With official publication* for ACHEMA Pulse

*This trade fair guide is not IVW/EDA certified

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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:
24th volume 2021

7 Purchase conditions and prices (incl. VAT):
domestic € 84.96 + € 10.70 shipping costs = € 95.66
foreign € 84.96 + € 21.40 shipping costs = € 106.36
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
Fax: +49 6221 489-481
Internet: www.pharma-food.de
E-mail: sabine.wegmann@huethig.de

11 Publisher:
Dipl.-Betriebsw. (VWA) Sabine Wegmann (responsible)
Hagen Reichhoff, Holger Wald

12 Advertisements:
Dipl.-Ing. (FH) Armin Scheuermann (responsible)
Dipl.-Biochem. Ansgar Kretschmer

13 Editors:

14 Volume analysis:
2019 = 7 issues
Total volume: 488 pages = 100.0%
Editorial section: 342 pages = 70.1%
Advertisement section (pages):
incl.: bound/loose inserts (pages): 146 pages = 29.9%
publisher's own advertisements (pages): 9 pages = 6.2% of advertising volume
Supplements: 6 units

15 Analysis of editorial content:
2019 = 342 pages
Hygienic plant design 43 pages = 12.6%
Packaging, labeling 38 pages = 11.1%
Measurement and control, analysis and automation technology 32 pages = 9.3%
Water and waste water treatment 26 pages = 7.6%
Cleaning, CIP, SIP 24 pages = 7.0%
Organization 22 pages = 6.4%
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.

<table>
<thead>
<tr>
<th>Rates for b/w advertisements</th>
<th>Basic rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3,305.00</td>
<td>3,139.75</td>
<td>2,974.50</td>
<td>2,809.25</td>
<td>2,644.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,250.00</td>
<td>2,137.50</td>
<td>2,025.00</td>
<td>1,912.50</td>
<td>1,800.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>1,935.00</td>
<td>1,838.25</td>
<td>1,741.50</td>
<td>1,644.75</td>
<td>1,548.00</td>
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<tr>
<td>1/2 page</td>
<td>1,695.00</td>
<td>1,610.25</td>
<td>1,525.50</td>
<td>1,440.75</td>
<td>1,356.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,170.00</td>
<td>1,111.50</td>
<td>1,053.00</td>
<td>994.50</td>
<td>936.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>940.00</td>
<td>893.00</td>
<td>846.00</td>
<td>799.00</td>
<td>752.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>505.00</td>
<td>479.75</td>
<td>454.50</td>
<td>429.25</td>
<td>404.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rates for 2c advertisements</th>
<th>2c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3,775.00</td>
<td>3,609.75</td>
<td>3,444.50</td>
<td>3,279.25</td>
<td>3,114.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,720.00</td>
<td>2,607.50</td>
<td>2,495.00</td>
<td>2,382.50</td>
<td>2,270.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>2,325.00</td>
<td>2,228.25</td>
<td>2,131.50</td>
<td>2,034.75</td>
<td>1,938.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,085.00</td>
<td>2,000.25</td>
<td>1,915.50</td>
<td>1,830.75</td>
<td>1,746.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,560.00</td>
<td>1,501.50</td>
<td>1,443.00</td>
<td>1,384.50</td>
<td>1,326.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,235.00</td>
<td>1,188.00</td>
<td>1,141.00</td>
<td>1,094.00</td>
<td>1,047.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>800.00</td>
<td>774.75</td>
<td>749.50</td>
<td>724.25</td>
<td>699.00</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Rates for 4c advertisements</th>
<th>4c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>4,405.00</td>
<td>4,239.75</td>
<td>4,074.50</td>
<td>3,909.25</td>
<td>3,744.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,350.00</td>
<td>3,237.50</td>
<td>3,125.00</td>
<td>3,012.50</td>
<td>2,900.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>2,795.00</td>
<td>2,698.25</td>
<td>2,601.50</td>
<td>2,504.75</td>
<td>2,408.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,555.00</td>
<td>2,470.25</td>
<td>2,385.50</td>
<td>2,300.75</td>
<td>2,216.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,030.00</td>
<td>1,971.50</td>
<td>1,913.00</td>
<td>1,854.50</td>
<td>1,796.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,490.00</td>
<td>1,443.00</td>
<td>1,396.00</td>
<td>1,349.00</td>
<td>1,302.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,055.00</td>
<td>1,029.75</td>
<td>1,004.50</td>
<td>979.25</td>
<td>954.00</td>
</tr>
</tbody>
</table>
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:
  - 1/1 and 2/3 page: € 470.–
  - 1/2 and 1/3 page: € 390.–
  - 1/4 and 1/8 page: € 295.–

- 4-color:
  - 1/1 and 2/3 page: € 1,100.–
  - 1/2 and 1/3 page: € 860.–
  - 1/4 and 1/8 page: € 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:  Quantity discount rate:
- 3 x publication: 5 %
- 6 x publication: 10 %
- 9 x publication: 15 %
- 12 x publication: 20 %

4 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

6 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

7 Special advertising:

Bound inserts:

<table>
<thead>
<tr>
<th>Volume</th>
<th>Paper weight</th>
<th>Min. weight</th>
<th>up to 120 g/m²</th>
<th>up to 170 g/m²</th>
<th>over 170 g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>120 g/m²</td>
<td>€ 3,190.–</td>
<td>€ 3,390.–</td>
<td>€ 3,535.–</td>
<td></td>
</tr>
<tr>
<td>4 pages</td>
<td>80 g/m²</td>
<td>€ 5,445.–</td>
<td>€ 5,705.–</td>
<td>€ 5,940.–</td>
<td></td>
</tr>
</tbody>
</table>
### Formats and Technical Details

Supplement to Advertising Rates List No. 23
valid as of 01.10.2020

<table>
<thead>
<tr>
<th>Format</th>
<th>Type Area</th>
<th>Bleed Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 257 mm</td>
<td>216 x 303 mm*</td>
</tr>
<tr>
<td>Junior page</td>
<td>126 x 178 mm</td>
<td>145 x 203 mm*</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>117 x 257 mm</td>
<td>136 x 303 mm*</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>178 x 169 mm</td>
<td>216 x 194 mm*</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>86 x 257 mm</td>
<td>105 x 303 mm*</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>178 x 126 mm</td>
<td>216 x 149 mm*</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>86 x 126 mm</td>
<td>105 x 149 mm*</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>178 x 83 mm</td>
<td>216 x 105 mm*</td>
</tr>
<tr>
<td>1/4 page block</td>
<td>86 x 126 mm</td>
<td>105 x 149 mm*</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>41 x 257 mm</td>
<td>60 x 303 mm*</td>
</tr>
<tr>
<td>1/8 page block</td>
<td>41 x 126 mm</td>
<td></td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>41 x 62 mm</td>
<td>1/16 page vertical</td>
</tr>
<tr>
<td>1/16 page horizontal</td>
<td>86 x 29 mm</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Bleed formats quoted include 3 mm trim allowances.

Magazine format: DIN A4, width 210 mm, height 297 mm
## Formats and Technical Details

### 1. Magazine format:
- **Type area:**
  - Width: 210 mm, Height: 297 mm, DIN A4
  - 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 Version 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
1:1 Marketing via tradefairs and events remains difficult also in 2021. But the pressure to improve processes in the chemical and pharma-ceutical industry and to equip new plants with latest available technology persists. Simultaneously the innovation pressure on the suppliers remains – many have coordinated their innovation cycles with industry-specific events like Interpack, Anuga Foodtec or Achema. With ChemPharm Innovations you present your innovations and your portfolio printed, digital and crossmedial – and you will reach decisionmakers prior to digital industry events such as Achema Pulse! Irrespective of your decision to take part in those digital tradeshows and events or not.

Whether as a classic print product, which is distributed with CHEMIE TECHNIK and Pharma + Food or as e-paper, which is distributed and promoted via mail and social media (XING + LinkedIn) – with ChemPharma Innovations you will reach your target group in the German-speaking countries and internationally.

**ALL-INCLUSIVE-PACKAGE** for the presentation of your innovations, solutions and services

**Targeted distribution** to readers and users of CHEMIE TECHNIK and Pharma + Food.

**Circulation:**
- 40,000 copies print (German)
- E-Paper in German and English

**Publication on**
- our websites
- in our newsletters with a total of more than 10,000 subscribers
- via our social media channels with a total of more than 25,800 followers
- and NEW: with digital overlay options

**Publication Date:** June 2, 2021
**Booking Deadline:** May 4, 2021

**Formats and prices:**
- Advertorial 2/1 page + Digital-Package € 8,900.–
- Advertorial 1/2 page 4c + Digital-Package € 3,400.–
- Advertorial 1/1 page + Digital-Package € 5,700.–

**Our digital overlays** offer completely new possibilities to present your solutions:
- additional picture or graphic
- Picture gallery (several photos or graphics)
- Link (deep-link to your homepage or promoted product)
- YouTube or Vimeo-video (implemented from your channel)
- Video (.mp4-, .ogg- or .webm-file)

All prices in Euros without applicable VAT.
This special issue 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

Publication date: December 29, 2021

Advertising deadline: November 29, 2021

Rates for format ads

<table>
<thead>
<tr>
<th>Format</th>
<th>b/w</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 1,495.–</td>
<td>€ 2,595.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 940.–</td>
<td>€ 1,800.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 665.–</td>
<td>€ 1,525.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 630.–</td>
<td>€ 1,180.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>€ 445.–</td>
<td>€ 995.–</td>
</tr>
</tbody>
</table>

Other rates on request
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

### Address Rental

**Address list rental**

**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

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

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.

---

**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

---

**Take a free trial NOW!**

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

---

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

<table>
<thead>
<tr>
<th>Number of copies actually distributed</th>
<th>10,035 including abroad: 1,191</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies sold:</td>
<td></td>
</tr>
<tr>
<td>– Subscribed copies:</td>
<td>735 including abroad: 59</td>
</tr>
<tr>
<td>– Paid content access privileges through subscription:**</td>
<td>93 including association member copies: 0</td>
</tr>
<tr>
<td>– Other sales:</td>
<td>642</td>
</tr>
<tr>
<td>– Single copy sales:</td>
<td>0</td>
</tr>
<tr>
<td>Free copies:</td>
<td>9,300</td>
</tr>
<tr>
<td>Residual, archive and specimen copies:</td>
<td>273</td>
</tr>
</tbody>
</table>

3  Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region:</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Germany</td>
<td>85.1</td>
</tr>
<tr>
<td>Abroad</td>
<td>11.9</td>
</tr>
<tr>
<td>Other***</td>
<td>3.0</td>
</tr>
<tr>
<td>** Copies actually distributed</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Breakdown of foreign circulation:**</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Austria</td>
<td>32.0</td>
</tr>
<tr>
<td>Switzerland</td>
<td>34.0</td>
</tr>
<tr>
<td>Other countries</td>
<td>34.0</td>
</tr>
<tr>
<td>** Copies actually distributed</td>
<td>100.0</td>
</tr>
</tbody>
</table>

* includes all copies published during the reporting period  
** publisher's claim  
*** portion of circulation not analyzed, e.g. trade fair and congress copies etc.
1.1 Sectors / industries

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to industrial sector classification 2008)</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>10, 11</td>
<td>Food industry</td>
<td>21.7</td>
</tr>
<tr>
<td>20, 21, 22</td>
<td>Pharmaceuticals, chemicals and cosmetics industry</td>
<td>34.2</td>
</tr>
<tr>
<td>24, 25, 28, 26.2</td>
<td>Plant and machine engineering</td>
<td>13.7</td>
</tr>
<tr>
<td>27, 26.3, 26.5</td>
<td>Measurement and control technology, electricity generation</td>
<td>4.8</td>
</tr>
<tr>
<td>46, 47</td>
<td>Trade brokering, trade</td>
<td>7.2</td>
</tr>
<tr>
<td>71.12</td>
<td>Engineering, consulting engineers, design</td>
<td>8.3</td>
</tr>
<tr>
<td>72</td>
<td>Research and development</td>
<td>1.6</td>
</tr>
<tr>
<td></td>
<td>Other sectors</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Other*</td>
<td>3.0</td>
</tr>
<tr>
<td></td>
<td>Rounding difference</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>Copies actually distributed</td>
<td>100.0</td>
</tr>
</tbody>
</table>

* Circulation not analyzed, e.g. trade fair and congress copies etc.
### 1.2 Size of business unit

<table>
<thead>
<tr>
<th>Percentage of copies actually distributed</th>
<th>%</th>
<th>recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49 employees</td>
<td>34.4</td>
<td>3,450</td>
</tr>
<tr>
<td>50 - 199 employees</td>
<td>19.5</td>
<td>1,953</td>
</tr>
<tr>
<td>200 - 499 employees</td>
<td>11.9</td>
<td>1,198</td>
</tr>
<tr>
<td>500 and more employees</td>
<td>28.2</td>
<td>2,833</td>
</tr>
<tr>
<td>Company size according to EDA criteria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>not surveyed / known</td>
<td>2.5</td>
<td>246</td>
</tr>
<tr>
<td>Other*</td>
<td>3.0</td>
<td>304</td>
</tr>
<tr>
<td>Rounding difference</td>
<td>0.5</td>
<td>51</td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>100.0</td>
<td>10,035</td>
</tr>
</tbody>
</table>

### 2.1 Job feature: field of activity

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

### 2.1 Job feature: position in company

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

* 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: 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
<table>
<thead>
<tr>
<th>Issues</th>
<th>1-2</th>
<th>3</th>
<th>4</th>
<th>4a</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>8a</th>
<th>Special</th>
<th>February/March</th>
</tr>
</thead>
</table>

### Exhibition issues

- **Topics**
  - Marking, serialization
  - Pumps, fittings, sealings
  - Analysis and measuring technology
  - Batch production
  - Clean room and AC technology
  - Hygienic design
  - Packaging technology
  - Separation technology, filters
  - Sensors, analytics
  - Pumps, fittings, sealings
  - Automation
  - Cleaning, CIP, SIP
  - Hygienic design
  - Weighing and control systems
  - Cleaning, CIP, SIP
  - Medical technology
  - Sensor technology, analytics
  - Pumps, fittings, sealings
  - Automation
  - Cleaning, CIP, SIP
  - Hygienic design
  - Weighing and control systems
  - Cleaning, CIP, SIP
  - Medical technology
  - Sensor technology, analytics

- **Specials**
  - Packaging and Labeling Technology
  - Market overview, marking, serialization
  - Hygienic pumps
  - Sensors, analytics
  - Issue on Fachpack and drinktec
  - Market overview, contract manufacturer
  - Containment
  - Medical technology
  - Issue on Brau
  - Clean room technology

- **Exhibitions**
  - SOLIDS, Dortmund, June 14-17
  - drinktec, Munich, Oct. 4-8
  - FachPack, Nuremberg, Sept. 28-30
  - DIAM, Bochum, Oct. 6-7
  - Namur general meeting, Bad Neuenahr, Nov. 4-5
  - Praxistagung Containment, Munich, Nov. 11
  - SPS smart production solutions, Nuremberg, Nov. 23-25
  - Lounges
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: € 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
2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("material.

4. At the publisher's due discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall placement of the first advertising material.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher if 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, e-mail) it must be exclusively sent in locked files. i.e. in files in which the publisher is unable to alter the text of the publisher.

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

On 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 furnished, the publisher shall send the advertising material together with the invoice. The design and labeling of advertising material must be agreed with the publisher in a timely manner prior to publication.

Test-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertisements placed in any advertising media (print/digital) for the purpose of distribution.

The obligation to store all documents which are sent expires three months after publication of the respective order.

Costs for legible typist's copy. shall be charged for changes to orig-

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 placed if they fail to fulfill their obligations. The publisher shall be entitled to clearly label advertisements placed in any advertising media (print/digital) for the purpose of distribution.

The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer agrees to indemnify the publisher from claims arising from third parties if the advertising material is used for advertising purposes and if the customer fails to fulfill its obligations.

5. The customer shall ensure that the advertising material is prepared in accordance with the legal and legal requirements. The customer shall be entitled to withdraw from the contract if the advertising material is non消防 and if the customer has been informed thereof in a timely manner. The publisher shall be entitled to clearly label advertisements placed in any advertising media (print/digital) for the purpose of distribution.

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.

7. The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer agrees to indemnify the publisher from claims arising from third parties if the advertising material is used for advertising purposes and if the customer fails to fulfill its obligations.

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 production run.

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 placed if they fail to fulfill their obligations. The publisher shall be entitled to clearly label advertisements placed in any advertising media (print/digital) for the purpose of distribution.

10. The customer is responsible for the correctness and the legal permissibility of the advertising material. The customer indemnifies the publisher from claims of third parties stemming from 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 remove advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies shall be obliged, in their offers, contracts and invoices to those running the advertisements, to advertise to the price list of the publisher.

The commission is only paid to advertising agencies if the customer 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. S.W. 5.0

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

2. In the event of cancellation of the contract pursuant to § 4 or of the non-performance of copy, the customer shall have no claim to compensation. 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. Claims 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 defects – despite prompt delivery of error-free copy and complaint 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 purpose of the advertising material is not adversely affected, the customer shall have the right to withdraw from the contract or to claim damages for the difference in value of the advertising material. A decrease in circulation shall only constitute a defect if the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the customer does not promptly notify the publisher of the reduction in circulation 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.

6. Litigation

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising delays of contractual obligations, violation of the industrial property rights of third parties and tortuous actions. This liability exclusion shall not apply if the publisher, its representatives and vicarious agents, or in the event of ordinary negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that the claim is based on a guarantee given by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health if the claim is based on factual fault, the publisher shall not be liable, or if the claim is based on factual fault. Otherwise the publisher assumes liability for minor faults and vicarious agents. All claims against the publisher expire 12 months after the point in time at which the customer became aware or should have become aware of the fault.

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.

8 Out-of-court Online Dispute Resolution

The customer shall be given the opportunity to bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor faults is excluded. Warranty claims from business persons lapse 12 months following publication of the advertising material.

In the event that the defects in the copy are not repaired before the intended advertising deadline, the customer shall bear the additional costs for the new advertising deadline and for additional costs for the publication of the advertising material 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 the errors in the respective advertising deadlines.

The publisher reserves the right to cancel the contract or to perform subsequent fulfillment if the customer fails to observe the obligations. The customer is liable to indemnify the publisher from claims resulting from the customer's own fault or from the fault of third parties. The publisher reserves the right to cancel the contract or to perform subsequent fulfillment if the customer fails to observe the obligations. The customer is liable to indemnify the publisher from claims resulting from the customer's own fault or from the fault of third parties.

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 advertising deadline. If an order fails to reach the forecast order volume, the advertising deadline is extended accordingly. 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 advertising deadline. If an order fails to reach the forecast order volume, the advertising deadline is extended accordingly.

5. The customer shall be entitled to the 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 advertising deadline. If an order fails to reach the forecast order volume, the advertising deadline is extended accordingly.
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

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
Tel.: +49 6221 489-207
E-mail: sabine.wegmann@huethig.de

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

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

7 Data delivery:
Martina Probst
Tel.: +49 6221 489-248
E-mail: online-dispo@huethig.de

8 External ad server used:
Google Ad Manager from Google

---

Facts
Traffic
• 43,072 visits/month
• 82,759 page impressions/month
• 3,565 newsletter subscribers
• Xing: 10,642

Content
• Technical articles
• Product reports
• News
• Editorials
• Videos

Channels
• Market
• Plant design
• Equipment
• Organization
• Service
• Packaging
• Energy & Utilities

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1 Source: IVW, as of 5/2020
2 Source: Emarsys, as of 7/2020
3 Source: Xing, as of 7/2020
## Rates and Ad Formats

### Portal:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Playout</th>
<th>Prices in Euros per week</th>
<th>Prices in Euros in trade fair months Jan./Feb./April/May and June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (Premium)</td>
<td>728 x 90 pixels</td>
<td>Homepage &amp; articles / RoS in combination with Fullsize Banner possible</td>
<td>Desktop</td>
<td>395.–</td>
<td>435.–</td>
</tr>
<tr>
<td>Leaderboard (Basic)</td>
<td>728 x 90 pixels</td>
<td>Homepage &amp; articles / RoS in combination with Fullsize Banner possible</td>
<td>Desktop</td>
<td>355.–</td>
<td>390.–</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>630.–</td>
<td>695.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>340.–</td>
<td>380.–</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>460.–</td>
<td>505.–</td>
</tr>
<tr>
<td>Content Ad (Premium)</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>Desktop, Mobile</td>
<td>435.–</td>
<td>475.–</td>
</tr>
<tr>
<td>Content Ad (Basic)</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>Desktop, Mobile</td>
<td>380.–</td>
<td>415.–</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>595.–</td>
<td>655.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>575.–</td>
<td>635.–</td>
</tr>
<tr>
<td>Baseboard Ad</td>
<td>940 x 250 pixels, 960 x 90 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>450.–</td>
<td>495.–</td>
</tr>
<tr>
<td>Partner-Site-Button</td>
<td>300 x 120 pixels</td>
<td>Total rotation</td>
<td>Desktop, Mobile</td>
<td>245.–</td>
<td>270.–</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>Text + max. 5 images</td>
<td>1 week integration on homepage + archiving for at least 1 year</td>
<td></td>
<td>1,275.–</td>
<td>1,400.–</td>
</tr>
</tbody>
</table>
### Newsletter:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Prices in Euros per issue</th>
<th>Prices in Euros in trade fair months Jan./Feb./April/May and June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter / Content Ad</td>
<td>650 x 150 pixels</td>
<td></td>
<td>650.–</td>
<td>715.–</td>
</tr>
<tr>
<td>Newsletter / Text Ad</td>
<td>Image: max. 190 x 100 pixels Text: max. 330 characters</td>
<td></td>
<td>650.–</td>
<td>715.–</td>
</tr>
<tr>
<td>Newsletter / Sponsoring</td>
<td></td>
<td>Exclusive booking, any 2 positions</td>
<td>1,105.–</td>
<td>1,220.–</td>
</tr>
</tbody>
</table>

### Business Directory:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Bookable Channels</th>
<th>Prices in Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company entry / Standard</td>
<td>Company entry</td>
<td>Free</td>
</tr>
<tr>
<td>Company entry / Plus</td>
<td>Company entry</td>
<td>340.– per year</td>
</tr>
<tr>
<td>Company entry / Premium</td>
<td>Company entry</td>
<td>550.– per year</td>
</tr>
</tbody>
</table>

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.

Leaderboard (Premium)
Format: 728 x 90 pixels
File type: jpg, gif, png, HTML5
File size: max. 50 KB
Price/week: € 395.–/€ 435.–*

Leaderboard (Basic)
Format: 728 x 90 pixels
File type: jpg, gif, png, HTML5
File size: max. 50 KB
Price/week: € 355.–/€ 390.–*

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 (Premium)
Format: 300 x 250 pixels
File type: jpg, gif, png, HTML5
File size: max. 50 KB
Price/week: € 435.–/€ 475.–*
Content Ad (Basic)
Format: 300 x 250 pixels
File type: jpg, gif, png, HTML5
File size: max. 50 KB
Price/week: € 380.–/€ 415.–*

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.–*

Baseboard Ad
Format: 940 x 250 pixels, 960 x 90 pixels
File type: jpg, gif, png, HTML5
File size: max. 50 KB
Price/week: € 450.–/€ 495.–*

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.–*

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

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

All prices in Euros without applicable value added tax. | All banner formats up to a max. of 50 KB. | File type for banner ad: jpg, gif, png, HTML5
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.
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:
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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 your gif to be animated.
All prices in Euros without applicable value added tax.

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**
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.

<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 in the article</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
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<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 program, product groups and social media channels</td>
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<td>✔ ✔ ✔</td>
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<tr>
<td>Telephone and fax number</td>
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<td>✔ ✔ ✔</td>
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<tr>
<td>Link to homepage</td>
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<td>✔ ✔ ✔</td>
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<tr>
<td>Company logo</td>
<td>✔ ✔ ✔</td>
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<tr>
<td>Profile image</td>
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</tr>
<tr>
<td>Highlighting in search results</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
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<tr>
<td>Image gallery</td>
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<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
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<tr>
<td>Company profile</td>
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<tr>
<td>Specific contact partners</td>
<td>✔ ✔ ✔</td>
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<tr>
<td>Links to sales offices or branches</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
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<tr>
<td>Additional information as a file</td>
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<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td>Include company videos</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td>Include whitepapers</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td>Price/year</td>
<td>free</td>
<td>€ 340.–</td>
<td>€ 550.–</td>
</tr>
</tbody>
</table>

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
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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:

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HYGIENE PROCESS EFFICIENCY