



PanGlobal

Media



Mediakit 2023



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 or contact our team directly.

Offer

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



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Food Engineering & Ingredients

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Informing food scientists



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



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

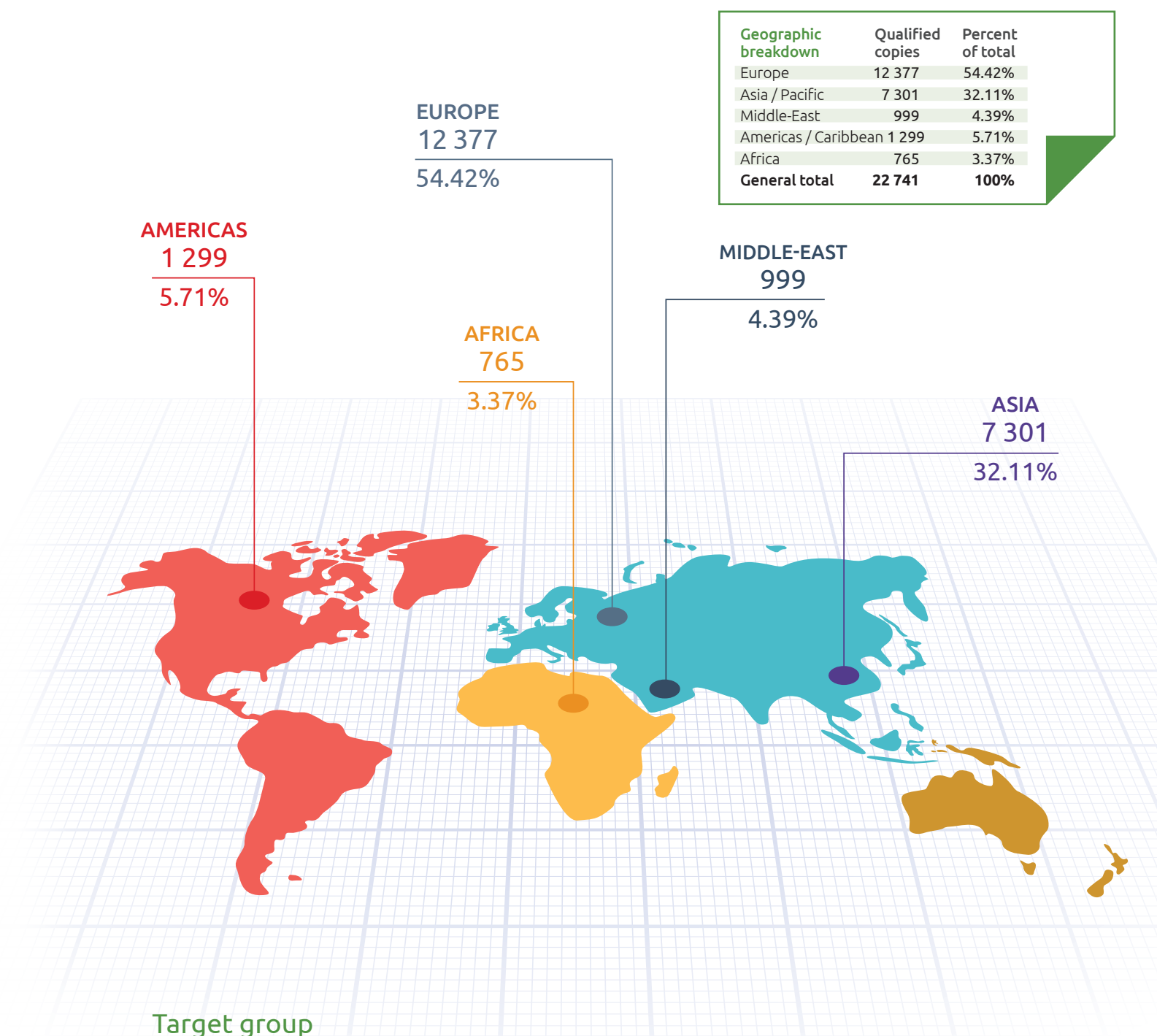
Bakery Products	10.3%	
Meat Products	10%	
Preserved Fruits & Vegetables	5.8%	
Grain Mill Products	4.4%	
Ingredients & Allied Products	8.2%	
Sugar & Confectionery Products	8.9%	
Fats & Oils	4.3%	
Beverages	18.7%	
Fish & Seafood	1.9%	
Dairy Products	13.4%	
Other Food Industry	10.2%	
Process Equipment	2.3%	
Distribution / Sales	0.5%	
Other Industries Allied to the Field	1.1%	

Circulation by department / specialty

General Management	29.1%	
Quality Assurance / Safety	17.2%	
Purchasing	11.5%	
Sales / Marketing	2%	
R & D	22.6%	
Processing / Production Control	11.4%	
Distribution / Logistics	6.2%	

Circulation statement September 2022

Facts & numbers

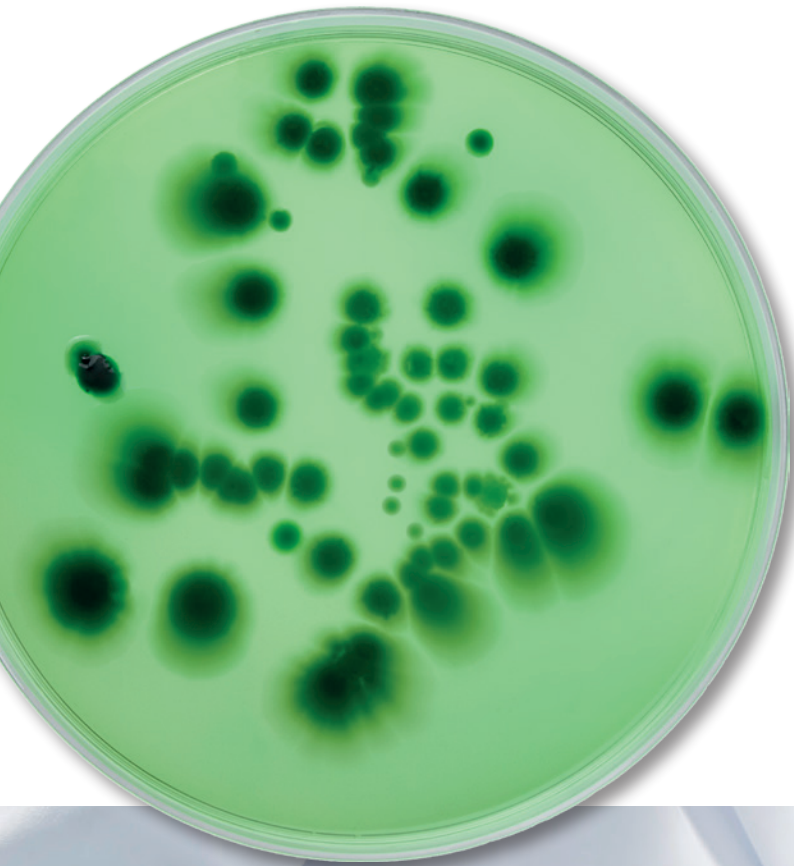


Besides manufacturers and distributors, **www.fei-online.com** reaches approximately 115 000 end users who are all active in the Food Industry. A broad range of products and services are presented via the website, electronic newsletter, direct mail and specialized journals.

Press releases / Product news You may send your press releases and product news items to FEIeditor@panglobal.nl. 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 16 – 19

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



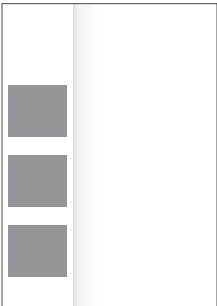
Technical details (print)

Coverpage

Photo on cover (horiz.)
210×215 mm

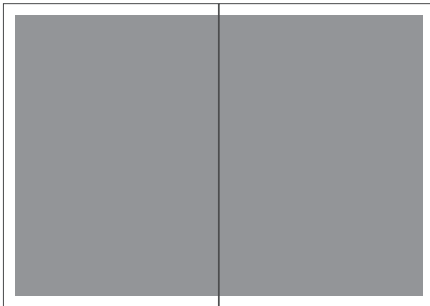


Front cover product
55×50 mm



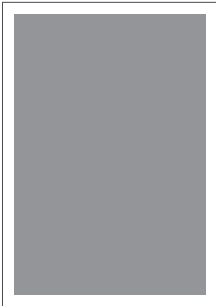
Full page spread

Trim: 397×274 mm
Bleed: 420×297 mm*



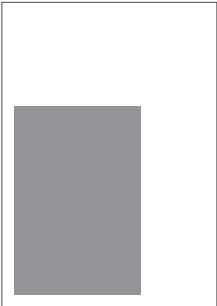
Full page

Trim: 210×297 mm
Bleed: 216×303 mm*



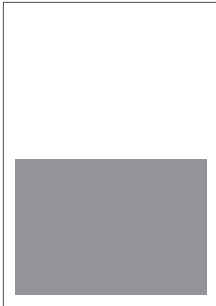
Junior page

124×187 mm



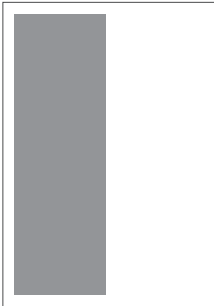
1/2 page A (horiz.)

187×132 mm



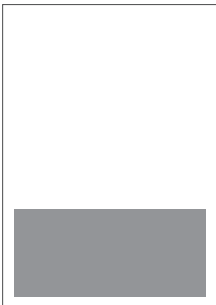
1/2 page B (vert.)

89×274 mm



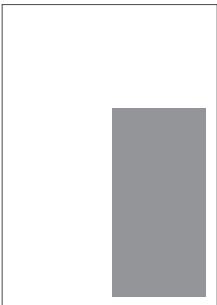
1/3 page A (horiz.)

187×85 mm



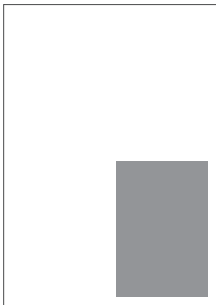
1/3 page B (vert.)

91×184 mm



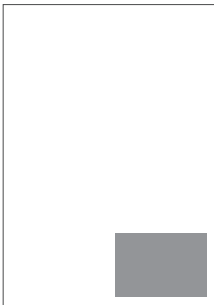
Quarter page (horiz.)

89×62 mm



1/8 page (horiz.)

89×132 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.



Advertising print (€)

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

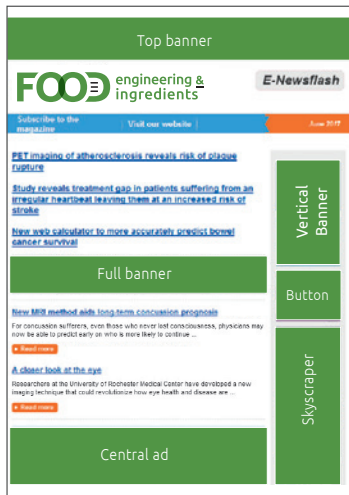
Pan Global media and publishing BV can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover lines, catalogues and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts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

Pricing: upon request



Technical details (digital)

Advertising online (€)

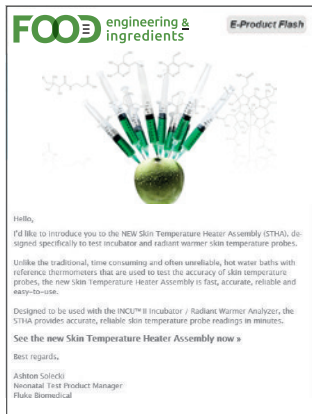


E-newsletter

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

Website		E-readers	
Pageviews	167.259	18.560	
Unique visitors	3.540	E-Newsletter	
Average time	01.03	CTR	7 %
Reader subscriptions		Open rate	23 %
22.741		Web banners in combination with newsletters	
E-blast		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	W×H	format	max. size
Leaderboard	750×100 px	gif/jpeg/png	100 kB
Vertical banners	200×600 px	gif/jpeg/png	100 kB
Full banner	468×60 px	gif/jpeg/png	100 kB
Rectangle	300×250 px	gif/jpeg/png	100 kB
Square	400×400 px	gif/jpeg/png	100 kB
Button	120×90 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.

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

Gary Vaynerchuk

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