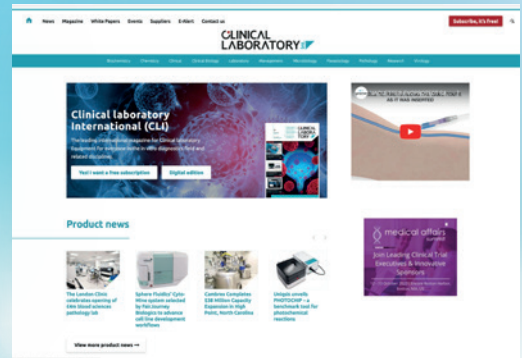




PanGlobal

Media





Your dedicated partner



Pan Global 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.

OFFER

In 2024 we offer all print advertisers free coverage on our social media.



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Clinical Laboratory International

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International Hospital & Equipment

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Food Engineering & Ingredients

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CLINICAL LABORATORY.int

Clinical Laboratory International (CLI), a division of Pan Global Media and Publishing BV, has been a pioneer in facilitating communication within the clinical chemistry and diagnostics market for over four decades. Drawing from our extensive experience in the laboratory publishing industry, we are well-equipped to assist you in effectively conveying your message. Think of us as your platform for launching and expanding your business. At Pan Global Media and Publishing BV, we not only help you access pertinent market information but also elevate your visibility to potential customers seeking your products and solutions.

In today's business landscape, Marketing, Communication, and Media play an increasingly vital role in enabling companies to share their vision, expertise, and products. Through the right channels, Pan Global Media and Publishing BV offers you a distinctive avenue to promote your company with maximum impact.

Clinlabint.com provides a searchable product database, complemented by review articles authored by industry experts, and delivers weekly news updates to support clinical laboratory professionals.

The magazine for Pathologists & Clinical Laboratory Specialists

CLI reviews in an easily digestible format the latest diagnostic technology and products used in clinical labs and outlines the role of the most recent tests in disease diagnosis. CLI:

- ▶ offers fully qualified circulation by type of lab and speciality;
- ▶ provides tailor-made e-advertising opportunities.



Editorial mission

Our goal is to serve clinical, diagnostic, and medical scientists and researchers by providing them with the ultimate source of technology and product information.

Targeting Scientists and Researchers

We conduct readership surveys to gain insights into the topics and trends our readers find most relevant and valuable. We also gather feedback on the types of articles and editorial features they prefer. This information guides 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 create content that caters to the preferences and needs 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 laboratory

Hospital Laboratory / Medical Centre	50.9%
Independent Laboratory	22.3%
Reference Laboratory	1.8%
Blood Bank Laboratory	0.9%
Public Health Department Laboratory	5.0%
Group Practice / Doctor's Laboratory	2.4%
Medical / Cancer Research Laboratory	5.5%
Government Authorities / Health Agencies	2.3%
Planners / Procurement Agencies	0.7%
Distributors of Laboratory Products	3.6%
Other related fields	4.6%

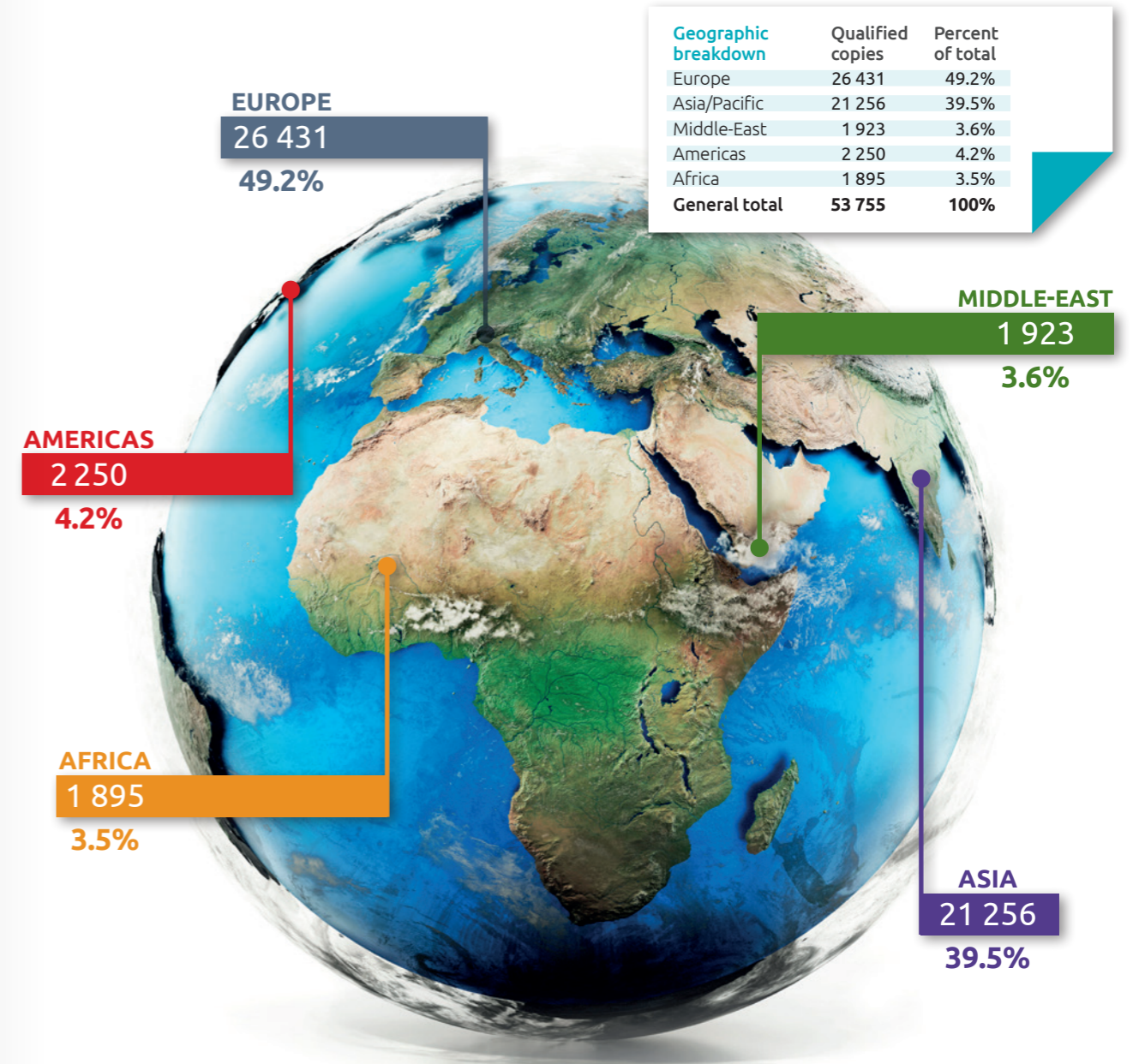
Circulation by department / specialty

Pathology / Clinical Chemistry / Biochemistry	34.1%
Microbiology / Parasitology / Virology	9.7%
Other Clinical Biology Disciplines*	27.3%
Research	8.9%
Hospital / Laboratory Management / Purchasing	15.3%
Non-Laboratory and other related fields	4.7%

* Other Clinical Biology Disciplines include:
Molecular Diagnostics; Hematology / Hemostasis; Blood Bank / Tissue Typing; Histopathology / Cytology; Cytogenetics;
Endocrinology; Immunology / Allergy; Oncology; Forensic Pathology / Toxicology / Drug Testing and other specified specialties.

Circulation statement September 2022

Facts & numbers



Target group

Besides manufacturers and distributors, www.clinlabint.com reaches more than 125 000 end users who are all active in the clinical diagnostic market. These scientists work in medical centres, clinical laboratories and hospital labs. 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 CLleditor@panglobal.nl. Our editorial team will evaluate each item for publication.

Publishing schedule 2024

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

December / January edition	February / March edition	April / May edition	June edition	July / August edition	September edition	October edition	November edition
Main editorial features Gastrointestinal Disorders Digital Imaging in the Clinical Lab Therapeutic Drug Monitoring by LCMS	Main editorial features Clinical Microbiology Cardiac Biomarkers Clinical Mass Spectrometry/Chromatography	Main editorial features Molecular Diagnostics Quality Control in the Clinical Lab Clinical Biochemistry, Proteomics and Protein markers	Main editorial features Hematology and Flow Cytometry Epigenetics in Human Disease Microscopy and Imaging in the Clinical Lab	Company profile edition Special issue to showcase your company and products/solutions	Main editorial features Pathology and Histology Respiratory Diseases Proteomics, Protein Analysis and Microarrays	Main editorial features Tumour Markers Analysis of Urine Clinical Mass Spectrometry/Chromatography	Main editorial features Autoimmunity and Allergy Rapid Tests and POCT Update Hematology
Shows & congresses Medlab middle east, Dubai Febr 05 – 08 Pittcon, San Diego Febr 24 – 28	Shows & congresses CACLP, Chongqing March 16 – 18 Forum labo, Lyon March 27 – 28 AACR 2024, San Diego April 07 – 10 CMEF Spring, Shanghai April 11 – 14 ECCMID 2024, Barcelona April 27 – 30	Shows & congresses CACLP, Chongqing March 16 – 18 Forum labo, Lyon March 27 – 28 AACR 2024, San Diego April 07 – 10 CMEF Spring, Shanghai April 11 – 14 ECCMID 2024, Barcelona April 27 – 30	Shows & congresses Achema, Frankfurt June 10 – 14 Medical fair China, Shanghai June 26 – 28 Medlab Asia, Bangkok July 10 – 12 ADML 2024, Chicago July 28 – Aug 01	Shows & congresses Achema, Frankfurt June 10 – 14 Medical fair China, Shanghai June 26 – 28 Medlab Asia, Bangkok July 10 – 12 ADML 2024, Chicago July 28 – Aug 01	Shows & congresses European congress of pathology, Florence Sept 07 – 11 MEDICA 2024, Dusseldorf Nov 11 – 14	Shows & congresses European congress of pathology, Florence Sept 07 – 11 MEDICA 2024, Dusseldorf Nov 11 – 14	Shows & congresses CMEF Autumn, China Oct (dates tbc)
Editorial & space Dec 19, 2023 Printing material Jan 09 Publishing date Jan 18	Editorial & space Febr 15 Printing material Febr 22 Publishing date March 05	Editorial & space April 16 Printing material April 23 Publishing date May 02	Editorial & space May 16 Printing material May 23 Publishing date June 04	Editorial & space June 26 Printing material Aug 02 Publishing date Aug 13	Editorial & space Aug 15 Printing material Aug 22 Publishing date Sept 03	Editorial & space Sept 12 Printing material Sept 19 Publishing date Oct 03	Editorial & space Oct 17 Printing material Oct 24 Publishing date Nov 05



Technical details (print)

Coverpage

Photo on cover (horiz.)
210x215 mm

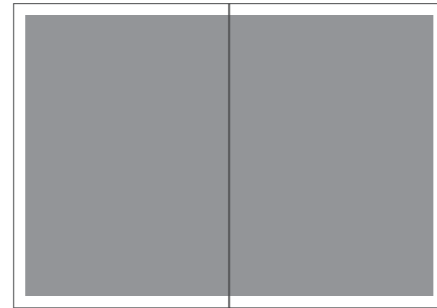


Front cover product
55x50 mm



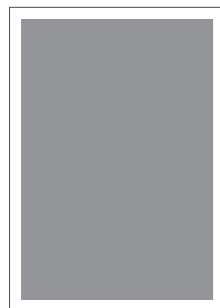
Full page spread

Trim: 397x274 mm
Bleed: 420x297 mm*



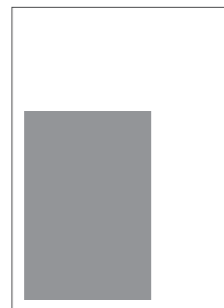
Full page

Trim: 210x297 mm
Bleed: 216x303 mm*



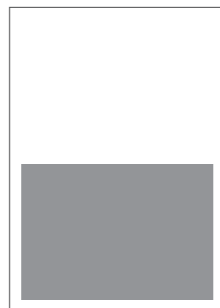
Junior page

124x187 mm



1/2 page A (horiz.)

187x132 mm



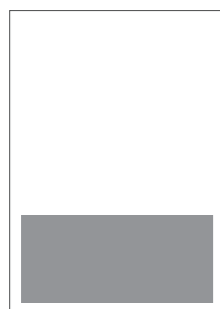
1/2 page B (vert.)

89x274 mm



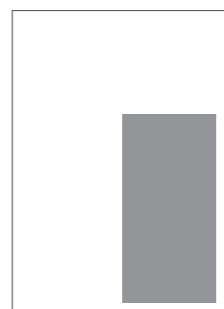
1/3 page A (horiz.)

187x85 mm



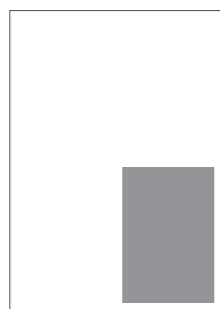
1/3 page B (vert.)

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.



Advertising print (€)

Print *Clinical Laboratory International*

- 1/1 page spread
- 1/2 page spread horizontal
- 1/1 page
- Junior page
- 1/2 horizontal / vertical
- 1/3 page
- 1/4 page
- 1/8 page

- Front cover page
- Front cover product
- Recruitment ad
- Belly band
- Insert loose, up to 20 gr
- (inserts > 20 gr)

Offer!

Free social media exposure
for print advertisers!



Company profile edition
Get a double page spread
to present your company,
products or solutions:

Add another A4 page
advertisement:

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

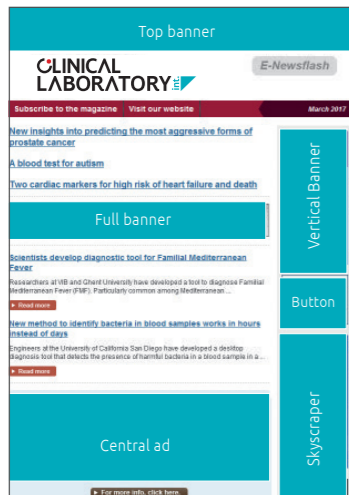
Pan Global media and publishing BV can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover lines, catalogues and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts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

Pricing: upon request



Technical details (digital)

Advertising online (€)

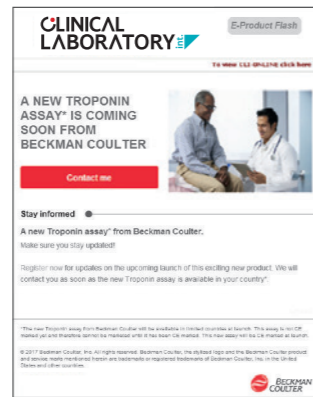


E-newsletter

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 *Clinical Laboratory International* community.

Material required:

- ▶ html, width: 660 px,
- ▶ non-transparent background

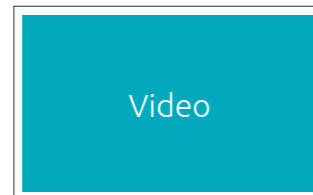


E-product news

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

Material required:

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



Video in E-newsletter

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

Material required:

- ▶ Format: a link to Vimeo/YouTube

Web and online statistics (average)

September 2023

Website	
Pageviews	15.109
Unique visitors	412
Average time	02.41
Reader subscriptions	
	53.757
E-blast	
CTR	28,7 %
Open rate	26,4 %

E-Newsletter	
CTR	7,3 %
Open rate	16,9 %
Web banners in combination with newsletters	
CTR	3,6 %
Views	8.450

Online rates (website)

- ▶ Video
- ▶ Leaderboard
- ▶ Rectangle
- ▶ Square
- ▶ 1st full banner
- ▶ Vertical banner
- ▶ 2nd full banner
- ▶ Top product
- ▶ Button
- ▶ White paper
- ▶ Sponsored link
- ▶ Webvertorial incl. 2 keywords

Direct e-marketing

- ▶ E-product news
- ▶ E-blast (width 660 px)
- ▶ E-newsletter button 120x90
- ▶ E-newsletter video
- ▶ E-newsletter vertical banner 120x240*
- ▶ E-newsletter full banner 468x60*
- ▶ E-newsletter top banner 640x77*
- ▶ E-newsletter skyscraper 120x600*
- ▶ E-newsletter central ad 468x180**

* 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



Social media

Online specifications

- ▶ 1 post:
- ▶ 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.



Informing healthcare professionals



Your trusted portal to hospital decision-makers

International Hospital (IH) delivers concise updates on the latest developments in medical technology and solutions tailored for the contemporary hospital environment, with a focus on hospital directors, healthcare IT specialists, biomedical engineers, senior physicians, and medical department heads across Europe, the Middle East, Asia/Pacific, and the Americas.

Issued bimonthly, *International Hospital* serves as an invaluable information portal for medical devices, fostering connections between healthcare professionals and global suppliers. The magazine comprehensively addresses all facets of medical technology and hospital equipment, providing pertinent insights for every individual within the healthcare sector. Each edition features reports on cutting-edge products and technologies, along with expertly crafted articles on current healthcare trends, selected to cater to the interests of both hospital management and clinicians. Additionally, it offers conference summaries, case studies, real-world application stories, and up-to-the-minute updates within the medical device industry.

In parallel, the magazine is complemented by a website, www.interhospi.com, featuring a searchable product database and delivering regular updates on clinical, scientific, technological, and industry news to medical professionals.

The trusted publication for healthcare decision-makers!

With a history spanning over 45 years, *International Hospital* is an indispensable read for professionals occupying pivotal roles within hospital environments as healthcare decision-makers.

Facts & numbers

Editorial mission

Our primary objective is to provide healthcare professionals with the ultimate source of technology and product information.

Catering to Medical and Healthcare Professionals

We conduct readership surveys to understand which topics and trends our readers deem most timely and valuable, as well as the types of articles and editorial features they prefer. This valuable feedback guides the development of our annual editorial calendar.

Informed by Current Market Trends

We utilize 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 data, we curate content that aligns with the needs and preferences of healthcare professionals.

Authored by Experts and Industry Specialists

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

Aligned with Relevant Products

Our editorial content is thoughtfully matched with related products, providing our readers with the opportunity to establish meaningful connections with product providers when they are already exploring products of interest.

Circulation by type of institution

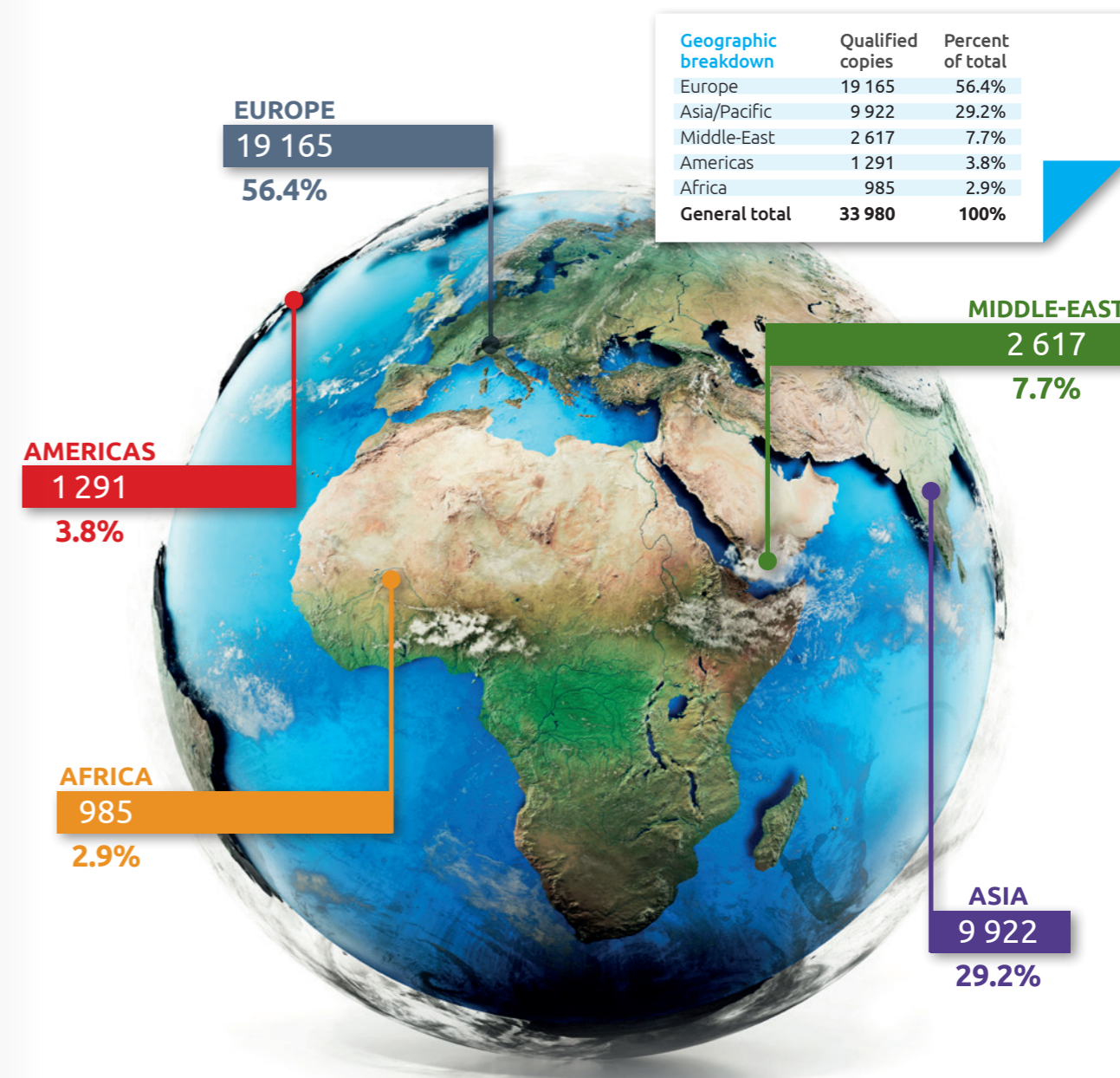
Hospital / Clinic / University hospital	81.5%
Out-patient clinic / Medical centre	13.1%
Rehabilitation clinic / Nursing homes / Extended care	0.2%
Government authority/ Health agency	0.8%
Hospital planner / Turnkey contractor / Procurement agency	0.4%
Distributor of medical products	2.6%
Other qualified	1.4%

Circulation by function / department / specialty

Hospital administration & General staff*	19.6%
Healthcare IT / ICT managers / Directors / Hospital CIOs & CMIOs	10.4%
Radiologists & medical imaging specialists	20.2%
Anesthesiology & intensive care	16.7%
Cardiology & internal medicine	11.1%
Surgery / Gynecology / Urology	15.2%
Other medical specialists incl. neurology, ophthalmology, otolaryngology / physiotherapy / rehabilitation	2.1%
Non hospital (incl. distributor, hospital planner etc.)	3.2%
Oncology	1.5%

* Hospital administration & general staff includes: Hospital directors; senior purchasing personnel; medical directors; heads of biomedical engineering and central services.

Circulation statement September 2022



Target group

Besides manufacturers and distributors, www.interhospi.com reaches approximately 125 000 end users who are all active in the hospital industry. These medical professionals and decision-makers work in medical centres and hospitals. 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 IHeditor@panglobal.nl. Our editorial team will evaluate each item for publication.

Publishing schedule 2024

Every edition has a **digital imaging theme**, the most recent **product news**, **industry news**, **start-ups** and an **interview with a key note speaker**.

January / February edition	March / April edition	May / June edition	July / August edition	September / October edition	November / December edition
Main editorial features Imaging / Radiology Neurodegenerative Diseases AI in Healthcare	Main editorial features Advances in Oncology Emergency Medicine / Critical Care Innovations in Genetics	Main editorial features Advances in Cardiology Sustainability in Healthcare Healthcare Information Technology	Company profile edition Special issue to showcase your company and products/solutions	Main editorial features Paediatric Imaging / Radiology MedTech	Main editorial features Women's Health Innovations in Point of Care MedTech for Virtual Care (wearables, home-based monitoring)
General themes: <ul style="list-style-type: none"> Start-up focus Industry News Product News News in Brief 	General themes: <ul style="list-style-type: none"> Start-up focus Industry News Product News News in Brief 	General themes: <ul style="list-style-type: none"> Start-up focus Industry News Product News News in Brief 		General themes: <ul style="list-style-type: none"> Start-up focus Industry News Product News News in Brief 	General themes: <ul style="list-style-type: none"> Start-up focus Industry News Product News News in Brief
Shows & congresses ARAB Health, Dubai Jan 29 – Febr 01	Shows & congresses ECR, Vienna Febr 29 – March 03 HIMSS & Health 2024, Helsinki March 11 – 15 ISICEM, Brussels March 19 – 22	Shows & congresses DMEA, Berlin April 11 – 14 Euroanesthesia 2024, Munnich May 25 – 27	Shows & congresses CARS 2024, Barcelona June 18 – 21	Shows & congresses ESC Congress, Londen Aug 31 – Sept 03 IHF Congress, Rio de Janeiro Sept 11 – 13 CIRSE, Lisbon Sept 14 – 18	Shows & congresses ESICM/Lives, Barcelona Oct 06 – 09 CMEF Autumn, China Oct 19 – 20 MEDICA 2024, Dusseldorf Nov 11 – 14 RSNA 2024, Chicago Dec 01 – 05
Editorial & space Jan 16 Printing material Jan 23 Publishing date Febr 01	Editorial & space March 14 Printing material March 21 Publishing date April 02	Editorial & space May 16 Printing material May 23 Publishing date June 04	Editorial & space July 26 Printing material Aug 02 Publishing date Aug 13	Editorial & space Sept 17 Printing material Sept 24 Publishing date Oct 03	Editorial & space Nov 21 Printing material Nov 28 Publishing date Dec 10



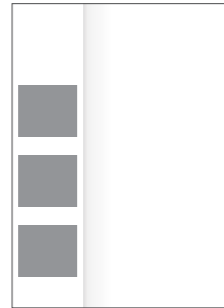
Technical details (print)

Coverpage

Photo on cover (horiz.)
210x215 mm

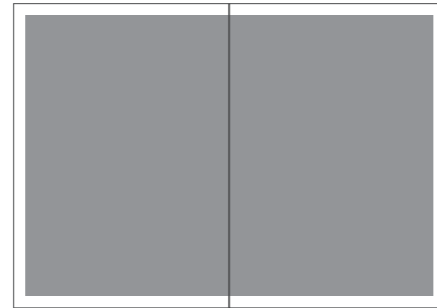


Front cover product
55x50 mm



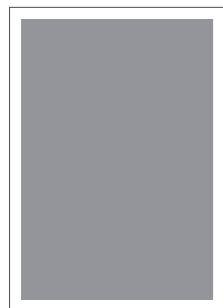
Full page spread

Trim: 397x274 mm
Bleed: 420x297 mm*



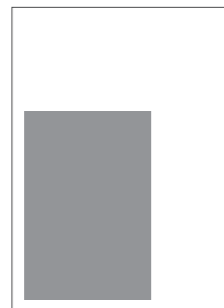
Full page

Trim: 210x297 mm
Bleed: 216x303 mm*



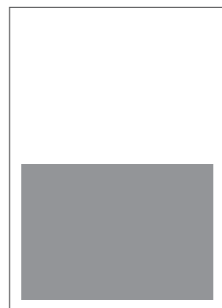
Junior page

124x187 mm



1/2 page A (horiz.)

187x132 mm



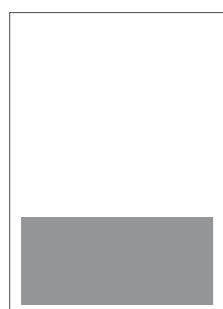
1/2 page B (vert.)

89x274 mm



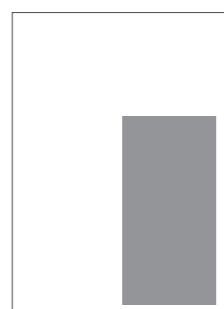
1/3 page A (horiz.)

187x85 mm



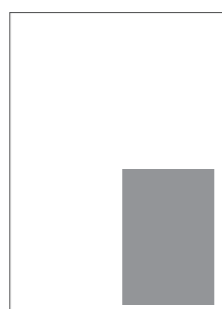
1/3 page B (vert.)

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.



Advertising print (€)

Print *International Hospital*

- 1/1 page spread
- 1/2 page spread horizontal
- 1/1 page
- Junior page
- 1/2 horizontal / vertical
- 1/3 page
- 1/4 page
- 1/8 page

- Front cover page
- Front cover product
- Recruitment ad
- Belly band
- Insert loose, up to 20 gr
- (inserts > 20 gr)

Offer!

Free social media exposure
for print advertisers!



Company profile edition

Get a double page spread
to present your company,
products or solutions:

Add another A4 page
advertisement:

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

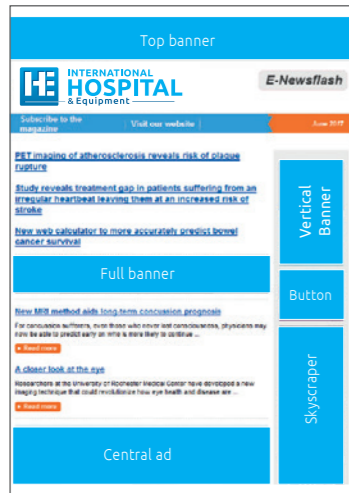
Pan Global media and publishing BV can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover lines, catalogues and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts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

Pricing: upon request



Technical details (digital)

Advertising online (€)

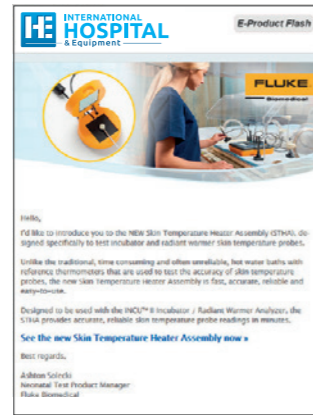


E-newsletter

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 *International Hospital* community.

Material required:

html, width: 660 px, non-transparent background

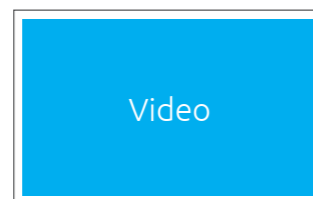


E-product news

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

Material required:

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



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

Web and online statistics (average)

September 2023

Website	
Pageviews	15.897
Unique visitors	388
Average time	02.36
Reader subscriptions	
	20.051
E-blast	
CTR	12.4 %
Open rate	20.9 %

E-Newsletter	
CTR	6,9 %
Open rate	15,8 %
Web banners in combination with newsletters	
CTR	3,5 %
Views	8.279

Online rates (website)

Video
Leaderboard
Rectangle
Square
1st full banner
Vertical banner
2nd full banner
Top product
Button
White paper
Sponsored link
Webvertorial incl. 2 keywords

Direct e-marketing

E-product news
E-blast (width 660 px)
E-newsletter button 120x90
E-newsletter video
E-newsletter vertical banner 120x240*
E-newsletter full banner 468x60*
E-newsletter top banner 640x77*
E-newsletter skyscraper 120x600*
E-newsletter central ad 468x180**

* 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



Social media

Online specifications

- ▶ 1 post:
- ▶ 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.



Informing food scientists



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



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

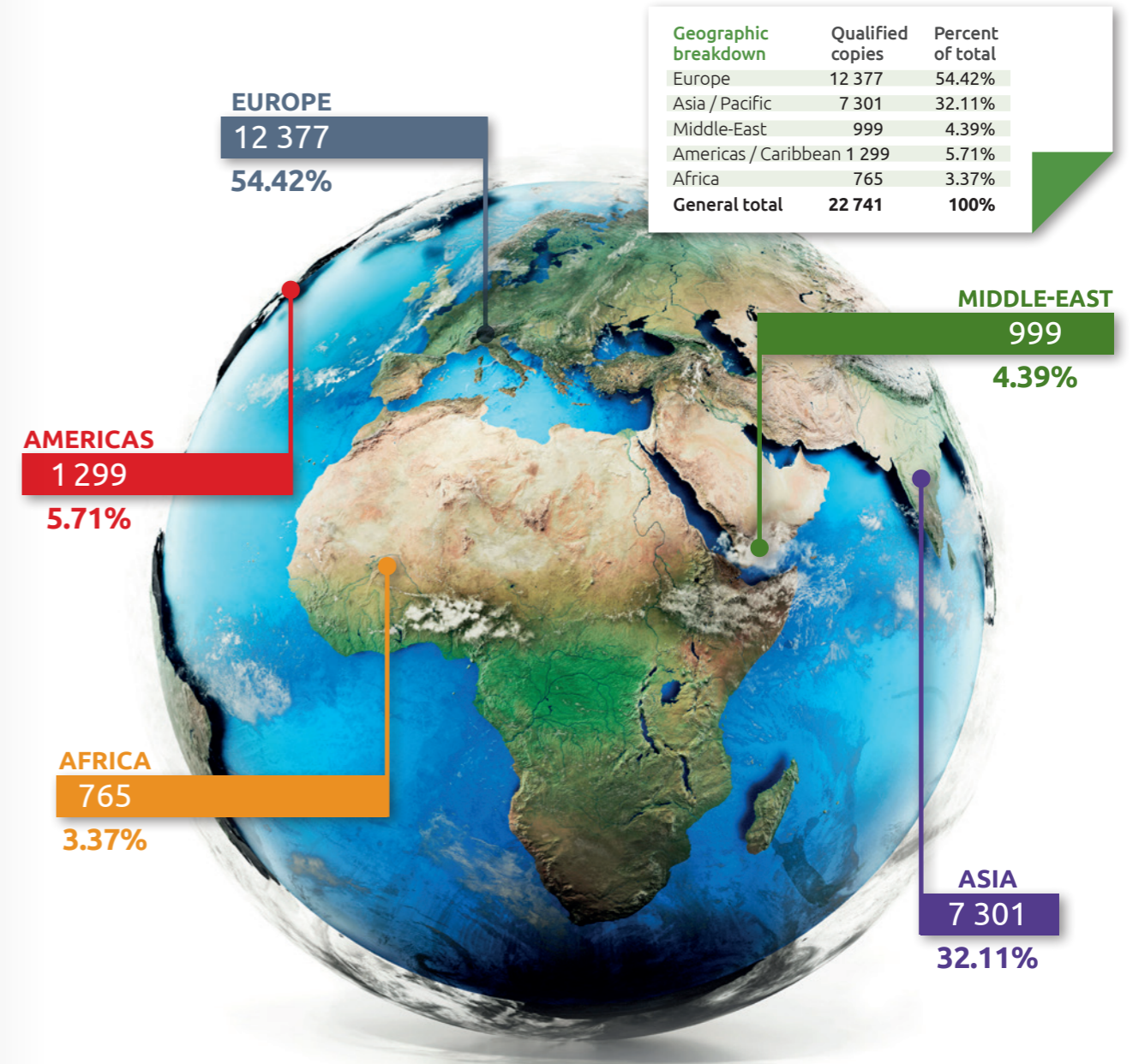
Bakery Products	10.3%
Meat Products	10%
Preserved Fruits & Vegetables	5.8%
Grain Mill Products	4.4%
Ingredients & Allied Products	8.2%
Sugar & Confectionery Products	8.9%
Fats & Oils	4.3%
Beverages	18.7%
Fish & Seafood	1.9%
Dairy Products	13.4%
Other Food Industry	10.2%
Process Equipment	2.3%
Distribution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



Target group

Besides manufacturers and distributors, www.fe-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.

Publishing schedule 2024

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



February / March edition

Main editorial features
**SPECIAL ISSUE:
 Pittcon 2024**
 Food Safety
 Food Legislation Update
 Meat and Seafood
 Products

Shows & congresses
Pittcon, San Diego
 Febr 24 – 28

Editorial & space
 Febr 15
 Printing material
 Febr 22
 Publishing date
 March 05

May / June edition

Main editorial features
**Food Processing
 Automation**
 Dairy Products
 Fats and Oils

Shows & congresses
Anuga Food tec, Cologne
 March 19 – 23
Seafood Global Expo, Barcelona
 Apr 23 – 25
VITA Foods Europe, Geneva
 May 14 – 16

Editorial & space
 May 16
 Printing material
 May 23
 Publishing date
 June 04

September / October edition

Main editorial features
**Supplements &
 Nutraceuticals**
 Bakery Products
 Consumer Trends

Shows & congresses
Achema 2024, Frankfurt
 June 10 – 14
IFT First, Chicago
 July 14 – 17
**WOTS World of technology
 and science, Utrecht**
 Sept 24 – 27

Editorial & space
 Sept 17
 Printing material
 Sept 24
 Publishing date
 Oct 03

November / December edition

Main editorial features
**Sustainability in
 Food Production**
 Alternative Proteins
 Food Packaging

Shows & congresses
RAFA 2024, Prague
 Nov 05 – 08
Braubeviales, Nuremberg
 Nov 26 – 28
FI Europe, Frankfurt
 Dec 03 – 05

Editorial & space
 Nov 21
 Printing material
 Nov 28
 Publishing date
 Dec 10



Technical details (print)

Coverpage

Photo on cover (horiz.)
210x215 mm



Front cover product
55x50 mm



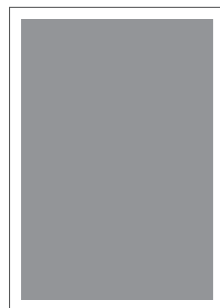
Full page spread

Trim: 397x274 mm
Bleed: 420x297 mm*



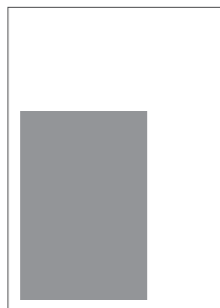
Full page

Trim: 210x297 mm
Bleed: 216x303 mm*



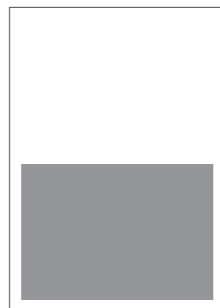
Junior page

124x187 mm



1/2 page A (horiz.)

187x132 mm



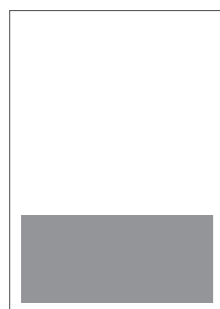
1/2 page B (vert.)

89x274 mm



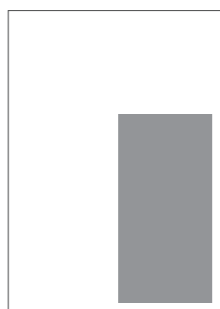
1/3 page A (horiz.)

187x85 mm



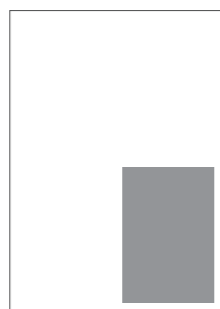
1/3 page B (vert.)

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.



Advertising print (€)

Print Food Engineers & Ingredients

1/1 page spread	Front cover page
1/2 page spread horizontal	Front cover product
1/1 page	Recruitment ad
Junior page	Belly band
1/2 horizontal / vertical	Insert loose, up to 20 gr
1/3 page	(inserts > 20 gr)
1/4 page	
1/8 page	

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

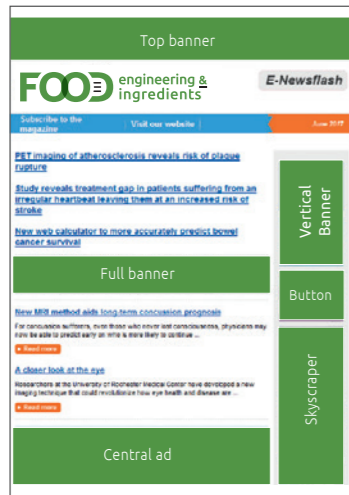
Pan Global media and publishing BV can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover lines, catalogues and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts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

Pricing: upon request



Technical details (digital)

Advertising online (€)

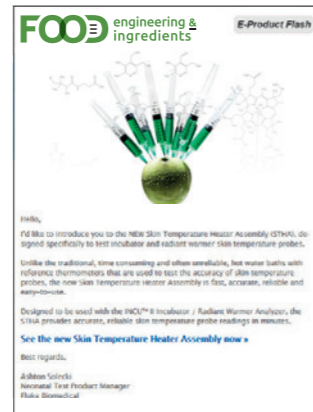


E-newsletter

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.

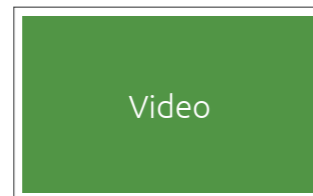
Material required:
html, width: 660 px,
non-transparent background



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



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

Web and online statistics (average)

September 2023

Website	
Pageviews	13.738
Unique visitors	315
Average time	02.17
Reader subscriptions	
	3.568
E-blast	
CTR	9,6 %
Open rate	18,9 %

E-Newsletter	
CTR	6,8 %
Open rate	15,2 %
Web banners in combination with newsletters	
CTR	3,5 %
Views	7.663

Online rates (website)

Video	
Leaderboard	
Rectangle	
Square	
1st full banner	
Vertical banner	
2nd full banner	
Top product	
Button	
White paper	
Sponsored link	
Webvertorial incl. 2 keywords	

Direct e-marketing

E-product news	
E-blast (width 660 px)	
E-newsletter button 120x90	
E-newsletter video	
E-newsletter vertical banner 120x240*	
E-newsletter full banner 468x60*	
E-newsletter top banner 640x77*	
E-newsletter skyscraper 120x600*	
E-newsletter central ad 468x180**	

* 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

Online specifications

1 post:
▶ 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!



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.

“

*"Good marketing makes
the company look smart.
Great marketing makes
the customer feel smart."*

Joe Chernov

”

Pan Global media and publishing BV

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