“The most influential way of international promotion”
You deserve the best media for your targeted or worldwide promotion

TECHNICAL SPECIFICATIONS

- Food Ingredients Turkey’s full-page trim size is 20 cm x 27 cm. (Trim size is the actual document size.)

- The live area of a full-page ad is 19 x 25 cm. Keep all type and important information in the live area. (Type/information should be at least one cm away from the trim edges.)

- Bleed is any element or background extending outside of the trim of a full page or spread. (Add .3 mm to all edges of trim/document size.)

- Minimum 300 dpi ready-to-print ad designs should be delivered at PDF format

Distribution Profile

- Food importers: 2,565
- Food distribution companies: 910
- Domestic food companies: 1,100
- Foreign manufacturers: 2,500
- Fairs & exhibitions: 2,000
- TOTAL: 9,075

Ad Sizes CM

- Full Page Trim Size: 20 x 27
- Bleed Size: 20.6 x 27.6
- Live Area: 19 x 25
- Two-Page Spread with No Bleed: Ad & Live: 38 x 25
- Two-Page Spread with Bleed: 40.6 x 27.6
2020 EDITORIAL PROGRAM

JANUARY 2020
Event coverage for:
ISM & ProSweets Cologne
Raw materials and ingredients
Aromas
Cocoa and Chocolate
Confectionery
Packaging
Industrial Salt

FEBRUARY 2020
Event Coverage for:
Gulfood
Food Colors
Coatings
Sweeteners
Specialty ingredients
Functional Beverages
Organic Herbal Extracts

MARCH 2020
Events coverage for:
Halal Hannover, FI AFRICA,
Modern Bakery Moscow, IBAKTECH
Processing equipments
Probiotics
Grain products
Halal food industry
Antioxidant

MAY 2020
Events coverage for:
Vitafoods Europe &
Interfood Azerbaijan
Amino acids
Collagens
Functional food
Food processing lines

JUNE 2020
Event coverage for:
Food Ingredients ASIA
Yeast Nutrients
Labelling
Healthy aging
Peeling equipments

SEPTEMBER 2020
Events coverage for:
CNR Food Istanbul,
WorldFood Istanbul and
FI Indonesia
Turkey’s food industry
Turkey’s ingredient imports
Flours
Sorting machines

OCTOBER 2020
Events coverage for:
Foodtech Eurasia &
Packaging Fair Istanbul,
FI INDIA, FI NORTH AMERICA,
SIAL PARIS and GULFOOD MANUFACTURING
Gelatine industry
Natural colors
Packaging machines
Spray encapsulation

NOVEMBER 2020
Events for coverage for:
Food Ingredients Japan and
Food Ingredients GLOBAL
Nut & Seed products
Preservatives
Frozen products
Probiotics
Dietary fibers &
functional additives
Distribution Schedule of Food & Ingredients Turkey Magazine

<table>
<thead>
<tr>
<th>Issue</th>
<th>Event/Date</th>
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<tbody>
<tr>
<td>January 2020 Issue</td>
<td>ProSweets Cologne 2-5 December 2020</td>
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<td>ISM Cologne 2-5 December 2020</td>
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<td>February 2020 Issue</td>
<td>Gulfood 16-20 February 2020</td>
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<td>Halal Hannover 6-8 March 2020</td>
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<td>March 2020 Issue</td>
<td>IBAKTECH 26-30 March 2020</td>
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<td>May 2020 Issue</td>
<td>Magazine distribution to exporters &amp; importers in Singapore May 2020</td>
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<td>June 2020 Issue</td>
<td>Special distribution to exporters and importers in Jeddah June 2020</td>
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<td></td>
<td>WorldFood Istanbul 2-5 September 2020</td>
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<td>WorldFood Moscow 22-25 September 2020</td>
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<td>October 2020 Issue</td>
<td>SIAL Paris 18-22 October 2020</td>
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<td>November 2020 Issue</td>
<td>Foodtech Eurasia 21-24 October 2020</td>
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<td>Gulfood Manufacturing 3-5 November 2020</td>
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<td></td>
<td>Foodex Saudi, Jeddah, Saudi Arabia 9-12 November 2020</td>
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<td>December 2020 Issue</td>
<td>Fi Europe Germany 1-3 December 2020</td>
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2020 Website Rates (EURO)

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<tr>
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<tr>
<td>Back Cover</td>
<td>5,000</td>
<td>4,600</td>
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<tr>
<td>Inside Front Cover</td>
<td>3,000</td>
<td>2,700</td>
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<td>Inside Back Cover</td>
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<td>First Page</td>
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<td>2,400</td>
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<tr>
<td>1/1 Inside Page</td>
<td>2,000</td>
<td>1,800</td>
<td>1,600v</td>
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<tr>
<td>Two Page Spread</td>
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<td>3,150</td>
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<tr>
<td>Half Page</td>
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<tr>
<td>LOOSE INSERTS</td>
<td>2 PAGES 1,500 EURO</td>
<td>4 PAGES 2,500 EURO</td>
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Website Advertising in Food Ingredients Turkey Magazine

2020 Website Rates (EURO)

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<td>Sidebar</td>
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<tr>
<td>Footer</td>
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<td>2,000</td>
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</tbody>
</table>

E-MAIL SHOT
25,600
VALUABLE E-MAIL ADDRESSES
3,500 EURO
Please contact:

Ayca Sarioglu
International Advertising Coordinator

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