

Food & Drink

INTERNATIONAL

MEDIA PACK 2016

INTERNATIONAL
7 2015
www.fdlforum.net



Food & Drink
INTERNATIONAL
OCTOBER 2015
www.fdlforum.net
£3.50 STERLING



MAKE THE RIGHT MARKETING INVESTMENT

Marketing is a vital ingredient for the success and growth of any business – Food & Drink International can provide the perfect platform for boosting your company profile and will give your brand the best chance of being seen by your target audience.

The voice of the food and drink industry

With over 60,000 readers throughout the UK and Europe, Food & Drink International is the most comprehensive medium for your company. No other magazine can guarantee such high profile coverage. The hallmark of Food & Drink International is in its editorial approach. The magazine has a policy of using experts in their fields in order to ensure editorial integrity and independence. Top names in the sector regularly contribute with incisive opinion and valuable advice.

Established for over fifteen years, Food & Drink International attracts a high calibre of advertisers,

because they know they can trust us to deliver their

message to the customers who matter. There are

numerous promotional opportunities available to suit your needs.

Better yet, Food & Drink International is also published online, complementing the printed magazine and giving promotions an even wider reach and providing interactive opportunities.



OVER 15 YEARS SUPPORTING FOOD AND DRINK INDUSTRY



A NEW ERA

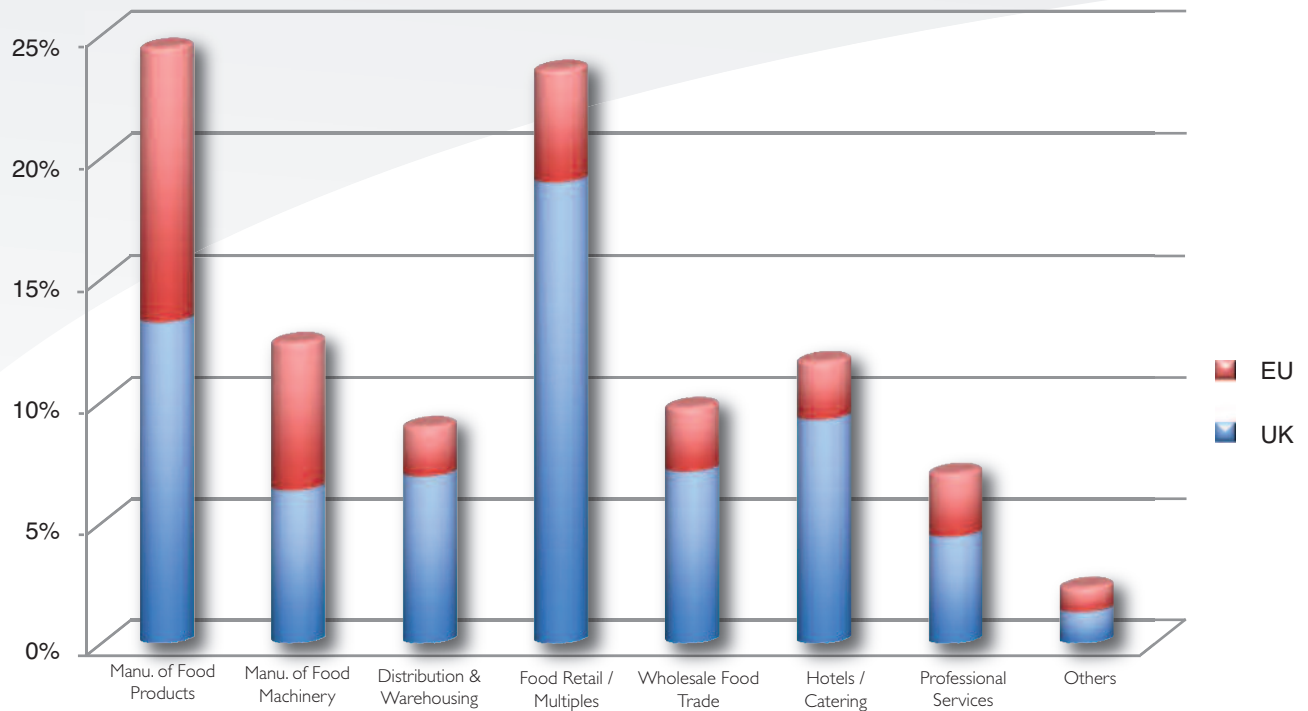
The fact that we've been helping advertisers for years speaks for itself, but check out the calibre of advertisers in Food & Drink International.

Advertisers choose Food & Drink International because they know they can entrust us with their advertising campaigns, to deliver their message to the customers who matter – furthermore, our high quality format means Food & Drink International is read, kept and passed on, working for you long after publication date.

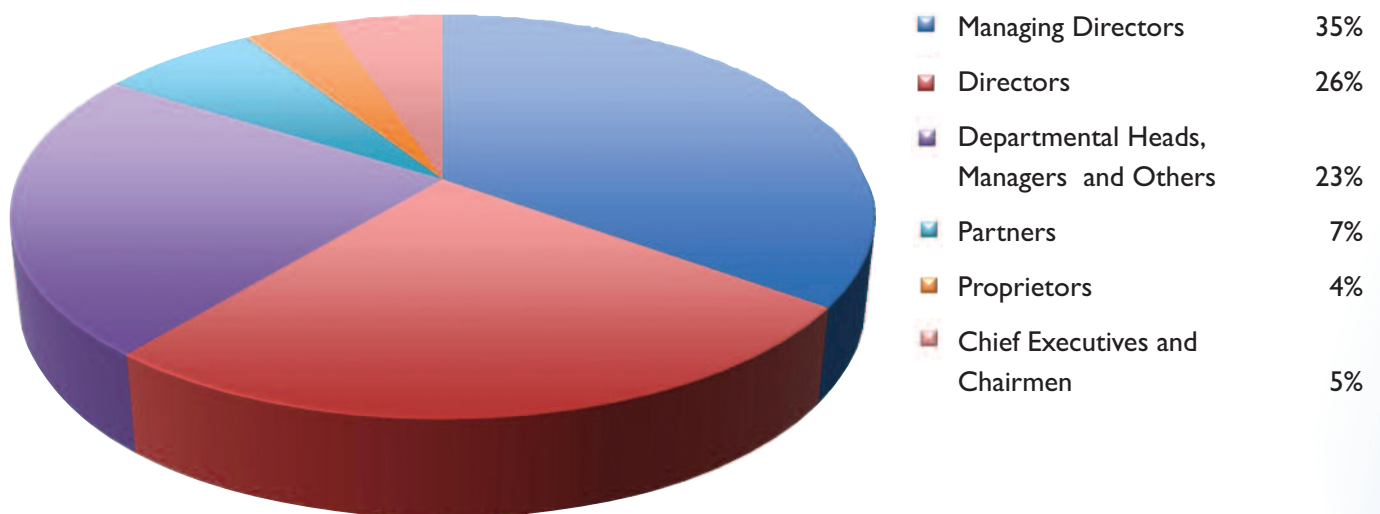
Now Food & Drink International is better value than ever as each magazine is published online exactly as you see the print version. Your advertisement can be seen even further afield and by even more readers. For an extra fee a link can be added to your advertisement allowing visitors to visit your site directly.



NO OTHER FOOD & DRINK MAGAZINE CAN GUARANTEE THE SAME HIGH PROFILE COVERAGE



The responsibility for purchasing decisions lies in the hands of different people in each organisation- Food & Drink International reaches many decision makers and is often handed down to other departments as 'required reading'



The most up-to-date analysis of subscribers to Food & Drink International allows us an accurate picture of our readers

GET ONE STEP AHEAD

Readers of Food & Drink International are often the first to know about the latest product innovations, contract wins and trade shows that can have a vital impact on their business' competitiveness. Subscribing to Food & Drink International ensures you're one step ahead of your rivals and can keep fully briefed on all the major issues affecting the industry. Subscribers also receive our regular e-newsletters too!

60,000 readers

e-magazine received worldwide

media partners with leading industry

trade shows



SPECIAL REPORTS

Throughout the year, we present regular updates on cutting edge aspects of the industry

- Laboratory & Testing Showcase
- Instrumentation & Calibration
- Ingredients & NPD
- Control & Automation

Each month we also carry previews of the industry's leading trade shows



Jan

- **Health, Safety & Hygiene Spotlight**
- End of Line Packaging
- Mixing & Blending
- Loading Bays & Doors
- Snack Foods

Feb

- **Processing Spotlight**
- Cartoning & Slewing
- Conveying
- Clean Air Solutions
- Bakery & Confectionary

Mar

- **Supply Chain Spotlight**
- Labelling, Coding & Marking
- Sieves & Separators
- Flavouring & Colouring
- Dairy

Apr

- **Software Spotlight**
- Sustainable Packaging
- Pumps & Fluids
- Microbiology
- Containers & Pallets

May

- **Packaging Spotlight**
- Water Treatment
- Depositors & Filling
- Warehousing & Distribution
- Meat, Poultry & Seafood

Jun

- **Temperature Control Spotlight**
- Caps & Closures
- Control & Automation
- Materials Handling
- Beverages



Jul

- **Ingredients Spotlight**
- End of Line Packaging
- Transport & Logistics
- Slicing, Dicing & Cutting
- Traceability
- Ready Meals

Aug

- **Machinery & Equipment Spotlight**
- Packaging Materials & Design
- Forklift & Pallet Trucks
- Vision & Inspection
- Engineering & Components
- Frozen & Chilled Foods

Sep

- **Health & Safety Spotlight**
- Sustainable Packaging
- Flow Measurement & Control
- Warehousing Optimisation
- Soups & Sauces

Oct

- **Environmental Spotlight**
- Packaging
- Sorting & Weighing
- Loading Bays & Doors
- Fruit & Vegetables

Nov

- **Processing Spotlight**
- Functional Ingredients
- Labelling & Traceability
- Facilities Management
- Bakery & Confectionary

Dec

- **Health, Safety & Hygiene Spotlight**
- Process, Control & Automation
- Logistics
- End of Year Success Stories
- Innovations in Packaging
- Sandwiches & Snacks

ADVERTISING RATES

Food & Drink International is printed in 4 colour process using 115gsm art coat for text, and 225gsm art coat for cover, on sheetfed printing machines to ensure the highest quality.

	Single	3 series	6 series	9 series	12 series
		-10%	-20%	-30%	-40%

Special Positions

Back Cover	£2,115.00	£1,903.00	£1,692.00	£1,480.50	£1,269.00
Inside Front Cover	£1,980.00	£1,782.00	£1,584.00	£1,386.00	£1,188.00
Inside Back Cover	£2,035.00	£1,831.50	£1,628.00	£1,424.50	£1,221.00

Colour

Double Page Spread	£2,875.00	£2,587.50	£2,300.00	£2,012.50	£1,725.00
Full Page	£1,770.00	£1,593.00	£1,416.00	£1,239.00	£1,062.00
1/2 Page	£1,035.00	£931.50	£828.00	£724.50	£621.00
1/4 Page	£675.00	£607.50	£540.00	£472.50	£405.00
Double Profile Page	£2,299.00	£2,069.10	£1,839.20	£1,609.30	£1,379.40
Full Profile Page	£1,330.00	£1,197.00	£1,064.00	£931.00	£798.00
Full Page PSE	£1,295.00				
1/2 Page PSE	£660.00				

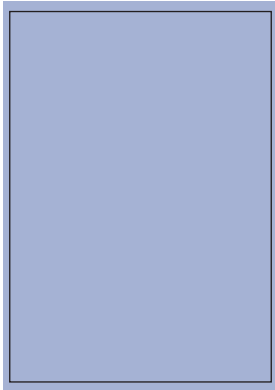
Mono

Double Page Spread	£2,295.00	£2,065.50	£1,836.00	£1,606.50	£1,377.00
Full Page	£1,370.00	£1,233.00	£1,096.00	£959.00	£822.00
1/2 Page	£770.00	£693.00	£616.00	£539.00	£462.00
1/4 Page	£430.00	£387.00	£344.00	£301.00	£258.00
Double Profile Page	£1,940.00	£1,746.00	£1,552.00	£1,358.00	£1,164.00
Full Profile Page	£865.00	£778.50	£692.00	£605.50	£519.00

Please note: Prices for 3 series and over, there is no agency discount applicable and also PSE prices are not discountable. Prices are per insertion. 10% Agency discount applies only to recognised PPA register agencies with finished artwork. Full terms and conditions of advertising are available online and included with every order.

All prices subject to VAT.

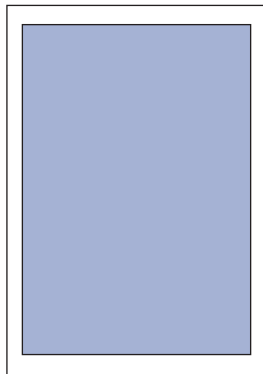
ADVERTISEMENT SIZES



Full Page
BLEED

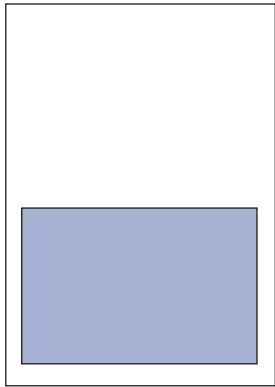
216mm width
x
303mm height

*3mm each side
will not be
printed*



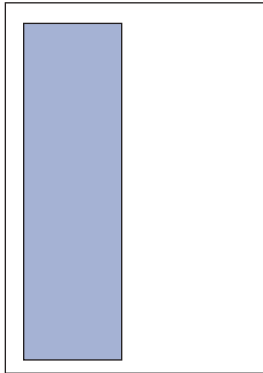
Full Page
TYPE

190mm width
x
277mm height



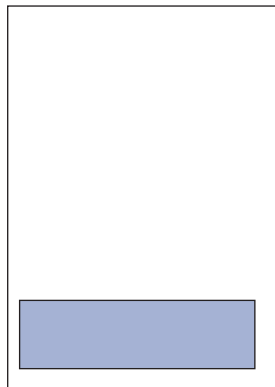
Half Page
Landscape

190mm width
x
135mm height



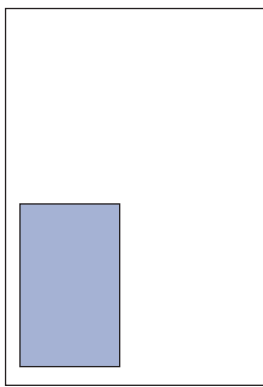
Half Page
Portrait

93mm width
x
277mm height



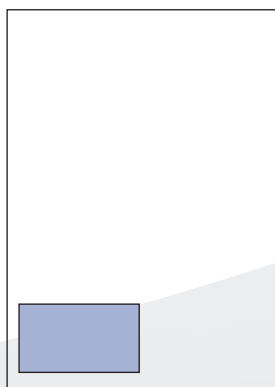
Quarter Page
Landscape

190mm width
x
65mm height



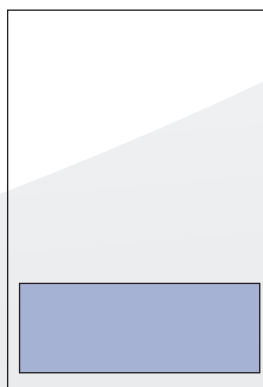
Quarter Page
Portrait

93mm width
x
135mm height



Eighth Page
Landscape

93mm width
x
65mm height



Third Pages

190mm width
x
80mm height

*Only available for
certain features*

DIGITAL ARTWORK

Advertisements can be sent on CD, flash drives etc, through email (8mb max) or uploaded onto our FTP site (please ask your sales representative for details). JPG, TIF or PDF formats accepted.

Artwork should be sent 100% size @ 300dpi.

PDF documents must have all fonts, pictures and logos embedded. A printed SWOP approved proof should accompany all digital artwork.

In the event of not receiving a SWOP approved proof, we cannot be held responsible for any errors incurred in the reproduction of all or part of the document.

DOUBLE PAGE SPREADS

Please note when printing perfect bound magazines there is a 3mm trim in the centre. A further 6mm (approx) either side of the gutter should be allowed to avoid type running in the binding of the magazine.

For a full specification sheet on double page spreads please contact your sales representative.

Food & Drink
INTERNATIONAL

ONLINE ADVERTISING



Headers
728x90 pixels

Sidebar rectangle
300x120 pixels

Sidebar banner
300x250 pixels

Sidebar buttons
160x160 pixels
160x300 pixels
160x600 pixels

Inpage Banner
728x90 pixels

Inpage Banner
300x250 pixels

Footer
728x90 pixels

	monthly	annually
Site Wide Advertising		
Header	£650	£5,000
Footer	£300	£2,500

Homepage Advertising

Inpage Banner	£450	£4,000
Inpage Side Banner	£550	£4,500
Sidebar Banner	£550	£4,500
Sidebar Rectangle	£300	£2,500
Sidebar button - 160x160	£150	£1,300
Sidebar button - 160x300	£300	£2,500
Sidebar button - 160x600	£550	£4,500

Category Advertising

Sidebar Banner	£450	£4,000
Sidebar Rectangle	£200	£1,750
Sidebar button - 160x160	£100	£1,000
Sidebar button - 160x300	£250	£1,750
Sidebar button - 160x600	£450	£4,000

Sponsorship of news categories

Exclusive sponsor to include Inpage Banner/Side (selected categories), top Sidebar banner on Categories page and ad newsletter in the relevant news section

£1,000 per month

Each sponsor gets a 728 x 90px or 300 x 250px on Homepage (selected categories) 300 x 250 px Sidebar banner on Section page and 160 x 160 px advert on the newsletter.

Simple animations can be done in house and are free of charge. Artwork supplied needs to be flat jpg or gif (animated or not), no more than 35k. SWF files can be used, please embed link.

All prices are subject to VAT.

The Numbers

- Over 15,000 unique visitors per month
- Page views of over 4.5 million per year
- Average of 15,000 readers per news item
- Average of 6.24 pages per visit, 2 minutes spent on each visit
- In excess of 500,00 daily news emails per annum sent to key decision makers
- Over 130,000 ad views a month
- Over 65% of traffic from direct links and bookmarks

E-NEWSLETTERS

Food & Drink International invites you to supplement your exposure in the magazine with an appearance in our electronic newsletters.

The newsletters are published on a weekly basis, and complement the magazine by featuring the latest news and information in the food and drink world, ensuring our readers remain fully up-to-date. It is sent out to our customers, almost all of whom play an important role in the industry. This means any advertisement will enjoy an impressive reach.

An advertisement on the Food & Drink International newsletter is available at a cost of just £100 + VAT for a 160 x 160 pixel box, £200 + VAT for a 468 x 60 pixel header, or £150 for the 468 x 60 pixel footer. 25k size, accompanied by a hyperlink which can be directed to any part of your website you desire.

Alternatively, for just £450 + VAT, we can send your latest newsletter or promotion. This offers a valuable opportunity to get the very latest news from your company – a product, a special offer, a major contract win or launch – across to an informed and interested audience.

The flexibility and frequency of the newsletters ensures this one is the ideal companion to an inclusion in the printed magazine.

GOING DIGITAL

You can now read Food & Drink International on the go!

Now available on Smartphones and Tablets

Ideal for those who spend time away from their office.

Just another reason to advertise with us!



SUPPLIERS GUIDE

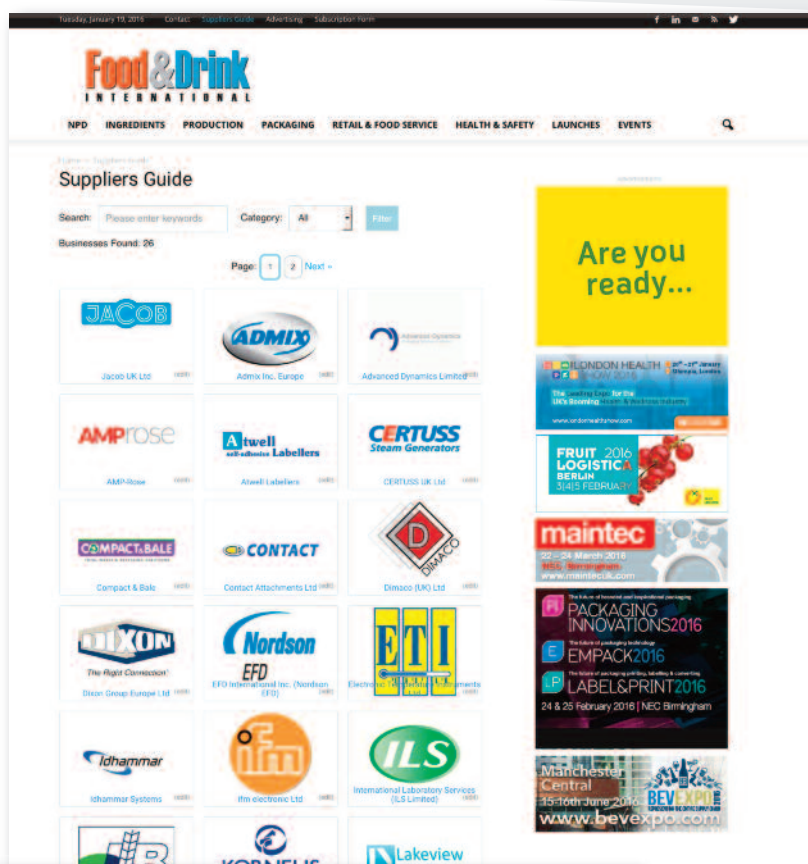
It's more difficult than ever to make a splash on the internet, but Food & Drink International's Suppliers Guide is the definitive guide to the leading companies in the industry.

Food & Drink International is constantly expanding and updating its online presence, and now our newly developed suppliers guide - fdforum.net - is better value than ever and much simpler to navigate. It is the one-stop shop for our readers to source all of the leading suppliers to the food and drink industry.

Our brand new guide is a fabulous resource, covering the entire spectrum of food and drink companies. Including an increased range of categories you are also able to search by category, company name, city or contact name – allowing users to easily find the right company for their needs.

You also get your own page to showcase your products and services. As well as a logo on the search and category listings pages you also get your company logo, address and contact details, weblink, social media links, photos, map and full bio on your listing.

We can offer twelve months' inclusion in the Suppliers Guide from as little as £150 + VAT, ensuring valuable exposure for your company on a site regularly used by over 12,000 informed and interested visitors.



170
151
145
127
102
80
70
48
35



Food & Drink

I N T E R N A T I O N A L

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