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 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.

WELCOME

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 dossiers.

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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 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

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
proofer, ovens, coolers, freezers
equipment innovation and evolution
for frozen bakery and potato products
recent developments, review, estimates

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
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.
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
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, Interprom/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
suppliers, 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%)
- Hypermarket & 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%)

ADVERTISING FORMATS

STANDARD

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<th>Price</th>
<th>Gross</th>
<th>Net</th>
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SPECIAL

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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 Mac operating system.
- Files type we prefer: TIFF (tiff) on CMYK. Also accepted: EPS, JPG, PDF, PSD.
- Files support CD-ROM or they can be sent by Ftp. Ftp address: ftp.cmgemina.it, user name: cmguest, password: cm_guest. Please save the file under the directory called Frozen Food Europe.

CIRCULATION - 18,500 copies

Western Europe 16,450 copies

- Germany 3,849
- UK 3,641
- France 2,725
- Spain 1,761
- Italy 1,215
- Netherlands 435
- Belgium 398
- Switzerland 369
- Sweden 433
- Greece 281
- Norway 269
- Denmark 265
- Austria 247
- Portugal 225
- Ireland 222
- Finland 185

Eastern Europe 2,050 copies

- 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

Overseas subscribers: 6,000 copies

- 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

Legend:
- The black lines represent the placed (0 mm), where necessary.
- The blue lines represent the bleed (6 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. Both formats of the Dossier are distributed free of charge.

EDITORIAL FEATURES

ISSUE 1
Ad closing 27.03 Publishing 10.04
Frozen Vegetables, Fruit & Green Herbs
Bakery and Pastry
Snacks, Appetizers, Side Dishes
Desserts
Ready Meals
Technology Innovation – New Equipment for the Food Industry

ISSUE 2
Ad closing 18.09 Publishing 02.10
Frozen Finger Food
Frozen Burgers: Meat and Substitutes
Pasta for Retail and Foodservice
Frozen Pizza
Convenience Products for Retail and Foodservice
Technology Innovation – New Equipment for the Food Industry

ADVERTISING FORMATS

BANNERS

<table>
<thead>
<tr>
<th>Banner</th>
<th>Dimensions</th>
<th>Cost</th>
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<tbody>
<tr>
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<tr>
<td>Super Leaderboard</td>
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<tr>
<td>Sidebar top</td>
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<tr>
<td>Sidebar middle</td>
<td>300/250</td>
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<tr>
<td>Skyscraper 1</td>
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<td>600 €/month</td>
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<tr>
<td>Skyscraper 2</td>
<td>300/600</td>
<td>600 €/month</td>
</tr>
<tr>
<td>Skyscraper 3</td>
<td>300/600</td>
<td>600 €/month</td>
</tr>
<tr>
<td>Content banner</td>
<td>728/ 90</td>
<td>500 €/month</td>
</tr>
</tbody>
</table>

Dimensions are in px.

TECHNICAL DETAILS

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- Process colour CMYK (cyan, magenta, yellow, black). All other types of colour are not accepted (RGB or spot colour).
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- 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, CDRI, 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.

TECHNICAL DETAILS FOR ONLINE

- 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

ONLINE

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

TECHNICAL DETAILS

- File dimensions: max 500kB
- 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
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

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<tr>
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*Max, 300 words + one hi-res picture.

TECHNICAL DETAILS

- File dimensions: max 512kb
- 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 URLs.
  - 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 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
- 5,001-7000 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
e are an international b2b publishing group, part of a UK media company, 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
www.frozenfoodeurope.com

Potato industry
POTATO PROCESSING INTERNATIONAL
POTATOBUSINESS DIGITAL
www.potatobusiness.com

Bakery industry
EUROPEAN BAKER & BISCUIT
ASIA PACIFIC BAKER & BISCUIT
WORLDBAKERS DIGITAL
www.worldbakers.com

Retail & FMCG
PROGRESIV Romania
www.revistaprogresiv.ro
PROGRESSIVE Croatia
www.progressive.com.hr
PROGRESSIVE Bulgaria
www.progressive.bg
PROGRESSIVE Serbia
www.progressivemagazin.rs

Hospitality
TRENDS HRB Romania
www.trendshrb.ro
HRB Croatia

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2nd floor, sector 2, Bucharest, Romania
Tel.: +40 21 315 90 31,
E-mail: office@mediatrade.ro