

MediaKit

2022

Pharma+Food

EFFIZIENZ IM HYGIENEPROZESS



Hütthig





Inhalt:

Magazine Profile	2/3
Rates	4/5
Formats and Technical Details	6/7
Market & Contact	8
Special Issues	9/10/11
Schedule and Topic Plan	12/13
Circulation and Distribution Analysis	14/15
Recipient Structure Analysis	16/17
Summary of Survey Method	18
Online Advertising	20-29
Contact	30

1 Magazine: Pharma+Food

2 Profile in brief:

Pharma+Food is the specialist journal for production, equipment and organization decision-makers in the pharmaceuticals, food and cosmetics industries. Pharma+Food uses application reviews, technical articles, interviews, product information and brief reports to provide knowledge and information to anyone manufacturing under hygiene constraints. With its reader enquiry system, Pharma+Food reaches management and specialists, planners, decision-makers, suppliers of components and systems, and service providers in hygienic processing technology, creating direct lines of contact to investment decision-makers. **Optimum networking:** At www.pharma-food.de you will find up-to-the-minute information and a wide range of services.

3 Target group: Management and investment decision-makers in the areas of production, machinery and organization in the pharmaceuticals, food and cosmetics industry.

4 Publication:	8 x per year
5 Magazine Format:	210 mm width, 297 mm height
6 Volume/year:	25 th volume 2022
7 Purchase conditions and prices (incl. VAT):	
domestic	€ 95.23 + € 14.98 shipping costs = € 110.21
foreign	€ 95.23 + € 29.96 shipping costs = € 125.19
Single copy price	€ 14.00 including VAT, not including shipping costs
8 Organ:	Independent specialist trade and technical journal
9 Memberships:	Deutsche Fachpresse, IVW
10 Publishing company:	Hüthig GmbH
Managing Director:	Moritz Warth
Address:	Im Weiher 10, D-69121 Heidelberg
Tel.:	+49 6221 489-207
Internet:	www.pharma-food.de
E-mail:	sabine.wegmann@huethig.de hagen.reichhoff@huethig.de holger.wald@huethig.de
11 Publisher:	–
12 Advertisements:	Dipl.-Betriebsw. (VWA) Sabine Wegmann (Head of Sales) Hagen Reichhoff, Holger Wald
13 Editors:	Dipl.-Ing. (FH) Armin Scheuermann (Editor-in-chief) Dipl.-Biochem. Ansgar Kretschmer



Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

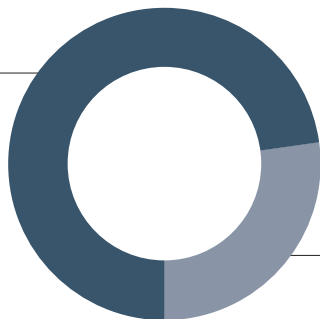
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

14 Volume analysis

Total volume:
7 issues in 2020
408 pages = 100%

72.8%

Editorial content:
297 pages



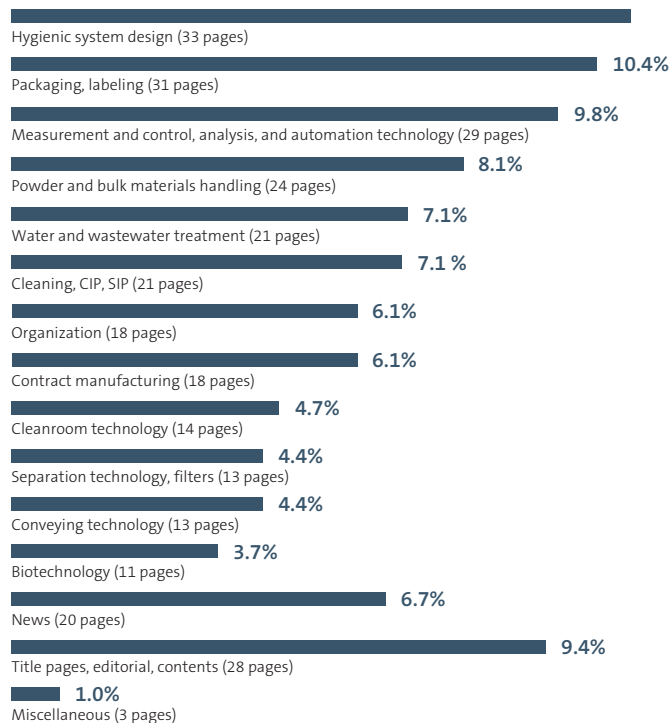
27.2%

Advertising content:
111 pages

of which:
24 ads by the publishing house itself
6 supplements

15 Editorial content analysis

Pharma+Food 2020 = 297 pages



1 Advertising rates in € (for formats, see page 6):

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	3,305.00	3,139.75	2,974.50	2,809.25	2,644.00
2/3 page	2,250.00	2,137.50	2,025.00	1,912.50	1,800.00
Junior page	1,935.00	1,838.25	1,741.50	1,644.75	1,548.00
1/2 page	1,695.00	1,610.25	1,525.50	1,440.75	1,356.00
1/3 page	1,170.00	1,111.50	1,053.00	994.50	936.00
1/4 page	940.00	893.00	846.00	799.00	752.00
1/8 page	505.00	479.75	454.50	429.25	404.00
Total rates for 2c advertisements	2c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	3,775.00	3,609.75	3,444.50	3,279.25	3,114.00
2/3 page	2,720.00	2,607.50	2,495.00	2,382.50	2,270.00
Junior page	2,325.00	2,228.25	2,131.50	2,034.75	1,938.00
1/2 page	2,085.00	2,000.25	1,915.50	1,830.75	1,746.00
1/3 page	1,560.00	1,501.50	1,443.00	1,384.50	1,326.00
1/4 page	1,235.00	1,188.00	1,141.00	1,094.00	1,047.00
1/8 page	800.00	774.75	749.50	724.25	699.00
Total rates for 4c advertisements	4c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	4,405.00	4,239.75	4,074.50	3,909.25	3,744.00
2/3 page	3,350.00	3,237.50	3,125.00	3,012.50	2,900.00
Junior page	2,795.00	2,698.25	2,601.50	2,504.75	2,408.00
1/2 page	2,555.00	2,470.25	2,385.50	2,300.75	2,216.00
1/3 page	2,030.00	1,971.50	1,913.00	1,854.50	1,796.00
1/4 page	1,490.00	1,443.00	1,396.00	1,349.00	1,302.00
1/8 page	1,055.00	1,029.75	1,004.50	979.25	954.00



2 Surcharges

Preferential placements:

Inside front cover	b/w € 3,945.–
Outside back cover	b/w € 3,945.–
Binding placements:	10 % surcharge on basic rate
Advertisements standing alone on a text page (min. format 1/4 page)	
20 % surcharge. Rates and conditions for cover placement on request.	

Color surcharges (not discountable):

	2-color	4-color
1/1 and 2/3 page	€ 470.–	€ 1,100.–
1/2 and 1/3 page	€ 390.–	€ 860.–
1/4 and 1/8 page	€ 295.–	€ 550.–

Surcharges apply to Euroscale colors

Special colors on request

Format surcharges:

Bled-off and gutter-bleed advertisements 10 % on basic rate

3 Discounts: for purchase within 12 months (always on basic rate). Advertisements in Pharma+Food and CHEMIE TECHNIK qualify jointly for discounts

Frequency discount rate:

3 x publication	5 %	Quantity discount rate:	2 pages	5 %
6 x publication	10 %		3 pages	10 %
9 x publication	15 %		5 pages	15 %
12 x publication	20 %		8 pages	20 %

4 Classified ads:

Vacancies ads, job search ads,	Print	€ 3.00
wanted/for sale per mm (1-column, 41 mm wide)		€ 2.90
Market and contact		€ 2.30

5 Special advertising:

Bound inserts:

Volume	Paper weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²	over 170 g/m ²
2 pages		120 g/m ²	€ 3,190.–	€ 3,390.–	€ 3,535.–
4 pages		80 g/m ²	€ 5,445.–	€ 5,705.–	€ 5,940.–

Delivery: Specimens to be supplied as of order placement, circulation up to 14 days prior to publication. Format untrimmed w = 217 mm, h = 305 mm. 4 mm inside trim allowance, 5 mm top trim allowance, 3 mm outside and bottom trim allowance. Multipage insert folded to above format.

Loose inserts: (not subject to discount and only for total circulation, approx. 8,900 copies)

Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m ²	
up to 25 g weight	€ 3,255.–
up to 50 g weight	€ 5,030.–
each additional 25 g weight	€ 1,560.–
Max. paper format 20 x 28 cm	
Delivery: Specimens to be supplied as of order placement, circulation up to 14 days prior to publication.	

Stick-on advertising media (only for total circulation: 8,900 copies):

In conjunction with advertisement or bound insert	€ 725.–
plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m ²	
– for machine processing	€ 535.–
– for manual processing	€ 1,160.–
Positioning on request	

Delivery address, bound and loose inserts:

Grafisches Zentrum Cuno GmbH & Co. KG, Gewerbering West 27, D-39240 Calbe (Saale) (clearly marked: "fuer Pharma + Food, Heft Nr. ...")

6 Contact:

Head of Sales
Dipl.-Betriebsw. (VWA) Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

Advertisement processing
Martina Probst
Tel.: +49 6221 489-248
ckv-dispo@huethig.de

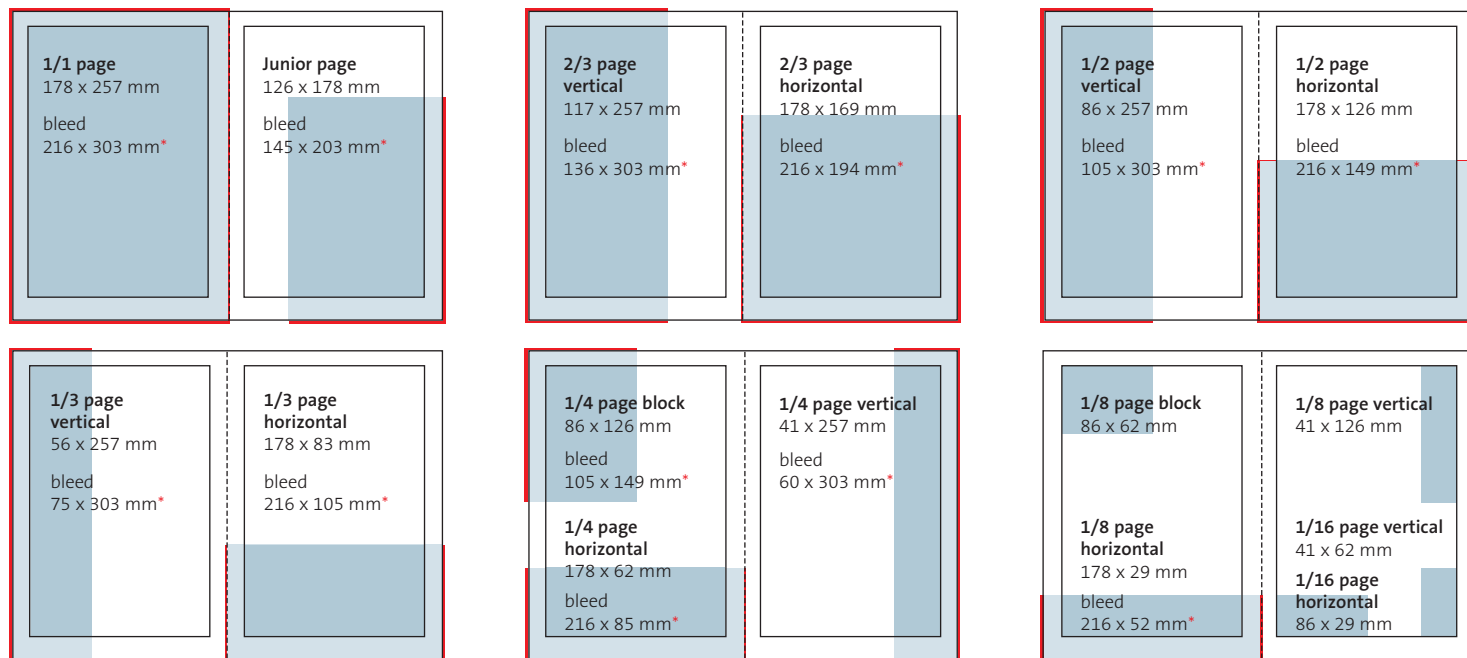
7 Terms of payment:

Net within 30 days of invoice date,
2 % discount in the case of advance payment or direct debit
Bank details: HypoVereinsbank
Account: 157 644 60, bank code: 700 202 70,
IBAN: DE66 7002 0270 0015 7644 60, BIC: HYVEDEMMXXX



— *Bleed formats quoted include 3 mm trim allowances

■ Type area formats ■ Bleed formats





-
- 1 Magazine format:** width 210 mm, height 297 mm, DIN A4
Type area: width 178 mm, height 257 mm
Number of columns: 4 columns, column width: 41 mm
-
- 2 Printing and binding process:**
Printing process: Sheet-fed offset
Binding process: Adhesive binding
-
- 3 Data transfer:** ckv-dispo@huethig.de
-
- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.
-
- 5 Colors:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.
-
- 6 Proof:** According to FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.
-
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
-
- 8 Warranty:**
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

-
- 9 Contact:** Advertisement processing:
Martina Probst
Tel.: +49 6221 489-248
ckv-dispo@huethig.de

Market & Contact

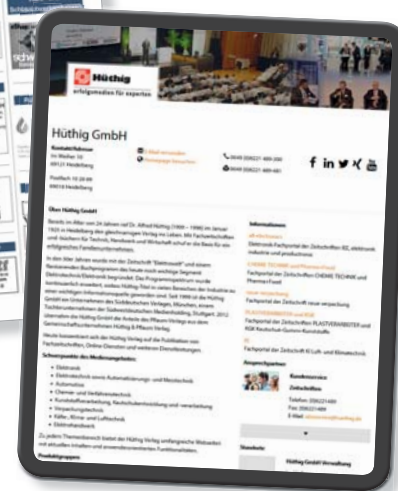
Term:	1 year = 8 issues
Disposition:	per issue
Conditions:	The contract runs for 1 year and continues until terminated. Termination of contract is possible up to a period of six weeks prior to the end of the contract term.
Size:	Single-column, 41 mm wide; Minimum height 25 mm
Price per issue:	Per mm height b/w € 2.30; color € 3.45
Corrections:	Up until the advertising deadline for each issue
Combined offer with same duration:	Online business directory: Plus entry: € 100.-/year Premium entry: € 250.-/year

The amount is calculated for one year in advance! In the case of arrangement with an advertising agency: 15% agent commission.

www.pharma-food.de



in the magazine



and online

Official trade fair guide to ACHEMA

Print run:	80,000 copies German and English
Target group:	Visitors and exhibitors at Achema
Publication date:	March 25, 2022
Advertising deadline:	February 16, 2022



ACHEMA Highlights

Print run:	35,000 copies Joint issue with Chemie Technik
Content:	Comprehensive look back at the leading international trade fair
Publication date:	June 15, 2022
Advertising deadline:	May 17, 2022

Can only be booked in combination with CHEMIE TECHNIK 3/22 or Pharma+Food 2/22

Combined rates:	4c
1/1 page	€ 8.670,-
Junior page	€ 5.235,-
1/2 page	€ 4.640,-
1/3 page	€ 3.725,-
1/4 page	€ 2.610,-
1/8 page	€ 1.735,-



Rates for format ads

Combined rates:	4c
1/1 page	€ 6.930,-
Junior page	€ 4.240,-
1/2 page	€ 3.775,-
1/3 page	€ 3.045,-
1/4 page	€ 2.145,-
1/8 page	€ 1.425,-



Trade fair guide to Powtech

Print run:	50,000 copies
Target group:	Visitors and exhibitors at Powtech
Publication date:	August 23, 2022
Advertising deadline:	July 17, 2022

Can only be booked in combination with CHEMIE TECHNIK 3/22 or Pharma+Food 2/22

Combined rates:	b/w	4c
1/1 page	€ 7,085.–	€ 8,185.–
Junior page	€ 4,110.–	€ 4,970.–
1/2 page	€ 3,515.–	€ 4,375.–
1/3 page	€ 2,675.–	€ 3,535.–
1/4 page	€ 1,970.–	€ 2,520.–
1/8 page	€ 1,070.–	€ 1,620.–

other prices on request

This trade fair guide is not IVW/EDA certified.



Compendium: Custom Manufacturing

Print run:	8,000 copies
Target group:	Managers, executives, purchasing managers, chemists and pharmacists involved in production, production managers in the areas of chemicals, pharmaceuticals and cosmetics
Special advertising:	2-page advertorials Logo-entry on map „Custom manufacturer in your vicinity“
Publication date:	December 29, 2022
Advertising deadline:	December 5, 2022

Rates for format ads

	b/w	4c
1/1 page	€ 1,495.–	€ 2,595.–
1/2 page	€ 940.–	€ 1,800.–
1/3 page	€ 665.–	€ 1,525.–
1/4 page	€ 630.–	€ 1,180.–
1/8 page	€ 445.–	€ 995.–

Other rates on request





	1	2	2a	3	4	5	5a	6	7	8	8a
	January / February	March	March	April	June	August		September	October	November	Special
PD*	Feb. 4, 2022	Mar. 25, 2022	Mar. 25, 2022	Apr. 22, 2022	Jun. 15, 2022	Aug. 26, 2022	Aug. 26, 2022	Sep. 20, 2022	Oct. 25, 2022	Nov. 22, 2022	Dec. 29, 2022
AD*	Jan. 10, 2022	Feb. 28, 2022	Feb. 16, 2022	Mar. 25, 2022	May 17, 2022	Jul. 29, 2022	Jul. 19, 2022	Aug. 25, 2022	Sep. 28, 2022	Oct. 25, 2022	Dec. 5, 2022
ED*	Dec. 13, 2021	Feb. 9, 2022	Jan. 28, 2022	Mar. 8, 2022	Apr. 28, 2022	Jul. 12, 2022	Jun. 30, 2022	Aug. 5, 2022	Sep. 9, 2022	Oct. 6, 2022	Nov. 6, 2022
Trade fair issues			see page 9 for details	 <small>Nürnberg, Germany 2022</small> 		 	see page 10 for details				see page 11 for details
Topics	Labeling, serialization Pumps Fixtures, valves Seals Analysis and measuring technology Batch production Cleanroom and air-conditioning technology Hygienic design Hygienic conveying systems Powder handling Production services, contract manufacturing Packaging technology Separation technology, filters	All the key themes at ACEMA	Official (DE)ACHEMA trade fair guide to ACEMA <small>German / English Print run: 80,000 copies – joint issue with CHEMIE TECHNIK</small>	Analysis and measuring technology Plant engineering and planning Automation Powder handling Cleaning, CIP, SIP Hygienic design / easy to clean Packaging, labeling	Pumps, fittings, seals Automation Separation technology, filters Hygienic design Intralogistics Sensor technology, analytics Review: Innovations and highlights from ACEMA 2022	Powder handling Automation Separation technology, filters Hygienic conveying systems Hygienic design / easy to clean Analytical technology Hygiene in food processing	Trade fair guide for Powtech <small>Print run: 45,000 copies – joint issue with CHEMIE TECHNIK</small>	Packaging technology Labeling, serialization Cleaning, CIP, SIP Production services, contract manufacturing Pharmalogistics	Cleanroom technology Containment Batch production Energy efficiency Medical technology Powder handling Sensor technology for hygiene processes	Conveying systems, pumps Fixtures, valves Hygienic design, easy to clean Packaging, labeling Plant services Automation, measurement technology Weighing and monitoring systems	Compendium Producing to customer order <small>Print run: 8,000 copies With map of production service providers</small>
Specials	Serialization, counterfeit prevention	ACHEMA		GMP-compliant medtech production	ACHEMA highlights – joint issue with CHEMIE TECHNIK	POWTECH issue drinktec issue Market overview – contract manufacturers		FachPack issue	Containment Brau issue Sustainable food packaging	Hygienic pumps	
Trade fairs	Lounges, Feb. 8–10, Karlsruhe	ACHEMA, Apr. 4–8, Frankfurt		Anuga Foodtec, Apr. 26–29, Cologne Medtec Live, May 3–5 Hannover Messe, Apr. 25–29	Analytica, Jun. 21–24, Munich	POWTECH, Nuremberg, Aug. 30–Sep. 1 drinktec, Munich, Sep. 12–16		FachPack, Nuremberg, Sep. 27–29	Namur Annual General Meeting, Bad Neuenahr, Nov. 10–11	sps – smart production solutions, Nuremberg, Nov. 22–24	

*PD = Publication date, AD = Advertising deadline, ED = Editorial deadline for specialist articles

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.pharma-food.de

1 Circulation monitoring:



2 Circulation analysis:

Copies per issue on average for the period*
July 1, 2019 to June 30, 2020

Print run:	8,415		
Number of copies actually distributed	8,213	including abroad:	908
Copies sold:	739	including abroad:	61
– Subscribed copies:	87	including association member copies:	0
– Other sales:	642		
– Single copy sales:	0		
Paid content access privileges through subscription:**	87		
E-Paper:	3,305		
Free copies:	7,474		
Residual, archive and specimen copies:	202		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	86.6	7,116
Abroad	11.1	908
Other***	2.3	189
Copies actually distributed	100.0	8,213

* includes all copies published during the reporting period

** publisher's claim

*** portion of circulation not analyzed, e.g. trade fair and congress copies etc.

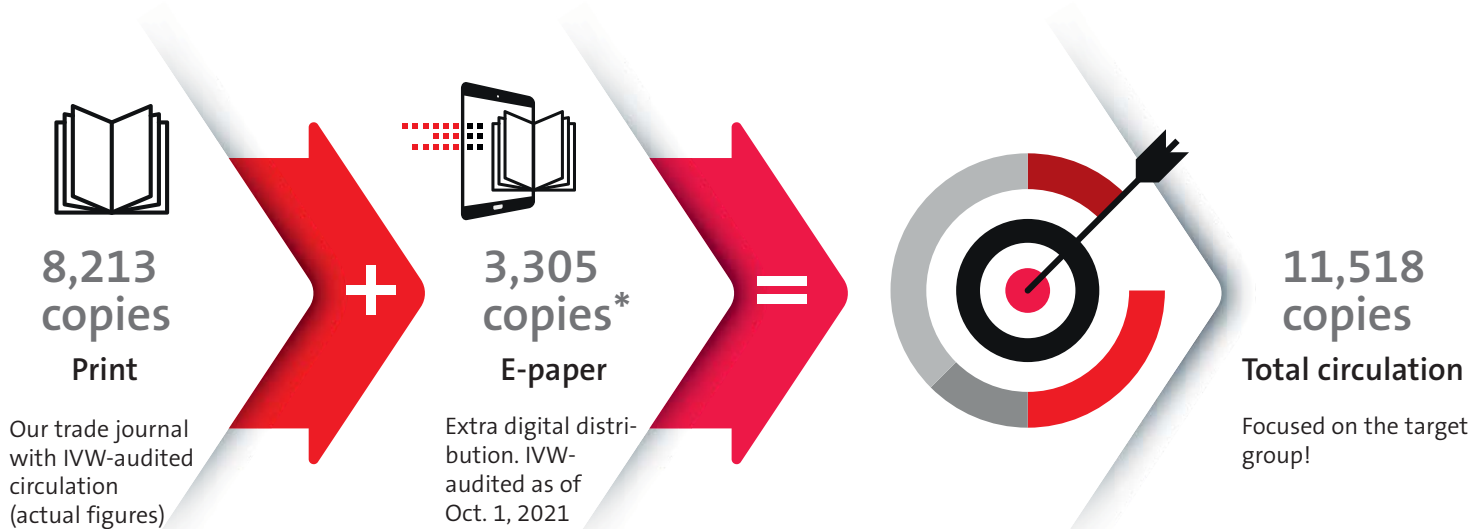
Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	16.6	1,366
Bavaria	15.5	1,274
Berlin, Brandenburg, Mecklenburg-Western Pomerania	3.6	290
Bremen, Hamburg, Schleswig-Holstein	4.6	376
Hesse	8.3	685
Lower Saxony	6.7	554
North Rhine-Westphalia	19.6	1,611
Rhineland-Palatinate	5.8	480
Saarland	0.7	55
Saxony, Saxony-Anhalt	4.5	373
Thuringia	1.7	143
Abroad	11.1	908
Other***	2.3	189
Rounding difference	-1.0	-91
Copies actually distributed	100.0	8,213

Breakdown of foreign circulation:**	Percentage of copies actually distributed	
	%	copies
Austria	28.5	258
Switzerland	30.5	278
Other countries	41.0	372
Copies actually distributed	100.0	908

The detailed description of the survey method can be found on p. 18

Our coverage to secure your successful communication

Industry experts get their information in many different ways, now more so than ever.
Reach your target group – via both analog and digital channels.



*Based on information from the publishing house, planned from 2nd half 2021 onward

1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to industrial sector classification 2008)	Percentage of copies actually distributed	
		%	recipients
10, 11	Food industry	11.3	928
20, 21, 22	Pharmaceuticals, chemicals and cosmetics industry	31.7	2,604
24, 25, 28, 26.2	Plant and machine engineering	14.9	1,222
27, 26.3, 26.5	Measurement and control technology, electricity generation	4.5	373
46, 47	Trade brokering, trade	16.4	1,346
71.12	Engineering, consulting engineers, design	8.2	672
72	Research and development	1.7	136
	Other sectors	9.0	743
	Other*	2.3	189
	Rounding difference	0.0	0
Copies actually distributed		100.0	8,213

* Circulation not analyzed, e.g. trade fair and congress copies etc.

1.2 Size of business unit

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	29.9	2,459
50 - 199 employees	19.5	1,602
200 - 499 employees	11.2	919
500 and more employees	33.7	2,765
Company size according to EDA criteria not surveyed / known	3.4	277
Other*	2.3	189
Rounding difference	0.0	2
Copies actually distributed	100.0	8,213

2.1 Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
CEO, board member, supervisory board member	44.3	3,635
Subsidiary / plant / company management	5.3	437
Department / section / project head	29.5	2,423
Skilled staff	17.4	1,432
Assistant	0.3	27
Department	0.8	69
Other*	2.3	189
Rounding difference	0.1	1
Copies actually distributed	100.0	8,213

* Section of circulation not analyzed such as trade fair and congress copies etc.

2.1 Job feature: field of activity

	Percentage of copies actually distributed	
	%	recipients
Corporate management	50.0	4,110
Research, development, trialing	5.2	428
Design, planning, technical consultancy	7.1	581
Production, manufacturing	7.4	608
Measurement and control, quality assurance, maintenance	4.6	375
Purchasing, distribution, sales, marketing	17.3	1,424
Other functions (e.g. environmental protection, waste disposal, information technology, documentation, administration, electrical design, processing technology)	2.0	162
Function according to EDA Criteria not surveyed/known	4.1	336
Other*	2.3	189
Rounding difference	0.0	0
Copies actually distributed	100.0	8,213

* Section of circulation not analyzed such as trade fair and congress copies etc.



Distribution and recipient structure analysis (AMF scheme 2 and 3-E) Total survey through file evaluation according to IVW-EDA guidelines

Description of the survey method for the distribution and recipient structure analysis (AMF scheme 2, fig. 3 and AMF scheme 3-E, fig. 1.1 to 2.1)

1. Survey method:

Recipient structure analysis through file evaluation – total survey according to IVW-EDA guidelines

2. Description of recipients at the time of data collection:

2.1 File characteristics:

The recipient file contains the addresses of all recipients. Based on the postal information available, the file can be sorted by postcodes or recipients in Germany and abroad. The file also contains: The sector, company size category and job characteristics.

2.2 Total number of recipients in the file: 20,477

2.3 Total number of alternating recipients: 19,391
(change after every third issue)

2.4 Structure of the recipients of an average issue based on types of sales:

– Paid circulation	739
of which: subscribed copies	87
retail sales	0
other sales	652
– paid content access privileges through subscription*	87
– E-Paper:	3,305
– Free copies	7,474
of which: permanent free copies	347
alternating free copies	6,925
advertising copies	202
Copies actually distributed	8,213
→ of which in Germany	7,305
→ of which abroad	908

3. Description of survey:

3.1 Basic population (surveyed share):

Basic population (copies actually distributed)	8,213	=	100.0 %
Of which not recorded in the survey:			
→ other (trade fair, event copies, book shops, retail sales etc.)	189	=	2.3 %
The survey represents of the basic population	8,024	=	97.7 %

3.2 Date of file evaluation: August 2, 2021

3.3 Description of database:

For the allocation of the recipients to the sector, company size and job characteristics categories, the data is constantly kept up to date in our address and customer system and always reflects the latest market trends thanks to minor updates.

3.4 Target person of the survey:

The personal recipients at institutions entered in the file.

3.5 Definition of reader: n/a

3.6 Survey period: from July 2020 to June 2021

3.7 Implementation of the survey: Publisher

This survey complies with the latest version of the ZAW framework scheme for advertising analysis in terms of design, implementation and reporting.

* publisher's claim

Your contacts and representatives at home and abroad

PUBLISHER

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Internet: www.huethig.de

ADVERTISEMENTS

Head of Sales:
Dipl.-Betriebsw. (VWA)
Sabine Wegmann
Tel.: +49 6221 489-207
E-mail: sabine.wegmann@huethig.de

Sales Manager:
Hagen Reichhoff
Tel.: +49 6221 489-304
E-mail: hagen.reichhoff@huethig.de

Holger Wald
Tel.: +49 6221 489-298
E-mail: holger.wald@huethig.de

Media Sales Assistance:
Sina Leswal
Tel.: +49 6221 489-228
E-mail: sina.leswal@huethig.de

Advertisement processing:
Martina Probst
Tel.: +49 6221 489-248
E-mail: martina.probst@huethig.de

EDITORIAL TEAM

Editor-in-chief:
Dipl.-Ing. (FH)
Armin Scheuermann
Tel.: +49 6221 489-388
E-mail: armin.scheuermann@huethig.de

Jona Göbelbecker, M.A.
Tel.: +49 6221 489-206
E-mail: jona.goebelbecker@huethig.de

Dipl.-Biochem. Ansgar Kretschmer
Tel.: +49 6221 489-400
E-mail: ansgar.kretschmer@huethig.de

Editorial Assistance:
Bianca Bechtel
Tel.: +49 6221 489-244
E-mail: bianca.bechteler@huethig.de

Susanne Berger
Tel.: +49 6221 489-247
E-mail: susanne.berger@huethig.de

Switzerland, Liechtenstein

interpress gmbh
Katja Hammelbeck
Ermatinger Str. 14
CH-8268 Salenstein
Tel.: +41 71 55202-12
Fax: +41 71 55202-10
E-mail: kh@interpress-media.ch

Belgium, France

Carolyn Eychenne
13 impasse Verbois
F-78800 Houilles
Tel.: +33 1 39581401
Fax: +33 9 71705241
E-mail: carolyn@eychenne.me

Austria, Netherlands, Great Britain, USA, Canada

Hüthig GmbH
Hagen Reichhoff
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-304
E-mail: hagen.reichhoff@huethig.de

pharma-food.de

- Website (URL):** www.pharma-food.de
- Profile in brief:**
Extensive internet provision in B2B communication for decision-makers in the areas of production, equipment and organization of hygienic processing technology for the pharmaceuticals, food, cosmetics and chemicals industries. Daily news, product and company database, market overviews, background reports, job market and a topic-based weekly newsletter with about 3,500 subscribers.
- Target group:**
Opinion leaders and decision-makers working in hygienic processing technology.
- Publishing company:** Hüthig GmbH
- Editorial Contact:**
Dipl.-Ing. (FH) Armin Scheuermann, Chefredakteur
Tel.: +49 6221 489-388, E-mail: armin.scheuermann@huethig.de
- Contact – Online Advertising:**
Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207, E-mail: sabine.wegmann@huethig.de
Hagen Reichhoff, Sales Manager
Tel.: +49 6221 489-304, E-mail: hagen.reichhoff@huethig.de
Holger Wald, Sales Manager
Tel.: +49 6221 489-298, E-mail: holger.wald@huethig.de
- Data delivery:**
Martina Probst, Tel.: +49 6221 489-248, E-mail: ckv-dispo@huethig.de
File type: jpg, gif, png, HTML5
File size: max. 50 KB
- Externer Ad-Server-Einsatz:** Google Ad Manager von Google

Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns. Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared. N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL. Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

Facts

Traffic

- 58.344 visits/month¹
- 162.422 page impressions/month¹
- 3.473 newsletter subscribers²
- Xing: 10,642³

Content

- Technical articles
- Product reports
- News
- Editorials
- Videos

Channels

- Market
- Engineering & projekts
- Equipment
- Organisation
- Utilities & Services

pharma-food.de
is IVW certified

¹ Source: IVW, as of 3/2021, ² Source: Emarsys as of 06/2021, ³ Source: Xing as of 07/2021

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS under Header	Desktop Tablet	940x250	630.–	695.–
	Halfpage	RoS (sticky)	Desktop	300x600	595.–	655.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	460.–	505.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	575.–	635.–
	Skyscraper left	RoS	Desktop	160x600	955.–	1,040.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	395.–	435.–
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	355.–	390.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	435.–	475.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	380.–	415.–
	Baseboard	RoS (sticky)	Desktop	960x90	450.–	495.–
	Partner-Site-Button	RoS	Desktop	300x120	245.–	270.–

* February, March, July, August

Business Directory

Also take advantage of locational benefits online: Present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify your company entry at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos	✓	✓
Embedding whitepapers	✓	✓
Price/year	€ 340,-	€ 550,-

All prices in Euros without applicable value added tax.

The screenshot displays the Pharma+Food website interface. At the top, there is a search bar with the text 'Pharma+Food Firmenverzeichnis' and a 'Suchen' button. Below the search bar, there is a large image of a laboratory or factory setting. The main content area features a network diagram with several circular icons representing people. Below this, the company profile for 'Pharma+Food' is shown, including contact information, a description of the company, and a list of contact partners with their photos and names.

Pharma+Food Firmenverzeichnis

Suchen zu pharma-food.de

Pharma+Food

Kontakt/Adresse
Im Weiher 10
Hüthig GmbH Heidelberg

Über Pharma+Food
Starke Print- und Online-Markets, die zu den Top-Titeln in ihren Märkten gehören, bedienen wichtige Industrie- und Handwerksbranchen. Seit 1923 publiziert der Hüthig Verlag, am Stammsitz in Heidelberg, Fachmedien für Industrie und Technik und widmet sich der Aufgabe, qualifiziertes Fachwissen zu vermitteln. Heute bedeutet dies moderne Medienformate zusammen mit höchster Qualität aller Kommunikationskanäle – ob Print, Online, Kongresse, Symposien, Sonderdrucke, Webinare oder Direktmarketing. Ein umfassendes Buchprogramm für Fachleute aus der Elektro- und Gebäudetechnik rundet dieses breite Spektrum ab. Dabei unterstützen uns als Autoren, Herausgeber und Redakteure ausgewählte Köpfe, nicht selten die Besten ihres Faches.

Produkte und Dienstleistungsbeschreibung
Pharma+Food ist die Fachzeitschrift für Entscheider in Produktion, Ausrüstung und Organisation der Pharmie-, Lebensmittel- und Kosmetikindustrie in Form von Anzeigenportalen, Fachzeitschriften, Interviews, Produktformularen und Kurzbüchern vermittelt Pharma+Food Wissen und Branchenformularen an alle, die hygienisch produzieren müssen. Pharma+Food erreicht Fach- und Führungskräfte, Planer, Entscheider und Anbieter von Komponenten, Anlagen und Dienstleistungen der Hygieneprozessindustrie und stellt somit direkten Kontakt zu den Investitionsentscheidern her.

Optimale Vernetzung

Informationen
Hüthig GmbH | Erfahrungsreden für Experten

Ansprechpartner
Sabine Wegmann
Anzeigenleitung
E-Mail: sabine.wegmann@huetting.de

Hagen Reichhoff
Media-Beratung
E-Mail: hagen.reichhoff@huetting.de

Hölger Wald
Media-Beratung
E-Mail: huelger.wald@huetting.de

Content Placement

Content placement is an article posted on pharma-food.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or topic page of pharma-food.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

The frequency of this form of advertising is strictly limited!

You can freely choose the text and images of your content.

Format: HTML content page, delivery of content as a Word document.
Maximum of 5 images in png or jpg format.

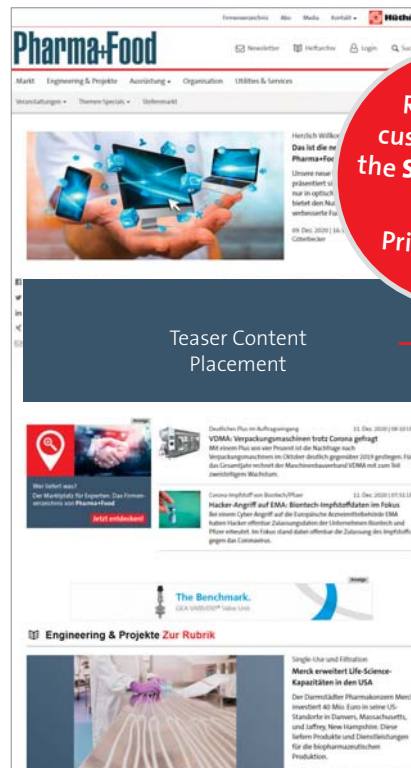
Price: € 1,275.- / € 1,400.-*

You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: a maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

* Price increase before trade fairs (February, March, July, August)

All prices in Euros without applicable value added tax.



Reach more
customers with
the **SOCIAL MEDIA
BOOST!**
Price: € 500.-

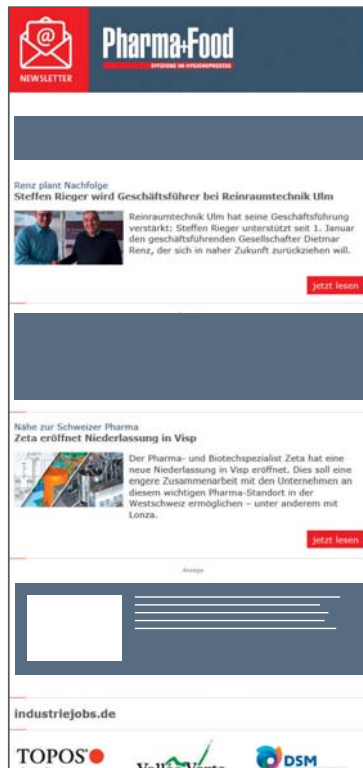




- 1 **Name:** pharma-food.de-Newsletter
- 2 **Profile in brief:**
Weekly newsletter for decision-makers working in hygienic processing technology. Sent to about 3,500 subscribers.
- 3 **Target group:**
Opinion leaders and decision-makers working in hygienic processing technology
- 4 **Publication frequency:** weekly
- 5 **Editorial contact:** Dipl.-Ing. (FH) Armin Scheuermann, Editor-in-chief
Tel.: +49 6221 489-388
E-mail: armin.scheuermann@huethig.de
- 6 **Contact – Online advertising:** Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207
E-mail: sabine.wegmann@huethig.de

Hagen Reichhoff, Sales Manager
Tel.: +49 6221 489-304
E-mail: hagen.reichhoff@huethig.de

Holger Wald, Sales Manager
Tel.: +49 6221 489-298
E-mail: holger.wald@huethig.de



Exclusive Ad
Format: 650 x 90 pixels
Price/Issue: € 890.-/€ 980.-*
File type: jpg, png, gif**

Content Ad
Format: 650 x 150 pixels
Price/Issue: € 650.-/€ 715.-*
File type: jpg, png, gif**

Text Ad (image + text)
Image: 190 x 100 pixels
Text: max. 330 characters
Price/Issue: € 650.-/€ 715.-*
File type: jpg, png, gif**

Reach more customers with the XING BOOST!
 Price: € 500.-

* Price increase before trade fairs (February, March, July, August)

** **Note:** Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable value added tax.

Standalone Newsletter!

You can send a “standalone newsletter” to all registered subscribers with us. The newsletter is mailed in the name of your company and has 100% customer content. The standalone newsletter can link to further information on your corporate website or to a customer integration within pharma-food.de.

The frequency of the standalone newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of Pharma+Food and to introduce new products or services.

- Option 1 – based on our building-block template
- Option 2 – based on your HTML

Prices include newsletter creation and one round of amendments

Price on request

New: Engage Plus

Send a second standalone newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request

[Im Browser anschauen](#)

Effizientere Produktionsprozesse in Krisenzeiten?



Kann die digitale Transformation Produktionsprozesse in Krisenzeiten effizienter gestalten?

Lösungsansätze für die Verpackungsindustrie im Bereich Nahrungs- und Genussmittel.

Neues Verbraucherverhalten, unterbrochene Lieferketten, Mangel an Arbeitskräften oder Einschränkungen bei der Wartung, die Krise stellt die Verpackungsindustrie der Nahrungs- und Genuss-Branche vor extreme Herausforderungen.

Diskussionsrunde mit Experten aus Forschung und Praxis

Erfahren Sie in der [Live-Podiumsdiskussion](#) mit



Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

Interested? For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

The benefits of the webinar package at a glance

- **Comprehensive promotional package**
We plug your webinar, thereby generating your leads
- **New contacts**
Get to know new potential customers that are interested in your product.
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**
Modern companies use modern media formats
- **Cost and time savings**
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**
You share video, audio and files with the participants
- **Direct contact**
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**
Results of surveys, the interest rate and the average attendance duration of the participants
- **Recording of webinars**
We put the recording of the webinar on our website as an on-demand webcast

Your webinar services:

- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports
- On-demand webcast following live event on website with reproduction and text

Interested?

For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@
huethig.de



The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- **you generate new B2B leads for your company**

Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



Interested? For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

Audience Targeting

Reach B2B users in the Google display network.

Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

Minimum order: 50,000 ad impressions

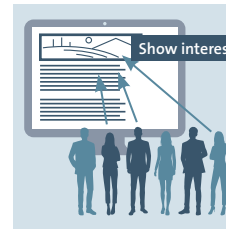
Price: 65.– EUR (CPT)

We will be happy to check whether the reach your desire is achievable.

This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the topic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

Contact

GTCBs

Our general Terms and Conditions are viewable here: www.huethig.de/agb

Dipl.-Ing. (FH)
Armin Scheuermann
Editor-in-chief
+49 6221 489-388
armin.scheuermann@huethig.de



Jona Göbelbecker,
M.A.
Editor
+49 6221 489-206
jona.goebelbecker@huethig.de



Dipl.-Biochem.
Ansgar Kretschmer
Editor
+49 6221 489-400
ansgar.kretschmer@huethig.de



Dipl.-Betriebsw.
(VWA)
Sabine Wegmann
Head of Sales
+49 6221 489-207
sabine.wegmann@huethig.de



Hagen Reichhoff
Sales Manager
+49 6221 489-304
hagen.reichhoff@huethig.de

Bianca Bechtel
Editorial Assistance
+49 6221 489-244
bianca.bechtel@huethig.de



Sina Leswal
Media Sales
Assistance
+49 6221 489-228
sina.leswal@huethig.de



Katja Hammelbeck
Sales Representative
Switzerland,
Liechtenstein
+41 71 55202-12
kh@interpress-media.ch



Carolyn Eychenne
Sales Representative
France, Belgium
+33 139581401
carolyn@eychenne.me



Martina Probst
Advertisement
processing
+49 6221 489-248
martina.probst@huethig.de