



# PanGlobal

Media



## Mediakit 2023



# Your dedicated partner



## Pan Global media and publishing BV

At Pan Global media and publishing BV we publish dedicated trade journals for today's scientists in the field of clinical chemistry and *in vitro* diagnostics, as well as the hospital environment. In-depth articles and interviews with keynote experts give our readers a clear view of the trends and developments in their respective area. Furthermore the latest products and newest industry topics are presented throughout the print and digital magazines, which are distributed at the various trade shows and exhibitions taking place around the world.

If you wish to get in front of decision-makers and present your company, products and/or services, Pan Global media and publishing BV has the right platform for you. We offer tailor-made communication packages with the right balance between print and online marketing to increase your brand and image awareness while at the same time generate quality sales leads.

Interested to find out more? Check [www.panglobal.nl](http://www.panglobal.nl) or contact our team directly.

### Offer

In 2023 we offer all print advertisers free coverage on our social media.



**Marco Koenen**  
Publishing executive  
+31 6 110 489 33  
m.koenen@panglobal.nl



**Twan Heesakkers**  
Publishing executive  
+31 6 468 448 73  
t.heesakkers@panglobal.nl



## Food Engineering & Ingredients

Facts & numbers	4
Publishing schedule	6
Advertising print & Technical details	8
Advertising online & Technical details	10
	12



The colour, the smell or the taste of a sweet, nothing is so complex as the tasting ability of us humans. The combination of smell, colour and taste is different for everyone. Every aspect gives a different experience and sensation to taste. Flavour chemists for food products are called flavorists; this science is not only complicated, but also different every time. From genetic influence to chemical process, scientists are always busy developing taste.

The different production techniques to achieve the right balance of taste depends on the methods to control and fix the ingredients. Once the appropriate taste has been achieved, the products must also maintain this level of taste and safety. Food science is becoming more and more important also in relation to monitoring the quality of ingredients or the contamination of compounds that should not be in our daily food chain. *Food engineering and ingredients* (FEI) covers a lot of topics in regards of our food safety and process developments.

## The magazine you must read!

Since many years this magazine is indispensable for specialists in the following area's: Alcoholic drinks | Bakery | Beverages | Cereals | Confectionery and biscuits | Desserts | Drinks machines | Fats and oils | Food industry and consumer trends | Food ingredients | Food legislation | Food processing and packaging | Food safety | Fruit | Marketing and retailing | Meat and meat products, miscellaneous | Meat processing | Milk and dairy products | Organic food | Plant extracts | Prepared foods | Refrigeration | Robotics | Science and nutrition research | Seafood | Snacks | Speciality diets | Sports drinks/food | Spreads | Supplements and nutrition | Sweeteners



# Facts & numbers

## Editorial mission

Our mission is to provide the food and drinks industry with relevant information pertaining to ingredients, processing and packaging.

## Focus on scientists and researchers

We conduct readership surveys to learn about what topics and trends our readers consider most timely and useful, and what types of articles and editorial features they like to read. This information is used to develop our editorial calendar each year.

## Fuelled by current market needs

Online data from our website and Google search analytics are used to pinpoint specific topics and interests that are most relevant to our audience and have the greatest utility. With this information we deliver content that scientists want and need the most.

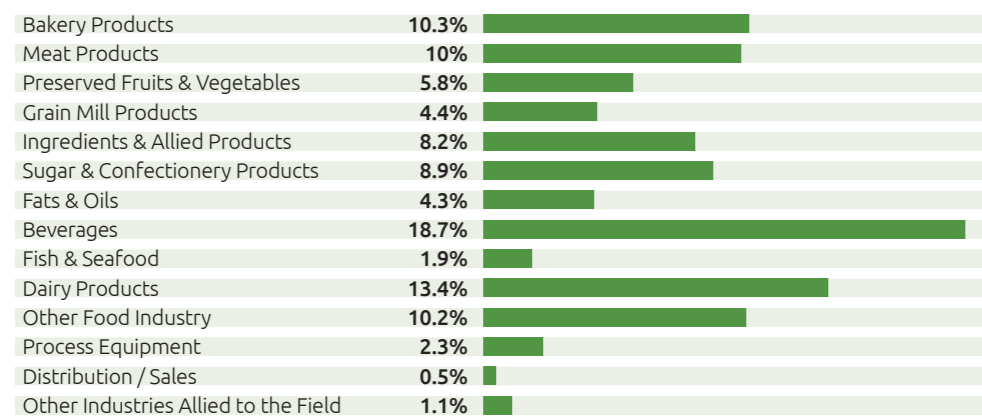
## Written by scientists and industry experts

Our editorial is assigned and independently written by scientists and industry experts.

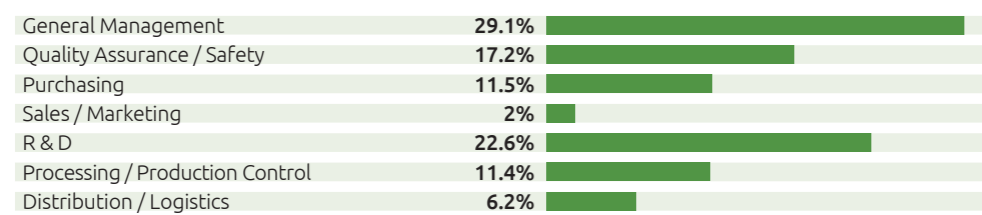
## Matched to related products

The editorial will be matched with related products, allowing our readers to better connect with you when they are already learning about your type of product.

### Circulation by type of industry

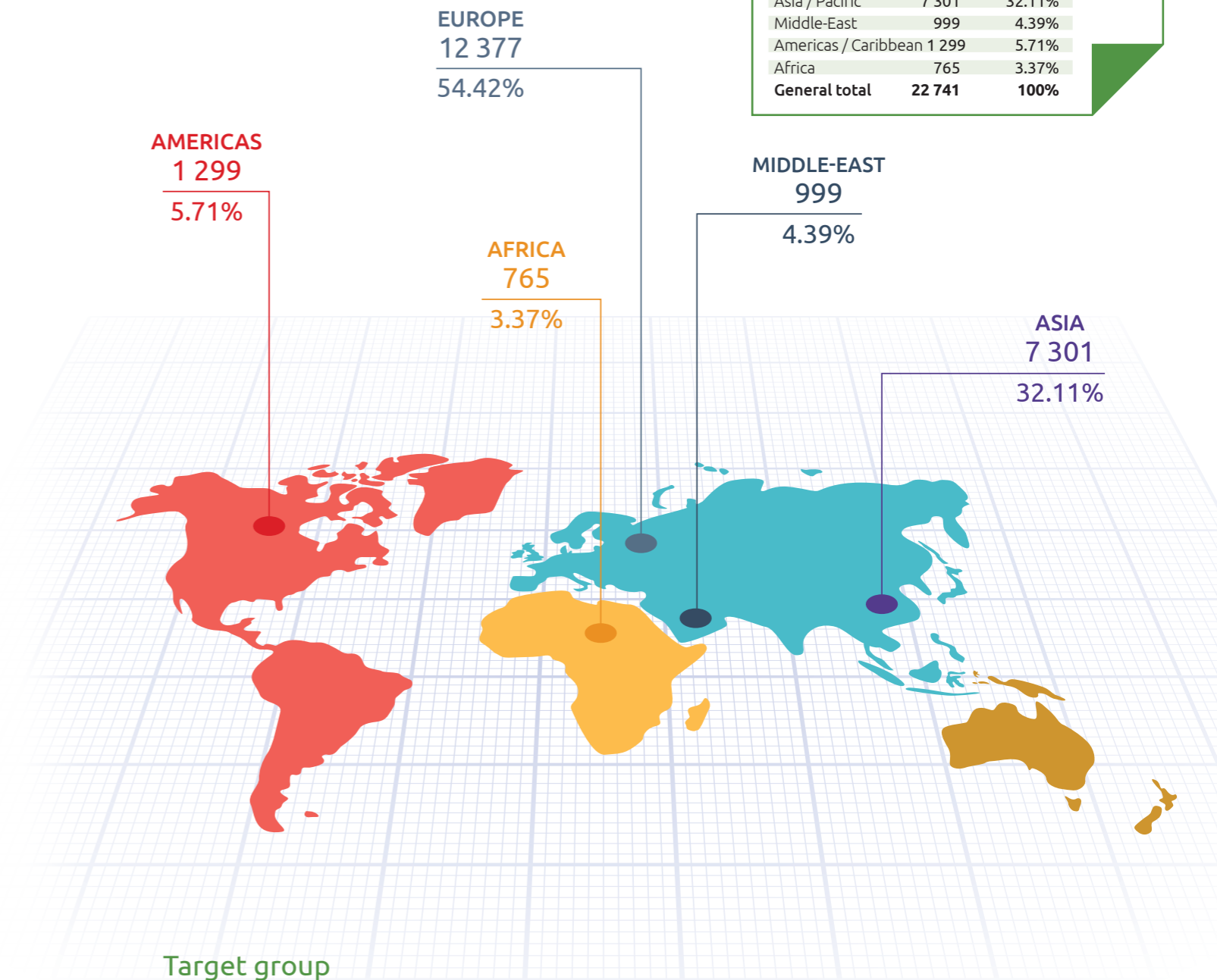


### Circulation by department / specialty



Circulation statement September 2022

Geographic breakdown	Qualified copies	Percent of total
Europe	12 377	54.42%
Asia / Pacific	7 301	32.11%
Middle-East	999	4.39%
Americas / Caribbean	1 299	5.71%
Africa	765	3.37%
<b>General total</b>	<b>22 741</b>	<b>100%</b>



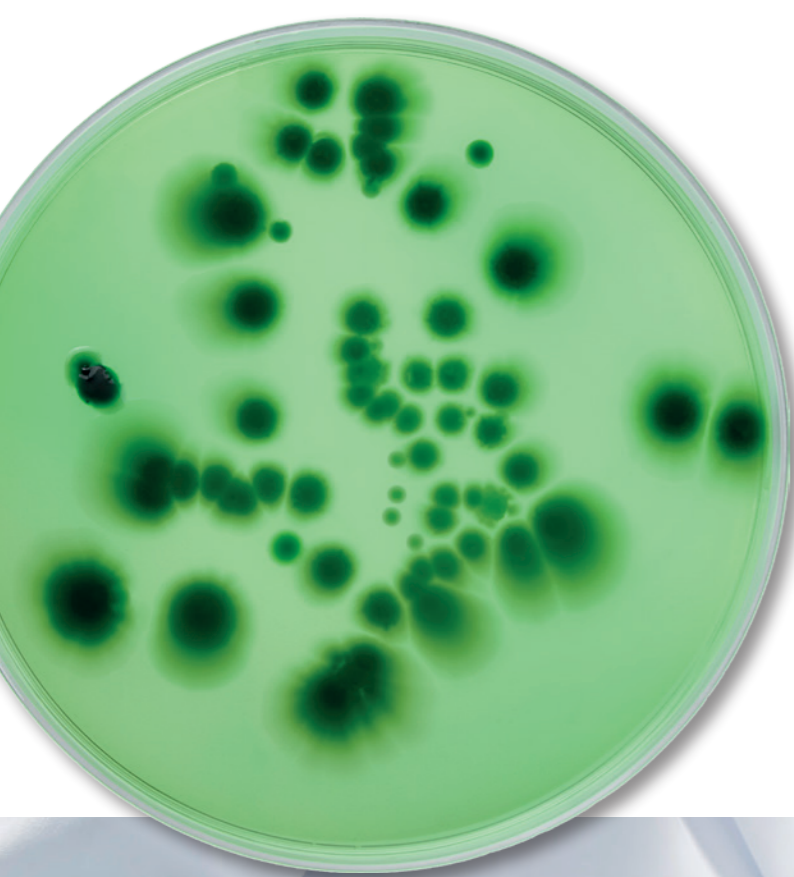
## Target group

Besides manufacturers and distributors, [www.fei-online.com](http://www.fei-online.com) reaches approximately 115 000 end users who are all active in the Food Industry. A broad range of products and services are presented via the website, electronic newsletter, direct mail and specialized journals.

**Press releases / Product news** You may send your press releases and product news items to [FEIeditor@panglobal.nl](mailto:FEIeditor@panglobal.nl). Our editorial team will evaluate each item for publication.

Every edition has the most recent **product news, industry news** and an **interview with a key note speaker**.

# Publishing schedule 2023



**February / March**  
edition

Main editorial features  
**SPECIAL ISSUE: Pittcon 2023**

Food Safety

Food Legislation Update

Consumer Trends

Meat and Seafood Products

---

Editorial & space  
Jan 30

Printing material  
Feb 6

Publishing date  
Feb 20

**May / June**  
edition

Main editorial features

Food Safety

Food Processing Automation and Robotics

Dairy Products

Fats and Oils

---

Shows & congresses

Pittcon, Philadelphia  
Mar 18 – 22

Seafood Global Expo, Barcelona  
Apr 25 – 27

Interpack, Dusseldorf  
May 4 – 10

Vitafoods Europe, Geneva  
May 9 – 11

---

Editorial & space  
May 1

Printing material  
May 5

Publishing date  
May 30

**September / October**  
edition

Main editorial features

Food Safety

Food Legislation Update

Science and Nutrition Research

Beverages

---

Shows & congresses

IFT First, Chicago  
July 10 – 13

---

Editorial & space  
Sept 4

Printing material  
Sept 8

Publishing date  
Sept 29

**November / December**  
edition

Main editorial features

Food Safety

Automation and Robotics

Bakery Products

Supplements and Nutrition

---

Shows & congresses

Braubeviere, Nuremberg  
Nov 28 – 30

Fi Europe & Hi Europe, Frankfurt  
Nov 28 – 30

RAFA, Prague  
Nov (dates tbc)

---

Editorial & space  
Nov 6

Printing material  
Nov 10

Publishing date  
Dec 1



# Technical details (print)

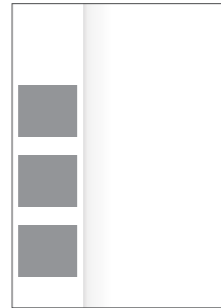
# Advertising print (€)

## Coverpage

Photo on cover (horiz.)  
210x215 mm

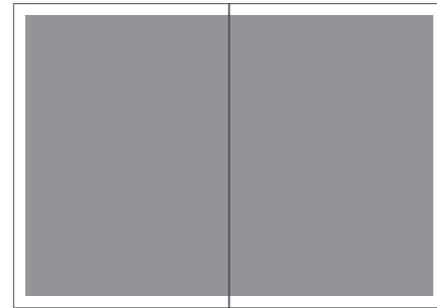


Front cover product  
55x50 mm



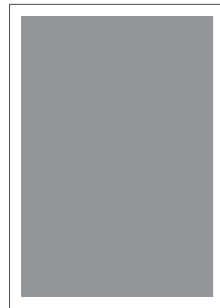
## Full page spread

Trim: 397x274 mm  
Bleed: 420x297 mm\*



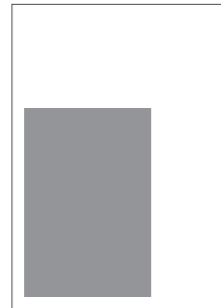
## Full page

Trim: 210x297 mm  
Bleed: 216x303 mm\*



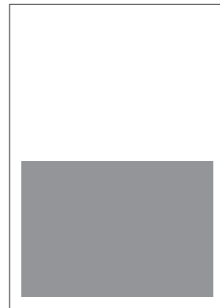
## Junior page

124x187 mm



## 1/2 page A (horiz.)

187x132 mm



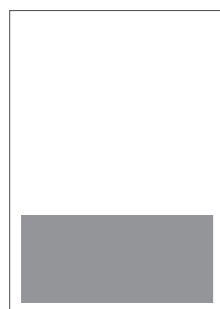
## 1/2 page B (vert.)

89x274 mm



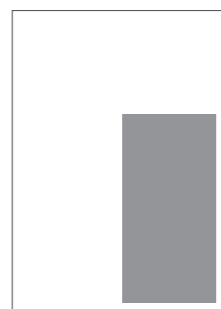
## 1/3 page A (horiz.)

187x85 mm



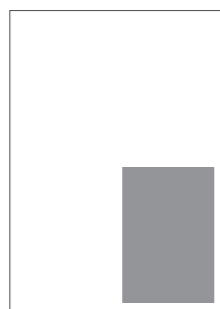
## 1/3 page B (vert.)

91x184 mm



## Quarter page (horiz.)

89x62 mm



## 1/8 page (horiz.)

89x132 mm



## File format:

- Certified PDF (preferred)
- PDF (print, Fonts and images without transparency included)

## Bleed:

+3 mm. This is the extra margin which allows you to run artwork to the edge of a page. This will avoid any misalignment (white lines) while cutting the artwork.

## Image sizes:

Images need to be CMYK with a minimum resolution of 300 dpi.



## Print Food Engineers & Ingredients

1/1 page spread	€ 9 500	Front cover page	€ 7 500
1/2 page spread horizontal	€ 7 000	Front cover product	€ 950
1/1 page	€ 6 500	Recruitment ad	Rates available on request
Junior page	€ 5 000	Belly band	€ 7 500
1/2 horizontal / vertical	€ 4 000	Insert loose, up to 20 gr	€ 2 500
1/3 page	€ 2 875	(inserts > 20 gr	Rates available on request)
1/4 page	€ 2 150		
1/8 page	€ 1 250		

## Offer!

**Free social media exposure**  
for print advertisers!



## Additional Print Options

### Reprints

Article reprints are ideal for distribution at seminars, trade shows, via direct mail, or through area representatives. Reprints can be purchased in black and white or full colour, and in single or multiple quantities. Licensed PDF files are also available.

Pricing: upon request

### Inserts & cover lines

Pan Global media and publishing BV can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover lines, catalogues and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts may be bound into the centre of the magazine or glued (tipped) with easy-release glue.

Pricing: upon request



# Technical details (digital)

# Advertising online (€)

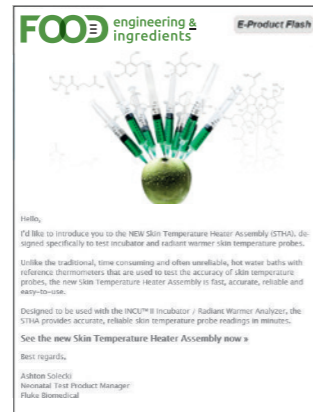


## E-newsletter

A news alert sent to our subscribers on a regular basis. It includes links to industry news along with e-advertisements. Banner advertisers are entitled to a new product item or a short news text in the same issue.

### Material required:

- ▶ banner
- ▶ product description (100–150 words)
- ▶ image of product or news text (max. 350 words)



## E-blast

A short product presentation sent by email to our subscribers on your behalf, connecting our users with your products. It's the perfect tool to promote and spread the word about your new product launches and existing products to the *Food Engineers & Ingredients* community.

**Material required:**  
html, width: 800 px,  
non-transparent background



## E-product news

Includes links to 6–9 product presentations from different companies that are uploaded on *fei-online.com* for minimum 12 months.

**Material required:**  
▶ product description (100–150 words)  
▶ image of product

## Web and online statistics (average)

Statistics for 2022

<b>Website</b>		<b>E-readers</b>	<b>18.560</b>
Pageviews	167.259	<b>E-Newsletter</b>	
Unique visitors	3.540	CTR	7 %
Average time	01.03	Open rate	23 %
<b>Reader subscriptions</b>	<b>22.741</b>	<b>Web banners in combination with newsletters</b>	
<b>E-blast</b>		CTR	3–4 %
CTR	9 %	Pageviews / bannerviews on average	40.000
Open rate	23 %		
Pageviews / bannerviews on average	40.000		

## Online rates (website)

	3 months	6 months
Video	€ 2 775	€ 4 995
Leaderboard	€ 3 670	€ 6 600
Rectangle	€ 3 670	€ 6 600
Square	€ 4 000	€ 6 950
1st full banner	€ 2 550	€ 4 500
Vertical banner	€ 2 295	€ 4 100
2nd full banner	€ 1 325	€ 2 340
Top product	€ 1 025	€ 1 820
Button	€ 865	€ 1 470
White paper	€ 750	€ 1 050
Sponsored link	€ 410	€ 730
Webvertorial incl. 2 keywords	€ 360	€ 640

## Direct e-marketing

E-product news	€ 375
E-blast (width 800 px)	€ 2 750
E-newsletter button 120x90	€ 815
E-newsletter video	€ 975
E-newsletter vertical banner 120x240*	€ 1 020
E-newsletter full banner 468x60*	€ 1 225
E-newsletter top banner 640x77*	€ 1 425
E-newsletter skyscraper 120x600*	€ 1 425
E-newsletter central ad 468x180**	€ 1 325

\* Advertisers are entitled to a new product item and/or a short news text in the same issue. These are posted on our website for minimum 12 months.  
\*\* Discounted price for print advertisers.

## Digital edition



**Streaming video and animation options**  
▶ Additional features can be added in the digital edition.  
▶ Streaming video: embedded within all ads 1/2 page or larger: 15% premium  
▶ Animation: applicable to all ad sizes: 10% premium

**POST YOUR WHITEPAPER ONLINE!**

## Social media

**> 7 000**  
Followers and growing!

### Online specifications

**1 post: € 395**

▶ Free for print advertisers



### Online specifications

Ad type	WxH	format	max. size
Leaderboard	750x100 px	gif/jpeg/png	100 kB
Vertical banners	200x600 px	gif/jpeg/png	100 kB
Full banner	468x60 px	gif/jpeg/png	100 kB
Rectangle	300x250 px	gif/jpeg/png	100 kB
Square	400x400 px	gif/jpeg/png	100 kB
Button	120x90 px	gif/jpeg/png	100 kB

Details for top products and webvertorials upon request.

- ▶ Banner file formats: jpeg or gif, no flash.
- ▶ Resolution: 72 dpi.
- ▶ More details for top products, webvertorials and e-blasts upon request. All ads provide links to the advertiser's website.



*We will make your  
marketing communication  
work for you!*



*Please get in touch  
with our specialist for  
a tailor made quotation*

# Sales conditions

All our contracts are subject to the following conditions of sale. The placing of an order for the insertion of an advertisement is deemed to signify the acceptance of these sales conditions.

Any exceptional sales conditions, i.e. different from those presented here, that may be requested by an advertiser will only be applicable if PanGlobal Media and Publishing B.V. has accepted in advance and in writing such exceptional conditions.

## 1. Acceptance of advertisements

- Any application received in due form by PanGlobal Media and Publishing B.V. for the insertion of advertisements is considered to be irrevocably binding on the applicant.
- Notwithstanding para 1a, any application for the insertion of advertisements shall only become binding on PanGlobal Media and Publishing B.V. when such an application is accepted by the head office of PanGlobal Media and Publishing B.V. located in Eindhoven, The Netherlands. PanGlobal Media and Publishing B.V. reserves the right to refuse any applications for the insertions of advertisement without being required to give reasons for such a refusal. PanGlobal Media and Publishing B.V. shall not be liable for any damages claimed by the applicant on the occasion of such a refusal.

## 2. Conditions concerning the insertion of advertisements.

- Any advertisement that, in the opinion of PanGlobal Media and Publishing B.V., could be confused with an editorial article has to make its advertising character clearly recognisable.
  - The advertising department of PanGlobal Media and Publishing B.V. must be in possession of the advertising materials within the period specified on the rate card.
  - The advertising material should comply with printing and online specifications as described on the rate card and available from PanGlobal Media and Publishing B.V.
  - In the event that the materials are not suitable, PanGlobal Media and Publishing B.V. reserves the right to procure suitable materials without the advertiser's explicit permission. Any additional costs so incurred may be debited to the advertiser/agency.
- ## 3. Copyright
- Drafts, drawings, dummies, photomontages, etc., made by PanGlobal Media and Publishing B.V. remain its property under Belgian copyright law and may not be used without previous written permission.
  - Materials, documents, etc., supplied by the advertiser/agency will be stored for a period of twelve months and will be returned on request during the period at the advertiser's cost. After twelve months advertising material may be destroyed.

## 4. Voucher-copies

- For each insertion a maximum of 3 voucher-copies of the printed version of the magazine will be sent to the advertiser/agency. Online ads are visible on our websites.
- In the event of additional copies being requested, these are available at retail price.

## 5. Rates

- Advertisements are inserted at the going price as specified on the rate card in force on the date of insertion.
- All fiscal charges connected with advertising are debited to the account of advertiser or agency. Discount on turnover by advertiser and agency is calculated over

a maximum period of 12 months. PanGlobal Media reserves the right to alter advertising rates.

## 6. Cancellation

Any cancellation of booked advertisements must be confirmed in writing prior to 8 weeks before scheduled publication date. Any cancellation received at shorter notice than the 8-week period before scheduled publication will be charged in full. For all online advertising, an advance period of 2 weeks is required for any cancellation.

## 7. Terms and conditions of Payment

- Invoices are payable in full to PanGlobal Media and Publishing B.V. by direct electronic bank transfer, within 30 days of the invoice date. Details of the account to which this transfer should be made are found on the invoice.
- If the payment is not paid by the date due, a surcharge of 15% of the invoiced amount (with a minimum amount of €150) will be added automatically to the invoice as a late-payment handling fee.
- In addition to the late-payment fee specified in para 7b above, non-payment of invoices on the due date will also automatically incur a late-payment interest charge of 1% per month. If PanGlobal Media and Publishing B.V. needs to pass your invoice to Debt Collection, all the judicial and non-judicial costs will be charged to you.
- Advertising agencies are responsible for the payment of advertisements they have ordered, even though the advertisements may be booked under the name of the final advertiser.
- In the event of non-compliance with the above Terms and Conditions of Payment, all outstanding debts become due immediately, without any 30 day period of grace. In addition PanGlobal Media and Publishing B.V. has the right to suspend the insertion of further advertisements.

## 8. Responsibility

- PanGlobal Media and Publishing B.V. declines all responsibility for the content, form, arrangement, etc., of advertisements.
- Advertisers or advertising agencies are solely responsible for their advertisements. They therefore agree that PanGlobal Media and Publishing B.V. should be absolved of all liabilities in any case of dispute.
- Notwithstanding para 8b above, any liability of PanGlobal Media and Publishing B.V. shall be limited to the price of the advertisement.

## 9. Expiration of Contracts

- Contracts are valid for a maximum period of 12 months.
- Application for the termination or suspension of contracts should be made within the period specified in the rate-card.

## 10. Complaints

All complaints, including but not limited to those concerning invoices or advertisements, should be sent to PanGlobal Media and Publishing B.V. by registered mail within 14 days following the date of invoice or the mailing date of the publication or within 7 days following the uploading of an online advertisement. Any complaint lodged after this period shall be deemed invalid.

## 11. Jurisdiction

The present contract is governed by Dutch Law. Only the appropriate Court of Eindhoven, The Netherlands will have exclusive jurisdiction concerning any disputes about the present contract. Nevertheless, PanGlobal Media and Publishing B.V. reserves the right to bring any disputes before a competent Court whose jurisdiction covers the advertiser's/agency's place of business.



“

*Content is king  
but marketing is queen,  
and runs the household.*

*Gary Vaynerchuk*

”

Pan Global media and publishing BV

Hastelweg 250  
5652 CN Eindhoven  
The Netherlands

T: 085 064 55 82  
info@panglobal.nl

[www.panglobal.nl](http://www.panglobal.nl)