

MEDIA PLANNER
2025

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.



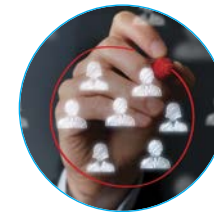
WEEKLY NEWSLETTER

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

CALENDAR 2025

Issue 1 JANUARY/FEBRUARY

Ad closing 24.01/Publishing 07.02

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 and transportation solutions, spiral
 freezing systems, freezers and chillers
 developments, distribution, and cold storage
 update on applications for automation & robotics
 for frozen bakery and potato products
 recent developments, review, estimates

Trade fairs: BIOFACH Nürnberg **BIOFACH** GULFOOD Dubai, INTERNORGA Hamburg **INTER NORGA** FOOD EX JAPAN Tokio **FOODEX JAPAN 2025**
 CFIA Rennes **Cfia** Sandwich & Snack Show and Parizza, IFE London **IFE**

Issue 2 MARCH/APRIL

Ad closing 28.03/Publishing 11.04

IFFA IFFA IBA IBA TUTTOFOOD TUTTOFOOD MILANO PLMA PLMA IDDBA IDDBA 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
 overview of spiral belts for applications in the food
 freezing industry
 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: IFFA Frankfurt, IBA Düsseldorf, TUTTOFOOD Milano, PLMA Amsterdam, IDDBA New Orleans, NRA Chicago, SEAFOOD GLOBAL Barcelona, FOOD & DRINK EXPO Birmingham

Issue 3 MAY/JUNE

Ad closing 23.05/Publishing 06.06

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

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

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.

Trade fairs: SUMMER FANCY FOOD New York City **summer fancy food show**

Issue 4 JULY/AUGUST

Ad closing 25.07/Publishing 08.08

ANUGA ANUGA 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

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

Trade fairs: ANUGA Cologne, POTATOEUROPE Lelystad **POTATOEUROPE**

Issue 5 SEPTEMBER/OCTOBER

Ad closing 12.09/Publishing 26.10

ANUGA ANUGA SPECIAL EDITION 2

Key Exhibitors Road Map and Event Agenda
Anuga 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

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

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

Trade fairs: ANUGA Cologne, PACK EXPO Las Vegas, PLANT BASED WORLD EUROPE London, PACK EXPO INTERNATIONAL Chicago, GULFOOD MANUFACTURING Dubai, PLMA Chicago

Issue 6 NOVEMBER/DECEMBER

Ad closing 19.11/Publishing 02.12

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

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

Trade fairs: MARCA Bologna 2025 **ma@ca** FRUIT LOGISTICA Berlin 2025 **FRUIT LOGISTICA** GULFOOD Dubai 2025 *Gulfood*

PRINT & DIGITAL 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 28.03 Publishing 11.04

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 12.09 Publishing 26.09

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.cmngromania.ro](ftp://ftp.cmngromania.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.

WEBSITE ADVERTISING: SPECS & PRICES



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

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**

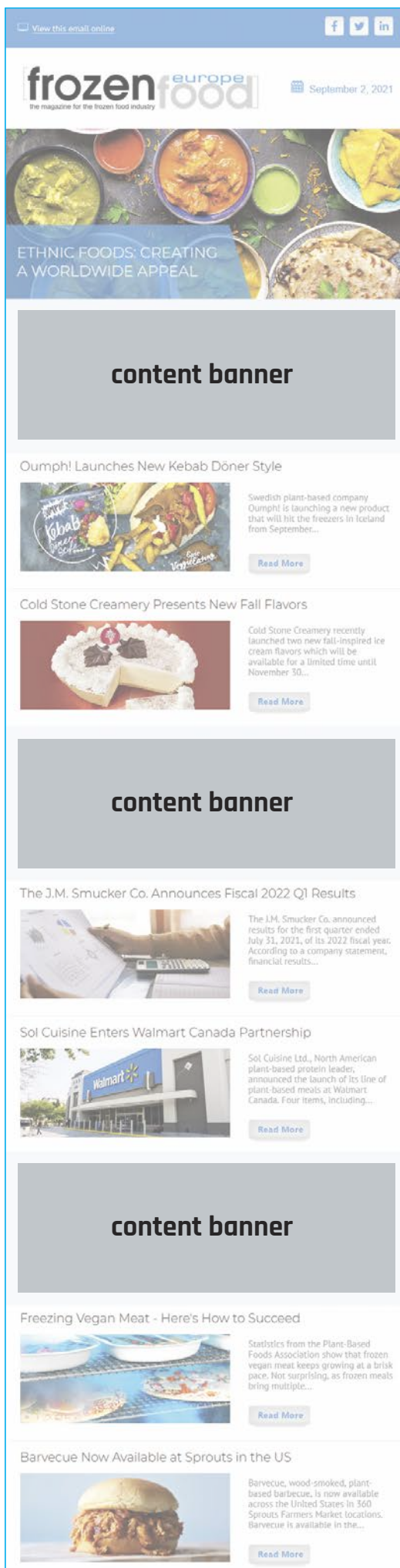


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NEWSLETTER ADVERTISING: SPECS & PRICES



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!

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

Editor in Chief:
BOGDAN ANGHELUTA
bogdan.angheluta@trade.media
+40 774 074 682

Publisher:
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
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www.potatobusiness.com

Bakery industry

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ASIA PACIFIC BAKER & BISCUIT
WORLDBAKERS DIGITAL
WORLDBAKERS DOSSIER
www.worldbakers.com

Retail & FMCG

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PROGRESSIVE Bulgaria
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www.progressivemagazin.rs

Hospitality

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HRB Croatia



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

