

# innovations

## IN FOOD PROCESSING & PACKAGING

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



# Media 2020

# Introduction 2020

First published in 2007, Innovations in Food (& Bev) Processing and Packaging is a professional B2B international quarterly magazine with features on food and beverage processing, packaging and labelling.

Distributed throughout the UK, Europe and North America the features are written by leading experts in their respective fields.

Each issue features an extensive list of editorial topics providing food and beverage industry professionals with an in-depth overview of key product innovations.

Our readers comprise R&D and senior management in companies manufacturing finished foods, beverages and dietary supplements.

Innovations in Food (& Bev) Processing & Packaging offers expansive exposure to decision makers in the global food and beverage markets.

With exposure at more trade shows planned in 2020 Innovations will provide a good platform to showcase your companies technologies and expertise.

For more information please contact  
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## Readership breakdown 2019

Innovations in Food Processing & Packaging and Innovations in Food Technology offers unparalleled exposure to decision makers in the global food and beverage markets. The readership breakdown is as follows:

### Geographical breakdown

Germany	30%
United Kingdom	16%
Benelux	13%
USA	12%
France	11%
Scandinavia	5%
Spain	5%
Italy	4%
Canada	3%
Switzerland	1%

### Job sector breakdown

CEO's and VIP Marketing/Sales	38%
Research & Development	34%
Purchasing	15%
Quality Assurance	8%
Government	3%
Consulting	2%

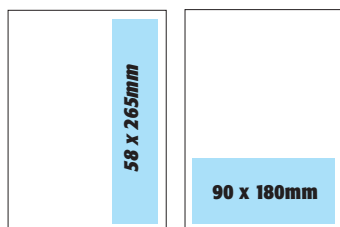
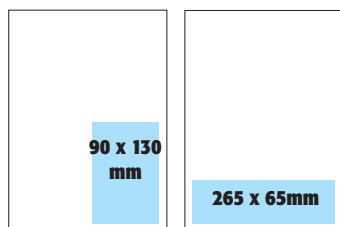
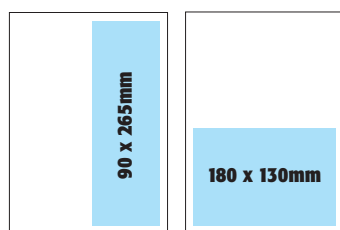
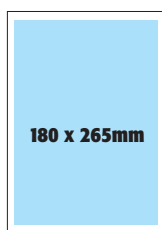
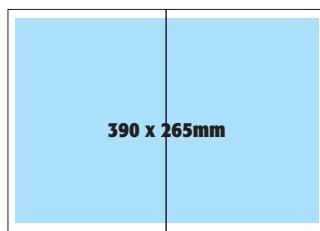
### Product area breakdown

Food/Beverage processing	36%
Food/Beverage packaging	29%
Printing/Labelling	24%
Software	11%

# Advertising rates 2020-2021

Magazine is A4 format (210mm x 297mm)

On page sizes



## Double Page Spread

Full Colour £2,800 €3,200  
Includes 2 page feature

## Full Page

Full Colour £1,750 €2,000  
Includes 2 page feature

## Half Page

Full Colour £950 €1,100  
Includes feature

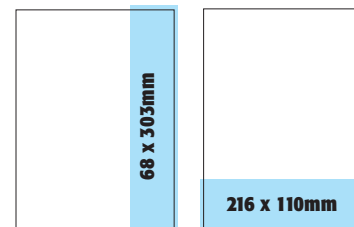
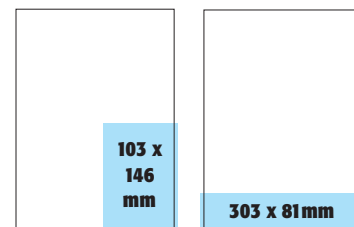
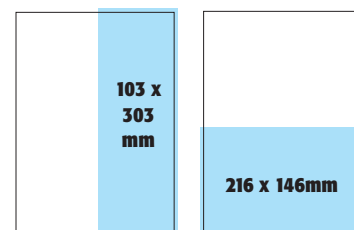
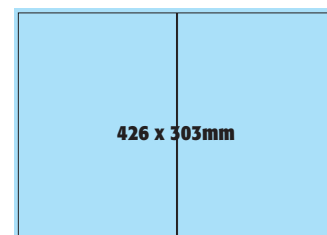
## Quarter Page

Full Colour £600 €690  
Includes feature

## Third Page

Full Colour £600 €690  
Includes feature

Bleed sizes



## SPECIAL POSITIONS AVAILABLE

OUTSIDE FRONT COVER	£2,350	€2,700
INSIDE FRONT COVER	£1,950	€2,200
INSIDE BACK COVER	£1,850	€2,100
OUTSIDE BACK COVER	£2,000	€2,300

## Discounts

The following discounts apply:

Series of two adverts booked together: 12% discount off each advert

Series of three adverts booked together: 15% discount off each advert

Series of four adverts booked together: 20% discount off each advert

Agency discount: 10%



## Products & services

A competitively priced advertising opportunity for companies to promote their food and beverage equipment and technologies to a worldwide audience. Magazine is published 4 times a year.

**£15.00 €17.00**

per single column centimetre per issue

## Mechanical requirements

Email: [terryprior@innovationsfood.com](mailto:terryprior@innovationsfood.com)  
[davidcopperfield@innovationsfood.com](mailto:davidcopperfield@innovationsfood.com)

Adobe Acrobat PDF files (Preferred)  
All high Res PDFs must be supplied as follows:  
All PDFs must be flattened  
All fonts must be embedded  
All spot colours must be processed  
Allow at least 3mm bleed around pages  
Resolution must be set to 2540  
Pages must be centred on the PDF and include trim marks  
Must be saved as a composite file – not colour separated  
Double page spreads must be supplied as separate pages

## Web advertising rates

### Tower Banner (300 x 550 pixels)

#### 3 months

Home page	<b>£530</b>	<b>€585</b>
Other pages	<b>£450</b>	<b>€500</b>

### Top Banner (728 x 90 pixels)

#### 3 months

Home page	<b>£380</b>	<b>€415</b>
Other pages	<b>£300</b>	<b>€330</b>

### Button Ads (300 x 250 pixels)

#### 3 months

Home page	<b>£155</b>	<b>€165</b>
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## Loose or bound-in inserts in magazine

**€1,420**

Full distribution

Special rates available for regional distribution

## Subscriptions

<b>UK:</b>	<b>£55.00</b>	<b>(inc p+p) for 1 year</b>
<b>Europe:</b>	<b>£85.00</b>	<b>(inc p+p) for 1 year</b>
<b>Rest of World</b>	<b>£90.00</b>	<b>(inc p+p) for 1 year</b>

You can subscribe online at [www.innovationsfood.com](http://www.innovationsfood.com)

You can also email us a subscription request

# Buyers Guide

New specialist websites are being developed all the time and their new names can get instant exposure across the food industry worldwide with this simple, easy-to-use online directory increasing awareness of these new sites and their products and services.

It forms an important reference source for researchers, buyers and senior personnel in companies worldwide.

The entry includes up to 400 words, product photo, corporate logo and live web links to your website.

You can choose to insert your company and product information under as many categories as you wish for this single price.

**GLOBAL ONLINE FOOD DIRECTORY**

**NEW DIRECTORY NOW LIVE!**

Don't miss out on this unique opportunity to be part of the new Online Directory from the publishers of *Innovations in Food Technology*

Available 24/7 this important Online Directory will give instant access to all the leading companies and their products and services worldwide and will present an insight into who are the market leaders in their fields.

The Online Directory can be found at our new website address **www.innovationsfood.com**

Visit the new website and view all the new features

**EACH PAGE PROMOTION CONTAINS**

- CORPORATE LOGO**
- 300-400 WORDS OF TEXT**
- FULL CONTACT DETAILS**
- PRODUCT PHOTO**

**ALL WITH LIVE LINKS**

Page advert can appear under as many categories as requested for the one price

**£195.00 FOR 1 YEAR**

To receive full details of how to be part of this directory please email or telephone

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**DAVID COPPERFIELD**  
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for more information

**www.innovationsfood.com**

**THE COST OF AN ENTRY IS €215.00 FOR 12 MONTHS**

**GUARANTEED TOP POSITION IN ANY CATEGORY €415**

To print off the order form go to **www.innovationsfood.com/Advertise.htm**



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### AUGUST 2020

Closure technology  
X-ray inspection systems  
Labelling solutions  
Strapping machines  
Colour sorting  
UV/EB technology  
Flooring innovations  
PET technology  
Bottling developments  
Bar coding  
Vacuum packaging  
Sensors for packaging  
Waste management  
Computer software  
Food traceability  
Barrier films

#### PREVIEWS:

PPMA 2021, NEC, Birmingham, UK  
Alimentaria 2020, Barcelona, Spain  
PACKEXPO 2020

Deadline: July 31 2020

### NOVEMBER 2020

PET technology  
Bag-in-box technology  
Food safe lubricants  
Conveyor belt systems  
Robotic automation  
Recycling  
Injection moulding  
Steam processing technology  
Bagging technology  
Ready meal packaging  
Weighers  
Cryogenic freezing  
X-ray inspection advancements  
Coding  
Barrier films  
Food traceability  
Filling systems

Deadline: Oct 23 2020

### FEBRUARY 2021

Bar coding	Logistics
Freeze drying	Robotic automation
Thermoformed packaging	Colour sorting
Robotic automation	Closure technology
Food safe lubricants	PET technology
Conveyor belt systems	Labelling solutions
Strapping technology	Barrier films
X-Ray inspection technology	Vacuum packaging
Strapping technology	Recycling
Steam processing technology	
Packaging coding management systems	
Sensor technology	
Bagging technology	
Ready meal packaging	
Weighing technology	
UV/EB technology	

#### PREVIEW:

Iinterpack 2021, Germany  
Foodex 2020 and The Ingredients Show  
NEC, Birmingham, UK

Deadline: January 31 2021

### MAY 2021

PET technology  
Recycling  
Barrier films  
Direct-to-can digital printing  
Industrial software  
Thermoformed packaging  
Level sensors  
Packaging coding management systems  
X-ray inspection technology  
Conveyor belt systems  
Robotic automation  
Food safe lubricants  
Bottling technology  
Bag-in-box technology  
Flooring innovations  
Closure technology  
Ready meal packaging  
Food traceability  
Bar coding  
Vacuum packaging  
Dairy packaging

Deadline: April 9 2021