

# MediaKit

2023

## Pharma+Food

EFFIZIENZ IM HYGIENEPROZESS



**Hütthig**





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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](http://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:** 7 x per year + Special issues

**5 Magazine Format:** 210 mm width, 297 mm high

**6 Volume/year:** 26<sup>th</sup> volume 2023

### 7 Purchase conditions and prices (incl. VAT):

domestic	€ 110.00 + € 11.90 shipping costs = € 121.90
foreign	€ 110.00 + € 23.80 shipping costs = € 133.80
Single copy price	€ 15.00 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  
Internet: [www.pharma-food.de](http://www.pharma-food.de)  
E-mail: [sabine.wegmann@huethig.de](mailto:sabine.wegmann@huethig.de)  
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**11 Publisher:** –

**12 Advertisements:** Dipl.-Betriebsw. (VWA) Sabine Wegmann (Head of Sales)  
Hagen Reichhoff, Holger Wald

**13 Editors:** Claudia Rinck, Editor-in-chief  
Jona Göbelbecker, M.A.  
Dipl.-Biochem. Ansgar Kretschmer,  
Nora Menzel, M.Sc.



### Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

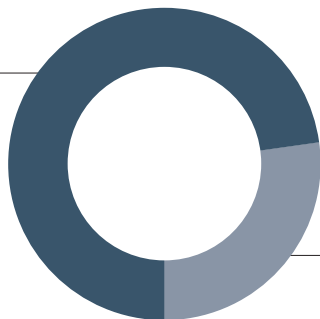
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

#### 14 Volume analysis

Total volume:  
7 issues in 2021  
484 pages = 100%

**76.2%**

Editorial content:  
369 pages



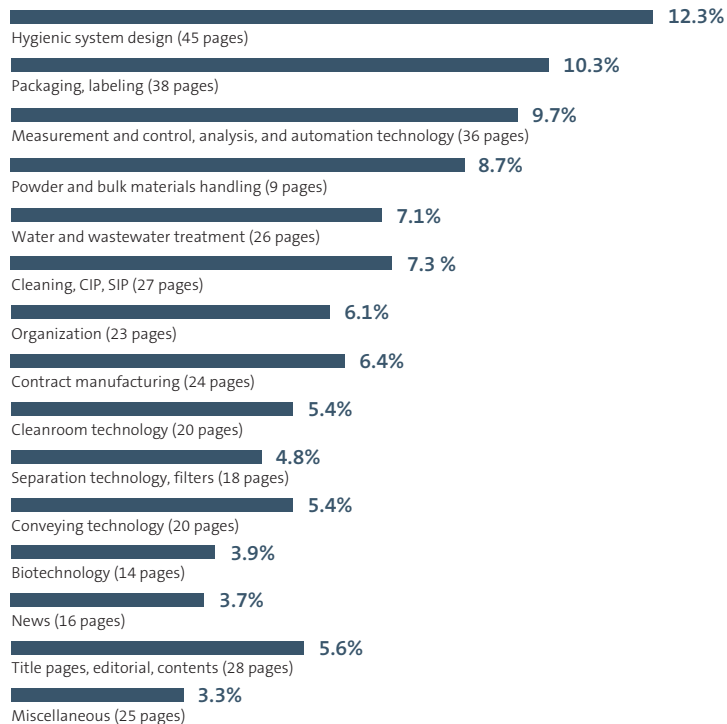
**23.8%**

Advertising content:  
115 pages

of which:  
30 ads by the publishing house itself  
4 loose inserts

#### 15 Editorial content analysis

Pharma+Food 2021 = 369 pages



## 1 Advertising rates in € (for formats, see page 6):

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	<b>3,470.00</b>	3,296.50	3,123.00	2,949.50	2,776.00
2/3 page	<b>2,360.00</b>	2,242.00	2,124.00	2,006.00	1,888.00
Junior page	<b>2,030.00</b>	1,928.50	1,827.00	1,725.50	1,624.00
1/2 page	<b>1,780.00</b>	1,691.00	1,602.00	1,513.00	1,424.00
1/3 page	<b>1,230.00</b>	1,168.50	1,107.00	1,045.50	984.00
1/4 page	<b>990.00</b>	940.50	891.00	841.50	792.00
1/8 page	<b>530.00</b>	503.50	477.00	450.50	424.00
Total rates for 2c advertisements	2c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	<b>3,940.00</b>	3,766.50	3,593.00	3,419.50	3,246.00
2/3 page	<b>2,830.00</b>	2,712.00	2,594.00	2,476.00	2,358.00
Junior page	<b>2,420.00</b>	2,318.50	2,217.00	2,115.50	2,014.00
1/2 page	<b>2,170.00</b>	2,081.00	1,992.00	1,903.00	1,814.00
1/3 page	<b>1,620.00</b>	1,558.50	1,497.00	1,435.50	1,374.00
1/4 page	<b>1,285.00</b>	1,235.50	1,186.00	1,136.50	1,087.00
1/8 page	<b>825.00</b>	798.50	772.00	745.50	719.00
Total rates for 4c advertisements	4c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	<b>4,570.00</b>	4,396.50	4,223.00	4,049.50	3,876.00
2/3 page	<b>3,460.00</b>	3,342.00	3,224.00	3,106.00	2,988.00
Junior page	<b>2,890.00</b>	2,788.50	2,687.00	2,585.50	2,484.00
1/2 page	<b>2,640.00</b>	2,551.00	2,462.00	2,373.00	2,284.00
1/3 page	<b>2,090.00</b>	2,028.50	1,967.00	1,905.50	1,844.00
1/4 page	<b>1,540.00</b>	1,490.50	1,441.00	1,391.50	1,342.00
1/8 page	<b>1,080.00</b>	1,053.50	1,027.00	1,000.50	974.00



## 2 Surcharges

### Preferential placements:

Inside front cover	b/w € 4,140.–
Outside back cover	b/w € 4,140.–
Binding placements:	10 % surcharge on basic rate
Advertisements standing alone on a text page (min. format 1/4 page)	
20 % surcharge. Rates and conditions for cover placement on request.	

### Color surcharges (not discountable):

	2-color	4-color
1/1 and 2/3 page	€ 470.–	€ 1,100.–
1/2 and 1/3 page	€ 390.–	€ 860.–
1/4 and 1/8 page	€ 295.–	€ 550.–

Surcharges apply to Euroscale colors

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:

3 x publication	5 %
6 x publication	10 %
9 x publication	15 %
12 x publication	20 %

### Quantity discount rate:

2 pages	5 %
3 pages	10 %
5 pages	15 %
8 pages	20 %

## 4 Classified ads:

Job vacancies/search, for sale/wanted per mm (1-column, 41 mm wide) € 3.–

## 5 Special advertising:

### Bound inserts:

Volume	Paper weight	Min. weight	up to 120 g/m <sup>2</sup>	up to 170 g/m <sup>2</sup>	over 170 g/m <sup>2</sup>
2 pages		120 g/m <sup>2</sup>	€ 3,350.–	€ 3,560.–	€ 3,710.–
4 pages		80 g/m <sup>2</sup>	€ 5,720.–	€ 5,990.–	€ 6,240.–

**Delivery:** Specimens to be supplied as of order placement, circulation up to 14 days prior to publication. Format untrimmed w = 217 mm, h = 305 mm. 4 mm inside trim allowance, 5 mm top trim allowance, 3 mm outside and bottom trim allowance. Multipage insert folded to above format.

**Loose inserts:** (not subject to discount and only for total circulation, approx. 8,900 copies) Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m<sup>2</sup>

up to 25 g weight	€ 3,420.–
up to 50 g weight	€ 5,280.–
each additional 25 g weight	€ 1,640.–

Max. paper format 20 x 28 cm

Delivery: Specimens to be supplied as of order placement, circulation up to 14 days prior to publication.

**Stick-on advertising media** (only for total circulation: 8,900 copies):

In conjunction with advertisement or bound insert plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m <sup>2</sup>	€ 760.–
– for machine processing	€ 535.–
– for manual processing	€ 1,160.–

**Delivery address, bound and loose inserts:**

Grafisches Zentrum Cuno GmbH & Co. KG, Gewerbering West 27, D-39240 Calbe (Saale) (clearly marked: "fuer Pharma + Food, Heft Nr. ...")

## 6 Contact:

### Head of Sales

Dipl.-Betriebsw. (VWA) Sabine Wegmann  
Tel.: +49 6221 489-207  
sabine.wegmann@huethig.de

### Media Administration

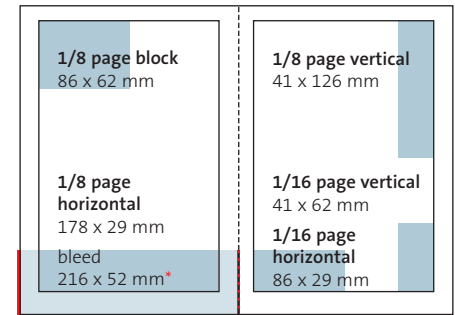
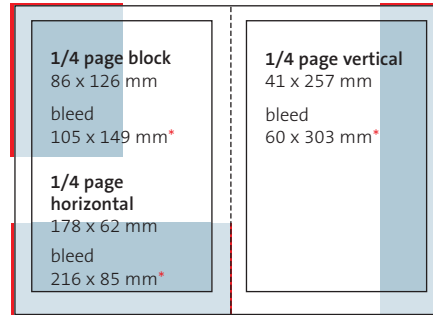
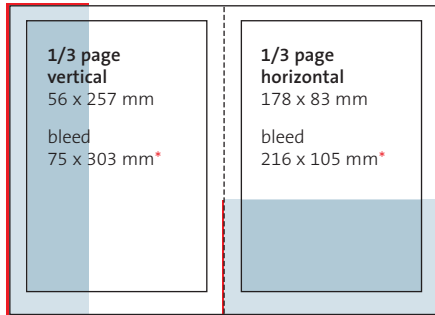
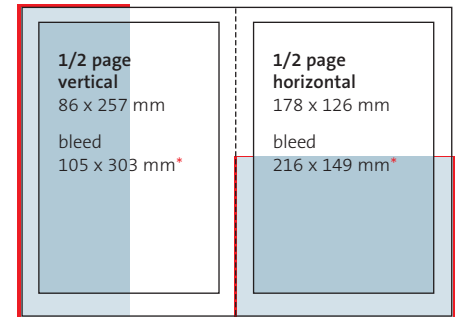
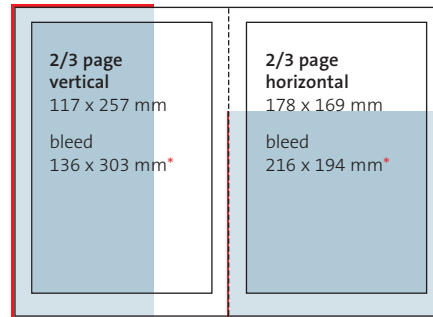
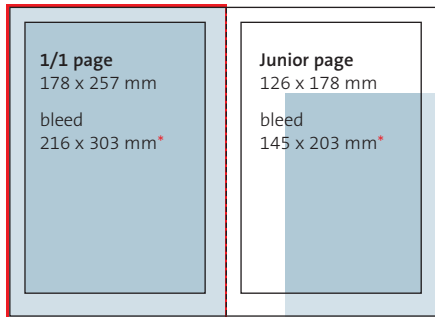
Martina Probst  
Tel.: +49 6221 489-248  
ckv-dispo@huethig.de

## 7 Terms of payment:

Net within 14 days of invoice date, 2 % discount for direct debit  
Bank details: UniCredit Bank AG,  
account: 38171291, bank code: 700 202 70,  
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats    ■ Bleed formats





- 
- 1 Magazine format:** width 210 mm, height 297 mm, DIN A4  
**Type area:** width 178 mm, height 257 mm  
Number of columns: 4 columns, column width: 41 mm
- 
- 2 Printing and binding process:**  
**Printing process:** Sheet-fed offset  
**Binding process:** Adhesive binding
- 
- 3 Data transfer:** ckv-dispo@huethig.de
- 
- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.
- 
- 5 Colors:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.
- 
- 6 Proof:** According to FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to standard, PSO\_LWC\_Improved\_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated\_v2\_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.
- 
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
- 
- 8 Warranty:**  
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 
- 9 Contact:** Media Administration:  
Martina Probst  
Tel.: +49 6221 489-248  
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# Your contacts and representatives at home and abroad

## **PUBLISHER**

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Internet: www.huethig.de

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E-mail: hagen.reichhoff@huethig.de



## Market & Contact

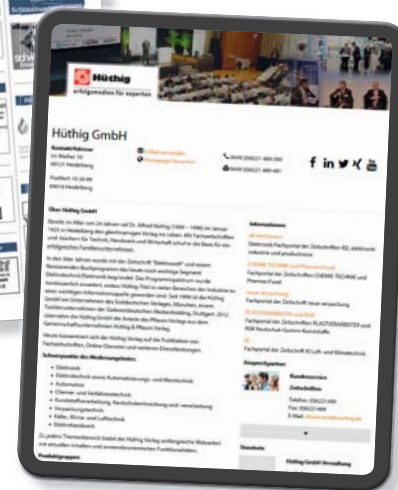
<b>Term:</b>	1 year = 7 issues
<b>Disposition:</b>	per issue
<b>Conditions:</b>	The contract runs for 1 year and continues until terminated. Termination of contract is possible up to a period of six weeks prior to the end of the contract term.
<b>Size:</b>	Single-column, 41 mm wide; Minimum height 25 mm
<b>Price per issue:</b>	Per mm height b/w € 2.40; color € 3.60
<b>Corrections:</b>	Up until the advertising deadline for each issue
<b>Combined offer with same duration:</b>	Online business directory: Plus entry: € 110.-/year Premium entry: € 275.-/year

The amount is calculated for one year in advance! In the case of arrangement with an advertising agency: 15% agent commission.

www.pharma-food.de



in the magazine



and online

## Trade fair guide to Powtech

Print run:	50,000 copies
Target group:	Visitors and exhibitors at Powtech
Publication date:	September 15, 2023
Advertising deadline:	August 16, 2023

Can only be booked in combination with CHEMIE TECHNIK 9/23 or Pharma+Food 5/23

Combined rates:	b/w	4c
1/1 page	€ 7,440.–	€ 8,540.–
Junior page	€ 4,315.–	€ 5,175.–
1/2 page	€ 3,690.–	€ 4,550.–
1/3 page	€ 2,810.–	€ 3,670.–
1/4 page	€ 2,070.–	€ 2,620.–
1/8 page	€ 1,125.–	€ 1,675.–

other prices on request

This trade fair guide 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 Logo-entry on map „Custom manufacturer in your vicinity“
Publication date:	December 29, 2023
Advertising deadline:	November 29, 2023

### Rates for format ads

	b/w	4c
1/1 page	€ 1,570.–	€ 2,670.–
1/2 page	€ 990.–	€ 1,850.–
1/3 page	€ 700.–	€ 1,560.–
1/4 page	€ 660.–	€ 1,210.–
1/8 page	€ 465.–	€ 1,015.–

Other rates on request

This special issue is not IVW/EDA certified.



	1	2	3	4	5	5b	6	7	8
	February	April	May	June	September	Special	October	November	Special
PD*	Feb. 28, 2023	Apr. 25, 2023	May 23, 2023	Jun. 27, 2023	Sep. 19, 2023	Sep. 15, 2023	Oct. 04, 2023	Nov. 07, 2023	Dec. 29, 2023
AD*	Feb. 02, 2023	Mar. 28, 2023	Apr. 25, 2023	May 31, 2023	Aug. 24, 2023	Aug. 16, 2023	Sep. 07, 2023	Oct. 10, 2023	Nov. 29, 2023
ED*	Jan. 16, 2023	Mar. 09, 2023	Apr. 04, 2023	May 10, 2023	Aug. 04, 2023	Jul. 27, 2023	Aug. 21, 2023	Sep. 20, 2023	Nov. 10, 2023
Trade fair issues	  	 			 	 see page 10 for details	  	 	see page 11 for details
Topics	Plant engineering and planning Cleaning, CIP, SIP Analysis and measuring technology Powder handling Separation technology, filters Cleanroom and air-conditioning technology	Weighing and monitoring systems Intralogistics Hygienic conveying systems Packaging, labeling measurement technology	Hygienic Design for GMP-production Sensor technology for hygiene processes Containment Valves, seals Labeling, serialization Cleanroom and air-conditioning technology	Analysis and measuring technology  Plant engineering and planning Contract manufacturing Cleaning, CIP, SIP Easy to Clean Energy efficiency	Weighing and monitoring systems Intralogistics Hygienic conveying systems Powder handling Packaging technology Separation technology, filters	Trade fair guide for Powtech Print run: 50,000 copies – joint issue with CHEMIE TECHNIK	Cleaning, CIP, SIP Hygiene in food processes Contract manufacturing Cleanroom technology Containment Sensor technology, analytics	Conveying, Pumps Fittings Hygienic Design Packaging, labeling Plant services Automation, measurement technology	Compendium Custom Manufacturing Print run: 8,000 copies With map of production service providers
Specials	Powder handling	Interpack issue	Pumps for Hygiene-processes	Market overview – contract manufacturers	Powtech issue		Containment	Preview for BrauBeviale	
Trade fairs	Pharmapack, Feb. 1, F-Paris Filtech, Feb. 14-16, Cologne Solids, Mar. 29-30, Dortmund Automatisierungstreff, Mar. 28.-30, Böblingen Lounges, Apr. 18-20, Karlsruhe	Hannover Messe, Apr. 17-21 Interpack, May 4.-10, Duesseldorf	Maintenance, May 24-25, Dortmund		Powtech, Sep. 26-28, Nuremberg Ilmac, Sep. 26-28, CH-Basel		Namur Hauptsitzung, Nov. 9-10, Neuss Aquatech, Nov. 6-10, NL-Amsterdam Anuga, Oct. 7-11, Cologne	SPS, Nov. 14-16, Nuremberg Brau Beviale, Nov. 28-30, Nuremberg	

\*PD = Publication date, AD = Advertising deadline, ED = Editorial deadline for specialist articles

### 1 Circulation monitoring:



### 2 Circulation analysis:

Copies per issue on average  
for the period\*  
July 1, 2021 to June 30, 2022

<b>Print run:</b>	8,100		
<b>Number of copies actually distributed:</b>	7,882	including abroad:	833
E-paper:	3,745		
<b>Total:</b>	11,627		
<b>Copies sold:</b>	684	including abroad:	57
– Subscribed copies:	82	including association member copies:	0
– Other sales:	602		
– Single copy sales:	0		
<b>Free copies:</b>	10,943		
<b>Residual, archive and specimen copies:</b>	218		

### 3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	85.8	6,768
Abroad	10.6	833
Other***	3.6	281
<b>Copies actually distributed</b>	<b>100.0</b>	<b>7,882</b>

\* includes all copies published during the reporting period

\*\* publisher's claim

\*\*\* portion of circulation not analyzed, e.g. trade fair and congress copies etc.

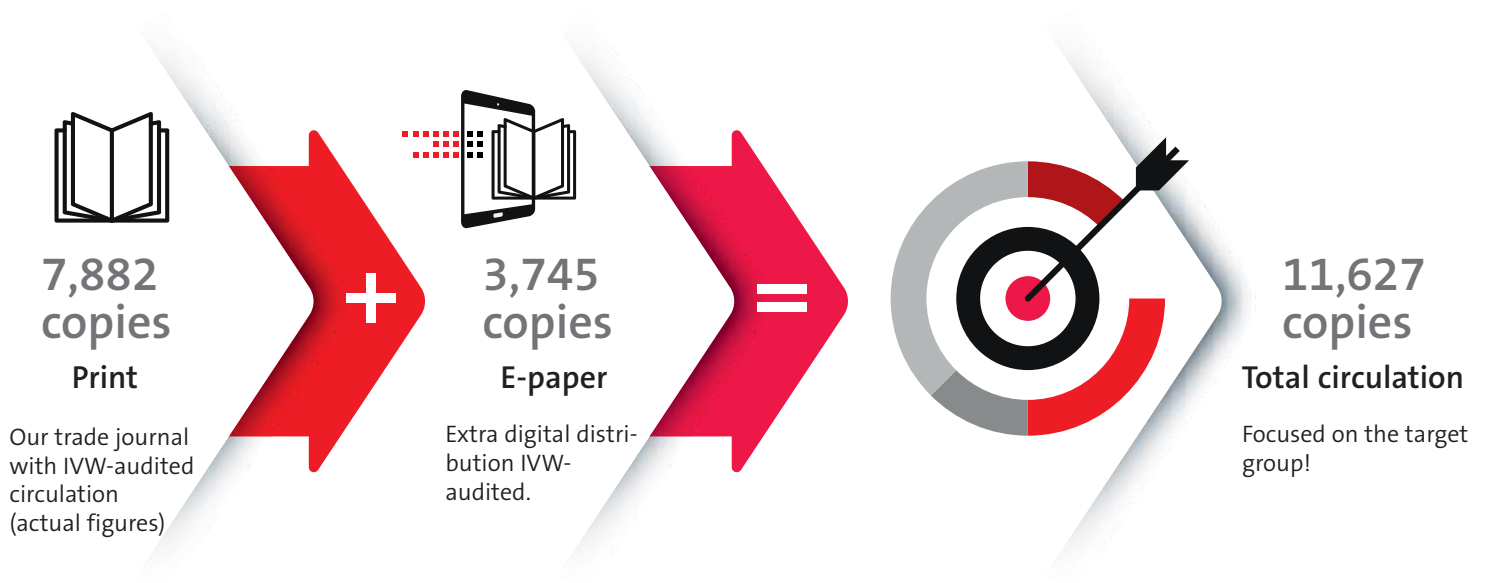
Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	15.4	1,211
Bavaria	14.9	1,178
Berlin, Brandenburg, Mecklenburg-Western Pomerania	4.1	321
Bremen, Hamburg, Schleswig-Holstein	5.4	425
Hesse	9.4	737
Lower Saxony	6.8	533
North Rhine-Westphalia	18.5	1,454
Rhineland-Palatinate	5.1	405
Saarland	0.8	61
Saxony, Saxony-Anhalt	4.2	329
Thuringia	1.6	124
Abroad	10.6	833
Other***	3.6	281
Rounding difference	-0.4	-10
<b>Copies actually distributed</b>	<b>100.0</b>	<b>7,882</b>

Breakdown of foreign circulation:**	Percentage of copies actually distributed	
	%	copies
Austria	37.7	314
Switzerland	37.9	316
Other countries	24.4	203
<b>Copies actually distributed</b>	<b>100.0</b>	<b>833</b>

The description of the survey method can be found on p. 17

## Our coverage to secure your successful communication

Industry experts get their information in many different ways, now more so than ever.  
Reach your target group – via both analog and digital channels.



## 1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to industrial sector classification 2008)	Percentage of copies actually distributed	
		%	recipients
10, 11	Food industry	11.7	926
20, 21, 22	Pharmaceuticals, chemicals and cosmetics industry	35.7	2,817
24, 25, 28, 26.2	Plant and machine engineering	12.1	957
27, 26.3, 26.5	Measurement and control technology, electricity generation	3.0	235
46, 47	Trade brokering, trade	13.7	1,079
71.12	Engineering, consulting engineers, design	6.6	523
72	Research and development	1.8	141
	Other sectors	11.7	916
	Other*	3.6	281
	Rounding difference	0.1	7
<b>Copies actually distributed</b>		<b>100.0</b>	<b>7,882</b>

## 1.2 Size of business unit

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	30.7	2,419
50 - 199 employees	20.2	1,594
200 - 499 employees	12.8	1,013
500 and more employees	29.4	2,319
Company size according to EDA criteria not surveyed / known	3.2	249
Other*	3.6	281
Rounding difference	0.1	7
<b>Copies actually distributed</b>	<b>100.0</b>	<b>7,882</b>

## 2.1 Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
CEO, board member, supervisory board member	36.3	2,857
Subsidiary / plant / company management	4.9	386
Department / section / project head	31.5	2,479
Skilled staff	22.0	1,730
Assistant	0.3	43
Department	1.3	99
Other*	3.6	281
Rounding difference	0.1	7
<b>Copies actually distributed</b>	<b>100.0</b>	<b>7,882</b>

\* Circulation not analyzed, e.g. trade fair and congress copies etc.

## 2.1 Job feature: field of activity

	Percentage of copies actually distributed	
	%	recipients
Corporate management	41.5	3,273
Research, development, trialing	6.1	480
Design, planning, technical consultancy	8.2	645
Production, manufacturing	8.5	666
Measurement and control, quality assurance, maintenance	5.7	452
Purchasing, distribution, sales, marketing	16.6	1,312
Other functions (e.g. environmental protection, waste disposal, information technology, documentation, administration, electrical design, processing technology)	3.5	280
Function according to EDA Criteria not surveyed/known	6.2	486
Other*	3.6	281
Rounding difference	0.1	7
<b>Copies actually distributed</b>	<b>100.0</b>	<b>7,882</b>

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

### Summary of collection method

- Total number of recipients in the file:** 22.973
- Method:** Recipient structure analysis through file evaluation  
Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:**  
Basic total (TAC) 7.882 = 100,00 %  
Not included in the survey: 218 = 2,77 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2021 to June 30, 2022
- Survey implementation:** Aug. 2, 2022

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.



## pharma-food.de

- Website (URL):** www.pharma-food.de
- 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 more than 4,000 subscribers.
- Target group:**  
Opinion leaders and decision-makers working in hygienic processing technology.
- Publishing company:** Hüthig GmbH
- Editorial Contact:**  
Claudia Rinck, Editor-in-chief  
Tel.: +49 (0) 6221 489-230, claudia.rinck@huethig.de  
Jona Göbelbecker, M.A. Redakteur  
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Martina Probst, Tel.: +49 6221 489-248, ckv-dispo@huethig.de  
File type: jpg, gif, png, HTML5, File size: max. 100 KB

**8 Externer Ad-Server-Einsatz:** Google Ad Manager von Google

### Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns. Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared. N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL. Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

### Facts

#### Traffic

- 55.433 page impressions/month<sup>1</sup>
- 4.097 newsletter subscribers<sup>2</sup>
- Xing: 11,247<sup>3</sup>
- LinkedIn: 3.266<sup>4</sup>

#### Content

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

#### Channels

- Market
- Engineering & projekts
- Equipment
- Organisation
- Utilities & Services

pharma-food.de  
is IVW certified

<sup>1</sup> Source: IVW, as of 4/2022, <sup>2</sup> Source: Emarsys as of 06/2022, <sup>3</sup> Source: Xing as of 11/2022  
<sup>4</sup> Source: LinkedIn as of 11/2022

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS under Header	Desktop Tablet	940x250	690.– EUR	765.– EUR
	Halfpage	RoS (sticky)	Desktop	300x600	655.– EUR	720.– EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	505.– EUR	555.– EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	630.– EUR	700.– EUR
	Skyscraper left	RoS	Desktop	160x600	410.– EUR	450.– EUR
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	435.– EUR	480.– EUR
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	390.– EUR	430.– EUR
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	480.– EUR	520.– EUR
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	420.– EUR	455.– EUR
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	495.– EUR	545.– EUR
	Partner-Site-Button	RoS	Desktop	300x120	270.– EUR	300.– EUR

## 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.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos		✓
Embedding whitepapers		✓
Price/year	€ 340,-	€ 550,-

All prices in Euros without applicable value added tax.

The screenshot displays the Pharma+Food website interface. At the top, there is a search bar with the text 'Pharma+Food Firmenverzeichnis' and a search button. Below the search bar, there is a large image of a laboratory or industrial setting. The main content area features a network diagram with several circular icons representing people. Below this, the company profile for Pharma+Food is shown, including contact information, a description of the company, and a list of contact partners with their photos and names.

**Pharma+Food Firmenverzeichnis**

Suche zu pharma-food.de

Pharma+Food

Kontakt/Adresse  
im Weiher 10  
Hüthig GmbH Heidelberg

Über Pharma+Food  
Starke Print- und Online-Markten, die zu den Top-Titeln in ihren Märkten gehören, bedienen wichtige Industrie- und Handwerksbranchen. Seit 1923 publiziert der Hüthig Verlag, am Stammsitz in Heidelberg, Fachmedien für Industrie und Technik und widmet sich der Aufgabe, qualifiziertes Fachwissen zu vermitteln. Heute bedient die moderne Medienflotte umfassend in höchster Qualität alle Kommunikationskanäle – ob Print, Online, Kongresse, Symposien, Sonderdrucke, Webinare oder Direktmarketing. Ein umfassendes Buchprogramm für Fachleute aus der Elektro- und Gebäudetechnik rundet dieses breite Spektrum ab. Dabei unterstützen uns als Autoren, Herausgeber und Redakteure ausgewählte Könnner, nicht selten die Besten ihres Faches.

Produkte und Dienstleistungsbeschreibung  
Pharma+Food ist die Fachzeitschrift für Entscheider in Produktion, Ausrüstung und Organisation der Pharmie-, Lebensmittel- und Kosmetikindustrie. In Form von Anzeigenportalen, Fachzeitschriften, Interviews, Produktinformationen und Kurzbüchern vermittelt Pharma+Food Wissen und Branchenfortschritte an alle, die hygienisch produzieren müssen. Pharma+Food erreicht Fach- und Führungskräfte, Planer, Entscheider und Anbieter von Komponenten, Anlagen und Dienstleistungen der Hygieneprozessindustrie und stellt somit direkten Kontakt zu den Investitionsentscheidern her.

Optimale Vernetzung

Informationen  
Hüthig GmbH | Erfolgsmedien für Experten

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## Content Placement

Content placement 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 topic 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 or topic page of pharma-food.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

### The frequency of this form of advertising is strictly limited!

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

**Format:** HTML content page, delivery of content as a Word document.  
Maximum of 5 images in png or jpg format.

**Price:** € 1,400.- / € 1,540.-\*

### You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a topic area
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: a maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

\* Price increase before trade fairs (July, August, September)

All prices in Euros without applicable value added tax.



Example Teaser  
Content Placement



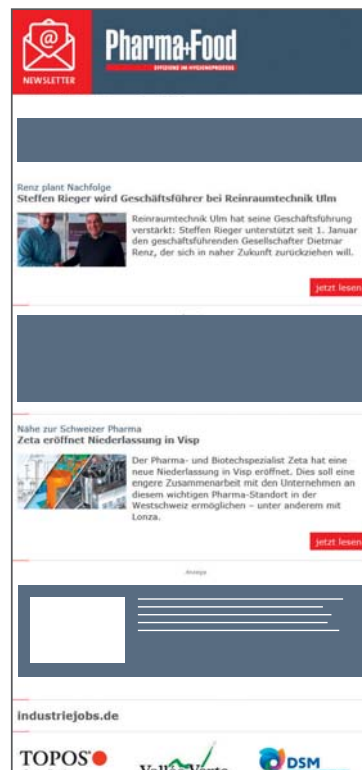


- 1 **Name:** pharma-food.de-Newsletter
- 2 **Profile in brief:**  
Weekly newsletter for decision-makers working in hygienic processing technology. Sent to more than 4,000 subscribers.
- 3 **Target group:**  
Opinion leaders and decision-makers working in hygienic processing technology
- 4 **Publication frequency:** weekly
- 5 **Editorial Contact:**  
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Holger Wald, Sales Manager  
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\* Price increase before trade fairs (July, August, September)  
\*\* **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.

File size: max. 50 KB



#### Header Ad

**Format:** 650 x 90 pixels  
**Price/Issue:** € 980.-/€ 1,080.-\*  
**File type:** jpg, png, gif\*\*

#### Content Ad

**Format:** 650 x 150 pixels  
**Price/Issue:** € 715.-/€ 785.-\*  
**File type:** jpg, png, gif\*\*

#### Text Ad (image + text)

**Image:** 620 x 349 pixels  
**Text:** max. 330 characters  
**Price/Issue:** € 715.-/€ 785.-\*  
**File type:** jpg, png, gif\*\*



Reach more  
customers with the  
**XING BOOST!**  
Price: € 550.-

## Standalone-Newsletter!

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

The frequency of the standalone-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.

- Option 1 – based on our building-block template
- Option 2 – based on your HTML

Prices include newsletter creation and one round of amendments.

Price on request

### New: Engage Plus

Send a second standalone-newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request

[Im Browser anschauen](#)

## Effizientere Produktionsprozesse in Krisenzeiten?



### Kann die digitale Transformation Produktionsprozesse in Krisenzeiten effizienter gestalten?

Lösungsansätze für die Verpackungsindustrie im Bereich Nahrungs- und Genussmittel.

Neues Verbraucherverhalten, unterbrochene Lieferketten, Mangel an Arbeitskräften oder Einschränkungen bei der Wartung, die Krise stellt die Verpackungsindustrie der Nahrungs- und Genuss-Branche vor extreme Herausforderungen.

### Diskussionsrunde mit Experten aus Forschung und Praxis

Erfahren Sie in der [Live-Podiumsdiskussion](#) mit



## 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

### Your webinar services:

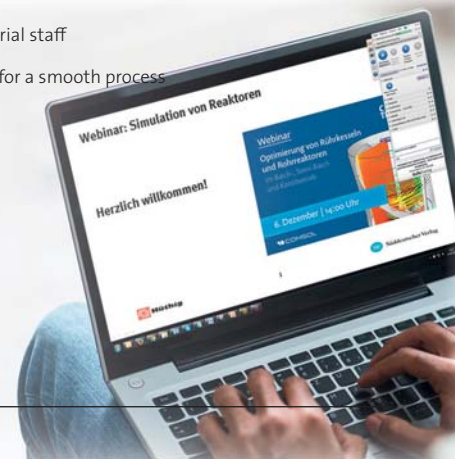
- Advertisement of your webinar on the website with logo, text and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced 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

### Interested?

For a customized quote, contact:



Sabine Wegmann  
Tel.: +49 6221 489-207  
sabine.wegmann@  
huethig.de





## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise.
- you provide readers with added value by addressing a highly specific problem for your target group, for example.
- you create trust and credibility by avoiding a sales pitch of any kind.
- **you generate new B2B leads for your company.**

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



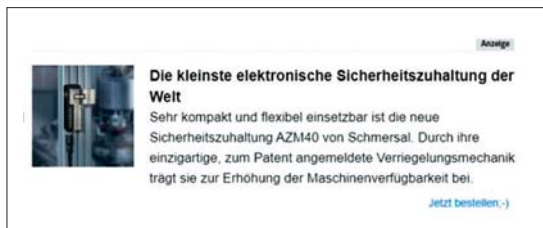
Interested? For a customized quote, contact:



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## Native Content ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).

The “character limits” can vary depending on the location of the ad.

- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

**CMP € 190**

You can find further information on our “integrated marketing services” such as SEO, lead generation, pillar pages, or opinion leadership at <https://www.mi-connect.de/services>.

## Native Video ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4  
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

**CMP € 190**

## Data-driven online marketing



With our audience products, you can reach your target market precisely where they are to be found – even outside of our platforms.

### Talk to us and find out more about

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Reach extensions
- High-quality traffic with guaranteed clicks

### This is what we offer:

- Campaigns delivered to defined target markets across networks and devices
- Maximum control over your advertising budget thanks to precise campaign analyses
- Low scatter as only targeted users are addressed
- Various pricing models



## Improving success in sales and tapping new potential for revenue

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

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

## Worry-free service from a single source

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

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

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

## Take a free trial **NOW!**

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



Alexander Zöller  
+49 81 91/125-345  
Adressvermietung@huethig.de

# Contact

## GTCBs

Our general Terms and Conditions are viewable here: [www.huethig.de/agb](http://www.huethig.de/agb)

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