

MEDIA KIT 2021



With trade fair guide* to Achema

PRINT + ONLINE

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*This trade fair guide is not IWW/EDA certified



successful media for experts

Media Group  Süddeutscher Verlag





Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.pharma-food.de

1 Magazine:	Pharma+Food	11 Publisher:	–
2 Profile in brief:	<p>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.</p> <p>Optimum networking: At www.pharma-food.de you will find up-to-the-minute information and a wide range of services.</p>	12 Advertisements:	Dipl.-Betriebsw. (VWA) Sabine Wegmann (responsible) Hagen Reichhoff, Holger Wald
3 Target group:	Management and investment decision-makers in the areas of production, machinery and organization in the pharmaceuticals, food and cosmetics industry.	13 Editors:	Dipl.-Ing. (FH) Armin Scheuermann (responsible) Dipl.-Biochem. Ansgar Kretschmer
4 Publication:	8 x per year	14 Volume analysis:	2019 = 7 issues
5 Magazine Format:	210 mm width, 297 mm high	Total volume:	488 pages = 100.0%
6 Volume/year:	24 th volume 2021	Editorial section:	342 pages = 70.1%
7 Purchase conditions and prices (incl. VAT):	<p>domestic € 84.96 + € 10.70 shipping costs = € 95.66</p> <p>foreign € 84.96 + € 21.40 shipping costs = € 106.36</p> <p>Single copy price € 14.00 including VAT, not including shipping costs</p>	Advertisement section (pages):	146 pages = 29.9%
8 Organ:	Independent specialist trade and technical journal	incl.: bound/loose inserts (pages):	9 pages = 6.2% of advertising volume
9 Memberships:	Deutsche Fachpresse, IVW	publisher's own advertisements (pages):	25 pages = 17.1% of advertising volume
10 Publishing company:	Hüthig GmbH	Supplements:	6 units
Managing Director:	Moritz Warth	15 Analysis of editorial content:	2019 = 342 pages
Address:	Im Weiher 10, D-69121 Heidelberg	Hygienic plant design	43 pages = 12.6%
Tel.:	+49 6221 489-207	Packaging, labeling	38 pages = 11.1%
Fax:	+49 6221 489-490	Measurement and control, analysis and automation technology	32 pages = 9.3%
Internet:	www.pharma-food.de	Water and waste water treatment	26 pages = 7.6%
E-mail:	sabine.wegmann@huethig.de	Cleaning, CIP, SIP	24 pages = 7.0%
	hagen.reichhoff@huethig.de	Organization	22 pages = 6.4%
	holger.wald@huethig.de	Contract manufacturing	20 pages = 5.8%
		Conveyor systems	18 pages = 5.3%
		Clean-room technology	18 pages = 5.3%
		Separation technology, filters	17 pages = 5.0%
		News	16 pages = 4.7%
		Biotechnology	13 pages = 3.8%
		Powder and bulk material handling	9 pages = 2.6%
		Title pages, editorial, content	28 pages = 8.2%
		Miscellaneous	18 pages = 5.3%
			342 pages = 100.0%

1 Advertising rates in € (for formats, see page 5):

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



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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

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:

	Quantity discount rate:
3 x publication	2 pages 5 %
6 x publication	3 pages 10 %
9 x publication	5 pages 15 %
12 x publication	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
Box number fee		€ 16.–

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. 11,500 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: 11,500 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:

Advertising Manager
Sabine Wegmann
Phone: +49 6221 489-207
sabine.wegmann@huethig.de

Advertisement Processing
Martina Probst
Phone: +49 6221 489-248
martina.probst@huethig.de

7 Terms of payment:

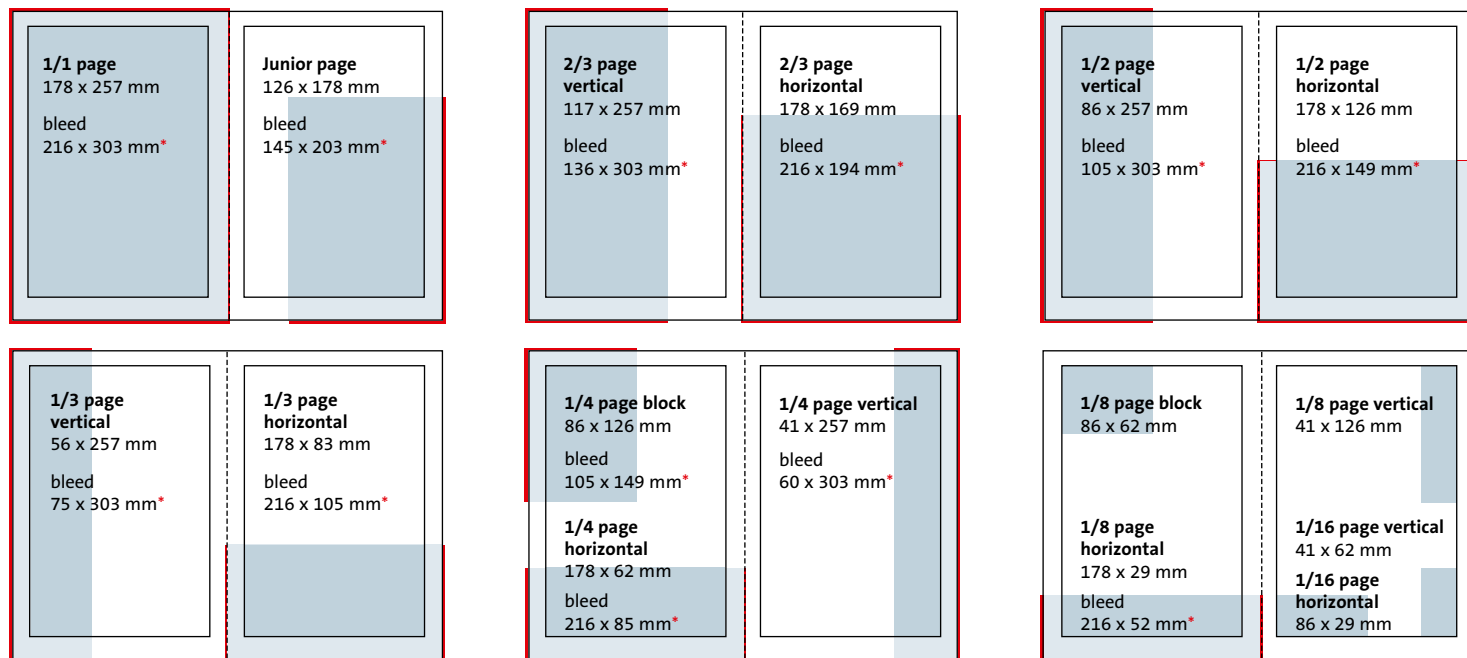
Net within 30 days of invoice date,
2 % discount in the case of advance payment or direct debit
Bank details: HypoVereinsbank
Account: 157 644 60, bank code: 700 202 70,
IBAN: DE66 7002 0270 0015 7644 60, BIC: HYVEDEMMXXX



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— *Bleed formats quoted include 3 mm trim allowances

Type area formats Bleed formats



Magazine format: DIN A4, width 210 mm, height 297 mm



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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: pf-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
 Phone: +49 6221 489-248
martina.probst@huethig.de

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Official guide to ACHEMA

Print run:	80,000 copies German and English
Target group:	Visitors and exhibitors at Achema
Publication date:	June 2, 2021
Advertising deadline:	May 4, 2021

ACHEMA Highlights

Print run:	35,000 copies Joint issue with CHEMIE TECHNIK
Contents:	A comprehensive look back at the leading international trade fair
Publication date:	August 10, 2021
Advertising deadline:	July 14, 2021

Can only be booked in combination with CHEMIE TECHNIK 6/21 or Pharma+Food 4/21

Combined rates:	4c
1/1	€ 8,670.–
Junior Page	€ 5,235.–
1/2	€ 4,640.–
1/3	€ 3,725.–
1/4	€ 2,610.–
1/8	€ 1,735.–



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Price for format ads

Combined rates:	4c
1/1	€ 6,930.–
Junior Page	€ 4,240.–
1/2	€ 3,775.–
1/3	€ 3,045.–
1/4	€ 2,145.–
1/8	€ 1,425.–

other prices on request



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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
Publication date:	December 29, 2021
Advertising deadline:	November 29, 2021

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



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Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- ***Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.



Alexander Zöller
Tel.: +49 8191 125-345
alexander.zoeller@mi-connect.de

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

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1 Circulation monitoring:



2 Circulation analysis:

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

Print run:	10,308		
Number of copies actually distributed	10,035	including abroad:	1,191
Copies sold:	735	including abroad:	59
– Subscribed copies:	93	including association member copies:	0
– Paid content access privileges through subscription:**	93		
– Other sales:	642		
– Single copy sales:	0		
Free copies:	9,300		
Residual, archive and specimen copies:	273		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	85.1	8,540
Abroad	11.9	1,191
Other***	3.0	304
Copies actually distributed	100.0	10,035

* 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	15.2	1,525
Bavaria	15.6	1,566
Berlin, Brandenburg, Mecklenburg-Western Pomerania	3.6	360
Bremen, Hamburg, Schleswig-Holstein	4.7	469
Hesse	7.5	751
Lower Saxony	7.0	706
North Rhine-Westphalia	18.2	1,829
Rhineland-Palatinate	5.7	574
Saarland	0.8	81
Saxony, Saxony-Anhalt	4.5	455
Thuringia	1.8	177
Abroad	11.9	1,191
Other***	3.0	304
Rounding difference	0.5	47
Copies actually distributed	100.0	10,035

Breakdown of foreign circulation:**	Percentage of copies actually distributed	
	%	copies
Austria	32.0	381
Switzerland	34.0	405
Other countries	34.0	405
Copies actually distributed	100.0	1,191

The detailed description of the survey method can be found on p. 13

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	21.7	2,173
20, 21, 22	Pharmaceuticals, chemicals and cosmetics industry	34.2	3,429
24, 25, 28, 26.2	Plant and machine engineering	13.7	1,378
27, 26.3, 26.5	Measurement and control technology, electricity generation	4.8	478
46, 47	Trade brokering, trade	7.2	720
71.12	Engineering, consulting engineers, design	8.3	830
72	Research and development	1.6	156
	Other sectors	5.0	516
	Other*	3.0	304
	Rounding difference	0.5	51
Copies actually distributed		100.0	10,035

* 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	34.4	3,450
50 - 199 employees	19.5	1,953
200 - 499 employees	11.9	1,198
500 and more employees	28.2	2,833
Company size according to EDA criteria not surveyed / known	2.5	246
Other*	3.0	304
Rounding difference	0.5	51
Copies actually distributed	100.0	10,035

2.1 Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
CEO, board member, supervisory board member	37.9	3,801
Subsidiary / plant / company management	7.9	796
Department / section / project head	33.6	3,365
Skilled staff	15.9	1,599
Assistant	0.3	30
Department	0.9	89
Other*	3.0	304
Rounding difference	0.5	51
Copies actually distributed	100.0	10,035

* 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	43.2	4,330
Research, development, trialing	5.5	550
Design, planning, technical consultancy	7.3	731
Production, manufacturing	10.7	1,073
Measurement and control, quality assurance, maintenance	6.6	657
Purchasing, distribution, sales, marketing	18.8	1,886
Other functions (e.g. environmental protection, waste disposal, information technology, documentation, administration, electrical design, processing technology)	2.3	242
Function according to EDA Criteria not surveyed/known	2.1	211
Other*	3.0	304
Rounding difference	0.5	51
Copies actually distributed	100.0	10,035

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

The detailed description of the survey method can be found on p. 13

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: 28,709

2.3 Total number of alternating recipients: 27,619
(change after every third issue)

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

– Paid circulation	735
of which: subscribed copies	93
paid content access privileges through subscription*	93
retail sales	0
other sales	642
– Free copies	9,300
of which: permanent free copies	355
alternating free copies	8,672
advertising copies	273
Copies actually distributed	10,035
→ of which in Germany	8,844
→ of which abroad	1,191

3. Description of survey:

3.1 Basic population (surveyed share):

Basic population (copies actually distributed)	10,035	=	100.0 %
Of which not recorded in the survey:			
→ other (trade fair, event copies, book shops, retail sales etc.)	304	=	3.0 %
The survey represents of the basic population	9,731	=	97.0 %

3.2 Date of file evaluation: August 3, 2020

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 2019 to June 2020

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

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Market & Contact

Term:	12 calendar months = 7 issues
Conditions:	The order covers 12 calendar months after which it continues to run until cancellation. The order can be canceled at six weeks' notice to the end of the term.
Size:	single column 41 mm wide; minimum height 20 mm
Price per issue:	per mm height: b/w € 2.30 color € 3.45
The benefits for you:	If you opt for a presence in Market & Contact, your company will be advertised for a 12-month period.
Corrections:	At any time before advertising deadline, cost per change € 50.–
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 by an advertising agency: 15% agent commission.

www.pharma-food.de

Markt und Kontakt

<p>Arbeitsschutz</p> <p>finnimport® Sicher gut aussehen!</p> <p>Ihr Spezialist für Arbeitsschutz und Berufsbeleidung</p>  <p>Finnimport www.finnimport.de Köpenicker Straße 0600 - 7000 505</p>	<p>Edelstahlhubwagen und Stapler</p> <p>EAT EDELSTAHL HUBWAGEN UND STAPLER</p> <p>www.eat-edelstahl.de</p>	<p>Lohnhersteller/ Lohnverpacker</p> <p>MG MECHANISCHER GRUPPEN</p> <p>Schillerstraße 48 Tel. 0 37 21 82 84 0 29548 Wittmund Fax 0 37 21 92 84 24 mg-banberg@t-online.de</p>	<p>Probenahmeventil</p> <p>FAMAT FAHRSAMMEL UND PROBENNAHME GERÄTE</p> <p>FAMAT SA CH-1025 Saint-Sulpice info@famat.com</p> 	
	<p>Fest-Flüssig Trennung</p> <p>chemap multi purpose filter</p> <p>Infinitat AG, Grenzstrasse 7 CH-8060 Albstalden Tel. +41 84 84 80 00 / Fax +41 84 730 46 28 E-Mail: info@infidat.ch / Internet: www.famab.ch</p>	<p>Lohnherstellung</p> <p>Schwarzwaldmilch Kompetenz in Spritzschäumung</p> <p>Schwarzwaldmilch GmbH Offenburg Tel. +49 761 47 88 100 info@schwarzwaldmilch.de www.schwarzwaldmilch.de/regionale.de</p>	<p>Reinraumtechnik</p> <p>Räder und Rollen V4A Edelstahl AIS 316</p> <p>www.fe-seulte.de Tel. +49 2993 3017</p> 	
	<p>Armaturen</p> <p>ZUERCHER TECHNIK</p> <p>Zuercher Technik AG CH-4450 Sissach Tel. +41 61 975 10 10 www.zuercher.com info@zuercher.com</p> 	<p>Filtrationstechnik</p> <p>Ihr zuverlässiger Partner für hydraulische Wasserfiltertechnik</p> <p>Strömation AG (100%) Die Spezialisten für Wasserfiltration</p> <p>Wasser-Systeme, Enteisungsanlagen, Wasseraufbereitung, Öl-Filterung, Wasser- und Abwasser-Technik</p> <p>MÜLLER® Wasser-Systeme Tel. +49 761 47 88 100 info@schwarzwaldmilch.de www.schwarzwaldmilch.de</p>	<p>Lohnverpackung</p> <p>varipack</p> <p>Varipack Lohnfertigung GmbH Kollmerer Straße 13-15 D-52667 Nöcker-Kirch www.varipack.de</p>	<p>Rohr- und Schlauchverbindungen</p> <p>eShop: schwer.com</p> <p>schwer fittings</p> 
	<p>Fördertechnik</p> <p>simar</p> <p>Fördern - Trocknen - Dosieren www.simar-int.com</p>	<p>Messtechnik</p> <p>Hans Schmidt & Co GmbH Ihr Spezialist für Drehmomentmesser, Kraftmesser und Zugprüfmaschinen</p> <p>Schichtstraße 18 • 84478 Waldkraiburg Tel.: 08638-94100 • Fax: 4825</p> <p>info@hans-schmidt.com www.hans-schmidt.com</p>	<p>Rührwerkstechnik</p> <p>liquitec</p> <p>liquitec AG Tel. +41 75 850 8300</p> 	
	<p>Kennzeichen</p> <p>Pharma Land</p> 			

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

§ 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

§ 2 Offer, Conclusion of Contract

1. Advertising order as used in the General Terms and Conditions below shall mean a contract on the publication of one or several ads, third-party supplements or other advertising materials of an advertising company or other commercial advertiser in any advertising media (print/digital) for the purpose of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's due discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council in a complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

§ 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand), files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits advertisements, the customer shall, at the same time, supply a color proof and proof protocol and measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall instead send confirmation that the advertising material has been published and distributed.

6. The design and labeling of advertorial styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertorial materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail (even if the said replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the publisher's requirements.

9. Orders may only be canceled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties in relation to the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission paid by the publisher is calculated based on the net charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be made on their own expense. In the event that advertising agencies place orders, in the event of a price increase, the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

§ 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to complete if the publisher has notified the customer in advance and at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast order volume, the excess discount granted is subsequently invoiced to the customer.

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Benefit is has been shortened to four days. The publishing house shall have the right to assign their claims against the client to third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to defer delivery on a current contract until payment is made, as well as require advance payment. In the event of a reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. All prices exclude statutory VAT amounts on the day the invoice is issued.

6. The publisher shall be authorized to subject to VAT on invoices issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was not achieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

§ 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with a defect – despite the fact that the customer acted in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

§ 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence on the part of the publisher, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this.

3. The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and confer authorization for placement by all known technical methods and in all known forms of advertising media.

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pharma-food.de

- 1 Website (URL):** www.pharma-food.de
- 2 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 over 3,500 subscribers.
- 3 Target group:**
Opinion leaders and decision-makers working in hygienic processing technology.
- 4 Publishing company:** Hüthig GmbH
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E-mail: holger.wald@huethig.de

- 7 Data delivery:** Sabine Greinus
Tel.: +49 6221 489-598
E-mail: online-dispo@huethig.de
- 8 External ad server used:** Google Ad Manager from Google

Facts

Traffic

- 43,072 visits/month¹
- 82,759 page impressions/month¹
- 3,565 newsletter subscribers²
- Xing: 10,642³

Content

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

Channels

- Market
- Plant design
- Equipment
- Organization
- Service
- Packaging
- Energy & Utilities

pharma-food.de
is IVW certified

¹ Source: IVW, as of 5/2020

² Source: Emarsys, as of 7/2020

³ Source: Xing, as of 7/2020

1 Rates and Ad Formats

Portal:

Ad Format	Format	Bookable Channels	Price in Euros per week/issue	Prices in trade fair months January/February/April/May and June
Full-Size-Banner	468 x 60 pixels	Total rotation	235.–	260.–
Superbanner (= Big-Size-Banner)	728 x 90 pixels	Total rotation	395.–	440.–
Billboard Ad	800 x 250 pixels	Total rotation	630.–	695.–
Skyscraper	160 x 600 pixels	Total rotation	340.–	380.–
Sticky-Sitebar	200 x 600 pixels	Total rotation	460.–	505.–
Content Ad	300 x 250 pixels	Total rotation	380.–	420.–
Rectangle	300 x 250 pixels	Total rotation	455.–	500.–
Halfpage Ad	300 x 600 pixels	Total rotation	595.–	655.–
Wallpaper	728 x 90 and max. 160 x 900 pixels	Total rotation	575.–	635.–
Fireplace Ad	Leaderboard: 980 x 90 pixels + Skyscraper (left + right): 160 x 900 pixels	Total rotation	1,085.–	1,195.–
Partner-site-Button	300 x 120 pixels	Total rotation	245.–	270.–
Sponsored Post	Text + max. 5 images	1 week integration on homepage + archiving for at least 1 year	1,275.–	1,400.–

Newsletter:

Ad Format	Format	Bookable Channels	Price in Euros per week/issue	Prices in trade fair months January/February/April/May and June
Newsletter / Content Ad	480 x 150 pixels		650.–	715.–
Newsletter / Skyscraper	160 x 600 pixels		450.–	500.–
Newsletter / Button	160 x 80 pixels		225.–	255.–
Newsletter / Text Ad	Image: max. 150 x 150 pixels Text: max. 330 characters		650.–	715.–
Newsletter / Sponsoring		Exclusive booking, any 2 positions	1,105.–	1,220.–

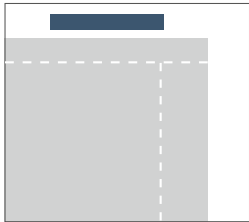
Business Directory:

Ad Format	Bookable Channels	Price in Euros
Company entry / Standard	Company entry	Free
Company entry / Plus	Company entry	340.– per year
Company entry / Premium	Company entry	550.– per year

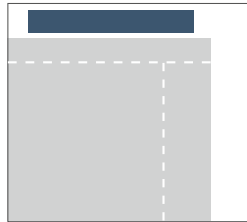
All prices in Euros without applicable value added tax.

1 Banner Formats

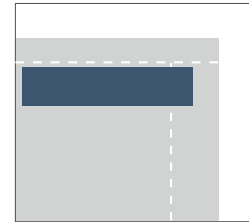
You can book a wide variety of banner formats on pharma-food.de. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of one additional advertising partner at this placement. Your campaign will be billed at the weekly fixed-price rate.



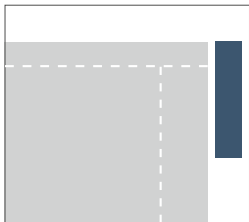
Full-Size-Banner
Format: 468 x 60 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 235.-/
€ 260.-*



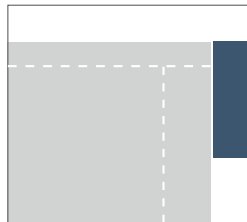
Superbanner
Format: 728 x 90 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 395.-/
€ 440.-*



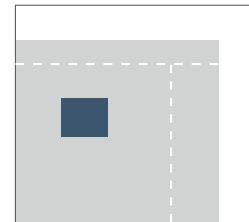
Billboard Ad
Format: 800 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 630.-/
€ 695.-*



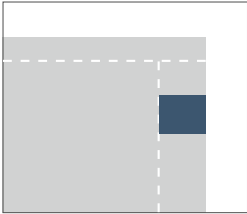
Skyscraper
Format: 160 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 340.-/
€ 380.-*



Sticky-Sitebar
Format: 200 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 460.-/
€ 505.-*

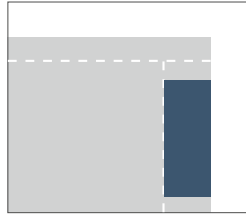


Content Ad
Format: 300 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 380.-/
€ 420.-*



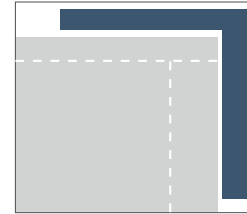
Rectangle

Format: 300 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 455.-/
€ 500.-*



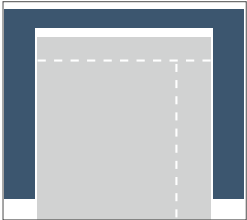
Halfpage Ad

Format: 300 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 595.-/
€ 655.-*



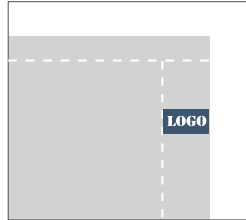
Wallpaper

Format: 728 x 90 pixels and
max. 160 x 900 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 575.-/
€ 635.-*



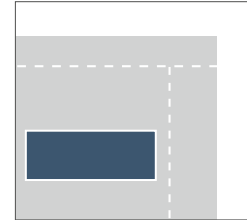
Fireplace Ad

Format: 980 x 90 pixels
(Leaderboard) and
160 x 600 pixels
(Skyscraper, left and right)
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 1,085.-/
€ 1,195.-*



Partner-Site-Button

Format: 300 x 120 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/Week: € 245.-/
€ 270.-*



Sponsored Post

Content:

- Headline
 - Teaser
 - Text
 - max. 5 images
(jpg, gif, png)
- Price/Week: € 1,275.-/
€ 1,400.-*

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.pharma-food.de

Sponsored Post

A Sponsored Post 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 subject 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 of pharma-food.de where it will be listed in the third spot for one week (with a grey background), which will route additional traffic to your article.

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

**The frequency of this form of advertising is strictly limited:
A maximum of one Sponsored Post a week is published.**

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.-**

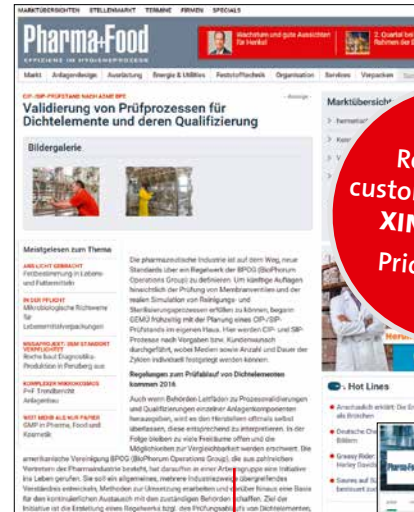
You need to provide us with the following:

- 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)
- Text, including links (recommendation: no more than two DIN A4 pages)
- Optional: A maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

* Integrated for one week on the homepage, archiving minimum one year

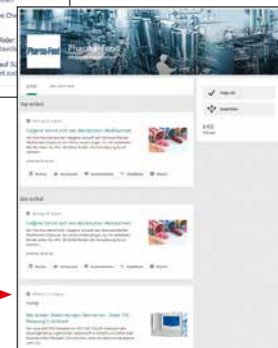
** Price increase before trade fairs, see p. 18/19

All prices in Euros without applicable value added tax.



Example Sponsored Post

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





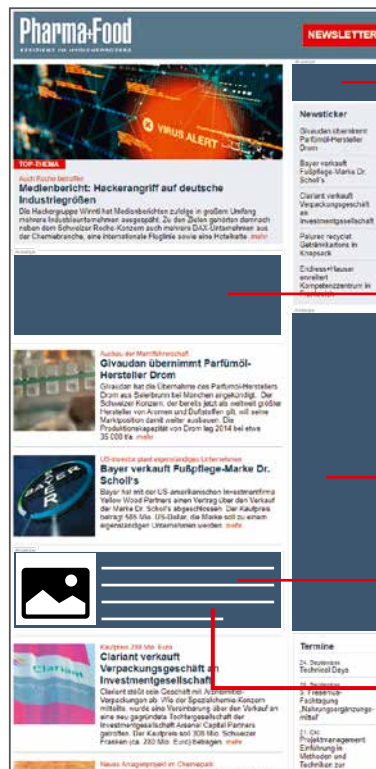
Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.pharma-food.de

- 1 Name:** pharma-food.de-Newsletter
- 2 Profile in brief:**
Weekly newsletter for decision-makers working in hygienic processing technology. Sent to over 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:** Sabine Wegmann, Advertising Manager
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Holger Wald, Media Consultant
Tel.: +49 6221 489-298
E-mail: holger.wald@huethig.de

* Price increase before trade fairs, see p. 18/19

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

All prices in Euros without applicable value added tax.



Button
Format: 160 x 80 pixels
Price/Issue: € 225.-/€ 255.-*
File type: gif**, jpg, png

Content Ad
Format: 480 x 150 pixels
Price/Issue: € 650.-/€ 715.-*
File type: gif**, jpg, png

Skyscraper
Format: 160 x 600 pixels
Price/Issue: € 450.-/€ 500.-*
File type: gif**, jpg, png

Text Ad (image + text)
Image: 150 x 150 pixels
Text: max. 330 characters
Price/Issue: € 650.-/€ 715.-*
File type: gif**, jpg, png



Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.pharma-food.de

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.

	Standard	Plus	Premium
Display of your company profile with relevant search results	✓	✓	✓
E-mail contact	✓	✓	✓
Address data	✓	✓	✓
Manage your product program, product groups and social media channels		✓	✓
Telephone and fax numbers		✓	✓
Link to homepage		✓	✓
Company logo		✓	✓
Profile image		✓	✓
Online statistics		✓	✓
Highlighting in search results		✓	✓
Company logo in relevant market overviews		✓	✓
Image gallery		✓	✓
Company profile		✓	✓
Specific contact partners		✓	✓
Links to sales offices or branches		✓	✓
Additional information as a file		✓	✓
Incorporate company videos		✓	✓
Include whitepapers		✓	✓
Price/year	free	€ 340.–	€ 550.–



All prices in Euros without applicable value added tax.

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

Your contacts and representatives at home and abroad

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Pharma+Food

HYGIENE PROCESS EFFICIENCY