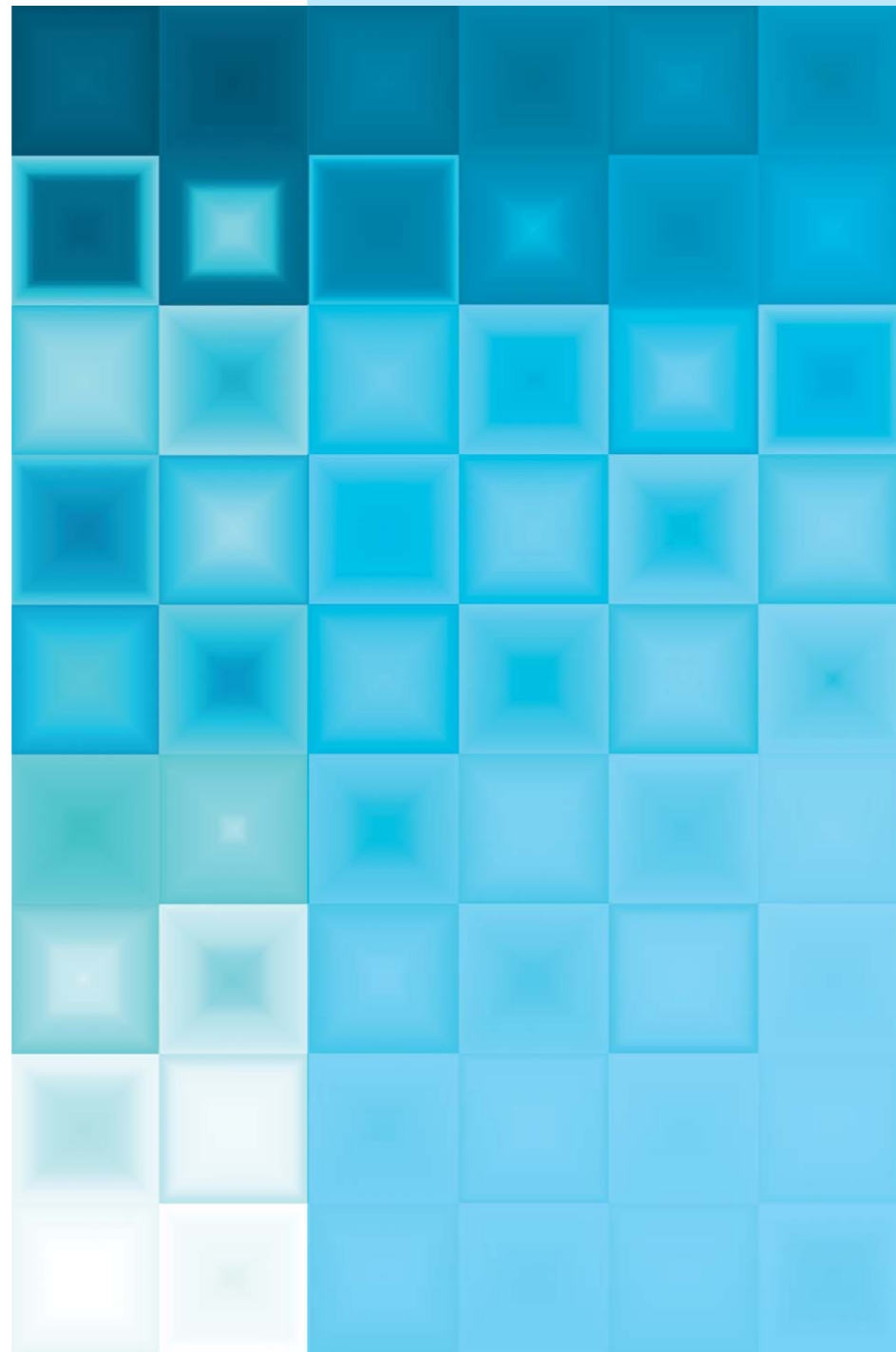


MEDIA PLANNER

2021



www.frozenfoodeurope.com

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



DAN OREHOV
managing editor

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.**

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 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 01.02/Publishing 12.02

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
Packaging Technology
Smart Industrial Kitchens
Ice Cream Market in Europe
Nutrition & Ingredients
Frozen Food in Germany

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
state-of-the-art equipment and solutions
trends and digital solutions
evolution and estimates
for frozen bakery and potato products
recent developments, review, estimates

Trade fairs: Biofach, Gulfood, FoodEx JAPAN, FoodExpo Greece, M.A.D.E., Sandwich & Snack Show, Parizza, FoodEx Birmingham

Issue **2** MARCH/APRIL Ad closing 26.03/Publishing 12.04

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
Technology and Equipment for Frozen Bakery
Meat Alternative Products
Thermal Equipment & Chillers
Private Label Food
Frozen Fish & Seafood
Nutrition & Ingredients
Frozen Food in the UK

high convenience, filo pastry and pies, pizza and ready meals
trends and market overview
cutting, slicing, peeling, dicing
major players and new products
rice, pasta, sauces, cereals, noodles, vegetables
industrial freezing equipment
proofers, ovens, coolers, freezers
plant based substitutes
technological flexibility in professional kitchens
innovation, new products, producers, retailers
sustainable practices, market overview, major processors
vegetables, fruit and herbs
market overview

Trade fairs: PLMA, Cibus, Sirha, Snackex, CFIA, Alimentaria

Issue **3** MAY/JUNE Ad closing 28.05/Publishing 14.06

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.

PLAN

Issue **4** JULY/AUGUST Ad closing 30.07/Publishing 16.08

ANUGA 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
highly efficient and environmentally friendly
trends for coated and breaded products

Trade fairs: Anuga, Polagra Food-Tech, Seafood Expo & Processing Global

Issue **5** SEPTEMBER/OCTOBER Ad closing 10.09/Publishing 24.09

ANUGA, TUTTOFOOD SPECIAL EDITION 2

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

special report
new product innovation, suppliers, producers
solutions for retail and foodservice
cutting, slicing, peeling, dicing
trends and solutions in packaging equipment
applications in professional kitchens
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, TuttoFood, Process Expo Chicago, iba, INTERPOM/Primeurs, Alimentaria FoodTech, Gulfood Manufacturing, PLMA Chicago

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
Meat and Veggie Burgers
Technology & Logistics
Quick Service Restaurants & Bar and Snack Channel
Front Cooking Devices, Bakery Stations and Take-Away-Counters
Nutrition & Ingredients
Frozen Food in Scandinavia
European Retail Market

market innovation, producers, new products
European market evolution, category breakdown
suppliers, producers, processors
innovation and trends
freezing and chilling equipment
market evolution, leading operators in Europe
Equipment innovation & hygienic requirements

ethnic food innovation
producers, suppliers, consumer trends
suppliers, major retail categories, food trends

Trade fairs: Fruit Logistica 2022, MARCA, Gulfood 2022

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

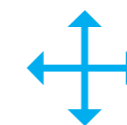
frozen food Front cover Net 210/210 Gross 215/210 Price 5,200 €	Inside Cover 2 Back Cover Net 210/297 Gross 215/307 Price 4,000 €	Inside Cover 3 Net 210/297 Gross 215/307 Price 4,000 €	1/1 A4 Net 210/297 Gross 215/307 Price 3,200 €
2xA4 Spread Net 420/297 Gross 430/307 Price 5,000 €	1/2 A4 vertical Net 105/297 Gross 110/307 Price 1,950 €	1/2 A4 vertical Net 85/257 Price 1,950 €	
1/2 A4 horizontal Net 210/149 Gross 215/154 Price 1,950 €	1/2 A4 horizontal Net 170/124 Price 1,950 €	1/3 A4 vertical Net 73/297 Gross 78/307 Price 1,650 €	1/3 A4 vertical Net 53/257 Price 1,650 €
1/3 A4 horizontal Net 210/97 Gross 215/102 Price 1,650 €	1/3 A4 horizontal Net 170/86 Price 1,650 €	1/4 A4 vertical Net 105/149 Gross 110/154 Price 1,050 €	1/4 A4 vertical Net 85/134 Price 1,050 €
1/4 A4 horizontal Net 210/74 Gross 215/79 Price 1,050 €	1/4 A4 horizontal 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. Both formats of the Dossier are distributed free of charge.



EDITORIAL FEATURES

ISSUE 1 Ad closing 05.04 Publishing 19.04

- Frozen Vegetables, Fruit & Green Herbs
- Bakery, Pastry and Desserts
- Snacks, Appetizers, Side Dishes
- Meat and Veggie Burgers
- Ready Meals
- Technology Innovation - New Equipment for the Food Industry

ISSUE 2 Ad closing 10.09 Publishing 24.09

- Frozen Finger Food
- Frozen Potato: End Products & Processes
- Pasta for Retail and Foodservice
- Frozen Pizza
- Convenience Products for Retail and Foodservice
- Technology Innovation - New Equipment for the Food Industry

ADVERTISING FORMATS

1/1 A4
 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



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

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 1	970 x 90	600 €/month
Super Leaderboard 2	970 x 90	600 €/month
Skyscraper 1	300/600	600 €/month
Skyscraper 2	300/600	600 €/month
Skyscraper 3	300/600	600 €/month
Skyscraper 4	300/600	600 €/month
Sidebar 1	300/250	500 €/month
Sidebar 2	300/250	500 €/month
Content banner 1	728/ 90	500 €/month
Content banner 2	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

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

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

[in Frozen Food News](https://www.linkedin.com/company/frozenfoodeurope)

ONLINE

PLMA Takes "World of Private Label" Online

The year 2020 has demonstrated that retailers around the globe and the manufacturers supplying their private label products have never been more essential to the well-being of consumers. To provide these companies across Europe and beyond with tools most urgently needed to engage for new business and bring new products...

content banner



daring Closes Series A Funding

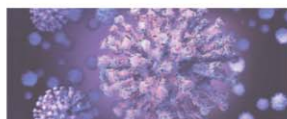
daring, a company that manufactures plant-based protein, announces the close of an USD8 million Series A funding round led by...



Plant-based Meat Soups from Gardein

Gardein, part of Conagra Brands, is launching five new Gardein Soups, the first-ever line-up of soups featuring plant-based...

content banner



China Warns Against Frozen Imports

Beijing authorities asked importers on Monday to stop frozen food imports from countries suffering from COVID-19 outbreaks, after several...



Initiative to Extend the Shelf Life of Fish

Camden BRI is looking for partners to help with new research that aims to revise established standards in order to increase the shelf-life...

content banner



Loryma Offers New Solution for Coatings

Loryma, a specialist in natural wheat ingredients, offers a new solution for the production of stable coated applications. Designed...



Berry Novelties from Coppenrath & Wiese

Frozen pastry manufacturer Coppenrath & Wiese has launched new products featuring frozen berries. In the "Wild Berry Yoghurt..."



Ingredient Publishes EU Regulations Guide

Manchester, UK-based Ingredient has developed a new simple step-by-step guide to help manufacturers looking to attract consumers who...



Americans Unclear On Cooking Time

A new study from the United States Department of Agriculture (USDA) found that many Americans do not actually know when...

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: 0,30 €/e-mail address
- 5001-7000 e-mail addresses: 0,25 €/e-mail address

CONTACT US!

Advertising Sales Manager:
ALEXANDRU JINGA
alexandrujinga.pro@gmail.com
+33 (0) 6 86 53 52 08

Managing Editor:
DAN OREHOV
dan.orehov@trade.media
+40 770 951 871

Web & Digital Editor:
BOGDAN ANGHELUTA
bogdan.angheluta@trade.media
+40 774 074 682

Publishing Director:
RALUCA MIHAELA CANESCU
raluca.canescu@trade.media
+40 720 499 671



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
FROZEN FOOD DOSSIER
www.frozenfoodeurope.com

Potato industry

POTATO PROCESSING
INTERNATIONAL
POTATOBUSINESS DIGITAL
POTATOBUSINESS DOSSIER
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



1 G-ral. David Praporgescu St.,
2nd floor, sector 2, Bucharest, Romania
Tel.: +40 21 315 90 31,
E-mail: office@mediatrade.ro

