

Vitalstoffe

The magazine on supplements. For German speaking markets.

Media Information 2018



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Aims and Scope

Vitalstoffe is the first magazine in the German language that aims for a comprehensive coverage of food supplements. Studies on active substances and raw materials will be in the foreground. There will be reports on applications for various target groups and various dosage forms, like liquids, capsules, powders, etc. The magazine reports on production and mixtures of substances and their effect on human health. Science-based information will clarify mechanisms of functions, over and above the Health Claims regulations.

Readers are suppliers of supplements, contract manufacturers, marketing companies, nutritionists, managers of major pharmacies and drugstores.

The magazine is published four times per year by BK nutri network.



Publishing Company

Publishing company: BK nutri network
 Vitalstoffe Magazin
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Actual circulation: 7,500 copies

Place of publication: Nuremberg

Volume/Year: Vol 7/2017

Number of issues: 4 issues per year

Page size: DIN A4 (210 x 297 mm)

Type area: 175 x 257 mm

Printing process: Offset, CTP (Computer to Plate)

Printing materials: Digital as PDF, TIF, JPG in 300 dpi

Your partners

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Subscription rate:

Single issue: € 12.–
 Annual subscription (4 issues)
 Domestic: € 40.– incl. postage and tax
 Abroad: € 48.– incl. postage and handling

Circulation details with readership breakdown

Total print run.....8,000 copies
 Actual circulation.....7,500 copies
 Subscriptions and requested copies.....500 copies

Geographic circulation breakdown*

Germany..... 5,800 copies
 Austria 750 copies
 Switzerland..... 950 copies

Circulation breakdown by product area

Manufacturers of NEM
 (Provider: Wholesale, pharmacy, large drugstores)..... 4,430 copies

Marketer
 (Internet retailer, Marketing company, Mediator)..... 1,120 copies

Contact manufacturer..... 320 copies
 Raw material producer..... 510 copies

Nutrition
 (University, Institute, Dietitians) 1,120 copies
 7,500 copies

* Source: Data analysis of publishing house 7.9.2017

Editorial Plan*

Issue No. Closing date Publication date	Main Topics	Health Topics	Special Topics	Permanent Topics
1/2018 7. March 2018 4. April 2018	Vitafoods, Geneva, 15. – 17.05.2018 - Minerals - Sports nutrition - Omega-3 - Plant Extracts	- Eye Health - Bones and Joints - Weight Management - Mental Health - Skin	- Mixtures - Dosage Forms - Carotinoids - Product Ideas - Technology	- New Studies - Analytics - Safety
2/2018 28. Mai 2018 2. July 2018	- Exotic Plants - Minerals - Coenzyme Q 10 - Nutrition Trends - Vitafoods Report	- Performance - Intestinal Health - Women - Pregnancy - Reconvalescence	- Bioavailability - Mixing, Dosing - Capsules - Herbal Extracts - B-Vitamins	- Quality - Legal news
3/2018 10. August 2018 4. September 2018	- Expopharm, Munich, 10. – 13.10.2018 - CPhi, Madrid, 09. – 11.10.2018 - Sports Nutrition - Mushrooms - New concepts for mixtures - Health Claims	- Beauty from within - Immune System - Heart and circulation - Healthy Aging - ist eleganter - Joints	- Cosmetics - Vitamins - Interaction of active ingredients - Liquid Caps - Vitamin K2	- Health claims - Novel Food
4/2018 16. October 2018 13. November 2018	- Hi Europe, Frankfurt, 27.11. – 29.11.2018 - Mixtures - Vitamins and Minerals - Plant Extracts	- Urogenital Tract - Weight Management - Hair and Nails - Children - Metabolism	- Berries - Tablets - Probiotics - Omega-3 Oils - Technology	- Business topics

*Subject to change

Technical specifications

Printing materials in digital form for CTP (Computer to plate):

- print ready PDF-files PDF X-4:2008 (3 mm Bleed, no crop marks)

Data format for text documents:

- DOC (Word documents); RTF (Rich Text Format)

Data format for photos and graphs:

- TIFF/JPG (high resolution, 300 dpi)
- EPS (inc. embedded fonts, pictures and logos)

Layout application:

- Adobe InDesign CS 2
- Adobe InDesign CS 3
- Adobe InDesign CS 4
- Adobe InDesign CS 5

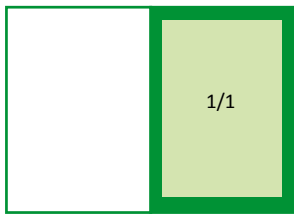
Data transfer:

- By E-mail: bk@nutri-network.eu (reference to issue requested). We strongly recommend providing a proof along with your digital data. With b/w adverts a fax or enclosed copy is sufficient.
- By CD-ROM: All digital data on CD-ROM need to be provided no later than by the closing deadline.

Formal Requirements for Manuscripts and Pictures:

- Photographs and graphics/tables in 300 dpi, uncompressed
- word documents without hyperlinks and without field codes
- References in () and listed at the end of the article.

Advertisement sizes and prices from 1. January 2017

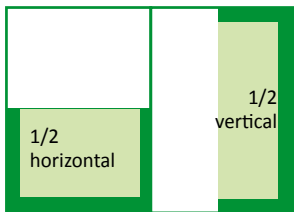


Format	b/w	4-color	3-color	2-color
1/1 page	€ 3,000.–	€ 3,900.–	€ 3,600.–	€ 3,300.–

Type area: W 175 mm x H 257 mm Bleed*: W 216 mm x H 303 mm

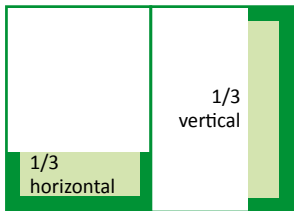
2/1 page	€ 4,125.–	€ 5,850.–		
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Type area: W 380 mm x H 257 mm Bleed*: W 426 mm x H 303 mm



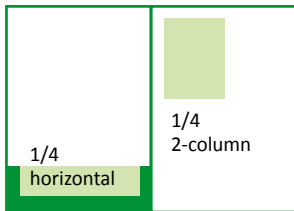
1/2 page	€ 1,550.–	€ 2,150.–	€ 1,950.–	€ 1,750.–
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vertical Type area: W 85 mm x H 257 mm Bleed*: W 111 mm x H 303 mm
 horizontal Type area: W 175 mm x H 128.5 mm Bleed*: W 216 mm x H 154.5 mm



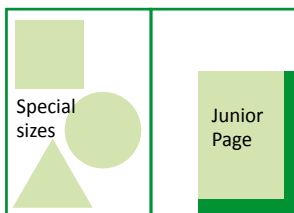
1/3 page	€ 1,100.–	€ 1,600.–	€ 1,430.–	€ 1,260.–
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vertical Type area: W 55 mm x H 257 mm Bleed*: W 81 mm x H 303 mm
 horizontal Type area: W 175 mm x H 86 mm Bleed*: W 216 mm x H 105 mm



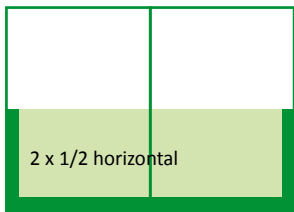
1/4 page	€ 840.–	€ 1,320.–	€ 1,160.–	€ 1,000.–
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horizontal Type area: W 175 mm x H 65 mm Bleed*: W 216 mm x H 80 mm
 2-column Type area: W 85 mm x H 128.5 mm Bleed*: W 111 mm x H 154.5 mm



Junior page	€ 1,775.–	€ 2,375.–	€ 2,175.–	€ 1,975.–
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Bleed*: W 141 mm x H 197 mm



Social format: 1/2 double page spread				€ 4,050.–
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Type area: W 380 mm x H 128.5 mm Bleed*: W 426 mm x H 154.5 mm

*Bleed surcharge: 15 % of the basic rate; W = Width, D = Depth

Advertisement prices 1. January 2018 continued

Prices for special positions:

- Cover: Price/size on request.
- 2nd cover page: add 10 % to basic rate
- 4th cover page: add 25 % to basic rate, full color only.
- 3rd cover page/next to table of contents: add 10 % to basic rate.

Color surcharge:

- No discount possible. The Euro-Scale colors are used (CMYK).
- For non-standard colors a surcharge is added. Price on request.

Bound inserts:

DIN A4 untrimmed, format: 303 x 216 mm
(incl. 3 mm bleed)

2 pages	€ 1,800.–
4 pages	€ 2,160.–
6 pages	€ 2,485.–

Loose inserts:

to 20 g	€ 240.– per thousand
to 40 g	€ 360.–per thousand
to 60 g	€ 500.–per thousand

(including p+h)

Bigger inserts on request

Postal address: publishing house.

General Terms of Business

BK nutri network

1. These General Terms and Conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.
2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print but dependent on the time and printing location.
3. For any mistakes in the publication, for which the publishing company can be held responsible, the orderer shall be entitled to replacement in the form of free advertising space to the extent to which the purpose of the advertisement has been affected.
4. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
5. The publishing company shall reserve the right to reject orders for advertisements or inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.
6. The customer will furnish the publishing house with the printing templates according to its specifications. The specification of the printing templates and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed to advertisements. Ordered advertisements which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.
7. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied in good time by the set date, this shall be considered as approval for printing. After the publication, the publisher will send the customer a specimen copy free of charge or a copy of the page with reference to the advertisement.
8. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in the odd case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 %.The publishing company can hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published.
9. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.
10. Changes in advertising and insert rates which may occur within four months after the signing of the contract shall be borne by the orderer, this even being applicable to running orders.
11. Printing material will only be returned at the express demand of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement has been published.
12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal or different issues is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
13. The publisher will store all customer data disclosed to him within the context of the business relation and required for the performance of the contract. These data will only be used for the fulfilment of the contract.
14. The seat of the publishing company is the sole place of jurisdiction and fulfilment also in respect of bills of exchange and cheques made out in connection with the order.