



Media-Information

Valid from 1st June 2011

EUROPEAN
FOOD

JOURNAL

1 The magazine & the publisher

The Journal

European Food Journal is a magazine on the European food and beverage industry. The magazine provides its readers with insight into companies of the branch being based on personal interviews with entrepreneurs, managers and executives.

In each edition, the magazine takes a fresh look at latest trends, product innovations and customer-orientated service concepts of all sectors of the European food and beverage industry. Culinary highlights, production processes, food and packaging technologies as well as gastronomic trends and table accessories are central topics of each issue. Economic hard facts are being flavoured with lifestyle reports and future visions and form a unique and inspiring menu of information.

Cutting-edge research combined with an attractive design make the magazine a frequented source for strategic and management information, for features and analyses. Help yourself at a scrumptious buffet of contact possibilities.

Publisher:	International Business Verlag GmbH
Editor-in-Chief:	Dipl.-Kfm. M. Brinkmann
Advertising:	A. Janssen
Address:	Landersumer Weg 40 · 48431 Rheine
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2 Marketing services/ Print and Circulation

- *business-videos*
- *clients' magazines*
- *employees' papers*
- *newsletters*
- *lettershopping*
- *translations*
- *PR-services and consultancy*
- *business information services*

Circulation:

Selectively circulating in Europe as well as in Northern America and the Far East, European Food Journal is the ideal medium for the promotion of international and global business relationships within the food and beverage branch. Published in English, the magazine offers its target groups an integrated portfolio of marketing opportunities to reach a premium audience.

Print run:

11,500



3 Advertising rates

valid from 1st June 2011

Magazine format: 230 mm width, 300 mm height

Print area: 200 mm width, 257 mm height
 Number of columns: 4 columns,
 Column width: 47 mm

Print method: Offset print, glue binding

Advertising deadline: 7 days prior to publication

Terms of payment: immediate net cash

Bank addresses: Volksbank
 Nordmünsterland-Mitte eG
 BLZ 40163720, Kto.-Nr. 13226500

 Deutsche Bank Rheine
 BLZ 40370024 · Kto.-Nr. 4165171

Advertisement formats and prices: All prices are exclusive of VAT

Size by part of page	Width x height in mm	Black and white	4-colour (euroscale 4c)
1 page	200 x 257 mm	Euro 3,050	Euro 4,450
1/2 page	200 x 128 mm	Euro 1,950	Euro 2,610
1/4 page height + width	200 x 64 mm	Euro 1,010	Euro 1,480

Front cover: placement only on request
 Inside front cover: +10%
 Inside back cover: +10%
 Back cover: +30%

Special positioning: On request

Special colours or tones which cannot be attained by combining standard colours are subject to agreement!

Format supplements: On request

3 Advertising rates

valid from 1st June 2011

Inserts: On request

Supplements: On request

Stick-in postcards: On request

Shipping address: On request

Reprint: On request

Other lengths, special formats available on request.

Commissions can be submitted as follows:

By Mail: Landersumer Weg 40 · 48431 Rheine
Postfach 1535 · 48405 Rheine
Germany

By Fax: +49 5971 92161-854

By ftp: ftp://ftp.picture-transport.com
username: picture
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*(Mac-Mac, Mac-PC). Please mark folder with customer name.
Additional colours in CMYK mode please!*

*In the case of ISDN transmissions, **European Food Journal**
assumes no responsibility with regard to format, text or colour.*

Scanning material: Photos, Slides, Negatives, Brochures,
Screenshots, Catalogues, Graphics
and digital photos

File formats: EPS, TIFF, JPEG (300 dpi)

Colour systems: CMYK, RGB

Data carriers: all known media