

# Vitalstoffe

The German language magazine on active ingredients in supplements.

## Media Information 2021



# 2021

## Vitalstoffe

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### Aims and Scope

Vitalstoffe is the first German-language journal that aims at providing comprehensive information about the raw materials and active ingredients in food supplements as well as considering their forms of dosage and application. The focus is on the production and mixing of raw materials and their effect on human health. In addition, the subject of healthy nutrition and disease prevention is becoming increasingly important.

Scientifically sound information and studies offer the possibility of clarification, also taking into account the regulatory requirements by German and European authorities.

Readers are suppliers of dietary supplements, marketers, contract manufacturers and raw material producers up to the point of sales as well as doctors, nutrition specialists and pharmacists. The magazine is published four times a year by BK nutri network, Nuremberg.



**Publishing Company**

Publishing company: BK nutri network  
 Vitalstoffe Magazin  
 Altenfurter Str. 61  
 90475 Nuremberg

Mobile: +49 162 284 08 63

Phone: +49 911 83 17 25

E-Mail: bk@nutri-network.eu

Web: www.nutri-network.com

Print Run: 8,500 copies

Place of publication: Nuremberg

Volume/Year: Vol 11/2021

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**

Publisher:  
 Benno Keller  
 Mobile: +49 162 284 08 63  
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 bk@nutri-network.eu

Editorial Team:  
 Benno Keller  
 Carola Weise  
 Sabine Krauss

Scientific advice:  
 Dr. Stefan Siebrecht  
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**Subscription rate:**

Single issue: € 8,90  
 Annual subscription (4 issues)  
 Domestic: € 40.– incl. postage and tax  
 Abroad: € 48.– incl. postage and handling

**Circulation details with readership breakdown**

Total print run..... 8,500 copies  
 Single issues in retail ..... 1,500 copies  
 Subscriptions ..... 500 copies

**Geographic circulation breakdown\***

Germany ..... 6,000 copies  
 Austria ..... 750 copies  
 Switzerland ..... 900 copies  
 other ..... 650 copies

**Circulation breakdown by product area**

Manufacturers of NEM  
 (Providers: Wholesale, pharmacies, large drugstores) ..... 4.400 copies

**Marketers**

(Internet retailers, Marketing companies, mediators) ..... 1,150 copies

Contact manufacturers..... 305 copies  
 Raw material producers ..... 520 copies

**Nutrition**

(Universities, institutes, dietitians)..... 1,150 copies  
 Private Readers..... 975 copies  
 Total..... 8,300 copies

\* Source: Data analysis of the publisher: September 2020

## Editorial Plan\*

Issue No. Closing date Publication date	Main Topics	Health Topics	Special Topics	Permanent Topics
1/2021 March 05, 2021 March 31, 2021	- Minerals - Sports nutrition - Omega 3 - Plant Extracts	- Eye Health - Bones and Joints - Weight Management - Mental Health - Immune System	- Mixtures - Dosage Forms - Carotinoids - Product Ideas - Sugars	- New Studies  - Analytics
2/2021 June 01, 2021 June 28, 2021	- Exotic Plants - Minerals - Coenzyme Q 10 - Nutrition Trends - Seniors	- Performance - Intestinal Health - Skin - Pregnancy - Reconvalescence	- Bioavailability - Mixing, Dosing - Capsules - Herbal Extracts - B-Vitamins	- Safety  - Quality
3/2021 August 06, 2021 September 03, 2021	- CPhI, Frankfurt, - Sports Nutrition - Mushrooms - New concepts for mixtures - Health Claims	- Beauty from within - Immune System - Heart and circulation - Healthy Aging - ist eleganter - Joints - Microbiome	- Cosmetics - Vitamins - Interaction of active ingredients - Liquid Caps - Vitamin K2	- Legal news  - Health claims
4/2021 October 11, 2021 November 05, 2021	- Vitafoods, Geneva, October 05. – 07. - Fi/HiEurope, Paris, November 30. – Dezember 02. - Mixtures - Vitamins and Minerals - Plant Extracts - Antioxidants	- Urogenital Tract - Weight Management - Hair and Nails - Children - Metabolism - Immune System	- Berries - Tablets - Probiotics - Omega-3-Oils - Technology	- Novel Food  - 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.

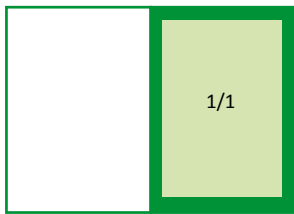
**Formal Requirements for Manuscripts and Pictures:**

- 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.

Data Protection:

- We never pass on any data and adhere to the DSGVO.
- Complete information on our privacy compliance policy available.

### Advertisement prices and sizes 2021

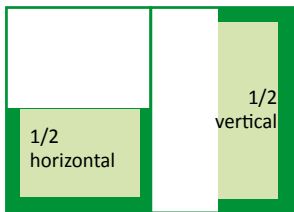


Format	b/w	4-color	3-color	2-color
1/1 page	€ 3,000.–	€ 3,900.–	€ 3,600.–	€ 3,300.–

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

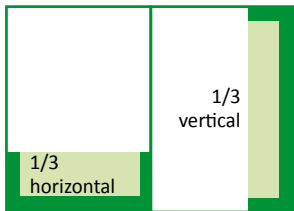
2/1 page	€ 4,125.–	€ 5,850.–		
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Type area: W 380 mm x H 257 mm      Bleed\*: W 426 mm x H 303 mm



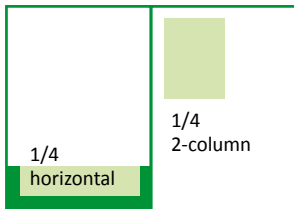
1/2 page	€ 1,550.–	€ 2,150.–	€ 1,950.–	€ 1,750.–
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vertical      Type area: W 85 mm x H 257 mm      Bleed\*: W 111 mm x H 303 mm  
horizontal      Type area: W 175 mm x H 128.5 mm      Bleed\*: W 216 mm x H 154.5 mm



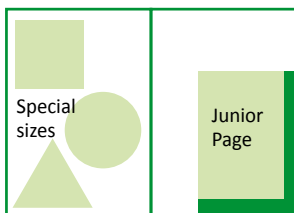
1/3 page	€ 1,100.–	€ 1,600.–	€ 1,430.–	€ 1,260.–
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vertical      Type area: W 55 mm x H 257 mm      Bleed\*: W 81 mm x H 303 mm  
horizontal      Type area: W 175 mm x H 86 mm      Bleed\*: W 216 mm x H 105 mm



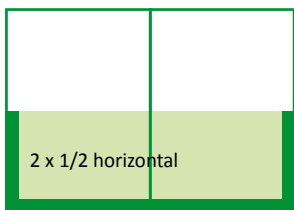
1/4 page	€ 840.–	€ 1,320.–	€ 1,160.–	€ 1,000.–
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horizontal      Type area: W 175 mm x H 65 mm      Bleed\*: W 216 mm x H 80 mm  
2-column      Type area: W 85 mm x H 128.5 mm      Bleed\*: W 111 mm x H 154.5 mm



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 January 01, 2021 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.