

12 MEDIA INFORMATION

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www.b5srl.com

12 MEDIA INFORMATION

PharmaChem

NutraCos

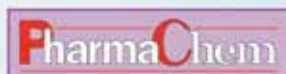
NutraCos
Cosmetics

Company Profiles

Directories



subscription 12



Italy
Other Countries

1 YEAR **2 YEARS**

euro 70 euro 120
euro 180 euro 290



Italy
Other Countries

euro 60 euro 90
euro 120 euro 210



Italy
Other Countries

euro 60 euro 90
euro 120 euro 210

3 JOURNALS

Italy
Other Countries

euro 120 euro 210
euro 300 euro 470

BANK DETAILS

PAYMENTS

- () Bank transfer to Unicredit Banca / Agency n. 10 / Via Modestino 3 / 20144 Milan / Italy / swift & sort codes: 02008 01610 / international swift code UNCRITB1210
Euro: account n. 000000360322 - IBAN IT71E0200801610000000360322
- () Cheque to our office
- () Credit card () VISA () Mastercard () American Express

name of holder
address where you are billed
number expiry date

NO bank charges can be deducted from the above mentioned sums.
If this happens, the deducted sum will be re-invoiced with 10% addition

Please enter my subscription for () 2012 () 2012/2013

PharmaChem ()
NutraCos ()
NutraCos Cosmetics ()
3 journals ()

Name title Company
Mailing address City
Country Postal code State
Tel. Fax Date Signature
E-mail web

Subscription begins after receipt of payment on a calendar year basis (Jan/Dec)

Mail or fax to: B5 srl - Via Mario Donati, 6 - 20146 Milano (Italy) - Tel. 0039 02 83241119 - fax 0039 02 8376457
e-mail: subscription@b5srl.com - www.b5srl.com

internet 12

Internet is an important part of our lives and in order to be able to keep pace with this trend, we have studied targeted and catching possibilities for our customers to take advantage of... Below you can find a selection but remember that... what is not written, is not impossible to do!

WEBSITE

Homepage hyperlink - Euro 400 each month

Company Logo with a hyperlink to your website

Material requirements:

- logo tiff, gif or jpeg files / 72 DPI minimum
- max 100 K / 110x110 pixel
- address where to link the logo to

Homepage banner - Euro 1300 each month

Rotating messages from the company

Material requirements:

- gif/jpeg files / 72 DPI minimum
- max 100 K / 110x110 pixel
- address where to link the logo to

Company banner on e-journal & directory emails shots

- 7 issues x year (6 issues + 1 directory) - 20,000 emails going out each shot PharmaChem
- 7 issues x year (6 issues + 1 directory) - 12,250 emails going out each shot NutraCos
- 4 issues x year (3 issues + 1 directory) - 12,250 emails going out each shot NutraCos Cosmetics

Prices for PharmaChem, NutraCos, NutraCos Cosmetics or Directories:

1 shot - Euro 5,000	9 shots - Euro 2,200 each
3 shots - Euro 4,000 each	14 shots - Euro 1,600 each
6 shots - Euro 2,800 each	18 shots - Euro 1,200 each
7 shots - Euro 2,500 each	> 18 please call us

Material requirements:

- gif/jpeg files / 72 DPI minimum
- max 100 K / 400x100 pixel
- address where to link the logo to

E-mail: ads@b5srl.com

email shots to database lists

You can take advantage of our mailing to reach potential customers.

We can ship material for you, helping you reach only selected names or the totality of our lists.
10,000 addresses Euro 2500 net*

hits statistics 2010

January	70.136	July	42.670
February	43.273	August	39.990
March	56.313	September	55.645
April	55.111	October	55.159
May	49.091	November	43.478
June	41.657	December	33.922

Total year 583.405



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.



INTERVIEW

Continuous changes in a company's structure, joint ventures, strategies, product portfolio and development are highlighted in selected interviews, usually decided upon beforehand with the editorial staff.

ADVERTORIALS RATES*

• 1st 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	

MECHANICAL REQUIREMENTS

TEXT

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

Send via e-mail (ads@b5srl.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

inserts

We also offer advertisers additional benefits:

- bound-in or loose inserts
- barn doors
- belly bands

Please contact us for quotations.

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 in 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
- annual subscription

SPECIAL PROMOTIONAL RATE Euro 3400

* No agency commission is granted

CLASSIFIED / WANTED*

Booking only once for the whole year at the special price of:



PHARMACHEM, NUTRACOS & NUTRACOS COSMETICS - in color only

FORMAT	SIZE (cm)	1 issue	3 issues	6 issues	3 journals
XL	10 x 7	Euro 150	Euro 420	Euro 800	Euro 1500
L	5 x 7	Euro 120	Euro 350	Euro 680	Euro 1300
M	4 X 6	Euro 110	Euro 300	Euro 590	Euro 1100
S	3 X 4	Euro 100	Euro 280	Euro 500	Euro 900

You can enjoy the following benefits:

- Annual subscription
- A nominal cost while having a high profile dissemination of your advert

* No agency commission is granted



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