

MEDIA PLANNER
2024

www.frozenfoodeurope.com



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.

Aug -

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

PLAN 2024

Issue **1** JANUARY/FEBRUARY **ANUGA FOODTEC** Ad closing 26.01/Publishing 09.02 **SPECIAL EDITION**



Frozen Pasta for Catering and Foodservice
Bakery and Pastry
Bio and Organic Products for the Food Industry
Frozen Potato Technology
Frozen Potato Market
Process and Packaging Technology
Freezing Technology

Transport & Logistics
Artificial Intelligence
Nutrition & Ingredients
Frozen Food in Germany

product innovation, manufacturers, suppliers
key market players, producers, suppliers
trends and innovations
sorting, peeling, cutting, slicing, dicing, PEF systems
new products and European overview
state-of-the-art equipment and solutions
conveyor belts, freezers and chillers, tunnel and spiral
freezing systems
developments, distribution, and cold storage
update on applications for automation & robotics
for frozen bakery and potato products
recent developments, review, estimates

Trade fairs: ANUGA FOODTEC Cologne, INTERGASTRA Stuttgart, BIOFACH Nürnberg, GULFOOD Dubai, FOODEX JAPAN, INTERNORGA Hamburg, CFIA Rennes, IFE London, FOODEXPO Greece

Issue **2** MARCH/APRIL **PLMA** **CIBUS** Ad closing 29.03/Publishing 12.04 **SPECIAL EDITION**



Appetizers, Snacks and Pies
Frozen Vegetables, Fruit, Mushrooms, Green Herbs
Plant-based & Vegetarian Products
Technology Innovation for Frozen Vegetables & Fruit
Benelux Market Review
Cooked & Pre-Cooked IQF Products for the Food Industry
Technology and Equipment
Digitalization & Networking
Frozen Desserts & Ice Cream Market in Europe
Frozen Fish & Seafood
Nutrition & Ingredients
Frozen Food in the UK

high convenience, filo pastry & pies, pizza & ready meals
trends and market overview
meat-free and protein substitutes
sorting, peeling, cutting, slicing, dicing, PEF systems
major players and new products
rice, pasta, sauces, cereals, noodles, vegetables
industrial freezing, freezers, coolers, proofers, ovens
smart solutions for the food industry
market dynamics & new product development
sustainable practices, market overview, major processors
vegetables, fruit and herbs
market overview

Trade fairs: PLMA Amsterdam, CIBUS Parma, SEAFOOD Processing GLOBAL Barcelona, FOOD & DRINK EXPO Birmingham

Issue **3** MAY/JUNE Ad closing 24.05/Publishing 07.06

Frozen Food from Italy
Frozen Pasta & Noodles
Frozen Pizza Market
Technology and Innovation for Frozen Pizza
Ingredients for the Foodservice Industry

Frozen Finger Food, Fried & Baked Products
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
herbs & mixed herbs, rice, noodles, vegetables,
processed meat, and sauces
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: SNACKEX Stockholm, SUMMER FANCY FOOD SHOW

Issue **4** JULY/AUGUST **SIAL** Ad closing 26.07/Publishing 09.08 **SPECIAL EDITION 1**



Coated/Breaded/Batter Foods
Ethnic Foods - Greek, Mexican, Italian,
German, French & Asian Food
Potato Technology Innovation
Technology for the Food Industry
Potato Market Update
Vegetarian and Vegan Food
Industrial Freezing Systems
Frozen Food in Spain and Portugal
Nutrition & Ingredients

Trade fairs: SIAL Paris

new products, market evolution
product trends, producers, markets overview
new equipment for potato processing
PEF systems
frozen fries market overview in retail & foodservice
product trends, innovations
latest equipment and technologies
latest market developments
trends for coated and breaded products

Issue **5** SEPTEMBER/OCTOBER **SIAL SPECIAL EDITION 2** Ad closing 20.09/Publishing 04.10 **INTERPOM**



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

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

Trade fairs: SIAL Paris, SÜDBACK Stuttgart, INTERPOM Kortrijk, PLMA Chicago, GULFOOD MANUFACTURING Dubai

special report
sweet & salty products
products for retail and foodservice
sorting, peeling, cutting, slicing, dicing, PEF systems
trends and solutions in packaging equipment
versatile applications between shock freezing
and pasteurizing
new technologies for product development
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 22.11/Publishing 06.12

Ready to Bake & Pre-Baked Foods
Convenience Food for Retail & Foodservice
Frozen Products for Catering & Foodservice
Meat and Veggie Burgers
Freezing Technology
Quick Service Restaurants & Bar and Snack Channel
Going Green
Nutrition & Ingredients
Frozen Food in Scandinavia
European Retail Market

Trade fairs: SIRHA Lyon 2025, MARCA Bologna 2025, FRUIT LOGISTICA Berlin 2025, GULFOOD Dubai 2025

market innovation, producers, new products
European market evolution, category breakdown
suppliers, producers, processors
product development & trends
refrigerating and freezing equipment
leading operators in Europe and market evolution
substantial contributions of equipment manufacturers
ethnic food innovation
producers, suppliers, consumer trends
suppliers, major retail categories, food trends

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%)**

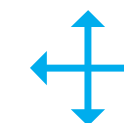
JOB TITLE

- Buyers
- CEOs
- Managing Directors
- Purchasing Managers
- Commercial Managers
- Export Managers
- Plant Managers
- Operational Managers
- Plant Engineering Directors
- Production Directors
- R&D Directors
- QA Directors

ADVERTISING FORMATS

STANDARD

frozenfood Front cover Net 210/210 Gross 220/210 Price 5,200 €	Inside Cover 2 Back Cover Net 210/297 Gross 220/307 Price 4,000 €	Inside Cover 3 Net 210/297 Gross 220/307 Price 4,000 €	1/1 A4 Net 210/297 Gross 220/307 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 220/154 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 220/102 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 220/79 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.

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 24.03 Publishing 07.04

A Closer Look: Plant-based and Free-from Foods
Frozen Vegetables, Fruit & Green Herbs
Bakery, Pastry, and Desserts
Snacks, Appetizers, Side Dishes
Meat and Veggie Burgers
Technology Innovation - New Equipment for the Food Industry

ISSUE 2 Ad closing 13.09 Publishing 27.09

Frozen Finger Food
Frozen Potato: End Products & Processes
Free-from Foods - Product Innovation, Manufacturers, and Suppliers
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

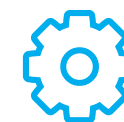
www.frozenfoodeurope.com

- 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	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

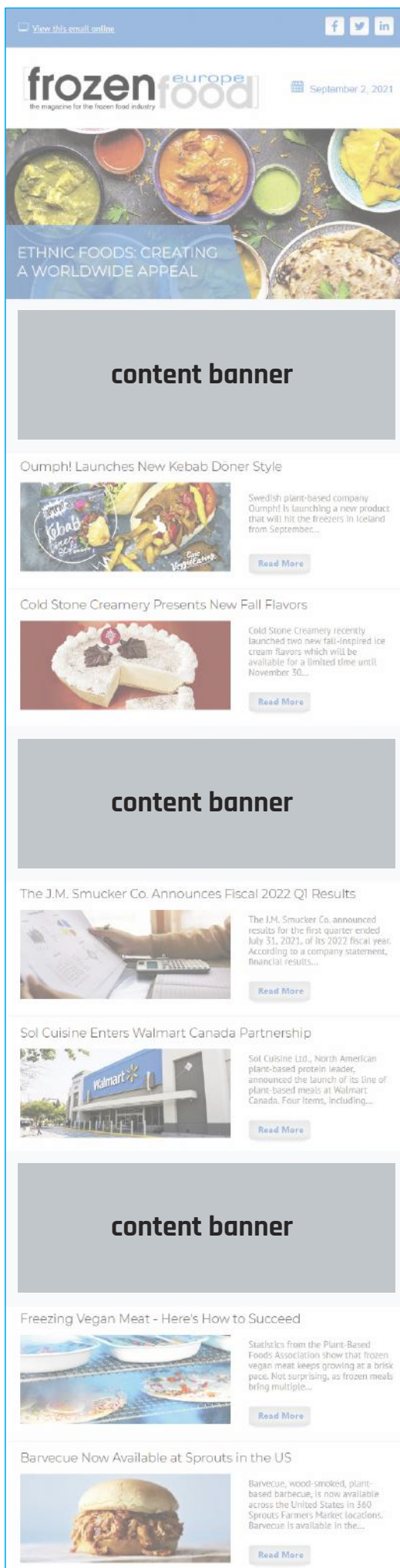
- ✓ File dimensions: max 150kb
- ✓ Formats: jpg, gif
- ✓ jpg and gif files must be sent together with the URL
- ✓ **Deadline: 5 days prior the beginning of the campaign**

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



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

CONTACT US!

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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
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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 Bulgaria
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Hospitality

TRENDS HRB Romania
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HRB Croatia



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