

# FOOD BUSINESS

GULF & MIDDLE EAST

MIDDLE EAST'S HIGHEST CIRCULATING FOOD MAGAZINE WITH PRINT AND ONLINE READERSHIP

Bonus distribution at over 24 Food, Hotel & Hospitality exhibitions

[www.foodbusinessgulf.com](http://www.foodbusinessgulf.com)

## MEDIA PLANNER 2013



Food Business Gulf & Middle East is designed to serve the fast growing Food, Fresh Produce, Ingredients, Bakery, Hotel, Hypermarkets, Restaurants & Catering industries in the Gulf and Middle East region by providing the expert information to our readers in our four comprehensive issues in a year.

It is circulated through out Middle East region and world wide in addition to the extra distribution at various food, catering & hotel events, fresh and perishable shows. The magazine provides editorial coverage on a wide range of topics which are of interest to industry professionals.

Food Business Gulf & Middle East carries news updates, events watch, industry spot lights, exports & imports, special features, interviews and success stories. The magazine is essential reading for anyone with a serious interest in the region's Food and Catering industries.

Food Business Gulf & Middle East is a Matt Media Publication.

### CIRCULATION BY ACTIVITIES

Suppliers and buyers of ingredients, food products, beverages	3260
Exporters and importers of processing and packaging equipment	2800
Suppliers and buyers of Fruit & Vegetables, Fresh Produces	1780
Retailers, hypermarkets, cool chains, logistics industries	1300
Government trade organizations	110
International airlines	38
Major Resorts & restaurants	1800
Business Hotels and catering outlets	3500

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**Total:** **14,588**

### COUNTRY WISE CIRCULATION

#### GCC Circulation

Bahrain	21
Kuwait	750
Oman	790
Qatar	688
Saudi Arabia	2756
UAE	6259

#### Others

Syria	88
Lebanon	120
Jordan	156
Egypt	250
Turkey	250
Intl Circulation	2,460

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**Total** **14,588**

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## EDITORIAL CALENDAR

### JANUARY — MARCH

News Update  
Events Watch  
Interviews

#### Middle-East Updates

Bahrain, Cyprus, Egypt  
Jordan, Kuwait, Lebanon  
Oman, Qatar, Saudi Arabia  
Turkey, UAE, Yemen

#### Country Exports

Argentina, Australia, Austria,  
Belgium, Brazil, Bulgaria, Canada,  
Chile, China, Denmark, France,  
Germany, India, Ireland, Italy  
Malaysia, Mexico, New Zealand,  
Poland, Singapore, South Africa,  
Spain, Sri Lanka, Sweden,  
Switzerland, Taiwan, Thailand, The  
Netherlands  
UK, USA, Vietnam

#### Industry Highlights

Ingredients & Additives  
Fruits and Vegetables (Fresh)  
Chocolates & Confectionery  
Cereals & Cereals Products  
Dates, Honey, Snacks  
Meat Products  
Dairy Products  
Jams, Spreads and Butter  
Tea & Coffee  
Hotels & Restaurants  
Catering Services  
Filling and Packing Industry

### APRIL — JUNE

News Update  
Events Watch

#### Middle-East Updates

Bahrain, Cyprus, Egypt, Jordan,  
Kuwait, Lebanon, Oman, Qatar,  
Saudi Arabia, Turkey, Tunisia, UAE,  
Yemen

#### Country Exports

Argentina, Australia, Austria,  
Belgium, Brazil, Bulgaria, Canada,  
Chile, China, Denmark, France,  
Germany, Greece, India, Ireland,  
Italy, Malaysia, Mexico,



New Zealand, Poland, Singapore,  
South Africa, Spain, Sri Lanka,  
Sweden, Switzerland, Taiwan,  
Thailand, The Netherlands  
UK, USA

#### Industry Highlights

Ingredients & Additives  
Bakery Products  
Spices & Seasoning  
Organic Foods  
Soya Foods  
Water Bottling  
Dairy Products  
Dates, Honey, Snacks  
Jams, Spreads and Butter  
Tea & Coffee  
Pastry Products  
Meat Processing Industry  
Filling and Packing Industry

### JULY — SEPTEMBER

News Updates  
Events Watch  
Interviews

#### Middle-East Updates

Bahrain, Cyprus, Egypt, Jordan,  
Kuwait, Lebanon, Oman, Qatar,  
Saudi Arabia, Turkey, Tunisia, UAE,  
Yemen

#### Country Exports

Argentina, Australia, Austria,  
Belgium, Brazil, Bulgaria, Canada,  
Chile, China, Denmark, France,  
Germany, India, Ireland, Italy,  
Malaysia, Mexico, New Zealand,  
Poland, Singapore, South Africa,  
Spain, Sri Lanka, Sweden,  
Switzerland, Taiwan, Thailand, The  
Netherlands  
UK, USA, Vietnam

#### Industry Highlights

Ingredients & Additives  
Fruits and Vegetables (Fresh)  
Milk & Milk Products  
Canned, Chilled and Frozen Food



Chocolates & Confectionery  
Cereals & Cereals Products  
Energy Drinks  
Dates, Honey, Snacks  
Poultry Products  
Catering Industry  
Equipment Suppliers  
Hotels & Restaurants  
Catering Services  
Filling and Packing Industry

### OCTOBER — DECEMBER

News Updates  
Events Watch  
Interviews

#### Middle-East Updates

Bahrain, Cyprus, Egypt, Jordan,  
Kuwait, Lebanon, Oman, Qatar,  
Saudi Arabia, Turkey, Tunisia, UAE,  
Yemen

#### Country Exports

Argentina, Australia, Austria,  
Belgium, Brazil, Bulgaria, Canada,  
Chile, China, Denmark, France,  
Germany, India, Ireland, Italy,  
Malaysia, Mexico, New Zealand,  
Poland, Singapore, South Africa,  
Spain, Sri Lanka, Sweden,  
Switzerland, Taiwan  
Thailand, The Netherlands  
UK, USA, Vietnam

#### Industry Highlights

Ingredients & Additives  
Bakery Products  
Organic Foods  
Spices & Seasoning  
Fruits and Vegetables (Fresh)  
Chocolates, Sweets  
Dairy Products  
Dates, Honey, Snacks  
Jams, Spreads and Butter  
Tea & Coffee  
Hotel & Restaurants  
Food Outlets  
Filling and Packing Industry

## ADVERTISEMENT COPY REQUIREMENTS

We can accept digital art-work, which should be supplied on EPS or Tiff format with progressive proofs. Logos and fonts to be supplied; pictures in Adobe Photoshop-non-compressed (high resolution 300 dpi, CMYK) not to be embedded but supplied separately.

Copy Date: To reach publisher's office 30 days prior to cover date

Cancellation: 21 days prior to publication date

## ADVERTISEMENT SIZES

		Height x Width
Double page spread	(trim)	297 x 420 mm
Full page	(trim)	297 x 210 mm
Full page	(type area)	262 x 182 mm
Half page vertical		262 x 90 mm
Half page horizontal		131 x 182 mm
Quarter page vertical		131 x 90 mm
Quarter page horizontal		66 x 182 mm

## ADVERTISEMENT RATES

COLOUR	USD
Double page spread	4500
Inside full page	2530
Inside half page	1750
Quarter page	1200

### SPECIAL POSITIONS

Back cover	5000
Inside front & back cover	4500
Page 1	4000
Page 3	3500
Page 5	3000

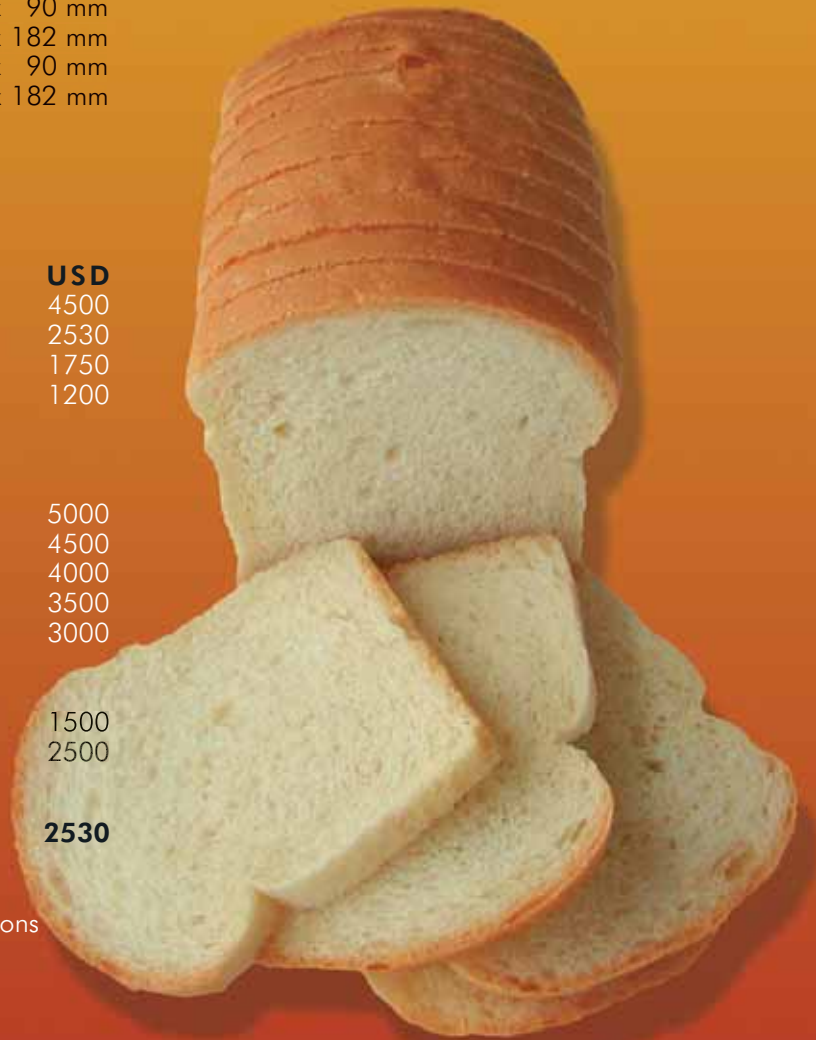
### LOOSE INSERTS

2 pages	1500
4 pages	2500

**E-MAIL SHOT FOR 13,000 CLIENTS 2530**

### Discounts for series booking

3-4 insertions 10% discounts. Above 4 Insertions 15% discounts



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