

# 12 MEDIA INFORMATION

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# 12 MEDIA INFORMATION

PharmaChem

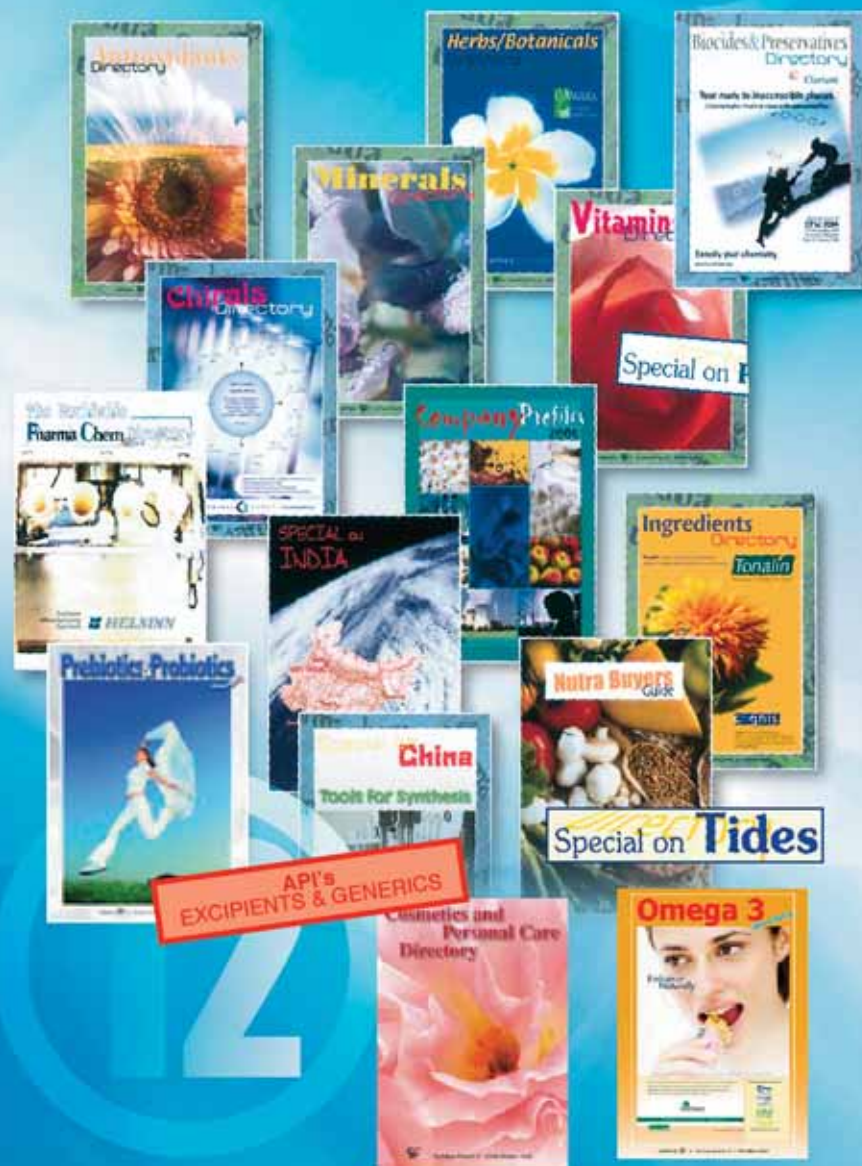
NutraCos

NutraCos  
Cosmetics

Company Profiles

Directories





DIRECTORIES

## directories

We will be printing a series of directories aimed at expanding more each topic, thus giving the reader more insight of the subject.

We will be publishing:

- Antioxidants
- Surfactants & Detergents
- Special on China
- Special on India
- Special on Tides
- Special on USA
- Special on Europa
- Herbs/Botanicals
- Chirals
- Ingredients
- Vitamins
- Biocides & Preservatives
- The WorldWide Pharma Chem Directory
- Minerals
- Nutra Buyers Guide
- Company Profiles
- API'S, Excipients & Generics
- Omega 3
- Probiotics / Prebiotics
- Cosmetics & Personal Care

These help provide comprehensive coverage of companies through in-depth details, along with ad hoc articles written from worldwide experts, news and profiles. The directories will reach a selected and influential readership of industry professionals & decision makers that are unique and high-responsive those that have the authority to evaluate and approve all that is necessary to create a product from beginning to end. Our year-round coverage - 12 months of visibility - both as hard copy as well as online ensures that your company is seen throughout the years. Distribution will take place to all our readership as well as at international exhibitions. Direct company buyings are also possible for their own bonus distribution.

Whether you are a product manager, a marketing manager or just interested in reading about the latest developments, these directories will save you time and effort as they delivers all the vital information that you need to stay abreast.

**Want to contribute editorially?**  
Send your piece to [articles@b5sr.com](mailto:articles@b5sr.com) specifying which directory you wish targeting.

## editorial calendar 12

Jan/Feb

**Antioxidants**

**Company Profiles**

March/April

**Cosmetics Personal Care**

**Vitamins**

**Chirals**

May/June

**Ingredients**

July/August

**Special on Tides**

**API'S EXCIPIENTS & GENERICS**

**Omega 3**

Sept/Oct

**Herbs/Botanicals**

**Pharma Chem Directory**

Nov/Dec

**Nutra Buyers Guide**

**SPECIAL ON INDIA**

**Special on China**

**Special on EUROPE**

**Special on USA**

**Probiotics/Prebiotics**

DIRECTORIES

### PREMIUM POSITIONS \*

	Euro		Euro
Front cover	4242	Inside back cover	2121
Inside front cover	2651	Outside back cover	2651
		Facing contents	2651

Facing matter and fixed right hand position: Additional 15% on full page price

### COMBO VERSION (hard copy+online)

BLACK & WHITE*		1 issue	3 issues	6 issues	9/17 issues
		Euro	each Euro	each Euro	each Euro
BLACK & WHITE*	Spread	3381	3215	2651	please
	Full page	2038	1991	1943	contact
	1/2 page	1254	1200	1148	us
	1/3 page	882	830	797	
	1/4 page	776	755	724	
4 COLORS*	Spread	4542	4329	3117	
	Full page	2633	2527	2421	
	1/2 page	1847	1784	1710	
	1/3 page	1529	1466	1360	
	1/4 page	1423	1360	1254	

Special color, regardless of dimension: Euro 476

Advertising agencies: 10% / special offers are non commissionable

### SPECIALS

SEE PAGES 27/31 FOR OTHER POSSIBILITIES

Make goods for printed ads not matching original colors will not apply in case of artworks supplied via e-mail and therefore not accompanied by a color proof.

#### CHARGES

- Should artwork differ from the required formats above, it shall be subject to additional charges.
- No transportation/delivery charges are accepted. In case this happens, this amount will be added on the invoice.

#### CANCELLATIONS

Cancellations are due, in writing, within 20 days of publication dates. Verbal cancellations or after the date are liable for full payment.

#### PAYMENT

30 days net from invoice. After this date 10% will be added for recovery. No bank charges can be deducted from the amount due or else a further 10% will be added to the missing sum.

	B5
	B5
	B5
	B5
	B5
	B5

#### Unit ads

(4 cm base x 6 cm height):

- b/w **Euro 404**
- 4 colors **Euro 555**

#### ADVERTORIALS



##### COMPANY PROFILE

In this section, you can write about your company's objectives, future goals & strategies, new trends & technologies,

joint ventures, special services rendered... all that you wish our readership to know about you. This is an "advertorial" and not a "technical manuscript", therefore this will have a nominal cost for its publication.

**PRODUCT FOCUS** This section gives you the chance of informing the readers about new products, new techniques offered, product & equipment references or other hot topics that you wish to disseminate worldwide. This is an "advertorial" and not a "technical manuscript", therefore this will have a nominal cost for its publication.



### BRONZE (Free of charge)

- 60 words of company description to be published on the hard copy;
- 60 words of company description to be published on the online version.

### SILVER (Euro 150 net\*)

- 60 words of company description to be published on the hard copy;
- 60 words of company description to be published on the online version;
- logo of your company only on the hard copy version.

### GOLD (Euro 250 net\*)

- 60 words of company description to be published on the hard copy;
- 60 words of company description to be published on the online version;
- logo of your company on the hard copy version;
- logo of your company on the digital online version with direct link to your website.

### PLATINUM (Euro 1500 net\*)

- 60 words of company description to be published on the hard copy;
- 60 words of company description to be published on the online version;
- logo of your company on the hard copy version;
- logo of your company on the digital online version with direct link to your website;
- 1 page 4 color advert.

#### ADVERTORIALS RATES\*

• 1st b/w journal page	Euro 1500	Includes layout, graphic solution, film production,
• Each following page	Euro 800	insertion of logo & complete company details, as
• 1st 4c journal page	Euro 2500	well as 1 photo/picture
• Each following page	Euro 1000	

## PACKAGES

**CORPORATE PACKAGE\*** Your company profile or product focus, printed on a double page spread, illustrated by photos, pictures or your product range / services, and backed up by your corporate message will surely help you place your company on the international market while reaching a highly targeted and professional audience. The corporate package includes:

- 1 page 4 color ad
- 2 b/w pages for a Company Profile or Product Focus
- 1 year appearance in "The classified" section



**SPECIAL PROMOTIONAL RATE** Euro 3400

\* No agency commission is granted

## MECHANICAL REQUIREMENTS

### TEXT

Text is of about 700 words + 1 photo per page.

Send via e-mail (ads@b5sr.com)

using one of the following:

- Word max version 2000
- Word Perfect 6- Windows version
- no Mac (if possible)

### PHOTOS / DIAGRAMS / LOGOS

- Photos and logos to be zipped when too big
- Resolution is to be no lower than 300 DPI / all fonts included
- Format files accepted: tiff, jpg, quark xpress, photoshop, illustrator
- A colored proof must be added

### EXTRA COSTS

- The cost for each additional photo, chart or diagram is Euro 10
- The cost for typing the texts is Euro 100

### MATERIAL

- Advert must be supplied by the customer as a CD (or sent via e-mail at ads@b5sr.com) using tiff, jpg, quark express, photoshop, illustrator (zipped when possible)

Make goods for printed ads not matching original colors will not apply in case of artworks supplied via e-mail and therefore not accompanied by a color proof.

### CHARGES

- Should artwork differ from the required formats above, it shall be subject to additional charges.
- No transportation/delivery charges are accepted. In case this happens, this amount will be added on the invoice.

Name ..... Company .....

Address ..... Postal code .....

City, country ..... State .....

Phone ..... Fax .....

email ..... web .....

Date ..... Signature ..... VAT .....

- I would like to book:
- bronze
  - silver
  - gold
  - platinum
  - unit ad
  - advertising - size .....  b/w  color
  - advertorial  company profile  product focus  b/w  color
  - corporate package

- Directories:
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Chirals                             | <input type="checkbox"/> Herbs/Botanicals | <input type="checkbox"/> Cosmetics & Personal Care   |
| <input type="checkbox"/> Biocides & Preservatives            | <input type="checkbox"/> Vitamins         | <input type="checkbox"/> Probiotics / Prebiotics     |
| <input type="checkbox"/> Nutra Buyers Guide                  | <input type="checkbox"/> Ingredients      | <input type="checkbox"/> Special on Europe           |
| <input type="checkbox"/> Antioxidants                        | <input type="checkbox"/> Minerals         | <input type="checkbox"/> Special on USA              |
| <input type="checkbox"/> Company Profiles                    | <input type="checkbox"/> Special on Tides | <input type="checkbox"/> API's, Excipients & Generic |
| <input type="checkbox"/> The Worldwide Pharma Chem Directory | <input type="checkbox"/> Special on China | <input type="checkbox"/> Omega 3                     |
|  | <input type="checkbox"/> Special on India |  |