

MEDIA^{PLANNER}

2026

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 23.01/Publishing 06.02

CFIA  / GULFOOD *Gulfood* / FOODEX JAPAN  SPECIAL EDITION

Frozen Pasta for Catering and Foodservice
Bakery and Pastry
Crispy Veggie Appetizers & Snacks
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
battered and coated products for the food industry
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: INTERGASTRA Stuttgart, GULFOOD Dubai, BIOFACH Nurnberg, CFIA Rennes, FOODEX JAPAN Tokio, INTERNORGA, FOODEXPO Greece, IFE London, SNACK SHOW - PARIZZA Paris

Issue

2

MARCH/APRIL

Ad closing 27.03/Publishing 10.04

INTERPACK  / TUTTOFOOD  / PLMA  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

Interpack and TUTTOFOOD Preview

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
innovations in process technology for the meat and
baking 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: INTERPACK Dusseldorf, TUTTOFOOD Milano, NRA Chicago, PLMA Amsterdam, SEAFOOD PROCESSING GLOBAL Barcelona, IDDBA Orlando

Issue

3

MAY/JUNE

Ad closing 22.05/Publishing 05.06

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 Lisbon, SUMMER FANCY FOOD New York

CALENDAR 2026

Issue

4

JULY/AUGUST

Ad closing 24.07/Publishing 07.08

SIAL



/ IBIE



/ POTATO EUROPE

POTATO EUROPE

SPECIAL EDITION

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: SIAL Paris, IBIE Las Vegas, POTATO EUROPE Hannover

Issue

5

SEPTEMBER/OCTOBER

Ad closing 18.09/Publishing 02.10

SIAL



/ INTERPOM



/ CIBUS TEC



SPECIAL EDITION

Key Exhibitors Road Map and Events Agenda
SIAL and INTERPOM Preview
SIAL Trends
Bread, Bakery, and Pastry
Frozen Vegetables, Fruit, Mushrooms, Green Herbs
Technology Innovation for Frozen Vegetables and Fruit
Technology & Logistics
Freezing and Cooling Excellence for the Food Industry

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

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 cooking processes
new technologies for product development
key players, product innovation, suppliers
consumer behavior, new products, processors, suppliers
for pre-baked and ready to bake foods

Trade fairs: SIAL Paris, CIBUS TEC Parma, SUDBACK Stuttgart, INTERPOM Kortrijk, PLMA Ghicago,
GULFOOD MANUFACTURING Dubai, PACK EXPO Las Vegas, PACK EXPO INTERNATIONAL Chicago

Issue

6

NOVEMBER/DECEMBER

Ad closing 20.11/Publishing 04.12

GULFOOD

Gulfood

/ FRUIT LOGISTICA



/ MARCA



SPECIAL EDITION

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
increasing economic efficiency in a sustainable manner
ethnic food innovation
producers, suppliers, consumer trends
suppliers, major retail categories, food trends

Trade fairs: SIGEP Rimini 2027, MARCA Bologna 2027, FRUIT LOGISTICA Berlin 2027, GULFOOD Dubai 2027

AUDIENCE OVERVIEW



MARKET SEGMENTS:

- **Retail 37%**
 - Hypermarket & supermarket chains
 - Convenience stores
 - Specialized frozen food stores
 - Discounters
 - Importers, distributors, and purchasing centers
- **Foodservice 36%**
 - Restaurant, hotels and fast food chains
 - Bar & snack channels
 - Catering operators
 - Importers, distributors, and purchasing centers
 - Gastronomy travel channels (QSR chains, gas station stores, etc)
 - Institutional catering (large canteens, hospitals, rest homes, airline operators etc)
- **Processors, food manufacturers 16%**
- **Wholesale (C+C), Frozen Food Wholesalers 8%**
- **Importers, Purchasing Centers 3%**

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

ADVERTISING FORMATS & PRICES

STANDARD

	
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 €

2x A4 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 €

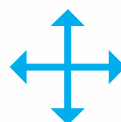
1/3 A4 horizontal	
Net	170/86
Price	1,650 €

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: cmgquest; password: cm_guest. Please save the file under the directory called Frozen Food Europe.

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 – Sorting, peeling, cutting, slicing,
PEF systems 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 – Sorting, peeling, cutting, slicing,
PEF systems 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://cmgromania.ro>, user name: cmgquest; 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**

The screenshot displays the website layout with various advertising banner positions labeled:

- top banner**: Located at the very top of the page.
- super leaderboard 1**: A wide banner below the top banner.
- skyscraper 3**: A vertical banner on the right side.
- super leaderboard 2**: Another wide banner below the first one.
- skyscraper 1**: A vertical banner on the left side.
- skyscraper 2**: A vertical banner on the left side, below skyscraper 1.
- skyscraper 4**: A vertical banner on the right side, below skyscraper 3.
- sidebar 1**: A vertical banner on the right side, below skyscraper 4.
- content banner 1**: A wide banner in the middle section.
- content banner 2**: A wide banner at the bottom of the main content area.
- sidebar 2**: A vertical banner on the right side, below sidebar 1.



www.frozenfoodeurope.com



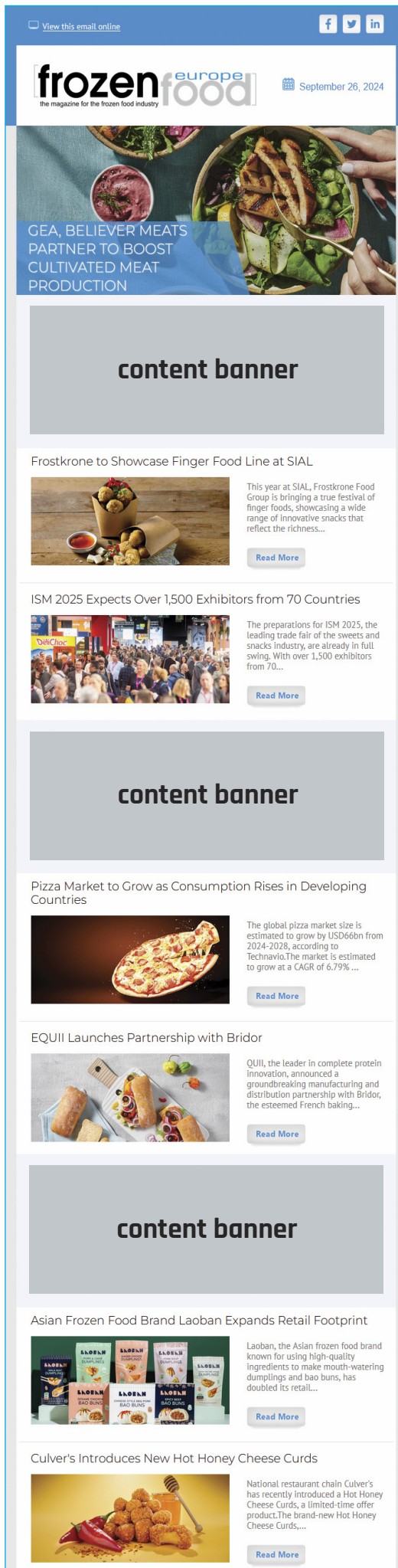
frozenfoodeurope



@FrozenFoodMag



Frozen Food News



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

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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
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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Romania
Tel.: +40 21 315 90 31,
E-mail: office@mediatrade.ro

