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.
EDITORIAL

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


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
   Nutrition & Ingredients
   Meat & Poultry Products
   Multifunctional Cooking Devices
   Private Label Food
   Frozen Fish & Seafood
   Nutrition & Ingredients

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

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
   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

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

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

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

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

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

   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
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Italy 1,215
Netherlands 435
Belgium 398
Switzerland 369
Sweden 363
Greece 281
Norway 269
Denmark 265
Austria 247
Portugal 225
Ireland 222
Finland 185

Poland 425
Hungary 287
Latvia 74
Estonia 32
Lithuania 61
Romania 130
Croatia 108
Czech Republic 102
Slovakia 35
Slovenia 91
Bulgaria 78
Serbia 68
Russia 376
Israel 88
Turkey 95

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Mexico
Brazil
Chile
Argentina
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China
Singapore
India
Hong Kong
Indonesia
Thailand
Malaysia
Taiwan
Australia
U.A.E
Kuwait
Qatar
Saudi Arabia
Iran
Jordan

ADVERTISING FORMATS

STANDARD

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Net</th>
<th>Gross</th>
<th>Price</th>
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<tbody>
<tr>
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<td>210/210 Gross 215/210</td>
<td>5,200 €</td>
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SPECIAL

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<td>Product update</td>
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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

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

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<th>Format</th>
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<tr>
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EDITORIAL FEATURES

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<th>Ad closing 24.06</th>
<th>Online 28.06</th>
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<tr>
<td>Potato Technology Innovation</td>
<td>new equipment for the food industry</td>
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<tr>
<td>Frozen Vegetables, Fruit, Mushrooms, Green Herbs</td>
<td>new product development and market overview</td>
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<tr>
<td>Technology Innovation for Frozen Vegetables &amp; Fruit</td>
<td>cutting, slicing, dicing, peeling</td>
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<tr>
<td>Frozen Snacks</td>
<td>innovative products for retail and foodservice</td>
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<td>Optical Sorting and X-Ray Inspection</td>
<td>equipment innovation for the food industry</td>
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<tr>
<td>Bakery and Pastry</td>
<td>new products, main markets, processors and suppliers</td>
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<tr>
<td>Equipment for Frozen Bakery</td>
<td>latest innovation and machinery for bakery processing</td>
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<table>
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<th>Issue 2</th>
<th>Ad closing 21.10</th>
<th>Online 28.10</th>
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<tr>
<td>Frozen Potato Products</td>
<td>market evolution in retail &amp; foodservice</td>
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<tr>
<td>Potato Technology Innovation</td>
<td>machinery for cutting, slicing, dicing, peeling</td>
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<tr>
<td>Frozen Finger Food, Fried or Baked Mix Balls</td>
<td>innovations and successful products</td>
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<tr>
<td>Frozen Products for Catering &amp; Foodservice</td>
<td>processors, innovation, major suppliers</td>
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<tr>
<td>Ethnic Food Innovation</td>
<td>products, ingredients, suppliers, leading European markets</td>
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<td>Packaging and End of Line Solutions</td>
<td>for the frozen food industry</td>
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<tr>
<td>Private Label Food</td>
<td>innovation, new products, producers, retailers</td>
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</tbody>
</table>

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

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.

TECHNICAL DETAILS

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» Formats: jpg, gif, flash (swf no flv)
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» Flash format must include the link with the “open in new window” option
» Deadline: 5 days prior the beginning of the campaign
ONLINE

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:

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Retail</td>
<td>35%</td>
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<tr>
<td>Foodservice</td>
<td>32%</td>
</tr>
<tr>
<td>Wholesale</td>
<td>17%</td>
</tr>
<tr>
<td>Frozen food Industry Manufacturers</td>
<td>14%</td>
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<tr>
<td>Logistics</td>
<td>2%</td>
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**BANNERS**

<table>
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<tr>
<th>Insert</th>
<th>Dimensions</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Content banner</td>
<td>562/100</td>
<td>500 €/month</td>
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</tbody>
</table>

*Sponsored Content

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

Frozen foods
FROZEN FOOD EUROPE
FROZEN FOOD DIGITAL
www.frozentfoodeurope.com

Potato industry
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PROGRESSIVE Croatia
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