

# MEDIA KIT 2020

**food**  
design

The journal for  
innovative food ingredients  
and product development

Price list No. 21, effective: 01.01.2020

## Brief description

**food design** addresses all aspects and stages of product development in the food and beverage industries, ranging from raw materials and processing to packaging design and quality assurance. The practical and application-related features in food design focus on the product developer's point of view.

At the same time **food design** provides a comprehensive overview on the most important trends and innovations in the composition, development, production and packaging of food and drinks. Legal aspects in combination with reports on market trends and fairs and exhibitions round off the broad range of subjects.

Based on today's use of the media, contents are accessible and available in print and online formats, as newsletters, apps and e-papers.

Due to its comprehensive, varied, substantiated, competent and cross-medium transfer of information and knowledge, **food design** offers valuable impetus and incentive for everybody in the entire food and beverage industry whether they are making or participating in decision processes.

## Target group

Professionals and managers from food producing companies in the German-speaking countries, in particular from the fields of product development, quality control, management and marketing as well as from production and packaging.

## Circulation

(01.07.2018 - 30.06.2019)

Print run:	5,525 (100 %)
of that	
Germany:	5,370 (97,2 %)
Abroad:	155 (2,8 %)

## 2020 EDITORIAL CALENDAR

Publication date	Advertising deadline	Raw materials, ingredients, supplements	Technical product development, market research, packaging design	Analytics, food safety, quality management, food law, sensory evaluation	Fairs and exhibitions
<b>Issue I/20</b>		<b>Exhibition preview: Vitafoods</b>			
30.04.20	06.03.20	Antioxydants, preservatives Flavorings, extracts, colors Emulsifiers, stabilizers Dairy ingredients, dairy alternatives functional carbohydrates Minerals, vitamins Synergistic hydrocolloids	Dietary fiber fortification Free from products, clean label concepts Convenience food, fresh cut lettuce Fat and sugar replacers Optimization of nutritional profiles	Instrumental sensory analysis, texture control Detection media, test kits for food analysis Sensory and consumer science	Interpack, 07.-13.05.20, Düsseldorf (D)  <b>Vitafoods, 12.-14.05.20, Geneva (CH)</b>  Free from / Functional Food Expo, 24.-25.06.20, Amsterdam (NL)
<b>Fair newsletter:</b> ISM / ProSweets 					
<b>Issue II/20</b>		<b>Exhibition preview: BrauBeviale / Food ingredients Europe</b>			
03.11.20	11.09.20	All-in-one ingredients systems Cereal ingredient systems Dietary fibers, food fibers Fruit and vegetable preparations, syrups Gelling agents, thickeners Health and nutrition ingredients Sweeteners, sweetening systems	Agglomerates, granular food products, extracts Packaging solutions for fresh cut products Lactose-free and gluten-free food Protein fortification Sports nutrition, nutritional drinks	Food profiling, analysis of origin Recipe management stability tests	<b>BrauBeviale, 10.-12.11.20, Nuremberg (D)</b>  <b>Food ingredients Europe, 01.-03.12.20, Frankfurt (D)</b>  ISM / ProSweets February 2021, Cologne (D)
<b>Fair newsletter:</b> FI Europe 					

The editorial schedule only lists selected subjects and terms for reasons of clarity. For more information on the editorial content please contact the editorial staff. Subject to change.

### Online platform fooddesign.de









Type of advertisement (term: 4 weeks)	Formats	Rates in Euro (plus VAT)
Half-Banner	234 x 60	150.00
Full-Banner	468 x 60	210.00
Maxi-Banner	670 x 150	470.00
Sponsored Box	670 x 284	840.00
Rectangle	284 x 284	380.00
Skyscraper	150 x 600	490.00
Wallpaper	1.000 x 100 150 x 600	820.00

### Newsletter

Type of advertisement	Formats	Rates in Euro (plus VAT)
Half-Banner	234 x 60	140.00
Full-Banner	468 x 60	200.00
Maxi-Banner	670 x 150	460.00
Sponsored Box	670 x 284	820.00

**Newsletter I:** Date of publication: 28.01.20  
Advertising deadline: 22.01.20. Trade fair report ProSweets  
**Newsletter II:** Date of publication: 24.11.20  
Advertising deadline: 18.11.20. Trade fair report FI Europe

**RATE CARD 2020**

Formats			Live area/non-bleed formats width x height in mm	Formats (untrimmed) width x height in mm*	Prices in Euro (plus VAT, if applicable)			
					b/w	2 colors	3 colors	4 colors
	2/1		372 x 267	420 x 297	5,710.00	6,160.00	6,610.00	<b>6,750.00</b>
	1/1		186 x 267	210 x 297	3,010.00	3,460.00	3,910.00	<b>4,050.00</b>
	2/3	vertical horizontal	122 x 267 186 x 174	132 x 297 210 x 192	2,070.00	2,520.00	2,970.00	<b>3,110.00</b>
	Junior page		130 x 186	148 x 210	1,870.00	2,230.00	2,590.00	<b>2,750.00</b>
	1/2	vertical horizontal	90 x 267 186 x 130	100 x 297 210 x 148	1,540.00	1,900.00	2,260.00	<b>2,420.00</b>
	1/3	vertical horizontal	59 x 267 186 x 89	69 x 297 210 x 105	1,050.00	1,410.00	1,770.00	<b>1,930.00</b>
	1/4	2-columns vertical horizontal	90 x 130 43,5 x 267 186 x 64	100 x 148 55 x 297 210 x 80	760.00	1,060.00	1,360.00	<b>1,480.00</b>
	1/8	2-columns horizontal	90 x 64 186 x 32	100 x 80 210 x 48	360.00	660.00	960.00	<b>1,080.00</b>
	Cover pages	(U2/3/4)	186 x 267	210 x 297	3,240.00	3,690.00	4,140.00	<b>4,280.00</b>

\* Please include 3 mm bleed on all sides. The prices stated apply to printing colors (CMYK) according to ISO 2846-1 (Euro scale). All other colors are spot colors. Bleed surcharge for advertisements exceeding live area (not discountable): 10 % on b/w base rate. Surcharge for premium position (starting at 1/4 page, not discountable): 10 % on b/w base rate.

**Spot colors as well as other formats and promotional designs upon request.**

**Loose inserts (not eligible for discount)**

Up to 25 g unit weight: 215.00 Euro per 1,000 copies incl. postage. Up to 50 g: 320.00 Euro per 1,000 copies incl. postage. More offers (weight/paper) upon request after presentation of a sample. All inserts must be one piece and made in a way that no further handling is required. Required quantity: 7,000 copies including surplus, delivery 10 days before the publication date at the latest. Format: 205 x 294 maximal (width x height)

**Bound inserts (eligible for discount)**

2 pages (discountable as 1 advertising page): 3,380.00 Euro  
 4 pages (discountable as 2 advertising pages): 6,490.00 Euro  
 More offers upon request.  
 Required quantity: 7,000 copies including surplus  
 Formats (untrimmed)  
 1 sheet (= 2 pages): 217 x 305 (width x height)  
 2 sheets (= 4 pages): 434 x 305 (width x height)

**Address for shipment of inserts**

**Leinebergland Druck GmbH & Co. KG**  
 Industriestraße 2a  
 31061 Alfeld (Leine), Germany  
 Delivery memo: food design, issue .../2020  
 Delivery: carriage paid  
 Mo-Fr 8.00 am to 3.30 pm  
 Euro pallet: 80 x 120 cm (max. height 110 cm)

**Employment opportunities (not eligible for discount)**

Per mm/1 column  
 (additional options: 2, 3, 4 columns): Euro 2.17  
 Box number fee including domestic postage: Euro 17.00

**Products & Services (not eligible for discount)**

Per mm/1 column  
 (additional options: 2, 3, 4 columns): Euro 2.17  
 Run time: 1 year (2 issues)

**food design** IS AN INTERESTING JOURNAL FOR OUR BUSINESS.

**YES, I WOULD LIKE**

- ... to be informed by phone about the advertising options in food design.
- ... to book the following advertising format  in issue  /20 **food design**
- ... to book the following banner format  on the online platform fooddesign.de  
from  to  (minimum 4 weeks).
- ... to book the following banner format  in the food design newsletter
- ... to book an entry in the Products & Services section of food design:  
 mm height  1 column wide  2 column wide  3 column wide  4 column wide
- ... place an employment ad with food design:  
 mm height  1 column wide  2 column wide  3 column wide  4 column wide

Name | First name | Department | Company

Street | no. | P.O. box

ZIP code

Town | city

Phone | fax

Email

Date

Signature

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**Bank account:**

Commerzbank Hamburg  
IBAN: DE03 2004 0000 0210 8009 00  
BIC: COBADEFFXXX

30 days net after date of invoice

10 days after receipt of invoice: 2 % discount Prepayment/direct debit authorization: 3 % discount

**food design**

Published twice/year

21th edition

Format DIN A4 (210 x 297 trimmed)

Sheet-fed offset printing and adhesive binding

Printing inks (CMYK) according to ISO 12647-2 (PSO)

Please send printing materials in a digital format (preferably PDF/X-4)