Media World
www.pharma-food.de
pharma-food.de is the multimedia information portal for top decision-makers in hygienic processing – read what this entails on the following pages.

**Profile, Offer, Benefit and Reach**

**Formats, Placements and Prices**
- 8 Advertising Banners
- 10 Sponsored Post
- 11 Social Media Booster

**Newsletter**
- 12 Newsletter
- 14 Advertising Banners in the Newsletter
- 16 Stand-Alone Newsletter

**Digital Company Directory**
- 18 Digital Company Directory at a Glance, Overview and Prices

**Content Marketing**
- 20 Content Marketing
- 21 Packages and Service

**Contact**
- 26 Your contacts
What we stand for

**pharma-food.de** is the innovative Internet platform of the renowned specialist magazine **Pharma+Food** produced by Hüthig Verlag, a modern specialist media company with its head office in Heidelberg, Germany.

Hüthig Verlag is part of the Süddeutscher Verlag media group in Munich and thus of the Stuttgart-based Südwestdeutsche Medienholding (SWMH), one of the leading media companies in Germany.

---

*Süd-westdeutsche Medien Holding GmbH*

---

*Süddeutscher Verlag*

---

*Hüthig: successful media for experts*
What we offer

**pharma-food.de** is the information portal for top decision-makers in hygienic processing!

Daily news, product-database and company directory, background reports, and a weekly newsletter (more than 3,500 subscribers).
Benefits for our users

» comprehensive company directory

» archive with extensive specialist information

» clearly arranged navigation to industry-relevant specialist fields

» full-text search

» daily news, topical information about products and companies
Reaching your target group

**pharma-food.de** offers you all the benefits of professional media planning as a one-stop-shop. We will advise you which forms of advertising, in which combination, will meet your requirements and objectives in your media planning!

**pharma-food.de** is used by decision-makers and managers in hygienic processing.

We are also voluntarily audited in the online sector by the **German Audit Bureau of Circulation (IVW)**! This ensures that you really get the service you pay for.
Latest analysis

77,173
Page impressions in September 2020, source: IVW

49,674
Visits in September 2020, source: IVW

20,046
Unique user in November 2020, source: Google Analytics

3,522
Newsletter subscribers (as of November 2020)

2.21
Pages viewed per session, source: Google Analytics September 2020
Advertising Banners

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Prices in Euro per week</th>
<th>Prices in Euro per week in trade show months Feb./April/May/June</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Leaderboard (Premium)</td>
<td>728 x 90 pixels</td>
<td>395.–</td>
<td>435.–</td>
</tr>
<tr>
<td>2 Leaderboard (Basic)</td>
<td>728 x 90 pixels</td>
<td>355.–</td>
<td>390.–</td>
</tr>
<tr>
<td>3 Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>630.–</td>
<td>695.–</td>
</tr>
<tr>
<td>4 Skyscraper</td>
<td>160 x 600 pixels</td>
<td>340.–</td>
<td>380.–</td>
</tr>
<tr>
<td>5 Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>460.–</td>
<td>505.–</td>
</tr>
<tr>
<td>6 Content Ad (Premium)</td>
<td>300 x 250 pixels</td>
<td>435.–</td>
<td>475.–</td>
</tr>
<tr>
<td>7 Content Ad (Basic)</td>
<td>300 x 250 pixels</td>
<td>380.–</td>
<td>415.–</td>
</tr>
<tr>
<td>8 Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>595.–</td>
<td>655.–</td>
</tr>
<tr>
<td>9 Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>575.–</td>
<td>635.–</td>
</tr>
<tr>
<td>10 Baseboard Ad</td>
<td>940 x 250 pixels, 960 x 90 pixels</td>
<td>450.–</td>
<td>495.–</td>
</tr>
<tr>
<td>11 Partner-Site-Button</td>
<td>300 x 120 pixels</td>
<td>245.–</td>
<td>270.–</td>
</tr>
</tbody>
</table>

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (also animated), HTML5 | Videos: mp4 | File size: max. 50 KB
Data transmission: at least 5 working days before placement to online-dispo@huethig.de
Banner formats are displayed in total rotation with a maximum of one other advertiser on this placement.

The campaign is billed at a fixed weekly price.
A sponsored post is a sponsored advertising element on pharma-food.de in the form of a tagged news item. It flows through the entire pharma-food.de news stream on the start page as well as on a channel selected by the customer and is archived here for at least one year. The contents of texts and images can be freely designed. In addition, a sponsored post is fixed on the pharma-food.de start page at the third article position and highlighted in grey for one week. The following channels are available: market, plant design, equipment, energy & utilities, solids technology, organization, services, packaging.

The frequency of this form of advertising is strictly limited: a maximum of one sponsored post per week will be published.

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

Price*: 1,275.– €/in trade show months: 1,400.– €

What we need from you

» Meaningful catchword
» Meaningful headline
» Teaser (2 short sentences which arouse interest)
» Text incl. link (recommendation: maximum 2 DIN A4 pages)
» Maximum of 5 images (jpg, png)

* Integration on home page for one week, archiving at least for one year

Good for your Google Ranking!
The Social Media Booster is a new, appealing social media element which generates additional contacts in the industry and can be easily booked additionally to the Sponsored Post.

We currently have **11,281 Xing and 971 LinkedIn followers** and the number is increasing rapidly.

The newsfeed is made up of up-to-date releases from our website, which are displayed to followers as news on our social media newstreams.

This way we can play out your sponsored post booked on pharma-food.de to our followers via Xing and LinkedIn. It is also marked here with the term “advertisement”.

**Price:** 500.– €

» Only bookable in combination with a sponsored post. No separate reporting possible.
The advantage of newsletters is that users specifically subscribe to them and therefore really want them.

This is also reflected in the above-average opening rate of the Pharma+Food newsletter.

E-mail newsletters also allow direct addressing of the target group.

Image advertising, highlighting your company’s expertise or a product presentation are all perfectly placed here. Reach your existing and new potential customers with more than 3,500 mailings.
Benefits and Reach | Newsletter

The Pharma+Food newsletter is always mailed to more than 3,500 subscribers.
# Advertising Banners in the Newsletter

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Prices in Euro per issue</th>
<th>Prices in Euro per issue in trade show months Feb./April/May/June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>Content Ad</td>
<td>650.–</td>
<td>715.–</td>
</tr>
<tr>
<td></td>
<td>650 x 150 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Text Ad</td>
<td>650.–</td>
<td>715.–</td>
</tr>
<tr>
<td></td>
<td>Image: max. 190 x 100 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text: max. 330 characters</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (without animation), Images: jpg or gif up to max. 180dpi | File size: max. 50 KB
Data transmission: at least 5 working days before placement to online-dispo@huethig.de
Renz plant Nachfolge
Steffen Rieger wird Geschäftsführer bei Reinraumtechnik Ulm


Nähe zur Schweizer Pharma
Zeta eröffnet Niederlassung in Visp


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

The frequency of the stand-alone 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.
Effizientere Produktionsprozesse in Krisenzeiten?

Kann die digitale Transformation Produktionsprozesse in Krisenzeiten effizienter gestalten?

Lösungsansätze für die Verpackungsindustrie im Bereich Nahrungs- und Genussmittel.

Neues Verbraucherverhalten, unerwartete Lieferketten, Mangel an Arbeitskräften oder Einschränkungen bei der Logistik, die Störungen der Verpackungsindustrie der Nahrungs- und Genuss-Branche vor extremen Herausforderungen.

Diskussionsrunde mit Experten aus Forschung und Praxis

Erfahren Sie in der „Effiziente Produktionsprozesse“ mit Experten aus Forschung und Praxis, wie Sie die oben genannten Herausforderungen durch digitale Transformation effizienter meistern können.

Diskutieren Sie in der anschließenden Q&A Session mit:
- Prof. Dr.-Ing. Stephan Schläfer, HTW Berlin
- Dr. Thomas Wanderlich, Welltec AG
- Ing. Andreas Schmidt, Smart Factory Lahr
- Jürgen Siebert, Schneider Electric
- Pierre Brink, Schneider Electric

Weiteren Input erhalten in unseren Fachvorträgen


Format: 660 pixels
File type: HTML (inline CSS) or as text and image (jpg, png) separately
No. of characters: +/- 3,000
No. of charts: max. 5
No. of links: max. 5
Price: on demand
An ideal supplement...
...to the offered classic online forms of advertising on pharma-food.de. Through your presence users get quick and focused access to information about your company.

Added value included
Your contact details are additionally linked to a large offer of content. Your company’s performance profile appears in requested technical articles, news and product reports.

Present your company with a company entry in the environment of your industry. An entry in our new company directory ensures your constant presence when our users are researching. All company entries can be updated and supplemented by you at any time.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Standard</th>
<th>Plus</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display of your company profile to your articles</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>E-mail contact</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Address data</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Manage your product portfolio, product groups and social media channels</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Phone and fax number</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to homepage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Corporate logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Profile image</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Highlighting in search results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Image gallery</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Company portrait</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Special contact persons</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Link to sales office or branches</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Additional information as a file</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Embedding of company videos</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Embedding of whitepapers</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Price for a whole year</td>
<td>free of charge</td>
<td>340.– €</td>
<td>550.– €</td>
</tr>
</tbody>
</table>
Content marketing is a digital communication strategy. Short-term, selective success can result, for example, from the acquisition of leads by means of webinars or white papers. At its core, however, content marketing pursues long-term goals. The establishment of one’s own company on the market, the digital positioning on a specific topic in the industry or the acquisition of new customers through ever-increasing visibility can be achieved through good content marketing and thus contribute significantly to the success of the company.

**Why you should definitely invest in content marketing:**

- Boosting brand awareness and strengthening your image
- You achieve positive change of the image towards the expert
- You establish yourselves as opinion leaders
- You clearly position yourselves as problem solvers through consistent and high-quality information transfer
- You increase your reach and gain much better visibility
- You benefit from long-term protection and increase of sales figures and deals
Content Starter

Getting started with content marketing

Included in the package:

- Publication of 1 x sponsored post (see page 10)
- Native integration of sponsored post in channel stream and on start page
- Fixation of article on homepage in first sight area for one week
- SEO power through backlinks: archiving of sponsored post for at least 1 year
- 2 x traffic boost through content ad in newsletter linked to sponsored post (see page 12)
- 2 x reach extension through Xing/LinkedIn Booster (see page 11)

Your advantages:

- Maximum attention through native embedding of content
- Savings compared to individual booking of services
- Effective investment in SEO for your website through backlinks
- Advertising efficiency of your banners will be increased overall through linking of content and display ads

Package price: 3,210.– €
Booking period: 4 weeks
Business Leads
Whitepaper
Digital acquisition of new customers

Promotion package:

- Creation of a stand-alone mailing (in coordination with you) (see page 16)
- Publication of a sponsored post (your contents; incl. embedding of whitepaper, see pages 10)
- 2 x traffic boost through Content Ad in editorial newsletter (see page 12)
- 1 x reach extension through Xing/LinkedIn Booster (see page 11)
- 1 x Content Ad in portal for entire booking period of 2 months (link to whitepaper)
- All leads for customer’s use
- Customer support with creation of content by editorial team
- Full whitepaper creation available upon request

Your advantages:

- Maximum attention for the whitepaper (compared to individual booking) and therefore also exponentially increased chance of leads

Package price: 5,500.– €
Booking period: 8 weeks

Savings compared to individual booking of all services of the promotion package
Business Leads Webinar

Digital acquisition of new customers

Package includes:

- 1 webinar, presented live

Promotion package:

- Advice and assistance in finding topics
- Technical realization
- Creation of a stand-alone mailing (in coordination with you) (see page 16)
- Publication of a sponsored post (your contents; see pages 10)
- Recording and On-demand webcast after live event on website
- Comprehensive promotion package for acquisition of participants
- All leads for customer’s use

Your benefit:

- One-stop-shop: advice concerning content, organisation and realization as well as promotion and acquisition of participants

Package price: 7,500.– €
Booking period: 8 weeks
Content Expert

Your positioning as a thematic leader

Included in the package:

› Own customer channel with exclusive customer content
› Promotion with reference to customer channel in every editorial Pharma+Food newsletter during booking period
› Integration of 3 articles per month (supplied by customer)
› Publication of article on homepage
› Integration of articles in context-relevant thematic channel
› SEO power through targeted backlinks
› Optionally bookable: further editorial services on request
Your advantages:

- High SEO effect through targeted backlink building (for Google) from trustworthy and established environment
- Expansion of presence in relevant target group and positioning as an expert and solution provider on a relevant topic
- High attention level through cross-promotion via newsletters and portal
- Positive image transfer through integration of content in premium editorial environment

Booking period: 6 months
We have presented various, target-oriented forms of advertising for your communication to you. Do you have any questions? Together we will find the ideal solution for your objectives.

Sales team:

» **Sabine Wegmann**  
  Head of Sales  
  +49 6221 489-207  
  sabine.wegmann@huethig.de

» **Katja Hammelbeck**  
  Switzerland, Liechtenstein  
  +41 71 6637785  
  kh@interpress-media.ch

» **Hagen Reichhoff**  
  Austria, Netherlands,  
  Great Britain, USA, Canada  
  +49 6221 489-304  
  hagen.reichhoff@huethig.de

» **Carolyn Eychenne**  
  France, Belgium  
  +33 1 39581401  
  carolyn@eychenne.me
Editorial team:

- **Armin Scheuermann**
  Editor-in-chief
  +49 6221 489-388
  armin.scheuermann@huethig.de

- **Jona Göbelbecker**
  +49 6221 489-206
  jona.goebelbecker@huethig.de

- **Ansgar Kretschmer**
  +49 6221 489-400
  ansgar.kretschmer@huethig.de