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# Media Information

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PharmaChem

NutraCos

NutraCos  
Cosmetics

Company Profiles  
Directories

# reprints & more

## THE WIDE RANGE OF POSSIBILITIES

Have you ever considered that reprints are a highly valuable marketing tool as well as a cost effective method of turning press coverage into a promotional vehicle, thus keeping your customers informed of the state of-the-art research within your company?

### ADVERT REPRINTS

Copies of your ads can be reprinted and laminated for display at exhibitions, conferences, meetings, company days or direct mailing shots.

### ARTICLE REPRINTS

Editorials that tie in with your products can be reprinted and distributed to customers at trade shows or meetings, direct mail shots or better yet, inserted within your press packs. The cover can be rendered special by inserting your logo along with an image of your choice so that your reprints are tailor made for your company. Or else, a simple reprint as appeared on the journal is available.

### SPECIAL ADVERT & ARTICLE REPRINT

We can also create a reprint which comprises of your article and your advert, thus combining the power of the two items!

### OTHER SERVICES

In order to be competitive, a company needs to stay abreast on the market by innovating continuously in order to achieve maximum effectiveness. And when time is a prime factor, we offer customers the possibility of creating brochures, posters, websites, advertising messages and pages press releases, and tailor made projects for them, starting from an idea up to the final project. Translations in various languages are also among our services.

### FURTHER SERVICES

- Graphic solutions
- Printing of your material
- Booking of ADS / Advertising Agency Services
- Roundtables / Workshops

## REPRINT PRICES

	n. pages	200 reprints	500 reprints	1000 reprints	Shipping costs to be paid directly to courier
color	1-4	Euro 440	Euro 500	Euro 570	High resolution PDF Euro 300
	5-8	Euro 540	Euro 590	Euro 660	
	9-12	Euro 820	Euro 850	Euro 950	
	13-16	Euro 900	Euro 920	Euro 1000	

Over 1000 please call us

Tailor made (insertion of your literature / ad):  
price upon request

All prices are subject to 4% VAT (value added tax) where applicable (ex. All countries NOT belonging to the EU).

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# internet 20

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

### Banner on homepage of digital e-journal version Euro 4000 each time

Possibility of your banner and link on the initial page of the e-journal issues

Always visible even if flipping through the pages of the journal

### Sponsorship - Euro 10.000 (12 months)

Rotating message from the company placed on our homepage (always visible even if people change pages) and hyperlink to your home page

#### Material requirements:

- gif/jpeg files / 72 DPI minimum
- max 100 K / 500x100 pixel
- address where to link the logo to



### Company banner on e-journal & directory emails shots

- 10 issues x year (6 issues + 4 directories) - 20,000 emails going out each shot PharmaChem
  - 19 issues x year (6 issues + 13 directories) - 12,250 emails going out each shot NutraCos
  - 6 issues x year (3 issues + 3 directories) - 12,250 emails going out each shot NutraCos Cosmetics
- Prices for PharmaChem, NutraCos, NutraCos Cosmetics or Directories:

1 shot - Euro 5,000

3 shots - Euro 4,000 each

6 shots - Euro 2,800 each

7 shots - Euro 2,500 each

9 shots - Euro 2,200 each

14 shots - Euro 1,600 each

19 shots - Euro 1,200 each

> 20 please call us

#### Material requirements:

- gif/jpeg files / 72 DPI minimum
- max 100 K / 400x100 pixel

E-mail: [ads@b5srl.com](mailto: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 2018

January	52.432	May	95.125	September	83.461
February	41.875	June	70.582	October	75.233
March	69.023	July	71.142	November	106.162
April	57.545	August	58.414	December	117.992

**Total year 898.986**



### 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, insertion of logo & complete company details, as well as 1 photo/picture
• Each following page	Euro 800	
• 1st 4c journal page	Euro 2500	
• 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)

#### 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

#### 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



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### 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

