

Media Information
2019

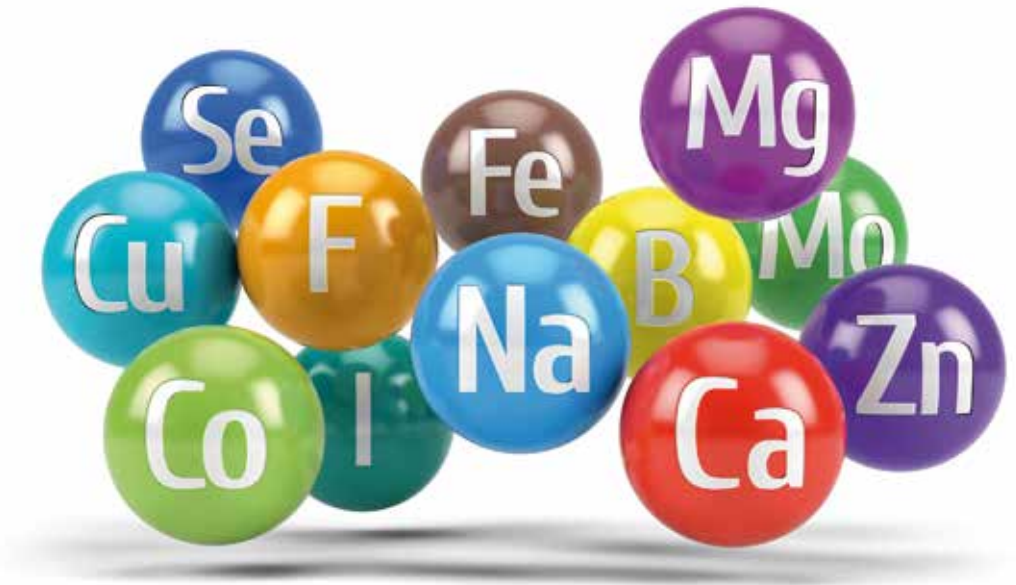


Photo: Fotolia/Sashkin

Wellness Foods & Supplements

Aims and Scope

Wellness Foods & Supplements is the first European magazine devoted exclusively to health ingredients, nutraceutical foods and beverages; jointly produced by the publishers of Food Marketing & Technology, drink world Technology + Marketing and Getränke! Technologie & Marketing combined with the worldwide knowledge of the publishing house and the expertise from specialists.

Wellness Foods & Supplements also serves the supplements market throughout Europe. Our information on nutritionals covers all presentation forms such as capsules, tablets, liquids, powders, etc.

Wellness Foods & Supplements is published three times per year with targeted coverage of ingredients, flavours, regulatory issues, consumer research, organics, innovative foods and beverages, health news and trends.

Readers are R&D experts, product developers and management in approx. 8,000 companies already or about to produce nutraceutical, functional organic and fortified foods and beverages and supplements.



Publishing company

Address Dr. Harnisch Verlagsgesellschaft mbH
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Wellness Foods & Supplements
D-90402 Nuremberg, Germany

Telephone +49 (0)911 2018-0
Telefax +49 (0)911 2018-100
E-Mail wfs@harnisch.com
Internet www.harnisch.com, www.wfs-mag.com

Total print run 8,450 copies
Actual circulation 7,967 copies
Place of publication Nuremberg
Volume/Year Vol. 17/2019
Number of issues 3 times per year
Publication schedule see page 6
Magazine format 229 x 305 mm
Type area 194 x 252 mm
Rates see Rates No. 17 from 1.1.2019
Printing process CTP (Computer to Plate) Offset
Subscription rate Annual subscription (3 issues)
Domestic: 39.– EUR + 6.– EUR ph + VAT
Surface mail: 39.– EUR + 15.– EUR p+h
or 51.– US \$ + 19.– US \$ p+h
Airmail: 39.– + 27.– p+h
or 51.– US \$ + 35.– US \$ p+h

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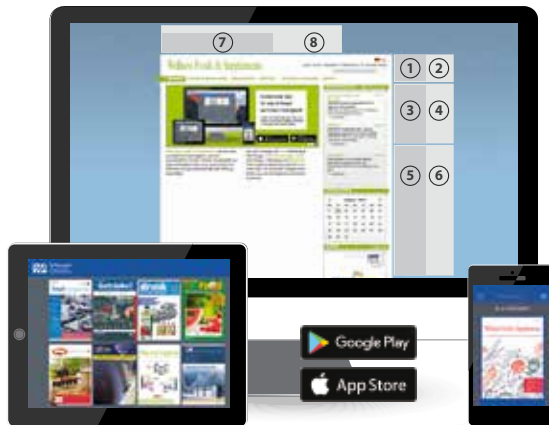
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Online-Advertising – Our digital portfolio at a glance

With a continually growing outreach, Wellness Foods & Supplements's digital platform is proving itself a strong advertising partner. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

1. Standard Display Ads: Banner



Banner type	Size (WxH)	www.wfs-mag.com
① Button	120 x 90 Pixel	€ 105.– (\$ 120.–)
② Button XL	240 x 90 Pixel	€ 160.– (\$ 185.–)
③ Vertical Banner	120 x 240 Pixel	€ 150.– (\$ 175.–)
④ Vertical Banner XL	240 x 240 Pixel	€ 230.– (\$ 265.–)
⑤ Skyscraper	120 x 600 Pixel	€ 295.– (\$ 340.–)
⑥ Skyscraper XL	240 x 600 Pixel	€ 450.– (\$ 520.–)
⑦ Fullsize-Banner	468 x 60 Pixel	€ 165.– (\$ 190.–)
⑧ Leaderboard	728 x 90 Pixel	€ 265.– (\$ 305.–)

All banner prices are for a complete four week period.
(Acceptable formats: JPEG, PNG, GIF, HTML)

2. Mobile Magazine App: Digital edition

Adverts placed in the print magazines are also published in the digital edition. Each can include interactive elements such as direct links (e.g. links from the adverts to a specific landing page, videos, photos, photo galleries and more).

In the corresponding App **“Dr. Harnisch Publications“**, which can be downloaded free of charge in the popular App-Stores, the digital edition can be read online and offline on all mobile devices (iOS or Android) and browsed through at any time, in any place.

Link to advert per issue in the digital edition € 350.– (\$ 400.–)

[Link to an article in the digital edition](#)

A specific link to an editorial article, which is of course also available in the digital version, can be posted for a minimum of five months.

Link to advert per issue in the digital edition € 350.– (\$ 400.–)

[Digital edition branding](#)

It is possible to sponsor an entire digital edition. Each single page and double page spread will include a prominent advertising space which will bring the sponsor into the additional focus of the users and digital edition readers.

2/1 page only in the digital edition (incl. link) € 2000.– (\$ 2300.–)
Digital edition branding for the complete issue € 990.– (\$ 1139.–)

3. Sponsored content, combined with social media (Facebook)

On www.wfs-mag.com it is now possible to publish a story under “News“ for one week, which will also be featured on the publisher’s Facebook page.

Sponsored posts in combination with

social media (Facebook) € 350.– (\$ 400.–)

Circulation and readership breakdown*

Total print run	8,450 copies	Circulation breakdown by product areas*	
Actual circulation	7,967 copies	Milling products, pasta, cereals	297 copies
Specimen copies, file copies	483 copies	Bakery products	516 copies
		Confectionery	866 copies
		Meat, meat products	407 copies
		Convenience	399 copies
		Snacks	498 copies
		Fish	115 copies
		Dairy products	820 copies
		Fruit & vegetable	471 copies
		Baby food, delicatessen etc.	332 copies
		Beverages, incl. mineral water,	
		sodas, energy drinks, functional drinks	449 copies
		Other manufacturers	399 copies
		Manufacturers supplements	1,656 copies
		Technical support supplements	225 copies
		Marketing supplements	90 copies
		Associations, organisations,	
		Institutes, laboratories	427 copies
Geographic circulation breakdown			
Germany	2,046 copies		
Western Europe	4,362 copies		
Eastern Europe	867 copies		
USA, Canada	458 copies		
Other	234 copies		
Circulation breakdown by functions*			
Managing directors, factory managers	11 %		
Heads R & D	21 %		
Product development	24 %		
Food technologists	19 %		
Laboratory	4 %		
Marketing, product management	12 %		
Other, incl. purchase	9 %		

*Source: Data analysis of publishing house, July 2018

List of topics and publication schedule*

Issue	Regular	Ingredients	Specials	Fairs/Events
1/2019	Functional ingredients	Oils and essential oils	Bone and joint health	Vitafoods
	Natural ingredients	Minerals and trace elements	Heart health	7.-9.5.
Closing date for ads and editorial contributions:	New products	Natural colours/flavours	Weight management	Geneva, Switzerland
	Beverages	Fibre, Roughage	Maternal and child health	IFT Food Expo
25.3.2019	Ingredient trends	Phytochemicals	Snacks	2.-5.6., New Orleans, USA
	Supplements	Fat replacers	Bakery products	
Publication date:		Proteins	Cancer risk reduction	Bridge2Food Events
25.4.2019		Bioactives	Encapsulation	
		Krill		

Issue	Regular	Ingredients	Specials	Fairs/Events
2/2019	Functional ingredients	Inulin	Eye health	SupplySide West
	Natural ingredients	Vitamins and Minerals	Cognitive and mental health	Las Vegas, USA
Closing date for ads and editorial contributions:	New products	Dairy based ingredients	Immune health	Bridge2Food Events
	Beverages	Hydrocolloids	Fat/salt/sugar reduction/ substitution	
7.8.2019	Ingredient trends	Marine ingredients		
	Supplements	Antioxidants		

Publication date:

2.9.2019

Sweetening agents

Enzymes

Plant extracts and botanicals

Beauty food

Sports nutrition

Women's and Men's health



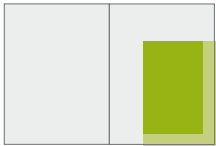
Issue	Regular	Ingredients	Specials	Fairs/Events
3/2019	Functional ingredients	Fibres and carbohydrates	Women's and Men's health	Food Matters Live
	Natural ingredients	Plant extracts	Digestive health	November
Closing date for	New products	Vitamins, minerals and	Nutrition and ageing	London, UK
ads and editorial	Beverages	trace elements	Diabetes	
contributions:	Ingredient trends	Lecithin	Meat and meat	Fi Europe
25.10.2019	Supplements	Oils and lipids	replacements	3.-5.12.
		Cocoa and chocolate	Bakery products	Paris, France
Publication date:		Sweetening agents	Dairy products	
20.11.2019		Active ingredients	Energy and endurance	Bridge2Food Events

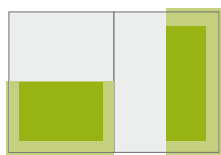
*Subject to change without notice

Advertisement sizes and prices in Euro

Price list no. 17, valid as from 1.1.2019

journal format/type area: **229 x 305 mm/194 x 252 mm (Width x Depth)**

	Size	Width x Depth (mm)	Basic rate 4-coloured (EUR)	Bleed rate (EUR)
	Cover package Cover picture + Micro picture + short text (1160 char.) on content page	235 x 311*	5,690.–	6,545.–
	1/1 page ■ 1/1 ■ 1/1 + bleed	194 x 252 235 x 311*	4,950.–	5,690.–
	Junior page ■ Junior page ■ Junior page + bleed	128 x 190 151 x 216*	3,350.–	3,850.–

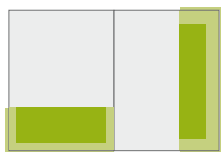


1/2 page

- 1/2 horizontal 194 x 126
- 1/2 horizontal + bleed 235 x 152*
- 1/2 vertical 95 x 252
- 1/2 vertical + bleed 118 x 311*

2,970.–

3,415.–

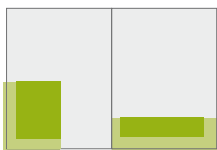


1/3 page

- 1/3 horizontal 194 x 84
- 1/3 horizontal + bleed 235 x 110*
- 1/3 vertical 62 x 252
- 1/3 vertical + bleed 85 x 311*

2,210.–

2,540.–

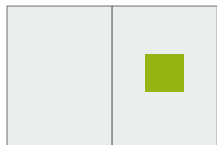


1/4 page

- 1/4 2-column 95 x 126
- 1/4 2-column + bleed 118 x 152*
- 1/4 horizontal 194 x 63
- 1/4 horizontal + bleed 235 x 89*

1,610.–

1,850.–



Island advert

95 x 95

1,550.–

1,780.–

*Bleed format already includes 3 mm bleed on the edges.

Colour surcharges

Not subject to discounts.
European scale colours are applicable for additional colours.
Spot colours on request.

Bound and loose inserts

Untrimmed: format
235 x 311 mm (incl. 3 mm bleed on each edge)
up to 20 g – EUR 3,260.–.
Bigger inserts upon request.

Prices for special positions

2. and 4. cover page 10%,
3. cover page 5% to prices in bleed format.

Quantity discounts

On advertisements ordered at the same time:

3 adverts	5 %
5 adverts	10 %
10 adverts	15 %

Adverts to be published within three years.

Combination discounts

Combination discounts are valid for all our Food and Beverage publications.

On advertisements ordered at the same time:

3 adverts	5 %
5 adverts	10 %
10 adverts	15 %

These discounts are valid for one year and can be combined with quantity discounts.

Technical data

Printing material

high resolution pdf files (incl. pass marks)

Data transfer

per E-mail: wfs@harnisch.com or on request

Data format for text documents

doc (Word document),
rtf (Rich Text Format)

Data forms for photos and graphs

tif/jpg (300 dpi)
eps (with embedded fonts, pictures and logos)

General Terms of Business

1. These General Terms and Conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.

2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print but dependent on the time and printing location.

3. For any mistakes in the publication, for which the publishing company can be held responsible, the orderer shall be entitled to replacement in the form of free advertising space to the extent to which the purpose of the advertisement has been affected.

4. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.

5. The publishing company shall reserve the right to reject orders for advertisements or inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.

6. The customer will furnish the publishing house with the printing templates according to its specifications. The specification of the printing templates and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed to advertisements. Ordered advertisements which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.

7. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied to him in good time by the set date, this shall be considered as approval for printing. After the publication, the publisher will send the customer a specimen copy free of charge or a copy of the page with reference to the advertisement.

8. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in the odd case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5% discount rate. The publishing company can hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published.

9. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.

10. Changes in advertising and insert rates which may occur within four months after the signing of the contract shall be borne by the orderer, this even being applicable to running orders.

11. Printing material will only be returned at the express demand of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement has been published.

12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal or different issues is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.

13. The publisher will store all customer data disclosed to him within the context of the business relation and required for the performance of the contract. These data will only be used for the fulfillment of the contract.

14. The seat of the publishing company is the sole place of jurisdiction and fulfilment also in respect of bills of exchange and cheques made out in connection with the order.

15. Referencing to GDPR our privacy policy can be found at:

<https://www.harnisch.com/en/service/privacy/>.

Our magazines and journals

food^{INTERNATIONAL} Marketing & Technology

food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

17,700 copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

German magazine for the food industry: Ingredients, Processing and Packaging.

12,000 copies

fng

fng magazin

FOOD · NONFOOD · GETRÄNKE · TOBACCO

www.fng-magazin.de

The independent publication for supermarket managers in Germany.

23,000 copies

dedica

dedica

www.dedica.de

German language magazine for business gifts, incentives & promotions.

21,000 copies

drinkworld
Technology+Marketing

drinkworld T+M

www.drink-tm.com

Magazine for the entire drink industry worldwide.

11,800 copies

Getränke!
TECHNOLOGIE+MARKETING

Getränke!
Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

9,000 copies

PK

PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

24,500 copies

PK

PuK – Process Technology & Components

www.puk-mag.com

In Russian language.

12,000 copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

The European magazine for health ingredients, nutraceutical foods and beverages.

8,400 copies

HYGIENE
Report

Hygiene Report

www.hygiene-report-magazin.de

German publication for quality management in the food and beverage industry.

17,800 copies

dihw
REPORT

dihw

www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.

9,000 copies

journal of
hp tooling

journal of hp tooling

New international magazine for high precision machining processes.

13,000 copies

bb | guide

bb guide – Beverage & Brewing Suppliers' Guide

Suppliers' Guide for the beverage industry.

15,500 copies

woodworking
INTERNATIONAL

WIN Woodworking International
International magazine for the woodworking industry worldwide.

9,100 copies

element+ **BAU**

element + BAU
www.element-und-bau.de

The magazine for architects: facility construction in German language.

6,800 copies

For all devices.

The App for our digital editions:

www.harnisch.com/app-e-paper or:

