well as in the print version, the E-paper. Each e-paper can also contain additional interactive elements such as links (e.g. linking the ad to a landing page, images/image galleries, videos).

In the app "Dr. Harnisch Publications" and our new website our E-Paper can be read and searched always and everywhere on PC/MAC and all mobile devices for free. (App available in the App-Stores)

Additional linking of the advertisement per issue in the e-paper € 350,-

A link to an editorial article, which appears in the e-paper as well as in the print edition, is possible for at least 5 months.

Additional linking of the technical paper in the E-Paper € 350,-

Sponsoring of an entire e-paper edition is possible. By placing an advertising space prominently above or below each single or double page, the company or product is in the focus of the app users and e-paper readers.

One double page (2/1 ad) only in e-paper (incl. links) € 2.000,-
E-paper branding for the entire issue € 990,-

Sponsored news + social media link € 450,-

Individual paper with direct link (website, landing page etc.) € 950,-

Social media post with direct link (website, landing page etc.) € 600,-



The new **Dr. Harnisch Newsletter** led by "The Editor's Focus" is a primary communication tool for information and advertising. We will cover the whole range of food and beverage industry topics using our extensive contact network, to bring relevant and up-to-date articles. Sponsored messages and news items will be sent out twice a month to approximately 35000 personalized global readers with a Europe / Americas / Asia / Africa spread.

Currently 35000: 18000 Europe (6000 D.A.CH), 5000 Americas, 9000 Asia, 3000 RoW

Dr. Harnisch
Digital Publications

Newsletter

food Marketing & Technology

drinkworld Technology+Marketing

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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, Christiane Lippert, Head of Marketing for Food at Lycored gives her thoughts on the big trends influencing color choices for manufacturers...

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EXTRUDER

WILDEN

THE PERFECT HYGIENIC PARTNERSHIP

Stevia Innovation

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

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A paper manufacturer that provides deep expertise

Considering all the requirements facing packaging today, the changeover from fossil-based to fiber-based raw materials...

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EXTRUDER

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- Plant-Based Meats
- Tastes Differ in a Global Society
- The UHT Balancing Act
- Powder Processing Solutions for Plant Proteins
- Shared Values in Beverage Closures
- Cartons for Good: Slution for Food Loss and Malnutrition
- The Art of Chocolate
- Wine Just Wants to be Fun

For more information on Dr. Harnisch Publications visit the website www.harnisch.com

f in

Customized individual Newsletter

€ 2900,-

① Leaderboard € 600,- (top)/€ 500,- (after first article)

There are two leaderboard positions:
One on the top and one after the first article.

Dimensions (WxH): 720 x 90 px

② Sponsored News € 600,-

The Sponsored Message starts with a picture and the beginning of an article which is linked to a specific designated landing page.

③ Banner XL position 1 € 500,-

Dimensions (WxH): 240 x 240 px

④ Banner XL position 2 € 400,-

Dimensions (WxH): 240 x 240 px

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