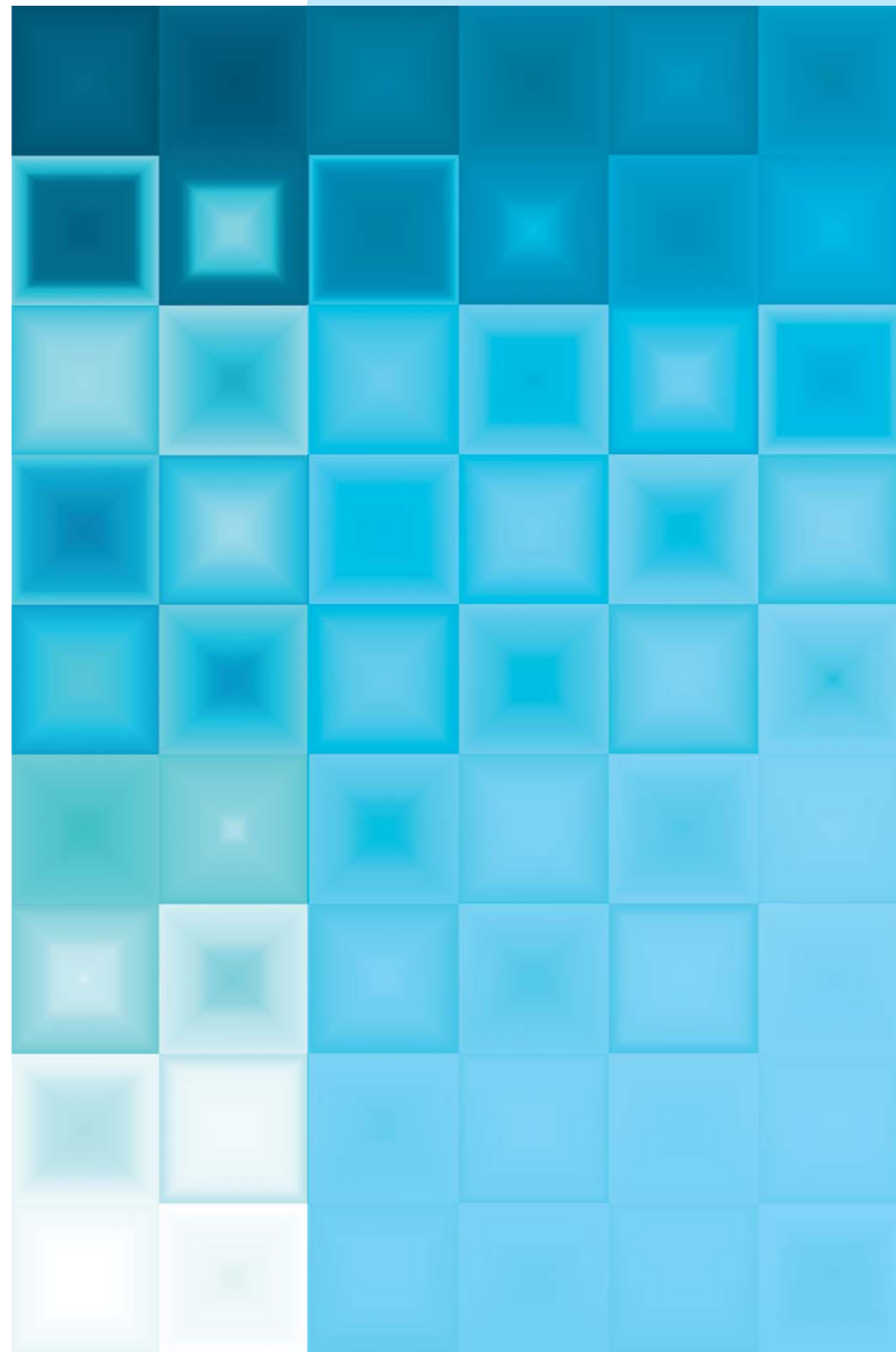


MEDIA PLANNER

2020



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

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



**DAN OREHOV**  
managing editor

# WELCOME

**F**rozen 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 dossiers.**

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](http://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.



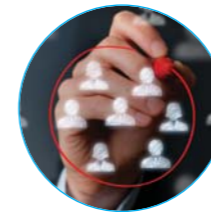
## WEEKLY NEWSLETTER

Presenting the latest market innovation, news and developments revolving around frozen food in Europe. This service is sent to a worldwide audience of 7,000 recipients.



## DOSSIER - STATE OF THE FROZEN FOOD INDUSTRY

A project published twice per year, which contains information rich reports on the state of the frozen food industry, divided into the most important food categories, as well as technical equipment innovation related to frozen food product manufacturing. It is published both as a print edition and in digital format.



## 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

# PLAN

## Issue 1 JANUARY/FEBRUARY Ad closing 31.01 Publishing 14.02

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

product innovation, manufacturers, suppliers  
 key market players, producers, suppliers  
 market dynamics, new product development  
 clean label and energy saving products  
 innovative products and European overview  
 cutting, slicing, peeling, dicing  
 conveyor belts, spiral ovens, IQF freezers & chillers  
 proofers, ovens, coolers, freezers  
 equipment innovation and evolution  
 evolution and estimates  
 for frozen bakery and potato products  
 recent developments, review, estimates

Trade fairs: Biofach, Gulfood, Internorga, FoodEx Japan, CFIA, FoodExpo Greece, Wabel Frozen Summit, M.A.D.E., Modern Bakery, AFFI-CON 2020, Snackshow-Parriza, Foodex Birmingham

## Issue 2 MARCH/APRIL Ad closing 27.03 Publishing 10.04 PLMA, CIBUS & INTERPACK SPECIAL EDITION

Appetizers, Snacks and Pies  
 Frozen Vegetables, Fruit, Mushrooms, Green Herbs  
 Technology Innovation for Frozen Vegetables & Fruit  
 Benelux Market Review  
 Cooked & Pre-Cooked IQF products for the Food Industry  
 Technology & Logistics  
 Packaging Technology  
 Meat & Poultry Products  
 Technology in Professional Kitchens  
 Private Label Food  
 Frozen Fish & Seafood  
 Nutrition & Ingredients  
 Frozen Food in Germany

high convenience, filo pastry products, pizza, ready meals  
 trends and market overview  
 cutting, slicing, peeling, dicing  
 major players and new products  
 rice, pasta, sauces, cereals, noodles, vegetables  
 industrial freezing equipment  
 state-of-the-art equipment and solutions  
 categories and market evolution  
 multifunctional cooking devices  
 innovation, new products, producers, retailers  
 sustainable practices, market overview, major processors  
 vegetables, fruit and herbs  
 market overview

Trade fairs: PLMA Amsterdam, Cibus, Interpack, Alimentaria, Seafood Expo - Processing Global, NFRA Convention

## Issue 3 MAY/JUNE Ad closing 29.05 Publishing 12.06 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  
 evolution, challenges, opportunities & major players

Frozen Finger Food, Fried or Baked Mix Balls  
 Frozen Burgers  
 Frozen Snacks and Pastry  
 Optical Sorting Technology  
 Deep Freezing Technologies, Proofing, Baking, Cooling  
 Frozen Food in the U.S.

Trade fairs: Summer Fancy Food Show

## Issue 4 JULY/AUGUST Ad closing 31.07 Publishing 14.08 SIAL SPECIAL EDITION 1

Coated/Breaded/Batter Foods  
 Ethnic Foods - Greek, Mexican, Italian,  
 German, French & Asian Food  
 Potato Market Update  
 Potato Technology Innovation  
 Vegetarian and Vegan Food  
 Technology & Logistics  
 Frozen Food in Spain and Portugal  
 Technology & Logistics  
 Dishwashing Machines for Professional Kitchens  
 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  
 trends in cold storage and warehousing  
 latest market developments  
 industrial freezing equipment  
 hygiene & resource conservation  
 trends for coated and breaded products

Trade fairs: Sial, Polagra Food-Tech

## Issue 5 SEPTEMBER/OCTOBER Ad closing 18.09 Publishing 02.10 SIAL SPECIAL EDITION 2

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

special report  
 latest product innovation  
 new product innovation, suppliers, producers  
 solutions for retail and foodservice  
 cutting, slicing, peeling, dicing  
 trends and solutions in packaging equipment  
 saving cost, manpower and time  
 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: Sial, südback, Alimentaria Foodtech, Agro Prod Mash, Interpom/Primeurs, Process Expo, PLMA Chicago, Gulfood Manufacturing, Pack Expo, Global Cold Chain Expo

## Issue 6 NOVEMBER/DECEMBER Ad closing 25.11 Publishing 11.12

Ready to Bake & Pre-Baked Foods  
 Convenience Food for Retail & Foodservice  
 Frozen Products for Catering & Foodservice  
 Burgers, Grilled and Party Products  
 Technology & Logistics  
 Quick Service Restaurants & Bar and Snack Channel  
 Food Management Systems  
 Nutrition & Ingredients  
 Frozen Food in Scandinavia  
 European Retail Market

market innovation, producers, new products  
 European market evolution, category breakdown  
 suppliers, producers, processors  
 meat and substitute products for vegetarians  
 freezing and chilling equipment  
 market evolution, leading operators in Europe  
 efficient processing of data in professional kitchens  
 ethnic food innovation  
 producers, suppliers, consumer trends  
 suppliers, major retail categories, food trends

Trade fairs: Sirha 2021, Fruit Logistica 2021, Marca Bologna 2021, Sigep 2021, Gulfood 2021

# AUDIENCE OVERVIEW



## MARKET SEGMENTS:

- **Retail (40%)**
  - Supermarket & supermarket chains
  - Convenience stores
  - Specialized frozen food stores
  - Discounters
  - Distributors (regional, national, international)
  - Importers (regional, national, international)
- **Foodservice (36%)**
  - Restaurant, hotels and fast food chains
  - Bar & snack channels, catering operators
  - Distributors (regional, national, international)
  - Importers (regional, national, international)
  - Travel dining channels (quick service restaurant chains, gas station stores etc)
  - Institutional catering (large canteens, hospitals, rest homes, airline operators 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
UK	3.641
FRANCE	2.725
SPAIN	1.761
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 REP	102
SLOVAKIA	35
SLOVENIA	91
BULGARIA	78
SERBIA	68
RUSSIA	376
ISRAEL	88
TURKEY	95

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>frozen food</b> <b>Front cover</b> Net 210/210 Gross 215/210 Price 5,200 €	<b>Inside Cover 2 Back Cover</b> Net 210/297 Gross 215/307 Price 4,000 €	<b>Inside Cover 3</b> Net 210/297 Gross 215/307 Price 4,000 €	<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 €
- **Product update**
  - Price 500 €

## 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.



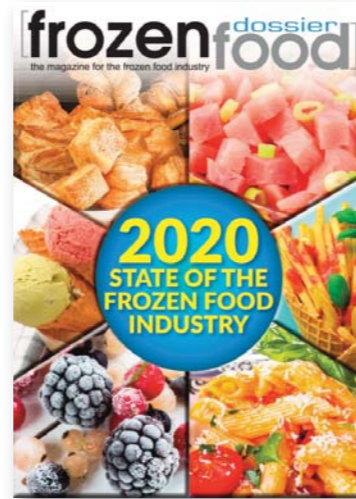
**Legend:**  
Dimensions are in mm. The blue line represents the bleed (5 mm), where necessary.

# DOSSIERS



## STATE OF THE FROZEN FOOD INDUSTRY

A project published twice per year, which contains information rich reports on the state of the frozen food industry, divided into the most important food categories, as well as technical equipment innovation related to frozen food product manufacturing. It is published both as a print edition and in digital format. The print version is distributed to our targeted readership (18,500 copies) while the online edition reaches a monthly audience of 15,621 online readers. It also promoted via special e-blasts, the Frozen Food weekly newsletter, social media platforms and is hosted on [www.frozenfoodeurope.com](http://www.frozenfoodeurope.com). Both formats of the Dossier are distributed free of charge.



## EDITORIAL FEATURES

ISSUE	1	Ad closing 27.03	Publishing 10.04
		<b>Frozen Vegetables, Fruit &amp; Green Herbs</b> <b>Bakery and Pastry</b> <b>Snacks, Appetizers, Side Dishes</b> <b>Desserts</b> <b>Ready Meals</b> <b>Technology Innovation - New Equipment for the Food Industry</b>	
ISSUE	2	Ad closing 18.09	Publishing 02.10
		<b>Frozen Finger Food</b> <b>Frozen Burgers: Meat and Substitutes</b> <b>Pasta for Retail and Foodservice</b> <b>Frozen Pizza</b> <b>Convenience Products for Retail and Foodservice</b> <b>Technology Innovation - New Equipment for the Food Industry</b>	

## ADVERTISING FORMATS

<b>1/1 A4</b>	
Net	210/297
Gross	215/307
Price	1,800 €

### TECHNICAL DETAILS FOR PRINT VERSION

- ✓ 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.
- ✓ 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.cmgroupmania.ro](ftp://ftp.cmgroupmania.ro), user name: cmguest; password: cm\_guest. Please save the file under the directory called Frozen Food Europe.

### TECHNICAL DETAILS FOR DIGITAL VERSION

- ✓ Same advert specs as for the print edition
- ✓ URL Link required

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

# ONLINE



## WEBSITE

[www.frozenfoodeurope.com](http://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 1	300/600	600 €/month
Skyscraper 2	300/600	600 €/month
Skyscraper 3	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**

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

[f frozenfoodeurope](https://www.facebook.com/frozenfoodeurope)

[@FrozenFoodMag](https://twitter.com/FrozenFoodMag)

[in Frozen Food News](https://www.linkedin.com/company/frozen-food-news)

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

**Conagra Celebrates Its 100th Anniversary**  
Conagra Brands has turned 100. Throughout September, the company will recognize its 100th year of existence by celebrating its portfolio of brands which includes players in the frozen food industry such as Birds Eye, Frontera Foods or Healthy Choice. "Our journey started 100 years ago in Nebraska and continues today as..."

**content banner**

**New Plant-Based Meat Brand Emerges**  
MorningStar Farms – a division of the Kellogg Company focusing on vegetarian food - has unveiled a new plant-based meat brand...

**The Issue of Food Waste Revisited**  
Tomra Food recently drew attention, in a press release, to the fact that the issue of food waste is rife across all aspects of the supply chain and...

**content banner**

**GEA Advocates for Ammonia Systems**  
GEA recently advised UK customers to begin planning to replace refrigerants that have Global Warming Potential (GWP) of...

**Anuga's iFood Conference Preview**  
The organizers of Anuga have announced the main themes of the upcoming iFood Conference 2019, which will take place...

**content banner**

**Strong Roots Secures USD18.3m Funding**  
Irish frozen food startup Strong Roots has received USD18.3m in funding from the private equity firm, Goode Partners, as it looks to expand...

**Blue Bell Unveils New Limited Edition Flavor**  
Ice cream maker Blue Bell has unveiled a new flavor called Salted Caramel Cookie. The dessert features creamy caramel ice...

**content banner**

**Central Foods Bets on Ethnic Foods**  
Frozen food distributor Central Foods has launched a mixed pack of gluten-free, vegan Indian savory snacks as part of its commitment...

**Organic Frozen Foods Spark Interest**  
A new market research report by Packaged Facts identified four key ways that U.S. grocers can use to better attract and meet the...

**content banner**

# 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:

Retail	33%
Foodservice	30%
Frozen food Industry Manufacturers	19%
Wholesale	16%
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: 0,25 €/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 over 30 years of experience in b2b media



# B2B PUBLISHING



We are an international b2b publishing group, part of a UK media company, 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**

[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**

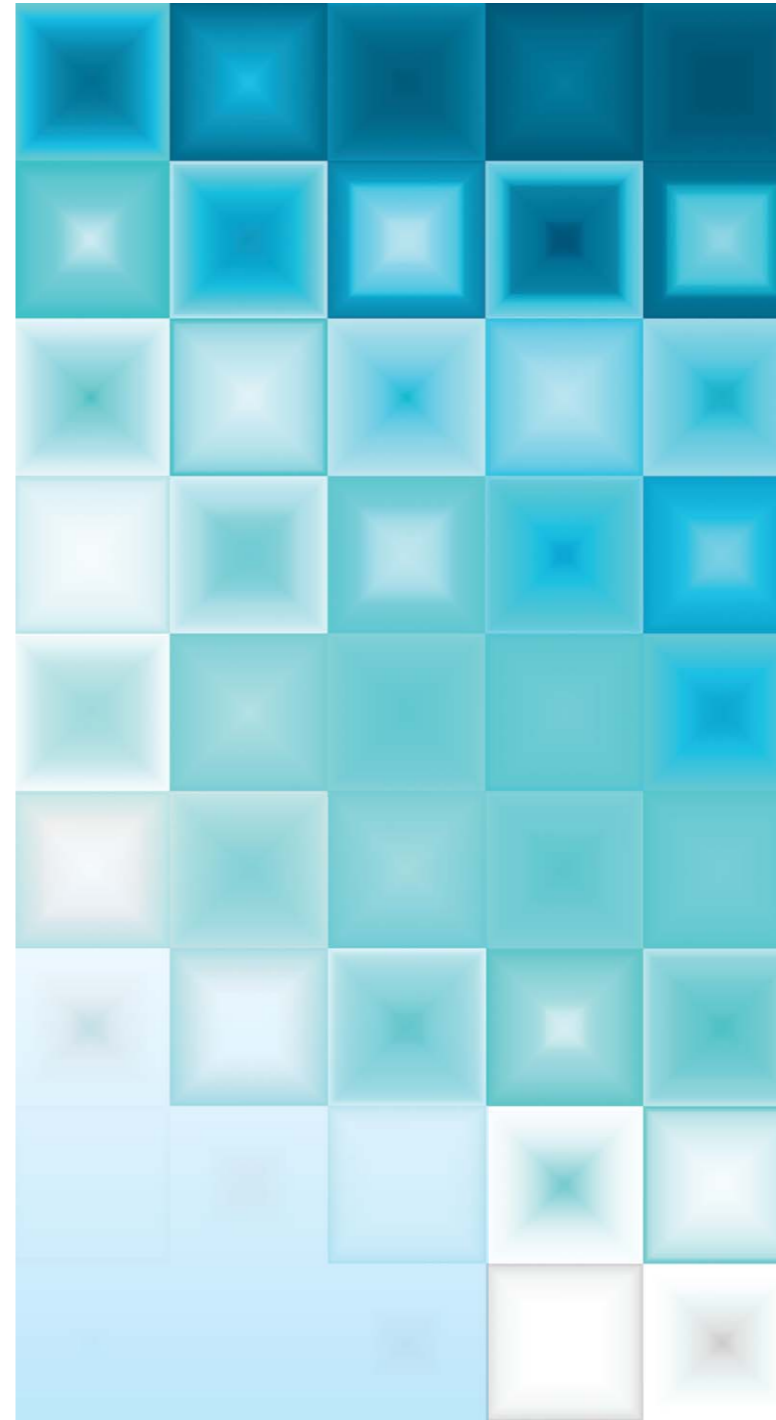
[www.progressivemagazin.rs](http://www.progressivemagazin.rs)

## Hospitality

### **TRENDS HRB Romania**

[www.trendshrb.ro](http://www.trendshrb.ro)

### **HRB Croatia**



1 G-ral. David Praporgescu St.,  
2<sup>nd</sup> floor, sector 2, Bucharest, Romania  
Tel.: +40 21 315 90 31,  
E-mail: [office@mediatrade.ro](mailto:office@mediatrade.ro)

