

2023

Media World

www.pharma-food.de



Pharma+Food
HYGIENE PROCESS EFFICIENCY

The information portal
for top decision-makers
in hygienic processing

3

Profile, Offer, Benefit and Reach

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

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What we stand for

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

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

SWMH

Südwestdeutsche Medienholding

 **Süddeutscher Verlag**

 **Hüthig**

 **Hüthig**

 **MEDIA-MANUFAKTUR**

 **m:connect**

 **Veranstaltungen**

ULTIMAMEDIA

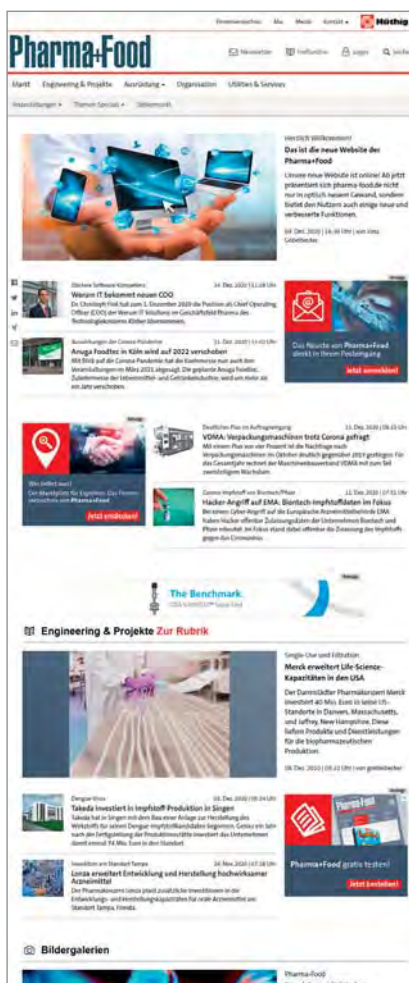
What we offer

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

Daily news, product-database and company directory, background reports, and a weekly newsletter (more than 4,000 subscribers).



Benefits for our users



- » comprehensive **company directory**
- » **archive** with extensive specialist information
- » **clearly arranged navigation** to industry-relevant specialist fields
- » **full-text search**
- » daily **news**, topical information about products and companies

Reaching your target group

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

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



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

Latest analysis

55,433

Page impressions
in April 2022,
source: IVW

Page
Impressions

35.579

Visits in April 2022,
source: IVW

Visits

18,048

Source:
Google Analytics
in April 2022

Unique
User

4,097

newsletter subscribers
(as of June 2022)

Newsletter
subscribers

1.67

Pages viewed per session,
source: Google Analytics
April 2022

Pages

Advertising Banners

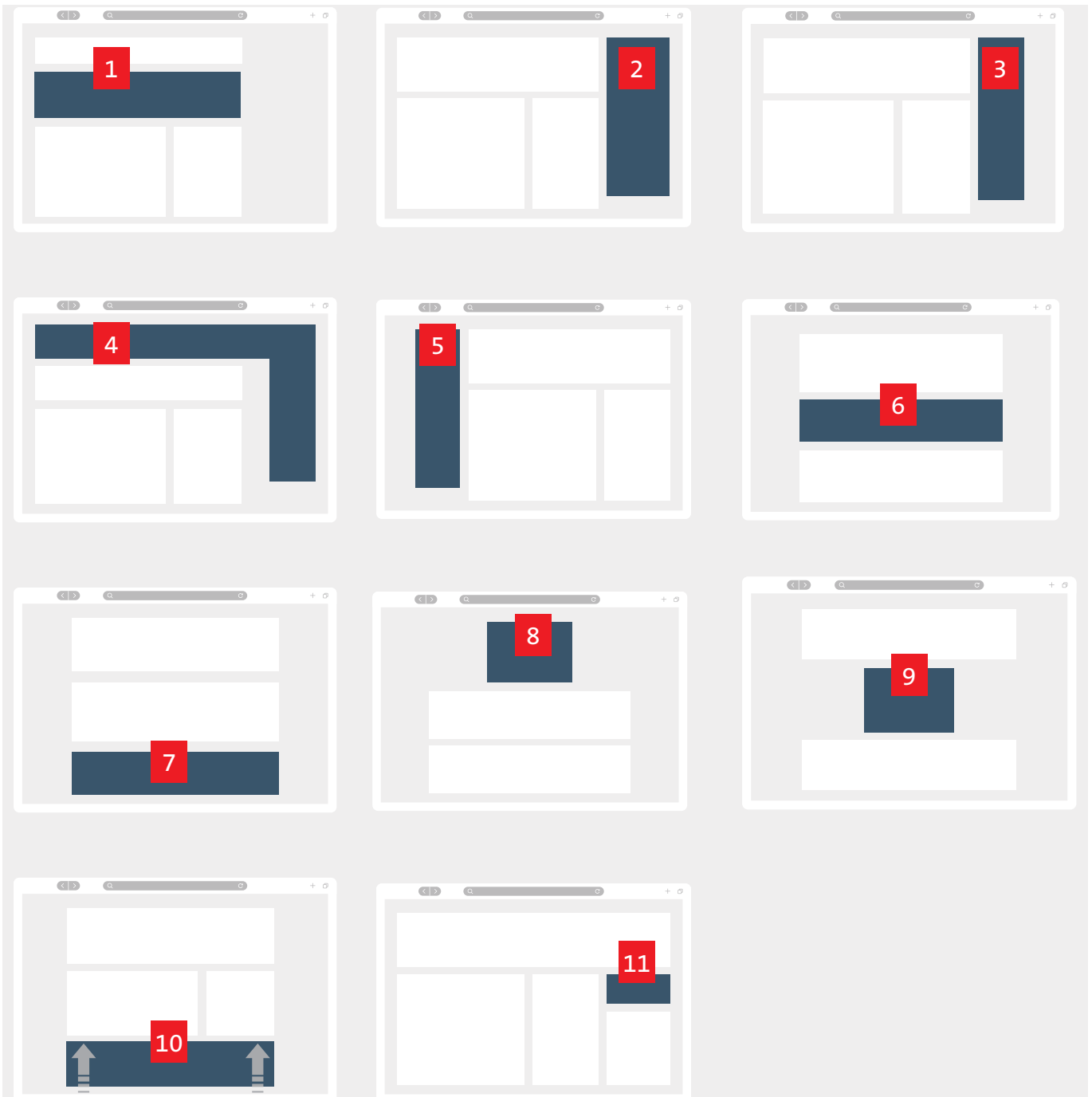
	Ad format	Placement	Device	Format (in pixels)	Prices in Euro per week	prices in Euro per week in trade show months*
1	Billboard	RoS below Header	Desktop Tablet	940x250	690.- EUR	765.- EUR
2	Halfpage	RoS (sticky)	Desktop	300x600	655.- EUR	720.- EUR
3	Skyscraper right	RoS (sticky)	Desktop	160x600	505.- EUR	555.- EUR
4	Wallpaper	RoS	Desktop	728x90 + 160x600	630.- EUR	700.- EUR
5	Skyscraper left	RoS	Desktop	160x600	410.- EUR	450.- EUR
6	Leaderboard Premium	Post, below teaser image	Desktop Tablet	728x90	435.- EUR	480.- EUR
7	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop Tablet	728x90	390.- EUR	430.- EUR
8	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	480.- EUR	520.- EUR
9	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	420.- EUR	455.- EUR
10	Baseboard	RoS (sticky)	Desktop Tablet	960x90	495.- EUR	545.- EUR
11	Partner-Site-Button	RoS	Desktop	300x120	270.- EUR	300.- EUR

*July, August, September

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (also animated), HTML5 | Videos: mp4 | File size: max. 100 KB

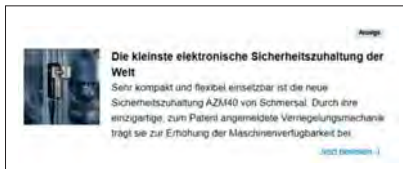
Data transmission: at least 1 week days before placement to ckv-dispo@huethig.de



- » Banner formats are displayed on these placements.
- » The campaign is billed at a fixed weekly price.

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.



» CPM € 190.–

Included in the package:

- » 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

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.



» CPM € 190.—

Included in the package:

- » 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

Newsletter


Always up-to-date
and wanted!

The advantage of newsletters is that users specifically subscribe to them and therefore really want them.

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

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

Image advertising, highlighting your company's expertise or a product presentation are all perfectly placed here. Reach your existing and new potential customers with more than 4,000 mailings.




Pharma+Food

EFFIZIENZ IM HYGIENEPROZESS

vom Mittwoch, 20. Januar 2021 – gesendet um 13:43:36

**Renz plant Nachfolge
Steffen Rieger wird Geschäftsführer bei Reinraumtechnik Ulm**





Reinraumtechnik Ulm hat seine Geschäftsführung verstärkt: Steffen Rieger unterstützt seit 1. Januar den geschäftsführenden Gesellschafter Dietmar Renz, der sich in naher Zukunft zurückziehen will.

[jetzt lesen](#)

Anzeige


Trockenelsproduktion für eine durchgängige Kühlkette. Fragen Sie uns!





ASCO
All about CO₂


**Nähe zur Schweizer Pharma
Zeta eröffnet Niederlassung in Visp**



Der Pharma- und Biotechspezialist Zeta hat eine neue Niederlassung in Visp eröffnet. Dies soll eine engere Zusammenarbeit mit den Unternehmen an diesem wichtigen Pharma-Standort in der Westschweiz ermöglichen – unter anderem mit Lonza.

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industriego.de



TOPOS
Personalberatung

Home-Office
Key Account Manager
Industrie/B2B
(m/w/d)
Ingredients
Lebensmittel


[zum Job](#)



Vallée Verte

Kehl
Einkäufer
international Bio-Lebensmittel
(m/w/d)

[zum Job](#)




DSM
BRIGHT SCIENCE. BRIGHTER LIVING.

Grenzach-Wyhlen
Projektleitung
Verfahrenstechnik
(m/w/d)

[zum Job](#)


**Exporte nach Großbritannien
Lebensmittelkennzeichnung nach dem Brexit**



Der Austritt des Vereinigten Königreichs aus dem europäischen Binnenmarkt bringt Änderungen bei Vorschriften zur Kennzeichnung für den Export nach Großbritannien vorgesehener Lebensmittel. Bis 1. Oktober 2022 gelten Übergangsfristen.


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Anzeige




Ihre Meinung ist uns wichtig!

Jetzt mitmachen und einen von zehn 30 Euro Amazon Gutscheinen gewinnen.



Jetzt mitmachen


**Automatisierung
Stäubli Robotics unter neuer Führung**



Der Automatisierungsanbieter Stäubli Robotics beginnt das Jahr 2021 unter neuer Führung. Christophe Coulangeat übernahm die Sparte von Gerald Vogt, der zum 1. Januar 2021 neuer CEO der Unternehmensgruppe wurde.

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**Übernahme von US-Unternehmen
Alfa Laval sichert sich Technologie für Bierkonzentrate**



Alfa Laval hat das US-amerikanische Unternehmen Sandymount übernommen. Damit sichern sich die Schweden eine patentierte Membrantechnologie zur

» The Pharma+Food newsletter is always mailed to more than 4,000 subscribers

Advertising Banners


in the Newsletter

	Format	Size	Prices in Euro per issue	Prices in Euro per issue in trade show months*
1	Header Ad	650 x 90 pixels	980.-	1.080.-
2	Content Ad	650 x 150 pixels	715.-	785.-
3	Text Ad	Image: max. 620 x 320 pixels Text: max. 330 characters	715.-	785.-

*July, August, September

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (without animation), Images: jpg or gif up to max. 180dpi | File size: max. 50 KB
Data transmission: at least 1 week before placement to ckv-dispo@huethig.de




Pharma+Food

EFFIZIENZ IM HYGIENEPROZESS

NEWSLETTER

1

Renz plant Nachfolge
Steffen Rieger wird Geschäftsführer bei Reinraumtechnik Ulm




Reinraumtechnik Ulm hat seine Geschäftsführung verstärkt: Steffen Rieger unterstützt seit 1. Januar den geschäftsführenden Gesellschafter Dietmar Renz, der sich in naher Zukunft zurückziehen will.

[jetzt lesen](#)

2


Nähe zur Schweizer Pharma
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3



Placeholder text area for article 3.

industriestjobs.de

TOPOS
Personalberatung

Home-Office
Key Account
Manager
Industrie/B2B
(m/w/d)

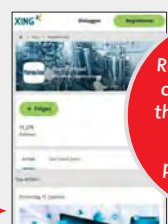
Vallée Verte

Kehl
Einkäufer
international Bio-
Lebensmittel
(m/w/d)

DSM
INSIGHT SCIENCE. BRIGHTER LIVING.

Grenzach-Wyhlen
Projektleitung
Verfahrenstechnik
(m/w/d)

[jetzt lesen](#)



Reach even more customers with the Social Media Boost!
 price: € 550,-

Stand-Alone 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.

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.

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 Experten aus Forschung und Praxis, wie Sie die oben genannten Herausforderungen durch digitale Transformation effizient meistern können.

Diskutieren Sie in der anschließenden Q&A Session mit:

- Prof. Dr.-Ing. Stephan Schäfer, HTW Berlin
- Dr. Thomas Wunderlich, ProLeiT AG
- Ing. Andreas Schmitt, Smart Factory Lehr
- Jürgen Siefert, Schneider Electric
- Pierre Bürkle, Schneider Electric



Weiteren Input erhalten in unseren Fachvorträgen

Nehmen Sie an unseren [interaktiven Fachvorträgen](#) teil und entdecken Sie, wie Sie Ihr Unternehmen zukunftsfähig aufstellen können. Wie können Sie Ihre Produktivität steigern und gleichzeitig nachhaltig agieren? Wie können Sie mithilfe von digitalen Tools den Zustand Ihrer Produktion analysieren, Engpässe erkennen und dabei Hygieneanforderungen optimal einhalten? Die Antworten dazu erfahren Sie am 4. November.

[Weitere Infos & Anmeldung!](#)

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Telefax: +49 180 5 75 45 75
www.schneider-electric.de

Geschäftsführer
Christophe de Maistre
Dipl.-Ing. Rada Rodriguez
Sitz Ratingen
Amtsgericht Düsseldorf HRB 47852
VSTAD DE 225 573 854
Steuernummer 147 / 5769 / 0517

Life is On **Schneider**
Electric

Sie möchten diesen Infodienst abbestellen?
Bitte tragen Sie [hier](#) Ihre E-Mail-Adresse aus.

[Impressum](#) | [Datenschutz](#)



- » **Format:** 660 pixels
- » **File type:** HTML (inline CSS)
or as text and image (jpg, png)
separately
- » **No. of characters:** +/- 3,000
- » **No. of charts:** max. 5
- » **No. of links:** max. 5
- » **Price:** on demand

Social Media Boost

Social media complement to Content Placement



The Social Media Boost is a new, **appealing social media element** which generates additional contacts in the industry and can be easily booked additionally to the Content Placement.

We currently have **11,274 Xing** and **2,932 LinkedIn followers** and the number is increasing rapidly.

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

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

Price: 550.– €

» Only bookable in combination with a Content Placement or text ad. No separate reporting possible.

Content Marketing

With expertise to effective success



Content marketing is a digital communication strategy. Short-term, selective success can result, for example, from the acquisition of leads by means of webinars or white papers. At its core, however, content marketing pursues long-term goals. The establishment of one's own company on the market, the digital positioning on a specific topic in the industry or the acquisition of new customers through ever-increasing visibility can be achieved through good content marketing and thus contribute significantly to the success of the company.

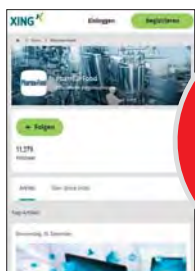
Why you should definitely invest in content marketing:

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

Content Placement



* Integration on homepage or topic page for one week, archiving at least for one year



Reach even more customers with the Social Media Boost!
price: € 550.–

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 which ensures increased traffic on your article. The following topic areas are available: market, engineering & projects, equipment, organisation, utilities & services.

The frequency of this form of advertising is strictly limited!

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

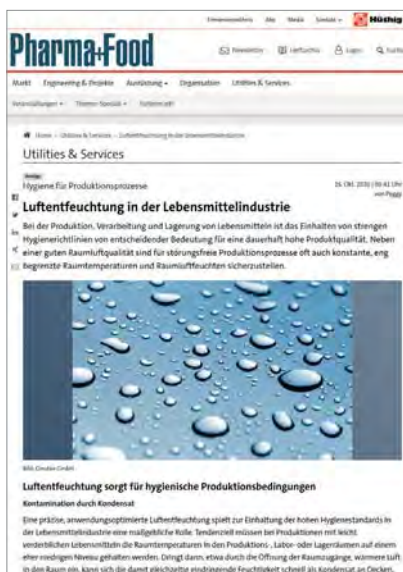
Price*: 1,400.– €/in trade show months: 1,540.– €

What we need from you

- » Meaningful catchword
- » Meaningful headline
- » Teaser (2 short sentences which arouse interest; max. of 250 characters))
- » Text incl. link (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)

Content Starter

Getting started
with content marketing



Included in the package:

- » Publication of 1 x Content Placement (see page 20)
- » Integration of the Content Placement on our website in the desired topic area.
- » Fixation of the teaser on homepage or topic page in first sight area for one week
- » Archiving of Content Placement for at least 1 year
- » 2 x traffic boost through integration in the editorial newsletter
- » 2 x reach extension through Social Media Boost (see page 18)

Your advantages:

- » Maximum attention through native embedding of content
- » **Savings** compared to individual booking of services
- » Advertising efficiency will be increased overall through linking of content and display ads

- » **Package price: 3,540.– €**
- Booking period: 4 weeks**

Whitepaper

Digital acquisition of new customers



- » Price on demand
- » Booking period: 8 weeks

Promotion package:

- » Quality-pre-check by our content experts
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » Integration and preservation of the whitepaper in the "Whitepaper" section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Multiple posts in our social media channels
- » Creation of a standalone mailing (in coordination with you) (see page 16/17)
- » All leads for your use
- » Full white paper creation available upon request

Your advantages:

- » Maximum attention for the whitepaper (compared to individual booking) and therefore also exponentially increased chance of leads
- » **Savings** compared to individual booking of all services of the promotion package

Webinar

Digital acquisition of new customers



» **Price on demand**
Booking period: 8 weeks

Package includes:

- » 1 webinar, presented live

Promotion package:

- » Advice on topic findings from our editorial team
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » Integration and preservation of the webinar in the “Webinar” section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Multiple posts in our social media channels
- » Creation of a standalone mailing (in coordination with you) (see page 16/17)
- » Moderation and technical implementation
- » All leads for your use

Your benefit:

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

Brand Hub

Your positioning as a thematic leader

With an exclusive brand hub, you present your expertise and build a thought leadership on a specific topic focus (100% your content).

The content can be designed according to a guideline in text and image.

Included in the package:

- » Own customer channel under “Topic Specials”
- » Joint topic planning and conceptual consulting
- » Integration of 3 articles per month (supplied by you)
- » Integration of the articles in the context-relevant topic area.
- » 1 x integration in editorial newsletter per published article
- » 1 x social media post per published article
- » Optionally bookable: further editorial services on request



Your advantages:

- » Expansion of presence in relevant target group and positioning as an **expert and solution provider** on a relevant topic
- » High attention level through cross-promotion via newsletters and portal
- » Positive image transfer through integration of content in premium editorial environment

» Booking period: 6 months

Digital Company Directory

New and functional



An ideal supplement...

...to the offered classic online forms of advertising on pharma-food.de. Through your presence users get quick and focused access to information about your company.

Added value included

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

Present your company with a company entry in the environment of your industry. An entry in our new company directory ensures your constant presence when our users are researching. All company entries can be updated and supplemented by you at any time.

	Plus	Premium
Display of your company profile to your articles	✓	✓
E-mail contact	✓	✓
Content linking	✓	✓
Phone and fax number	✓	✓
Link to homepage	✓	✓
Corporate logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery		✓
Company portrait		✓
Special contact persons		✓
Link to sales office or branches		✓
Additional information as a link or file		✓
Embedding of company videos		✓
Embedding of whitepapers		✓
Price for a whole year	340.– €	550.– €

Talk to us

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

Sales team:



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