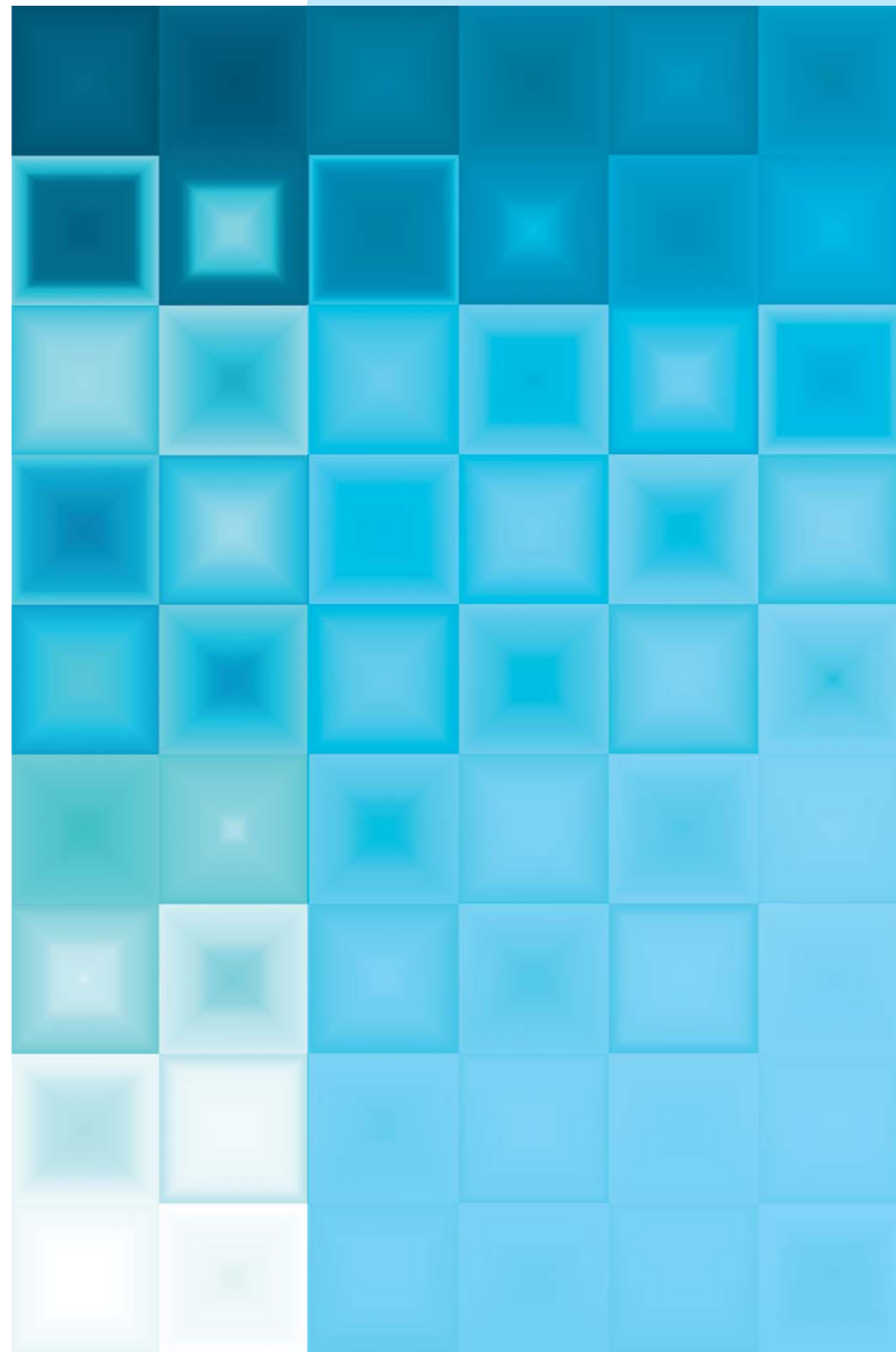


MEDIA PLANNER

2019



[www.frozenfoodeurope.com](http://www.frozenfoodeurope.com)

**frozen** europa **food**  
the magazine for the frozen food industry



**DAN OREHOV**  
managing editor

# WELCOME

**F** Frozen Food Europe has been a valuable source of information for all professionals in the frozen food industry, for almost 30 years. This has been the feedback received from our readers and partners, throughout the years.

## SERVING THE EUROPEAN FROZEN FOOD INDUSTRY

In all this time, **we have evolved into a complete platform of information**, covering all aspects of this growing industry, so that today we remain **the only pan-European English language information resource, spread out across all media: print, website, newsletters, and the exclusive digital magazine.**

Whether buyers, suppliers, equipment and product manufacturers or associations, our professional team has been **providing vital information in the form of market research, studies and articles** covering all aspects of this continuously changing market, with the intent to reunite the industry, to share ideas and debate trends and challenges, in order to contribute to the growth of the frozen food industry.



# OUR PRODUCTS



## BI-MONTHLY PRINT MAGAZINE

Mailed to 15,000 decision makers, it contains specialized articles on frozen food market categories, exclusive reports, overview of European markets, refrigeration and technology case studies, as well as new products.



## WEB PORTAL

www.frozenfoodeurope.com, with breaking industry news, category-specific analyses, trade fairs previews and events calendar, access to print version via PDF, multi-language blogs, whitepapers series on food and technology and exclusive interviews.



## WEEKLY NEWSLETTER

Presenting the latest market innovation, news and developments revolving around frozen food in Europe. This service is sent to a worldwide audience of 5,000 recipients.



## DIGITAL MAGAZINE

A project published twice per year, which contains exclusive articles and some of the most relevant industry information, packaged in an interactive and dynamic form.



## E-MARKETING CAMPAIGNS

We provide custom e-blasts in order to reach your target partners and potential clients, by using specific segments of our database, depending on your needs. Your message is customized according to your specifications and results are measured and tested.



We offer a complete communication platform

# EDITORIAL

Issue **1** JANUARY/FEBRUARY Ad closing 25.01 Publishing 08.02

Frozen Pasta for Catering and Foodservice  
Bakery and Pastry  
Bio and Organic Products for the Food Industry  
Frozen Potato Market  
Frozen Potato Technology  
Technology & Logistics  
Technology and Equipment for Frozen Bakery  
Ice Cream & Desserts  
Kitchen 4.0  
Nutrition & Ingredients

product innovation, manufacturers, suppliers  
key market players, producers, suppliers  
clean label and energy free products  
innovative products and European overview  
cutting, slicing, peeling, dicing  
conveyor belts, spiral ovens, IQF freezers & chillers  
proofers, ovens, coolers, freezers  
market dynamics, new product development  
digitized kitchen and cross-linked cooking processes  
for frozen bakery and potato products

Trade fairs: BIOFACH Nürnberg, Gulfood Dubai, Internorga Hamburg, FOODEX Japan, CFIA Rennes, FoodExpo Athens, Wabel Frozen Summit Paris, M.A.D.E. Paris, IFE London, Cibus Connect Parma, Modern Bakery Moscow

Issue **2** MARCH/APRIL Ad closing 29.03 Publishing 12.04

## PLMA AND TUTTO FOOD SPECIAL EDITION

Appetizers & Snacks  
Frozen Vegetables, Fruit, Mushrooms, Green Herbs  
Technology Innovation for Frozen Vegetables & Fruit  
BeNeLux Market  
Cooked & Pre-Cooked IQF products for the Food Industry  
Technology & Logistics  
Technology for Frozen Meat  
Meat & Poultry Products  
Multifunctional Cooking Devices  
Private Label Food  
Frozen Fish & Seafood  
Nutrition & Ingredients

high convenience, filo pastry products, pizza, ready meals  
trends and market overview  
cutting, slicing, peeling, dicing  
recent developments, review, estimates  
rice, pasta, sauces, cereals, noodles, vegetables  
industrial freezing equipment  
cutters, grinders, trimmers, shredders  
categories and market evolution  
one device for different cooking processes  
innovation, new products, producers, retailers  
sustainable practices, market overview, major processors  
for vegetables, fruit and herbs

Trade fairs: PLMA Amsterdam, Tutto Food Milan, IFFA Frankfurt, Seafood Expo Global - Processing Global Brussels

Issue **3** MAY/JUNE Ad closing 31.05 Publishing 14.06

## SUMMER FANCY FOOD SHOW NEW YORK SPECIAL EDITION

Frozen Food from Italy  
Frozen Pasta & Sauces Market  
Frozen Pizza Market  
Technology and Innovation for Frozen Pizza  
Ingredients for the Food Industry

market overview for retail and foodservice  
trends, new product development, producers, suppliers  
major producers, suppliers, country breakdown  
processing machines, toppings, portioning and forming  
for pasta, pizza, ready meals  
(herbs, rice, vegetables, mushrooms, processed meat)  
trends and successful products  
new products, producers and suppliers  
innovative products for retail and foodservice  
innovation and latest equipment  
for bakery applications

Frozen Finger Food, Fried or Baked Mix Balls  
Frozen Burgers and Wraps  
Frozen Snacks and Pastry  
Optical Sorting Technology  
Proofing, Baking, Cooling, Deep Freezing Technologies

Trade fairs: Summer Fancy Food Show New York, PLMA Amsterdam, IFFA Frankfurt, Cibus Connect Parma

# PLAN

Issue **4** JULY/AUGUST Ad closing 02.08 Publishing 16.08

## ANUGA SPECIAL EDITION 1

Coated/Breaded/Batter Foods  
Ethnic Foods - Greek, Italian, Mexican & Asian Food  
Potato Market Update  
Potato Technology Innovation  
Vegetarian and Vegan Food  
Technology & Logistics  
Dishwashing Machines for Professional Kitchens  
Technology & Logistics  
Frozen Food in UK & Ireland  
Nutrition & Ingredients

new products, market evolution  
product trends, producers, markets overview  
frozen fries market overview in retail & foodservice  
new equipment for frying, cooking and seasoning  
product trends, innovations  
industrial freezing equipment  
hygiene & resources: water, energy, cleaning chemicals  
trends and solutions in packaging equipment  
evolution, challenges, opportunities & major players  
trends for coated and breaded products

Trade fairs: Anuga Cologne, Summer Fancy Food Show New York, Pack Expo Las Vegas

Issue **5** SEPTEMBER/OCTOBER Ad closing 06.09 Publishing 16.09

## ANUGA SPECIAL EDITION 2

Anuga Food Trends  
Key Exhibitors Road Map at Anuga  
Bakery & Pastry  
Frozen Vegetables, Fruit, Mushrooms, Green Herbs  
Technology Innovation for Frozen Vegetables and Fruit  
Technology & Logistics  
Automation  
  
Meat and Poultry Products  
Frozen Food in Germany  
German Retail Market  
Nutrition & Ingredients

special report  
latest equipment innovation  
new product innovation, suppliers, producers  
solutions for retail and foodservice  
cutting, slicing, peeling, dicing  
trends in cold storage  
saving cost, man power & time;  
massive improvement of hygiene  
market overview in EU vs USA  
key players, product innovation, suppliers  
consumer behavior, new products, processors, suppliers  
for pre-baked and ready to bake foods

Trade fairs: Anuga Cologne, Process Expo Chicago, Cibus Tec Parma, Plma Chicago, Gulfood Manufacturing Dubai

Issue **6** NOVEMBER/DECEMBER Ad closing 26.11 Publishing 10.12

Ready to bake & Pre-Baked Foods  
Convenience Food for Retail & Foodservice  
Frozen Products for Catering & Foodservice  
Technology & Logistics  
Quick Service Restaurants & Bar and Snack Channel  
Food Management Systems  
  
Grilled and Party Products  
Nutrition & Ingredients  
French Retail Market

market innovation, producers, new products  
European market evolution, category breakdown  
suppliers, producers, processors  
freezing and chilling equipment  
market evolution, leading operators in Europe  
handling of complex high-volume data  
in professional kitchen  
meat & substitute products for vegetarian alimentation  
ethnic food innovation  
suppliers, major retail categories, food trends

Trade fairs: Fruit Logistica Berlin, Marca Bologna, Process Expo Chicago, Cibus Tec Parma, Gulfood Manufacturing Dubai

# AUDIENCE OVERVIEW



## MARKET SEGMENTS:

- **Retail (40%)**
  - Hypermarket & supermarket chains
  - Convenience stores
  - Specialized frozen food stores
  - Discounters
- **Foodservice (36%)**
  - Catering, Bar & Snack channels & operators
  - Restaurant and hotel chains
  - Travel dining channels (quick service restaurant chains, gas station stores etc)
  - Institutional catering (airline operators, large canteens, hospitals, rest homes etc)
- **Frozen food industry manufacturers (18%)**
- **Logistics suppliers (6%)**

## JOB TITLE

- Buyers
- CEOs
- Managing Directors
- Purchasing Managers
- Commercial Managers
- Export Managers
- Plant Managers
- Operational Managers
- Plant Engineering Directors
- Production Directors
- R&D Directors
- QA Directors



## CIRCULATION - 18,500 copies

Western Europe  
**16,450 copies**

Eastern Europe  
**2,050 copies**

Overseas subscribers  
**6,000 copies**

GERMANY	3.849	POLAND	425
UK	3.641	HUNGARY	287
FRANCE	2.725	LATVIA	74
SPAIN	1.761	ESTONIA	32
ITALY	1.215	LITHUANIA	61
NETHERLANDS	435	ROMANIA	130
BELGIUM	398	CROATIA	108
SWITZERLAND	369	CZECH REP	102
SWEDEN	363	SLOVAKIA	35
GREECE	281	SLOVENIA	91
NORWAY	269	BULGARIA	78
DENMARK	265	SERBIA	68
AUSTRIA	247	RUSSIA	376
PORTUGAL	225	ISRAEL	88
IRELAND	222	TURKEY	95
FINLAND	185		

USA  
CANADA  
MEXICO  
BRAZIL  
CHILE  
ARGENTINA  
JAPAN  
SOUTH KOREA  
CHINA  
SINGAPORE  
INDIA  
HONG KONG  
INDONESIA  
THAILAND  
MALAYSIA  
TAIWAN  
AUSTRALIA  
U.A.E  
KUWAIT  
QATAR  
SAUDI ARABIA  
IRAN  
JORDAN

# ADVERTISING FORMATS

## STANDARD

<b>frozenfood</b> <b>Front cover</b> Net 210/210 Gross 215/210 Price 5,200 €	<b>1/1 A4</b> Net 210/297 Gross 215/307 Price 3,200 €	<b>2xA4 Spread</b> Net 420/297 Gross 430/307 Price 5,000 €	
<b>1/2 A4 vertical</b> Net 105/297 Gross 110/307 Price 1,950 €	<b>1/2 A4 vertical</b> Net 85/257 Price 1,950 €	<b>1/2 A4 horizontal</b> Net 210/149 Gross 215/154 Price 1,950 €	<b>1/2 A4 horizontal</b> Net 170/124 Price 1,950 €
<b>1/3 A4 vertical</b> Net 73/297 Gross 78/307 Price 1,650 €	<b>1/3 A4 vertical</b> Net 53/257 Price 1,650 €	<b>1/3 A4 horizontal</b> Net 210/97 Gross 215/102 Price 1,650 €	<b>1/3 A4 horizontal</b> Net 170/86 Price 1,650 €
<b>1/4 A4 vertical</b> Net 105/149 Gross 110/154 Price 1,050 €	<b>1/4 A4 vertical</b> Net 85/134 Price 1,050 €	<b>1/4 A4 horizontal</b> Net 210/74 Gross 215/79 Price 1,050 €	<b>1/4 A4 horizontal</b> Net 170/62 Price 1,050 €

## SPECIAL

### 1/1 page advertorial

Net 210/297  
Gross 215/307

Price 2,000 €

### 1/1 page company

Net 210/297  
Gross 215/307

Price 2,000 €

### 1/2 page advertorial (v/h)

Net 170/124

Price 1,200 €

### Back/inside cover

Net 210/297  
Gross 215/307

Price 4,000 €

### Product update

Price 500 €



## Legend:

Dimensions are in mm.  
The blue line represents the bleed (5 mm), where necessary.

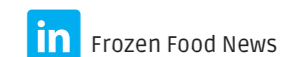
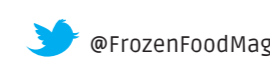
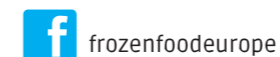
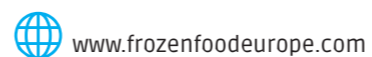
## TECHNICAL DETAILS

- ✓ All images must be at least 300 dpi resolution for the requested size in order to ensure quality printing
- ✓ Process colour CMYK (cyan, magenta, yellow, black). All other types of colour are not accepted (RGB or spot colour). Please supply a colour proof to ensure the correct colour printing, especially for artwork on disk!
- ✓ Fonts all vectorial files need to have attached the used fonts
- ✓ PC software Adobe Photoshop, Adobe Illustrator, Corel Draw, QuarkXPress. Not supporting artwork made on Amiga operating system
- ✓ Files type we prefer TIF (tiff) on CMYK. Also accepted: EPS, JPG, CDR, PSD
- ✓ Files support CD-ROM or they can be sent by Ftp. Ftp address: ftp.cmgromania.ro, user name: cmguest; password: cm\_guest. Please save the file under the directory called Frozen Food Europe.



# ONLINE

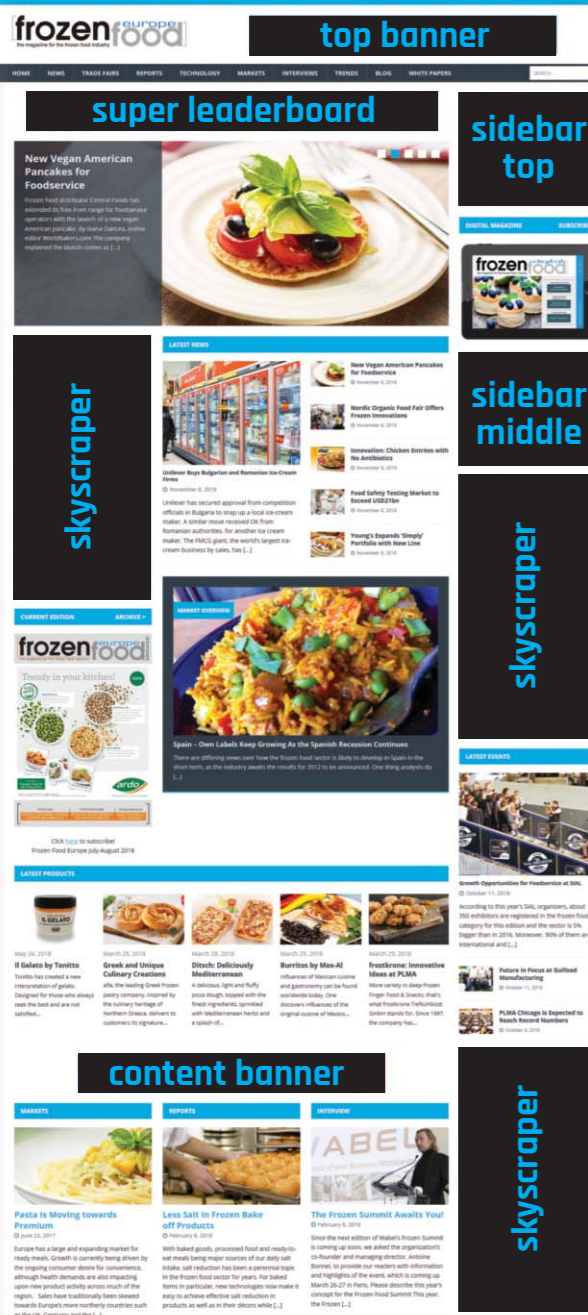
Frozen Food Europe magazine offers you a mix of products for online communication to you and your business partners: website, digital edition, newsletter.



## WEBSITE - www.frozenfoodeurope.com

The portal for frozen food professionals

- up-to-date information on all aspects of the frozen food industry
- breaking news
- exclusive articles



## BANNERS

Banner	Dimensions	Cost
Top banner	728/ 90	600 €/month
Super Leaderboard	970 x 90	600 €/month
Sidebar top	300/250	500 €/month
Sidebar middle	300/250	500 €/month
Skyscraper	300/600	600 €/month
Content banner	728/ 90	500 €/month

Dimensions are in px.



## TECHNICAL DETAILS

- ✓ File dimensions: max 150kb
- ✓ Formats: jpg, gif, flash (swf no flv)
- ✓ Exception: newsletter inserts may be only jpg or gif
- ✓ Link: - jpg and gif files must be sent together with the URL - flash format must include the link with the "open in new window" option
- ✓ **Deadline: 5 days prior the beginning of the campaign**



## DIGITAL MAGAZINE

Frozen Food Digital is the online publication dedicated to the worldwide frozen food segment, from production to technology and ingredients manufacturers. It is published twice per year and includes dynamic and up-to-date information from all over the world.

## ADVERTISING FORMATS

<b>Front cover</b> 1,194/396 px landscape only	<b>Full page/advertorial</b> 1,280/800 px landscape only
Price 600€	Price 500€



## EDITORIAL FEATURES

ISSUE 1

1

Ad closing 24.06

Online 28.06

**Potato Technology Innovation**  
**Frozen Vegetables, Fruit, Mushrooms, Green Herbs**  
**Technology Innovation for Frozen Vegetables & Fruit**  
**Frozen Snacks**  
**Optical Sorting and X-Ray Inspection**  
**Bakery and Pastry**  
**Equipment for Frozen Bakery**

new equipment for the food industry  
 new product development and market overview  
 cutting, slicing, dicing, peeling  
 innovative products for retail and foodservice  
 equipment innovation for the food industry  
 new products, main markets, processors and suppliers  
 latest innovation and machinery for bakery processing

ISSUE 2

2

Ad closing 21.10

Online 28.10

**Frozen Potato Products**  
**Potato Technology Innovation**  
**Frozen Finger Food, Fried or Baked Mix Balls**  
**Frozen Products for Catering & Foodservice**  
**Ethnic Food Innovation**  
**Packaging and End of Line Solutions**  
**Private Label Food**

market evolution in retail & foodservice  
 machinery for cutting, slicing, dicing, peeling  
 innovations and successful products  
 processors, innovation, major suppliers  
 products, ingredients, suppliers, leading European markets  
 for the frozen food industry  
 innovation, new products, producers, retailers

## TECHNICAL DETAILS

### Text

- ✓ For best readability do not use more than 800 characters of text (with spaces).
- ✓ Font size in layout should be at least 20 pt.

### File Delivery

- ✓ Non-interactive advertisement: JPEG (rgb)
- ✓ Interactive advertisement: text, pictures, logos (brand guidelines), video or audio files and description of layout requirements and interactive elements wanted. Interactive elements could be: image slideshows/galleries, animations, video and audio, pop-up text and pictures, links to URLs/buttons.
- **HTML files are not accepted for interactive ads.**

# ONLINE

## frozen europe food

the magazine for the frozen food industry



**Researching Alternatives to Blanching for Frozen Veggies**

Dr. Monique Lacroix of INRS-Institut Armand-Frappier in Lével, Québec and Dr. Tony Seward of Agriculture and Agri-Food Canada's Food Research Development Centre (FRDC), have launched a project to evaluate the effectiveness of an alternative to blanching process to frozen vegetables, together with Bordouelle, partially drying fruits and vegetables, and then spraying and coating them with...


**content banner**



**Own Label Climbing to All-Time Highs**

Private label brands keep gaining popularity across Europe. The latest Nielsen data shows that market share for private label increased...

**content banner**



**Cargill's Poultry Business Expands**

Cargill has reached an agreement to acquire Konspol, one of Poland's leading value-added food companies, providing an array of products...

**content banner**



**Dirafrost Launches New Smoothie Range**

Dirafrost, a frozen fruit company known for its IQF fruit, fruit purees and Bearender range, has launched a new range of smoothies...



**Tyson Foods Names New CEO**

Tyson Foods, Inc. announced its board of directors has appointed Noel White, formerly group president of Beef, Pork and...

**content banner**



**Pizza Challenge Returns to Milano**

It is Italy's best-known dish, there are pizza parlors in towns and cities all over Europe, and many, though not all of them, are run by Italians...

**content banner**



**UK Consumers Go Big on Ice Cream**

Widely touted as the hottest summer on record, the latest figures from Kantar Worldpanel, published for the 12 weeks to 9 September...



### NEWSLETTER SERVICE

Provides breaking news and the most relevant frozen food information every week. It is sent to a data base of 7,000 subscribers as follows:

Retail	35%
Foodservice	32%
Wholesale	17%
Frozen food Industry Manufacturers	14%
Logistics	2%

### BANNERS

Insert	Dimensions	Cost
Content banner	562/100	500 €/month
*Sponsored Content		500 €/month

Dimensions are in px.  
\*Max, 300 words + one hi-res picture.



### TECHNICAL DETAILS

- ✓ File dimensions: max 150kb
- ✓ Formats: jpg, gif, flash (swf no flv)
- ✓ Exception: newsletter inserts may be only jpg or gif
- ✓ Link: - jpg and gif files must be sent together with the URL
  - flash format must include the link with the "open in new window" option
- ✓ **Deadline: 5 days prior the beginning of the campaign**



### CUSTOM E-BLAST

Use our FFE Newsletter to contact your audience and send your customized message in an efficient manner.

#### Technical details

- Html format with images and valid links. To be delivered at least 3 days prior to the campaign.
- Sizes: 700 px width and maximum 1,728 px height
- Subject line for your campaign

#### Rate card

- 1,000 - 3,000 e-mail addresses: 0,4 €/e-mail address
- 3,001 - 5,000 e-mail addresses: 0,35 €/e-mail address
- 5001-7000 e-mail addresses: 0,2 EUR/e-mail address

# JOIN US!

### HERE IS WHY:

- We are a trustworthy source of information
- We provide a complete platform of communication both in print, online and digital
- We have a constantly updated database, segmented according to your needs
- We are present at all the major professional trade fairs in Europe
- We are part of an international media group with 30 years of experience in b2b media





# B2B PUBLISHING



We are an international b2b publishing group, which covers various segments of the food industry, from retail and FMGC to foodservice and specific niche industries: frozen food, potato processing, and bakery.



## Frozen foods

**FROZEN FOOD EUROPE**  
**FROZEN FOOD DIGITAL**  
[www.frozenfoodeurope.com](http://www.frozenfoodeurope.com)

## Potato industry

**POTATO PROCESSING**  
**INTERNATIONAL**  
**POTATOBUSINESS DIGITAL**  
[www.potatobusiness.com](http://www.potatobusiness.com)

## Bakery industry

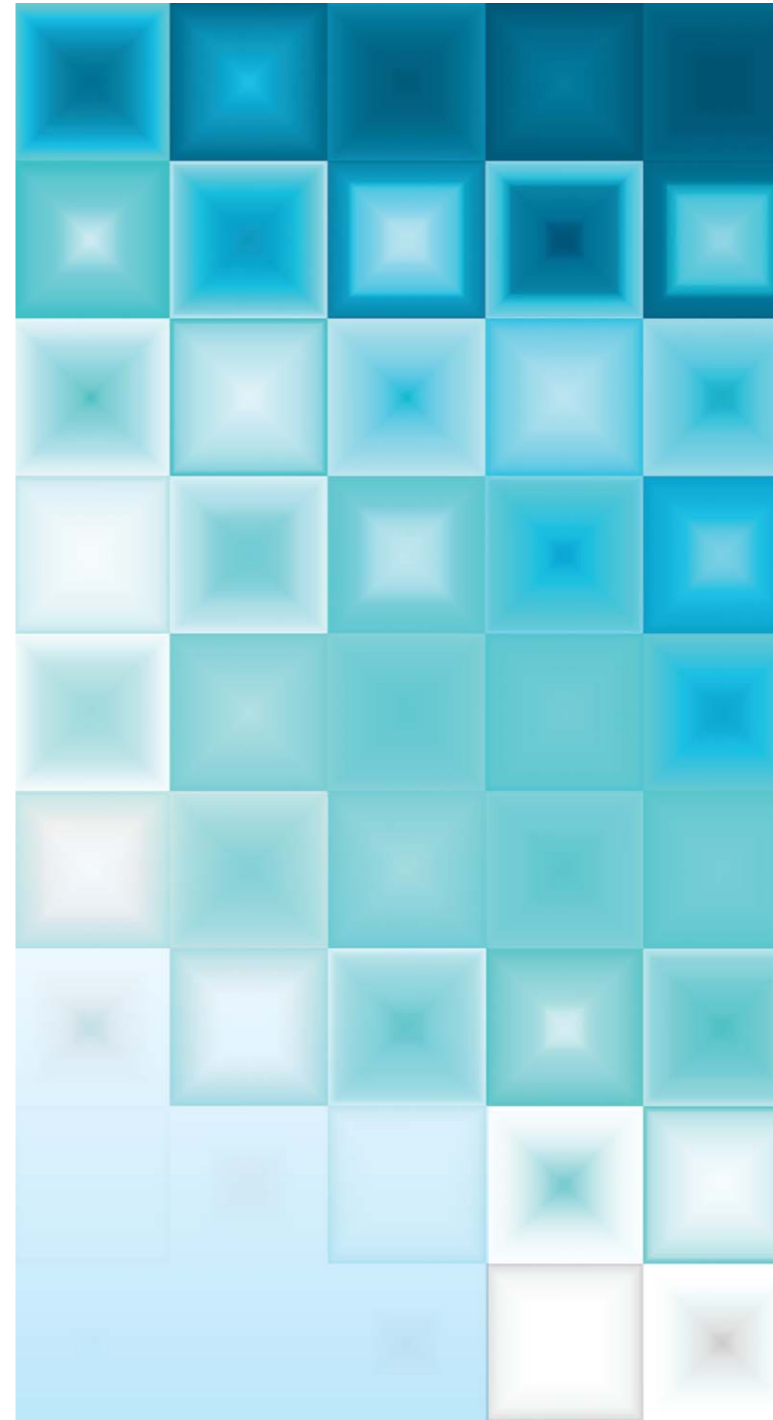
**EUROPEAN BAKER & BISCUIT**  
**ASIA PACIFIC BAKER & BISCUIT**  
**WORLDBAKERS DIGITAL**  
[www.worldbakers.com](http://www.worldbakers.com)

## Retail & FMCG

**PROGRESIV Romania**  
[www.revistaprogresiv.ro](http://www.revistaprogresiv.ro)  
**PROGRESSIVE Croatia**  
[www.progressive.com.hr](http://www.progressive.com.hr)  
**PROGRESSIVE Bulgaria**  
[www.progressive.bg](http://www.progressive.bg)  
**PROGRESSIVE Serbia**  
[www.progressivemagazin.rs](http://www.progressivemagazin.rs)

## Hospitality

**TRENDS HRB Romania**  
[www.trendshrb.ro](http://www.trendshrb.ro)  
**HRB Croatia**



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Tel.: +40 21 315 90 31,  
E-mail: [office@mediatrade.ro](mailto:office@mediatrade.ro)

