

# Food & Ingredients Turkey

FOOD INGREDIENTS • TECHNOLOGIES • PACKAGING • LOGISTICS

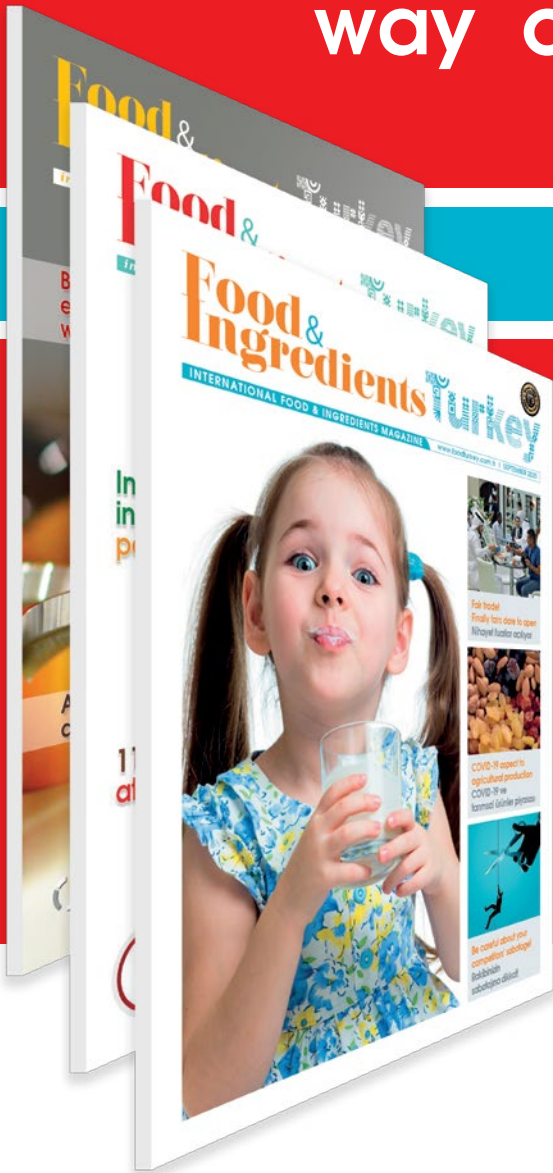
INTERNATIONAL FOOD & INGREDIENTS MAGAZINE

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PRINTED COPIES

12,165

DIGITAL COPIES

OVER 50,000

AT ALL MAJOR  
EVENTS

# 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

## SOFT COPY DISTRIBUTION

Besides hard copy, digital copy of the magazine reaches to over 38,000 international manufacturers and buyers every month by e-mailing.

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

## HARD COPY DISTRIBUTION PROFILE

Food importers	3,565
International food manufacturers	3,200
Domestic food companies	1,200
Fairs & exhibitions	1,500
International Food processing companies	2,700
<b>TOTAL:</b>	<b>12,165</b>

## 2021 EDITORIAL CALENDAR

### JANUARY 2021:

#### Event coverage for: ISM & Prosweet Cologne

Raw materials and ingredients  
Cocoa and chocolate  
Confectionery  
Fibers and thickeners  
Filling and packaging technology

### FEBRUARY 2021:

#### Event coverage for Gulfood

Food colors  
Frozen Foods  
Fruit products  
Meat & Poultry  
Fine Foods  
Aroma, essence and spice  
technology

### MARCH 2021:

#### Events coverage for Halal Hannover, Alimentec and IBAKTECH

Halal food industry  
Processing  
Bakery ingredients

### APRIL 2021:

#### Events coverage for Vitafoods Europe

Functional, free from products  
Organic Foods  
Oils  
Food Safety

### MAY 2021:

#### Event coverage for CIBUS Italy

Labeling  
Desserts  
Beverages, soft drinks,  
coffee and teas.  
Ingredients for food processing

### JUNE 2021:

#### Event coverage for Snackex and Food Safety Congress

Equipment for the production  
of special sweets and snacks  
Snacks and specialty foods

### JULY 2021:

#### Event coverage for Summer Fancy Food

Fruit and vegetables  
Nut & seeds  
Dairy products  
Enzymes

### SEPTEMBER 2021:

#### Event coverage for WorldFood Istanbul, WorldFood Moscow and CNR Food Istanbul

Rice  
Tea  
Nuts products  
Ice cream technology

### OCTOBER 2021:

#### Event coverage for Anuga Cologne, Foodtech Eurasia & Packing Fair Istanbul

Packaging machines  
Vegan products  
Beverages  
Flavours

### NOVEMBER 2021:

#### Event coverage for Gulfood Manufacturing, Foodex Saudi & Halal Expo Istanbul

Process Technologies  
Prebiotics  
Sorting machines

### DECEMBER 2021:

Event coverage for  
Food Ingredients Europe  
Vegetable, animal oils, fats  
Supply Chain Solutions  
Nut products

## Event Schedule of Food & Ingredients Turkey magazine

### JANUARY 2021 ISSUE

ISM Cologne	31 January - 03 February 2021	GERMANY
Prosweets Cologne	31 January - 03 February 2021	GERMANY

### FEBRUARY 2021 ISSUE

Gulfood	21-25 February 2021	UAE
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### MARCH 2021 ISSUE

Ibaktech	10-13 March 2021	TURKEY
Halal Hannover	19-21 March 2021	GERMANY
Alimentec	23-26 March 2021	BOGOTA

### APRIL 2021 ISSUE

Vitafoods Europe		SWITZERLAND
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### MAY 2021 ISSUE

CIBUS	4-7 May 2021	ITALY
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### JUNE 2021 ISSUE

Snackex	16-17 June 2021	GERMANY
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### JULY 2021 ISSUE

Summer Fancy Food	27-29 July 2021	USA
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### SEPTEMBER 2021 ISSUE

WorldFood Istanbul	2-5 September 2021	TURKEY
CNR Food Istanbul	2-5 September 2021	TURKEY
WorldFood Moscow	22-25 September 2021	RUSSIA

### OCTOBER 2021 ISSUE

Anuga Cologne	9-13 October 2021	GERMANY
Foodtech Eurasia & Packing Fair Istanbul	21-24 October 2021 21-24 October 2021	TURKEY TURKEY

### NOVEMBER 2021 ISSUE

Gulfood Manufacturing	7-9 November 2021	UAE
Foodex Saudi	9-12 November 2020	SAUDI ARABIA
Halal Expo Istanbul	26-29 November 2021	TURKEY

### DECEMBER 2021 ISSUE

Food Ingredients Europe		
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## 2021 ADVERTISING RATES (EURO)

PAGE	1x	3x	6x
Front Cover	7,000	6,600	6,000
Back Cover	5,000	4,600	4,000
	Subject to availability	Subject to availability	Subject to availability
Inside Front Cover	3,000	2,700	2,400
Inside Back Cover	2,500	2,250	2,000
First Page	3,000	2,750	2,400
1/1 Inside Page	2,000	1,800	1,600v
Two Page Spread	3,500	3,150	2,800
Half Page	1,000	900	800
<b>LOOSE INSERTS</b>	<b>2 PAGES 1,500 EURO</b>		<b>4 PAGES 2,500 EURO</b>



## Website Advertising Website Rates (EURO)

PAGE	1x	3x	6x
Topbar	500	400	250
Sidebar	400	300	200
Footer	350	275	175
POP-UP	1,500	1,250	1,000

## EDM (e-mailing) Advertising

**E-MAIL SHOT**  
38,000

**VALUABLE E-MAIL ADDRESSES**  
3,500 EURO

We offer EDM service for exporters, importers and manufacturers in order to they can reach their target market.



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