

Food & Ingredients INTERNATIONAL



PRINT COPIES
12,500
+
DIGITAL COPIES
OVER 50,000
+
AT ALL MAJOR
TRADE SHOWS

www.foodturkey.com.tr
e-mail: sales@img.com.tr

*Food & Ingredients Turkey has advertisers from all over the world and promotes them since 1982.

MEDIA INFORMATION 2022

EDITION	TOPICS	MAGAZINE DISTRIBUTION AT TRADE PRESS	MATERIAL DELIVERY DEADLINE	PUBLISHING DATE
JANUARY	Confectionery & snacks Food printers & labels Machinery and equipment for confectionery, snacks, sugar Food raw materials & food colors Preview: Gulfood Dubai	SIGEP ISM & Prosweets Cologne	January 3	January 7
FEBRUARY	Grains, cereals, dried fruits Meat & poultry Food aromas Food processing machineries Preview: Ibaktech & Uzfood	Gulfood Dubai Prodexpo Moscow	January 24	February 1
MARCH	Bakery ingredients Transport & logistics Hydrocolloids, stabilisers, jellying agents Preview: Anuga Foodtech	UzFood Uzbekistan Ibaktech	February 25	March 1
APRIL	Natural food flavors Fats & oils Food packaging & processing technologies Food logistics Food printers Preview: IFFA	Anuga Foodtech	March 28	April 1
MAY	Plant based products Food packaging & labels Fruit juices & concentrates Meat processing Food Logistics Spices and additives for meat and sausage	IPACK-IMA 2022 Interfood Azerbaijan IFFA	April 25	May 2
JUNE	Dairy products Fruit powders Printing, coding, marking and labeling IT solutions Preview: Snackex	Interfood Astana	May 9	May 16
JULY	Savory snacks & nuts Rice products Cocoa products Processing of sweets & snacks Food safety Preview: FACHPACK	Snackex	June 20	June 24
AUGUST	Honey, jam and spreadable products Healthy food products Functional ingredients Supply chain solutions	Worldfood Istanbul CNR Food Istanbul FACHPACK	August 19	August 26
SEPTEMBER	Soft drinks & beverage solutions Tea extract & antioxidants Frozen and semi-finished products Emulsifiers Preview: FI INDIA, SIAL PARIS & FI INDIA	Worldfood Moscow	September 9	September 14
OCTOBER	Dried fruits & vegetables Instant foods Food gelatins Fillings and coatings Preview: Gulfood Manufacturing	SIAL Paris Foodtech Eurasia Food Ingredients India	September 26	October 3
NOVEMBER	Ingredients solutions Coffee Herbs, seasonings Food packaging Preview: FI EUROPE	Gulfood Manufacturing Dubai Djazagro Algeria	October 17	October 24
DECEMBER	Food colors Essential oils Cereal grain products Collagens Nutraceuticals	FI Europe	November 28	December 9

2022 EXHIBITION CALENDAR

EDITION	EXHIBITION	DATES	COUNTRY
JANUARY	SIGEP	22-26.01.2022	ITALY
	ISM & Prosweets Cologne	30.01.2022--02.02.2022	GERMANY
FEBRUARY	Gulfood Dubai	13-17.02.2022	UAE
	Prodexpo Moscow	7-11.02.2022	RUSSIA
MARCH	UzFood Uzbekistan	29-31.03.2022	UZBEKISTAN
	Ibaktech	10-13.03.2022	TURKEY
APRIL	Anuga Foodtech	26-29.04.2022	GERMANY
MAY	IPACK-IMA 2022	3-6 May 2022	ITALY
	Interfood Azerbaijan	18-20.05.2022	AZERBAIJAN
	IFFA	14-19.05.2022	GERMANY
JUNE	Interfood Astana	25-27.05.2022	KAZAKHSTAN
JULY	Snackex	JULY	GERMANY
AUGUST	Worldfood Istanbul	01-04.09.2022	TURKEY
	CNR Food Istanbul	31.08.2022--03.09.2022	TURKEY
	FACHPACK	27-29.09.2022	GERMANY
SEPTEMBER	Worldfood Moscow	20-23.09.2022	RUSSIA
OCTOBER	SIAL Paris	15-19.10.2022	FRANCE
	Foodtech Eurasia	12-15.10.2022	TURKEY
	Food Ingredients India	OCTOBER	TURKEY
NOVEMBER	Gulfood Manufacturing Dubai	08-10-11.2022	UAE
	Djazagro Algeria	22-25.11.2022	ALGERIA
DECEMBER	Food & Ingredients Europe	DECEMBER	FRANCE

ADVERTISEMENT RATES & TECHNICAL SPECS

PRINT MAGAZINE

PAGE OPTIONS

FRONT COVER	7,000 Euro
BACK COVER	5,000 Euro
1 INSIDE PAGE	1,500 Euro
TWO PAGE SPREAD	3,250 Euro
HALF PAGE	850 Euro
INSIDE FRONT COVER	2,500 Euro
INSIDE BACK COVER	2,000 Euro

*In yearly reservations 15% discount will be applied.

ADVERTISEMENT SIZES

Full page sizes:	20,6 (width) x 27,6 cm
Two-page spread:	40,6 (width) x 27,6 cm
Half page vertical ad:	10 cm (width) x 27 cm
Half page horizontal ad:	20 cm (width) x 13,5 cm

ADVERTORIAL

Text should be English & Turkish.

Text and pictures should be delivered by client.

We help to translate your text into Turkish for free.

We prepare your pages and send you for your approval.

2-page advertorial:	2,000 Euro
---------------------	------------

ADVERTISEMENT RATES & TECHNICAL SPECS

DIGITAL ADVERTISEMENT OPTIONS



BANNERS ON OUR HOMEPAGE | www.foodturkey.com.tr

Top banner price:
1,500.00 Euro / month
Sizes: 728 x 90 px

Skyscraper price:
1,200 Euro / month
Sizes: 160 x 600 px

Side banner price:
600 Euro / month
Sizes: 350 x 350 px

Pop-up price:
1,250 Euro / month
Sizes: 600 x 400 px



ONLINE / NEWSLETTER ADVERTORIALS

Advertorials are published on our homepage
www.foodturkey.com.tr

Maximum number of characters for text: 1,000, incl. blanks
Price: 750.00 Euro

WEBINARS

THE PLATFORM THAT YOU CAN INTRODUCE YOUR COMPANY, PRODUCTS AND INNOVATIONS TO YOUR TARGET AUDIENCE

You can showcase your new product / your exhibition, the results of a study, new developments or a pilot project in an interactive webinar format to your customers / target audience.

The process lasts 60 minutes, including a subsequent discussion or a question and answer session with the participants. The webinar will be recorded and can also be accessed later via our website.

A webinar package includes:

- Invitation of participants for the webinar through mailings, newsletters and website
- Reminder e-mails for the participants
- Implementation of the webinar, including moderation
- One banner in our newsletter and the banner will be online in our website.
- After webinar, we publish the news about webinar in our upcoming issue.

Webinar package price:
13,500 Euro

EDM (E-MAILING SERVICE):

We offer e-shot service for exporters, importers and manufacturers so that they can reach their target markets. Your specific information / advertisement designed at newsletter format will be sent to our database. (Over 58,000 international e-mail addresses.) The companies are sector professionals, purchasing managers, CEO's, R&D departments in the industry. We hyperlink the material to your website so that potential buyers can see what you're offering.

We share after-delivery report including click numbers, country breakdown, visitor numbers, etc. After we send the email, we will give you all details such as which companies visited your website most and which ones stayed most. We receive demands from the interested parties and forward them to you. Alternatively, we can put your e-mail address to reply button and customers can write you directly and contact with you. We will prepare test e-mailing before sending and you can see e-shot before.

E-mailing service for 1 time:
3,750 euro

E-mailing specs:
750 (width) x 1500 pxl at HTML format



We are sorry 🙄

**We have no advertisers
from Antarctica!**

We are happy 😊

**Pioneering and leading
international companies
of all other continents
advertise with us!**

**We have 450 loyal advertisers
from 34 countries in five continents...**

**Advertise with us and expand
your export markets more**

**Food &
Ingredients** INTERNATIONAL

Please contact

Ayca Sarioglu
International
Advertising Coordinator

Mobile: +90 (536) 227 29 87
Phone: +90 (212) 454 22 22
Direct: +90 (212) 454 22 33

e-contact

www.img.com.tr
www.foodturkey.com.tr

ayca.sarioglu@img.com.tr
sales@img.com.tr

