

# Media Planner 2018 - 2019

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



**Explore** your business opportunities with **India's** leading Food technology **Magazine**



# About the Magazine

A monthly magazine dedicated to the entire value chain of food industry

Reaching more personnel in the food manufacturing industry than any other magazine of its type

India's one of the largest circulating magazine to the food & beverages processors

Highly respected editorial, with regular exclusive columns by industry professionals

From a printed & digital magazine to live events & conferences, FBP magazine delivers superior information & solution to the advertisers and serves as an extensive networking platform

## Why to Advertise with FBP Magazine?

- Food & Beverages Processing magazine provides analytical feature driven content directly related to the concerns and interests of food and beverages manufacturers.
- Our controlled & targeted circulation ensures you an exclusive reach to the food and beverages manufacturing professionals who make or influence purchasing decisions.
- Food & Beverages Processing magazine is a great way for you to build brand awareness and educate the market on your products & services.
- To ensure maximum reach and longevity of your advertisement, FBP magazine encourages both the print and digital edition of the magazine to the entire database of magazine.



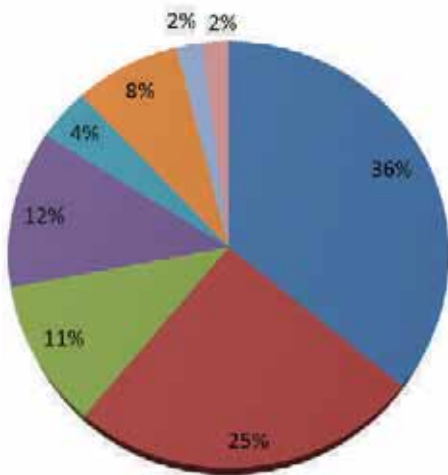
# Circulation Analysis

“ FBP Magazine revitalized interest in the food magazine genre. ”

## Readership Profile

**Readership Profile** of magazine includes the Managing Directors, Technical Directors, Process Engineers, Chief Engineers, Production Directors, Plant Managers, Product Managers, Laboratory Managers, Quality Assurance Managers, Quality Control Managers, Food Microbiologists, Procurement Directors, Hygiene & sanitations, Food Scientist, Purchase, marketing, Institutes, Associations etc.

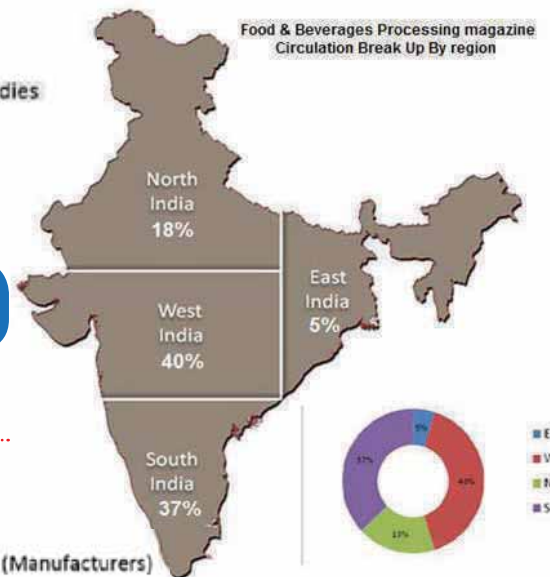
## Readership Profile



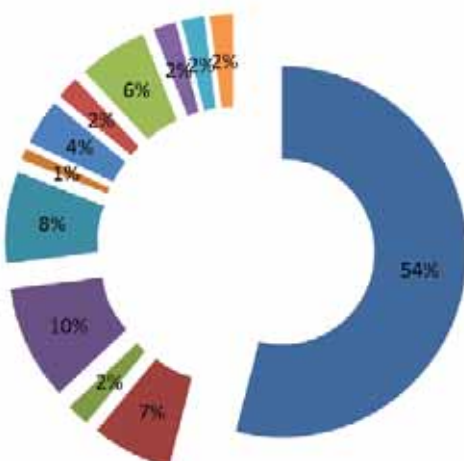
- Higher Management & Administrations
- Productions, Operations & Engineering
- Research, Analysis & Developments
- Marketing & Purchasing
- Food Technologists & Scientists
- Product Development, QA & QC Analysis
- Hygiene & sanitations
- Institutes, Laboratories, Govt. Bodies

Unmatched Reach on Processed Food Industry

19,000 + Physical Copies Circulation | 80,000 + Digital Copy Circulation | 1,50,000 + Readership



## Circulation Across the Industry



- Food & Beverages Processors (Manufacturers)
- Frozen Food manufacturers
- Agro food Processing & Flour mills
- Flavours, fragrances & Ingredients
- Refrigeration, cold chain & Warehousing units
- Food Consultants & Scientists
- Food Testing Laboratories
- Neutraceuticals & Life Sciences
- Processing & packaging Machineries
- Exporters, importers & Consultants
- Government Bodies & Allied Organizations
- Others



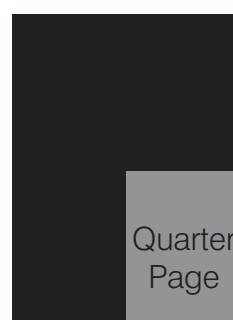
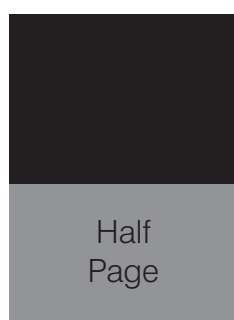
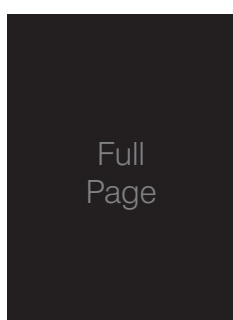
# Tariff & Production Requirements

Magazine Size : 8.25"x11" (20.955 cms x 27.94 cms)

Advt. Options	Specifications (Width X Height) In inches		Price per Edition in INR	Price for international Clients in USD
	Bleed	Non-Bleed		
Full page	8.36 X 11.11	8 X 10.75	30,000	700 \$
Half Page (Horizontal)	8.36 X 5.7	8 X 5.7	16,000	500 \$
Half Page (Vertical)	4 X 11.2	3.75 X 10.75	16,000	500 \$
Quarter Page	4.2 X 5.7	3.75 X 5.5	10,000	400 \$
Premium Full page	8.36 X 11.11	8 X 10.75	35,000	800 \$
Front Cover	8.25 X 8.5	8.25 X 8.5	55,000	1500 \$
Front Inside	8.36 X 11.11	8 X 10.75	42,000	850 \$
Back inside	8.36 X 11.11	8 X 10.75	42,000	850 \$
Back Cover	8.36 X 11.11	8 X 10.75	50,000	1100 \$
Strip Advertisement	8.25 X 2.2	8.25 X 2.2	7,000	300 \$
Logo on Cover Page	2.5 X 1.1	2.5 X 1.1	10,000	400 \$

# Tariff for Digital Advertising

Advt. options	Specifications In Pixels	Price per Campaign	Price per campaign for International Clients
Logo on E-Newsletter	240 X 120	5,000	200 \$
Banner on E-Newsletter	630 X 200	10,000	300 \$
Logo on website	240 X 120	5,000	200 \$
Banner on Website	630 X 200	10,000	300 \$
Advt. on Website	240 X 300	15,000	400 \$
Custom Email Campaign	-----	10,000	300 \$



# Editorial Content 2018

Contents may change at Editor's discretion

Editions	Topic – 1 Processing Tech.	Topic – 2 Packaging Tech.	Topic – 3 Ingredients & Additives	Topic – 4 Cold chain & Warehousing	Topic – 5 Industry Updates	Topic – 6 Food Safety	Events & Conferences
Jan 2018	Snack processing, New Food Processing concepts & applications, Technology Updates	Food & Beverages Packaging concepts & Innovation, Technology Updates	Ingredients, food colouring, Enzymes, Ingredients for Beverages, Sweeteners	Warehousing, Cooling & Heating, heat Exchangers, Technology updates	Interviews, Industry Updates, News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	FoodTech Kerala - 2018
Feb 2018	Automation Processing Control & Regulation Technology, Functional beverages, Dairy Tech. Technology Updates	Automation & trend in Food packaging, Flexible Packaging, Packaging Concepts, Technology Updates	Dairy Ingredients & Chemicals, food flavours, Omegas & Fatty Acids, Bio-Derived Polymers	ion exchangers, heat Exchangers, Technology Updates, cold chain	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	46th Dairy Industry Conference, Water Expo FLAVOURS & FRAGRANCE EXPO FoodTech Pune
Mar 2018	Automation in food processing, Meat Processing New trend in processing, equipments, New concepts & Applications	New packaging concepts & Applications, technology in food industry,	Colours For Dairy food & beverages, Probiotics, cheese formulations	Warehousing & cold chain & technology Updates	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	AAIHAR – 2018 PackPlus South - 2018
April 2018	Freeze drying, Spray Drying, Automation Processing Control & Regulation Technology, New concepts & Applications	X-ray inspection, Automation & trend in Food packaging, Innovations in Packaging, Design & Developments	Fats & Oil, Enzymes, Spices, Omega & fatty acids, Bio-Derived Polymers, Sweeteners	Supply chain & issues, Cooling plants, ion exchangers, heat Exchangers Technology Updates	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	
May 2018	New trend in processing, equipments, X-Ray, Metal Detection & Checkweighing, New concepts & Applications	Monitoring & vision Systems, concepts & Applications, Technology Updates	Food Ingredients, Health Ingredients, Bakery formulations	Warehousing, energy efficiency in Cold chain, Technology Updates	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	
June 2018	Food & beverages processing Industry challenges, scopes, New concepts & Applications, Technology Updates	Wrapping, filling technologies, Other packaging solutions, new concepts of packaging, Technology Updates	Food Colouring, Food Flavours, Ingredients for Beverages, Bio-Derived Polymers	New technologies for storage solutions, warehousing design, New concepts & applications	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	India Warehousing Show - 2018
July 2018	Meat Processing New trend in processing, equipments, New concepts & Applications	Food & Beverages Packaging concepts & Innovation, Technology Updates	Ingredients, food colouring, Enzymes, Ingredients for Beverages, Sweeteners	Heating & Cooling technology, New concepts & applications, Technology Updates	Interviews, Industry Updates, News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	BAKERS TECHNOLOGY FAIR – 2018, 25th - 28th July - 2018
August 2018	Automation Processing Control & Regulation Technology, Functional beverages, Dairy Tech. Technology Updates	Automation & trend in Food packaging, Flexible Packaging, Packaging Concepts, Technology Updates	Colours For Dairy food & beverages, Probiotics, cheese formulations	ion exchangers, heat Exchangers, Technology Updates	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	India FOODEX - 2018
Sept. 2018	Dairy processing, Meat processing, Robotics, Spray drying, New Food Processing concepts & applications	Robotics, New packaging concepts & Applications, technology in food industry,	Ingredients & Chemicals, food flavours, Food Colors, Omegas & Fatty Acids, Bio-Derived Polymers	Heating & Cooling technology, New concepts & applications, Technology Updates	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations, Food testing & Equipments	Anutec-International Foodtec – 2018, Annapoorna World of Food India - 2018

Oct 2018	Food processing Industry challenges, scopes, New concepts & Applications, Technology Updates	New packaging concepts & technology in food Industry & applications,	Ingredients For Dairy food & beverages , Omegas & Fatty Acids	Warehousing Cold chain Cooling & Heating Tech	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations ,Food testing & Equipments
Nov 2018	Dairy processing, Spray drying, New Food Processing concepts & applications	Automation & trend in Food packaging, Flexible Packaging ,Packaging Concepts, Technology Updates	Colours For Dairy food & beverages , Probiotics, cheese formulations, food enzymes,	ion exchangers, heat Exchangers, Technology Updates	Interviews, Industry Updates & News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations , Food testing & Equipments
Dec 2018	Meat Processing New trend in processing, equipments, New concepts & Applications	Food & Beverages Packaging concepts & Innovation, Technology Updates	Ingredients, food colouring , Enzymes, Ingredients for Beverages, Sweeteners	Heating & Cooling technology, New concepts & applications, Technology Updates	Interviews, Industry Updates, News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations , Food testing & Equipments
Jan 2019	New trends in food processing, Functional beverages, Dairy Tech. Technology Updates	Food & Beverages Packaging concepts & Innovation, New Technology Updates	Ingredients, food colouring , Enzymes, Ingredients for Beverages, Sweeteners	Heating & Cooling technology, New concepts & applications, Technology Updates	Interviews, Industry Updates, News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations , Food testing & Equipments
Feb 2019	Automation Processing Control & Regulation Technology, Functional beverages, Dairy Tech. Technology Updates	Food & Beverages Packaging concepts & Innovation, Aseptic Packaging	Ingredients For Dairy food & beverages , Omegas & Fatty Acids	Heating & Cooling technology, New concepts & applications, Technology Updates	Interviews, Industry Updates, News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations , Food testing & Equipments
March 2019	Meat Processing New trend in processing, equipments, New concepts & Applications	Biodegradable food packaging, New Food & Beverages Packaging concepts & Innovation, Technology Updates	Ingredients, food colouring , prebiotics	Heating & Cooling technology, New concepts & applications, Technology Updates	Interviews, Industry Updates, News, Global Insights, corporate happenings	Food Safety Issues, rules & regulations , Food testing & Equipments

*Note: Companies will get circular by email for every special editions & if any addition to the above list.*

Magazine's presence on Exhibitions - Food Hospitality World India -, IIDE, FoodTech Pune , Water Expo , AAHAR, PackPlus South, India Logistics Expo, BAKERS TECHNOLOGY FAIR, The Bakery World Expo, India Warehousing Show, PackPlus, HKTDC Food Expo, ANUTEC- International FoodTec India , India FOOD EX, Foodpro , Annapoorna World of Food India, SEAFEX, Yummex and the Speciality Food Festival, Pacprocess Indiapack , GULFOOD MANUFACTURING, Fi & Hi India , BAKERS TECHNOLOGY FAIR , ICE INDIA EXPO, India Cold Chain Show , FoodTech Kerala, 46th Dairy Industry Conference, Water Expo, FLAVOURS & FRAGRANCE EXPO, Global Logistics Show etc.

## Important Dates

Press date of magazine: 27<sup>th</sup> of every month

Material Submission Dates: 18<sup>th</sup> - 24<sup>th</sup> of every month

Article and Editorial Submission Dates : 12<sup>th</sup> - 18<sup>th</sup> of every month

# Thank You



## Contact Information

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