

Topic Special

Serialization/ Counterfeit Protection

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Pharma+Food
EFFIZIENZ IM HYGIENEPROZESS

**neue
verpackung**
Das Entscheidermagazin
für Verpackungsprozesse

Due to counterfeit food, cosmetics and medicines, manufacturers have to face multi-billion losses. Counterfeits also expose consumers and patients to health risks and threaten to damage the original brand's image. We focus on this incredibly important subject and take a look at the current systems for counterfeit protection on the market.

The **Special Serialization, Counterfeit Protection** – the second in a series of highly relevant and multi-issue Topic Specials this year – of the trade magazines **neue verpackung** [engl. new packaging] and **Pharma+Food** is addressed to investment decision-makers in the packaging industry and hygienic process technology and offers you a perfect platform to present your products and innovations to a wide audience.

Key topics

- Identifying pharmaceutical packaging both cost-efficiently and without ambiguity
- Trends in Track & Trace
- Serialization in the food and cosmetics industry
- Counterfeit protection in the food industry

BRAND

FAKE



circulation 8.100



circulation 12.150

Benefit from a total circulation of:
20,250 print copies
36,400 social media followers
9,300 newsletter recipients

Benefit now!

Push your advertising message directly to the desks of investment decision-makers and benefit from the following services at a highly **reduced combined rate** with this targeted topic special on one of the most current and important topics in the industry:

- The special is published as a special section in both issues mentioned above. **Total circulation (print): 20,250 copies!**
- The **e-paper** will be sent to **9,300 newsletter recipients**.
- **Promotion** of the **e-paper** via the magazines' **social media channels** with currently approx. **36,400 followers**.
- The **e-paper** is stored in the magazine **archive** of the corresponding portals.
- You can place an **URL** to your company or product page in the **e-paper** or integrate an **image** or **product video** in the form of a **digital overlay!**

price list:

formats	rate
1/1 page 4c	5,650 €
2/3 page 4c	4,300 €
Juniorpage 4c	3,490 €
1/2 page 4c	3,200 €
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1/4 page 4c	2,100 €
1/8 page 4c	1,400 €
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All prices without applicable VAT.

Please do not hesitate to get in touch with us for planning your appearance:



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You are also welcome to contact your local media consultant:

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