

Food & Ingredients INTERNATIONAL



PRINT COPIES
12,500



DIGITAL COPIES
OVER 78,000



AT ALL MAJOR
TRADE SHOWS

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

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

2024 EXHIBITION CALENDAR

EDITION	EXHIBITION	DATES	COUNTRY
JANUARY	ISM & ProSweets Cologne	28-31 January 2024	Cologne, GERMANY
	Paris Packaging Week	17-18 January 2024	Paris, FRANCE
FEBRUARY	Fruit Logistica	7-9 February 2024	Berlin, GERMANY
	Gulfood	19-23 February 2024	Dubai, UAE
MARCH	Food Expo Greece	9-11 March 2024	Athens, GREECE
	Seafood Processing Expo	10-12 March 2024	Boston, USA
	CFIA	12-14 March 2024	Rennes, FRANCE
APRIL	Anuga Foodtech	19-22 March 2024	Cologne, GERMANY
	UzFood Uzbekistan	26-28 March 2024	Tashkent, UZBEKISTAN
	Seafood Processing Global	23-25 April 2024	Barcelona, SPAIN
MAY	Food & Drink Expo	1 May 2024	Birmingham, UK
	Cibus	7-10 May 2024	Parma, ITALY
	Meat TECH	May	Milan, ITALY
JUNE	Interfood Azerbaijan	15-17 May 2024	Baku, AZERBAIJAN
	PLMA World Private Label Show	May	Amsterdam, NETHERLANDS
	Food Expo	June	Tehran, IRAN
JULY	SNACKEX	June	Stockholm, SWEDEN
AUGUST	Worldfood Istanbul	AUGUST 2024	Istanbul, TURKEY
SEPTEMBER	Fachpack	24-26 September 2024	Nuremberg, GERMANY
	SUFFA	September 2024	Stuttgart, GERMANY
OCTOBER	Foodtech Eurasia	October 2024	Istanbul, TURKEY
	SIAL PARIS	19-23 October 2024	Paris, FRANCE
NOVEMBER	Gulfood Manufacturing	November 2024	Dubai, UAE
DECEMBER	Food Ingredients Europe	December 2024	Paris, 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
---------------------	------------

2024 Editorial Calendar / Topics by month

Food & Ingredients INTERNATIONAL

EDITION

MAIN TOPICS

January

Beverages and drinks, ice creams

February

Cheese and dairy products

March

Plant based products

April

Confectionery, sweets and snacks, confectionery production

May

Milk & dairy products, food packaging

June

Private label production, yoghurts, sweeteners

July

Baby food, fine foods

August

Edible oils, flour, sugars, plant based products

September

Hot beverages, functional foods, plant based drinks

October

Milk, cheese, yoghurt, bread, confectionery, honey, jam, dried fruits

November

Dried fruits, nutritional products, food aromas

December

Food Ingredients, yoghurts, dairy ingredients

ADVERTISEMENT RATES & TECHNICAL SPECS



DIGITAL ADVERTISEMENT OPTIONS

BANNERS ON OUR HOMEPAGE | www.foodingredientsmag.com

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.foodingredientsmag.com

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

Price: 750.00 Euro

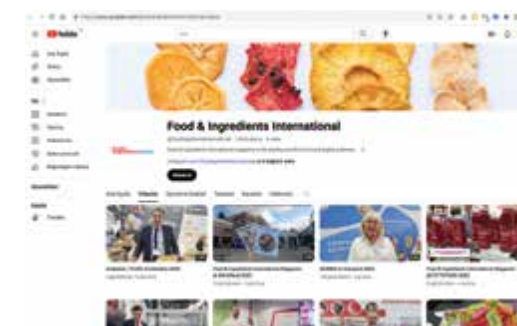
VIDEO INTERVIEW

We can make video interviews in your stand you attend in trade shows.

This options is available for all exhibitions we attend in 2024.

Video examples can be found at
www.foodingredientsmag.com

Price: 1.250 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 78,000 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



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

We are all over the globe to promote your company!

Food Ingredients Europe



IFFA Germany



Snackex Hamburg



Gulfood Manufacturing



Uzfood Uzbekistan



Iran Food Exhibition



Gulfood Dubai



Ipack Ima Italy



Food & Drink Expo United Kingdom



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.foodingredientsmag.com

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

