

Mediakit2025

FOOD engineering & ingredients

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

PanGlobal
Media

OFFER

In 2025 we offer all print advertisers free coverage on our social media.



*Get in touch with our specialists
for a tailor made quotation.*



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PanGlobal Media and Publishing BV

At Pan Global Media and Publishing BV, we specialize in the publication of dedicated trade journals tailored to contemporary professionals within the realms of clinical chemistry, *in vitro* diagnostics, and the healthcare sector. Our publications feature comprehensive articles and exclusive interviews with prominent industry experts, providing our readers with an insightful perspective on the prevailing trends and advancements in their respective fields.

Additionally, our print and digital magazines offer exposure to the latest products and pertinent industry discussions. These publications are distributed at numerous international trade shows and exhibitions.

If you aspire to engage with decision-makers and showcase your company, products, and services, Pan Global Media and Publishing BV provides an ideal platform. We offer customized communication packages, meticulously designed to strike the right balance between print and online marketing. This approach not only enhances brand recognition and image but also facilitates the generation of high-quality sales leads.

Keen to explore further? Visit www.panglobal.nl or get in touch with our team directly.

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The perception of sweetness is an intricate facet of human sensory capability, defined by a complex interplay of color, aroma, and flavor. This amalgamation of sensory elements varies uniquely for each individual, imparting distinct experiences and sensations. Those who specialize in crafting the flavors for food products are known as flavorists, and their domain is a realm of constant complexity and variability. From genetic influences to chemical processes, scientists are ceaselessly engaged in the pursuit of refining taste.

The diverse techniques employed in production to attain the ideal taste balance are contingent upon methods for controlling and stabilizing ingredients. Once the desired taste profile is achieved, it is imperative to sustain both the taste quality and product safety. In an era where the scrutiny of ingredient quality and the prevention of unwanted compounds infiltrating our daily food supply are of paramount concern, the field of food science has risen to prominence. Food Engineering and Ingredients (FEI) encompasses a vast spectrum of topics addressing food safety and process advancements.

The magazine you must read!

For numerous years, this magazine has proven indispensable to experts specializing in a range of areas, including: 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



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 form 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 Dutch 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.

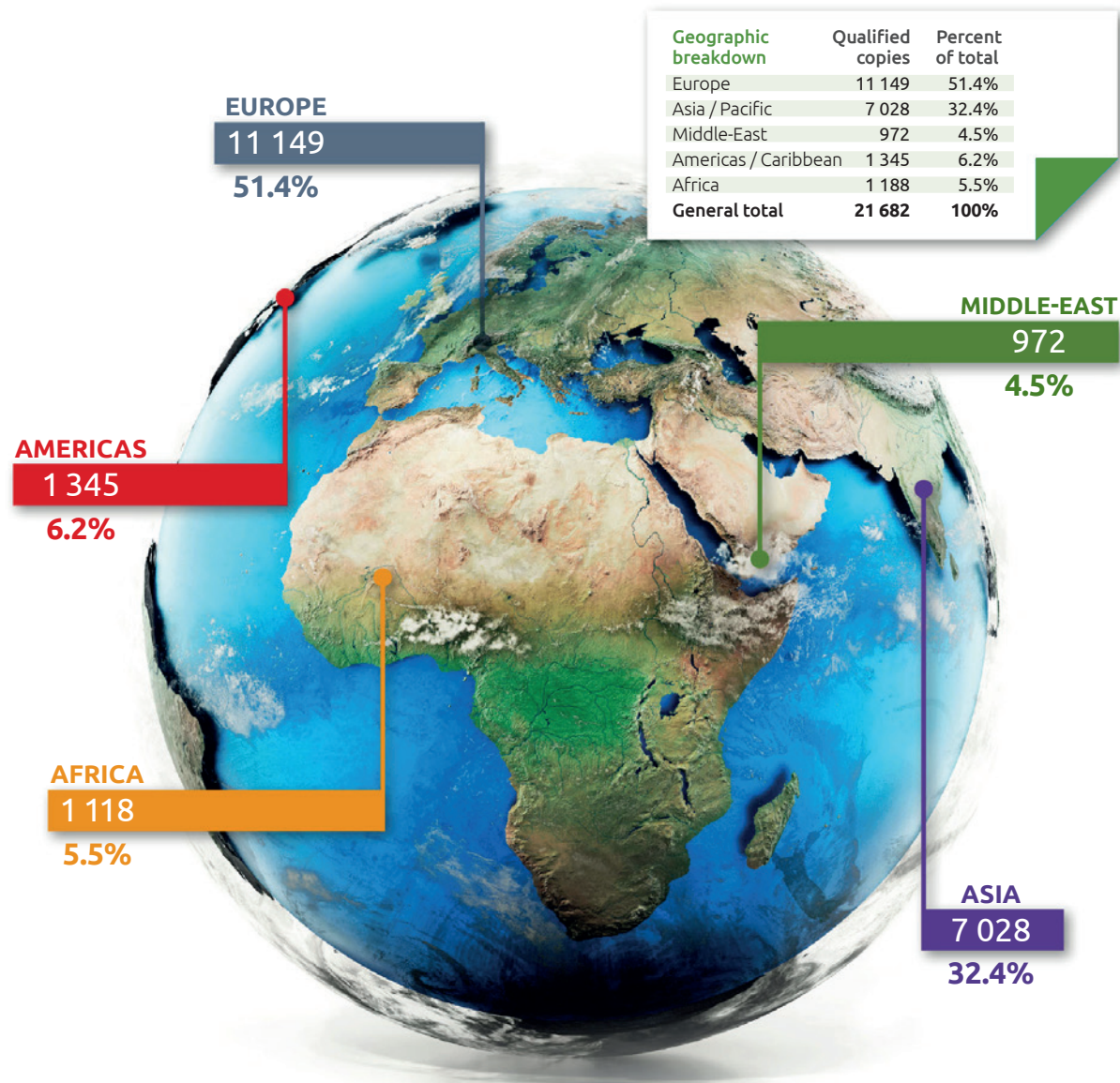
11. Jurisdiction

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.

Target group

Besides manufacturers and distributors, www.fei-online.com reaches approximately 21.682 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 FEeditor@panglobal.nl. Our editorial team will evaluate each item for publication.



Editorial mission

Our mission is to provide the food and beverage industry with valuable information concerning ingredients, processing, and packaging.

Serving Scientists and Researchers

We conduct readership surveys to gain insights into the topics and trends our readers find most relevant and valuable, as well as the types of articles and editorial features they prefer. This feedback informs the development of our annual editorial calendar.

Informed by Current Market Demands

We leverage online data from our website and Google search analytics to identify specific topics and interests that are most pertinent to our audience and offer the greatest utility. Armed with this information, we curate content that caters to the needs and desires of scientists.

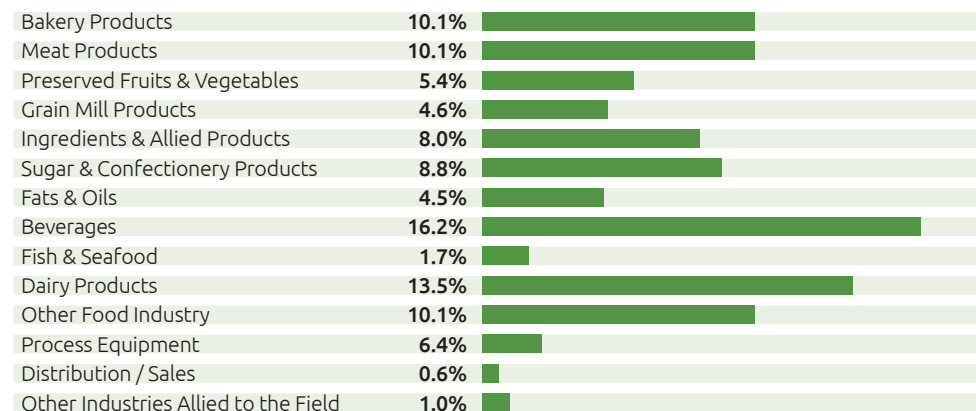
Authored by Scientists and Industry Experts

Our editorial content is authored and independently written by experts in the field, including scientists and industry professionals.

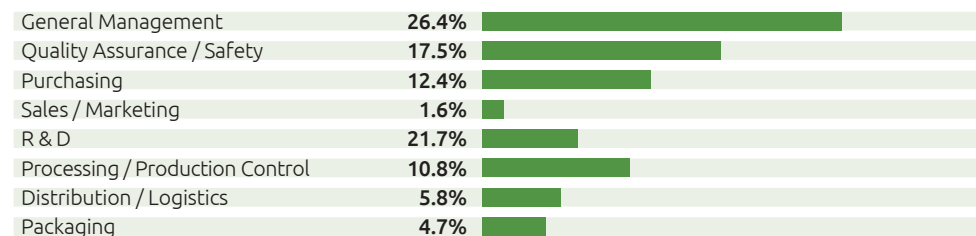
Aligned with Relevant Products

Our editorial content is strategically aligned with related products, enabling our readers to establish stronger connections with providers when they are already exploring products of interest.

Circulation by type of industry



Circulation by department / specialty



Circulation statement September 2024

February / March edition

Main editorial features

Food Safety

Food Legislation Update

Meat and Seafood Products

Shows & congresses

Pittcon
March 01 – 05
Boston, USA
www.pittcon.org

Seafood Expo
May 06 – 09
Barcelona, Spain
www.seafoodexpo.com

Vitafoods Europe
May 20 – 22
Barcelona, Spain
www.vitafoods.eu.com

Editorial & space	Febr 04
Printing material	Febr 11
Publishing date	Febr 25

May / June edition

Main editorial features

Food Processing Automation

Dairy Products

Fats and Oils

Shows & congresses

IFT first
July 13 – 16
Chicago, USA
www.iftevent.org

Drinktec
Sept 15 – 19
Munich, Germany
www.drinktec.com

FI Asia Thailand
Sept 17 – 19
Bangkok, Thailand
www.figlobal.com

Editorial & space	May 13
Printing material	May 20
Publishing date	June 03

September / October edition

Main editorial features

Supplements & Nutraceuticals

Bakery Products

Consumer Trends

Shows & congresses

Anuga
Oct 04 – 08
Cologne, Germany
www.anuga.com

Supply Side West
Oct 27 – 30
Las Vegas, USA
www.supplysideshow.com

Eats
Oct 28 – 30
Chicago, USA
www.theeatshow.us.messefrankfurt.com

Editorial & space	Sept 09
Printing material	Sept 16
Publishing date	Sept 30

November / December edition

Main editorial features

Sustainability in Food Production

Alternative Proteins

Food Packaging

Shows & congresses

FI Europe
Dec 02 – 04
Paris, France
www.figlobal.com

Editorial & space	Nov 04
Printing material	Nov 11
Publishing date	Nov 25

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



1/1 page spread	€ 7 500
1/2 page spread horizontal	€ 5 000
1/1 page	€ 4 500
Junior page	€ 3 500
1/2 horizontal / vertical	€ 3 000
1/3 page	€ 2 250
1/4 page	€ 1 750
1/8 page	€ 1 000

Front cover page	€ 6 500
Front cover product	€ 950
Recruitment ad	Rates available on request
Belly band	€ 7 500
Insert loose, up to 20 gr	€ 2 500
(inserts > 20 gr	Rates available on request)

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

PanGlobal 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

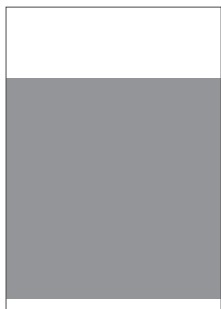
Offer!

Free social media exposure
for print advertisers!

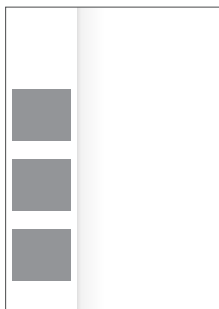


Coverpage

Photo on cover (horiz.)
210×215 mm

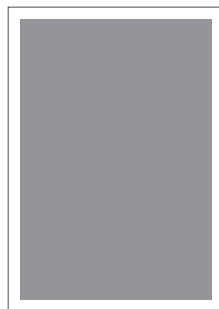


Front cover product
55×50 mm



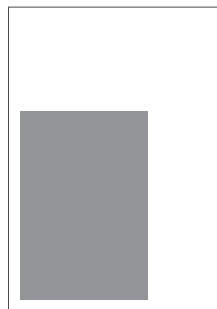
Full page

Trim: 210×297 mm
Bleed: 216×303 mm*



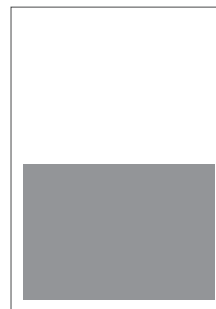
Junior page

124×187 mm



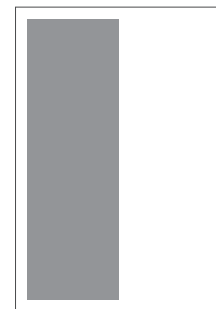
1/2 page A (horiz.)

187×132 mm



1/2 page B (vert.)

89×274 mm



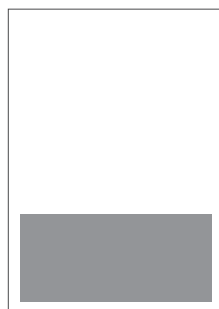
Full page spread

Trim: 397×274 mm
Bleed: 420×297 mm*



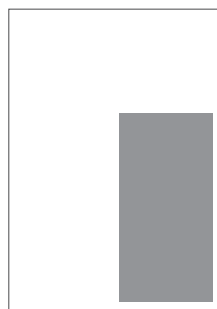
1/3 page A (horiz.)

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.

Web and online statistics (average)

September 2024

Website	
Pageviews	13.418
Unique visitors	323
Average time	02.37

E-blast	
Open rate	19,4 %
CTR	7,9 %

E-Newsletter	
Open rate	16,0 %
CTR	6,4 %

Reader subscriptions	21.682
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Webbanners in combination with newsletters	
Views	7.721
CTR	3,6 %

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

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.

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 660 px)	€ 2 950
E-newsletter button 120×90	€ 815
E-newsletter video	€ 975
E-newsletter vertical banner 120×240*	€ 1 020
E-newsletter full banner 468×60*	€ 1 225
E-newsletter top banner 640×77*	€ 1 425
E-newsletter skyscraper 120×600*	€ 1 425
E-newsletter central ad 468×180**	€ 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.

Social media

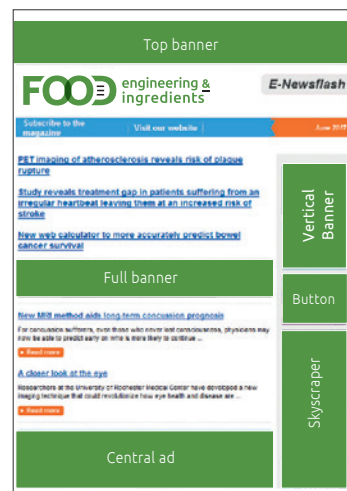
Online specifications

1 post: € 395

- ▶ Free for print advertisers



POST YOUR
WHITEPAPER
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: 660 px, non-transparent background

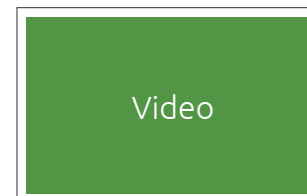


E-product news

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

Material required:

- ▶ image of product
- ▶ title
- ▶ product description (100–150 words)



Video in E-newsletter

A video published in a E-newsletter or E-productnews belongs to the possibilities.

Material required:

- ▶ Format: link to Vimeo/YouTube

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*"Marketing is not a task,
it is an ongoing process that
requires constant attention
and adaptation."*

Jay Baer

—”