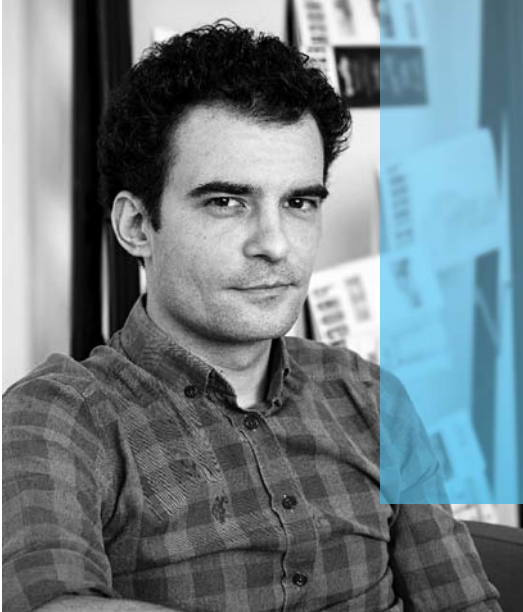


MEDIA PLANNER

2022

www.frozenfoodeurope.com

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



BOGDAN ANGHELUTA

editor in chief

WELCOME

For more than 30 years, Frozen Food Europe has been "speaking the language" of the industry professionals, creating an invaluable connection between buyers, suppliers, equipment and product manufacturers, or associations.

As we move forward, **we remain the only pan-European English language resource dedicated to the industry**, and are constantly adapting our content to fit every need by offering a wide variety of formats: print, website, and the exclusive dossiers. Our weekly newsletter keeps our partners and readers up to date with the latest industry news.

We aim to keep providing valuable information in the form of market research, case studies, articles, and columns, to showcase the latest innovations and to tackle challenges faced by the frozen food industry, thus contributing to its development.

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

Issue

1

JANUARY/FEBRUARY

Ad closing 31.01/Publishing 09.02

**Frozen Pasta for Catering and Foodservice
Bakery and Pastry
Bio and Organic Products for the Food Industry
Frozen Potato Market
Frozen Potato Technology
Freezing Technology
Transport & Logistics
Packaging Technology
Artificial Intelligence
Frozen Desserts & Ice Cream Market in Europe
Nutrition & Ingredients
Frozen Food in Germany**

product innovation, manufacturers, suppliers
key market players, producers, suppliers
clean label and energy saving products
innovative products and European overview
cutting, slicing, peeling, dicing
conveyor belts, spiral ovens, IQF freezers & chillers
trends in pallet pooling, distribution, and cold storage
state-of-the-art equipment and solutions
update on applications for automation & robotics
market dynamics & new product development
for frozen bakery and potato products
recent developments, review, estimates

Trade fairs: Biofach, Gulfood, Internorga, FoodEx JAPAN, CFIA Rennes, M.A.D.E., Alimentaria

Issue

2

MARCH/APRIL

Ad closing 25.03/Publishing 11.04

PLMA, ANUGA FOODTEC 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 and Equipment
Meat Alternative Products
Digitalization & Networking
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, proofers, ovens, coolers, freezers
plant based substitutes
smart solutions for the food industry
innovation, new products, producers, retailers
sustainable practices, market overview, major processors
vegetables, fruit and herbs
market overview

Trade fairs: PLMA, Anuga FoodTec, IFFA Frankfurt, Seafood Expo & Processing Global

Issue

3

MAY/JUNE

Ad closing 27.05/Publishing 10.06

**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
Multifunctional Cooking Devices
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
one device for different cooking processes
evolution, challenges, opportunities & major players

Trade fairs: Summer Fancy Food Show New York, SnackEx

PLAN 2022

Issue

4

JULY/AUGUST

Ad closing 29.07/Publishing 12.08



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

Trade fairs: IBIE Las Vegas, SIAL

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 distribution and warehousing
latest market developments
industrial freezing equipment
saving resources, networking of devices,
hygiene optimization - what next?
trends for coated and breaded products

Issue

5

SEPTEMBER/OCTOBER

Ad closing 16.09/Publishing 30.09



SIAL SPECIAL EDITION 2

Key Exhibitors Road Map and Event Agenda
SIAL Trends
Bakery & Pastry
Frozen Vegetables, Fruit, Mushrooms, Green Herbs
Technology Innovation for Frozen Vegetables and Fruit
Technology & Logistics
Blast Chilling and Shock Freezing

Meat and Poultry Products
Frozen Food in France
Global Retail Market
Nutrition & Ingredients

Trade fairs: SIAL, südback Stuttgart, INTERPOM Kortrijk

special report
new product innovation, suppliers, producers
solutions for retail and foodservice
cutting, slicing, peeling, dicing
trends and solutions in packaging equipment
versatile applications between shock freezing
and pasteurizing
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

Issue

6

NOVEMBER/DECEMBER

Ad closing 25.11/Publishing 09.12

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
Going Green
Nutrition & Ingredients
Frozen Food in Scandinavia
European Retail Market

Trade fairs: Sirha 2023, Marca Bologna 2023, Fruit Logistica 2023, Gulfood 2023

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
substantial contributions of equipment manufacturers
ethnic food innovation
producers, suppliers, consumer trends
suppliers, major retail categories, food trends

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

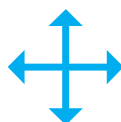
Price 1,050 €

1/4 A4 horizontal
 Net 210/74
 Gross 215/79

Price 1,050 €

1/4 A4 horizontal
 Net 170/62

Price 1,050 €



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

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.

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

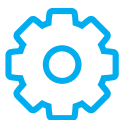
www.frozenfoodeurope.com

- 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	900 €/month
Super Leaderboard 1	970 x 90	900 €/month
Super Leaderboard 2	970 x 90	900 €/month
Skyscraper 1	300/600	900 €/month
Skyscraper 2	300/600	900 €/month
Skyscraper 3	300/600	900 €/month
Skyscraper 4	300/600	900 €/month
Sidebar 1	300/250	800 €/month
Sidebar 2	300/250	800 €/month
Content banner 1	728/ 90	800 €/month
Content banner 2	728/ 90	800 €/month

Dimensions are in px.

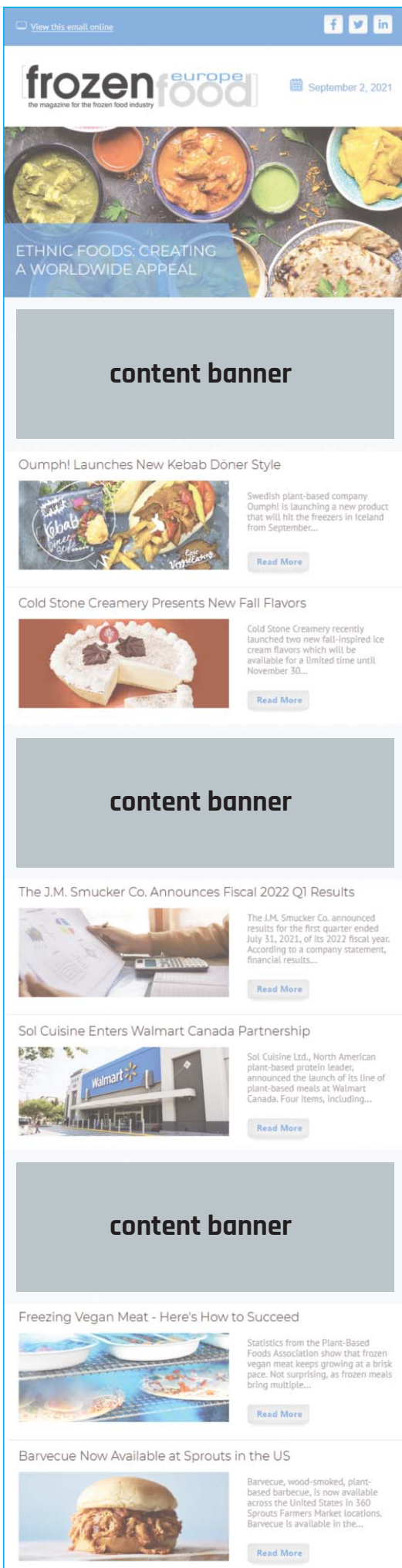


TECHNICAL DETAILS

- ✓ File dimensions: max 150kb
- ✓ Formats: jpg, gif
- ✓ jpg and gif files must be sent together with the URL
- ✓ **Deadline: 5 days prior the beginning of the campaign**

The screenshot shows the website layout with various banner positions labeled:

- top banner**: Located at the top of the page, above the navigation menu.
- super leaderboard 1**: A large banner at the top of the main content area, featuring an article about ethnic foods.
- super leaderboard 2**: A second large banner below the first, featuring a market overview article.
- skyscraper 1**, **skyscraper 2**, **skyscraper 3**, and **skyscraper 4**: Vertical banners placed on the left and right sides of the page.
- sidebar 1** and **sidebar 2**: Vertical banners located in the right-hand sidebar area.
- content banner 1** and **content banner 2**: Horizontal banners placed within the main content area, below the market overview and latest products sections.



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	600/200	800 €/month
*Sponsored Content		800 €/month

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



TECHNICAL DETAILS

- ✓ File dimensions: max 150kb
- ✓ Formats: jpg, gif
- ✓ jpg and gif files must be sent together with the URL
- ✓ **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

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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
WORLDBAKERS DOSSIER
www.worldbakers.com

Retail & FMCG

PROGRESIV Romania
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PROGRESSIVE Croatia
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PROGRESSIVE Bulgaria
www.progressive.bg
PROGRESSIVE Serbia
www.progressivemagazin.rs

Hospitality

TRENDS HRB Romania
www.trendshrb.ro
HRB Croatia



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