

Why choose  
AMEFT Journal?

# AMEFT Journal

## ASIA & Middle East FOOD TRADE

JOURNAL FOR LEADERS IN FOOD & BEVERAGES

Your premier link to  
leading food & beverage  
industry professionals  
in more than 30 countries



RENOWNED AUTHORITY  
IN F&B SINCE 1984

[WWW.AMEFT.COM](http://WWW.AMEFT.COM)

**LINKING  
PROFESSIONALS  
AMEFT**

**MEDIA RATES 2013 | 2014**

## HEAD OFFICE

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## REACH THE DECISION MAKERS IN MAJOR WORLD GROWTH MARKETS



## FAQ – FREQUENTLY ASKED QUESTIONS – AT A GLANCE

**WHO?** AMEFT Journal magazine and [www.ameft.com](http://www.ameft.com) have been read and visited by leaders and decision makers in the food and beverage business since 1984: Select, management-level food and beverage industry professionals in the Middle East and Asia – manufacturers, traders, government authorities, supermarket buyers and many more.

**WHAT?** AMEFT's highly qualified editorial content includes **MARKETS** – insights into trends and business news in the Middle East and Asia, **INGREDIENTS** – features on latest flavours, colours, sweeteners, etc., **PROCESSING & PACKAGING** – articles and case studies on new technology and exclusive interviews with food and beverage manufacturers, **POINT OF SALE** – stories on noteworthy FMCG launches and key retail trends, and **EVENTS** – a guide to major international trade shows. AMEFT also publishes The Buyers Guide directory at [www.ameft.com](http://www.ameft.com) which lists outstanding suppliers.

**WHY?** For thirty years AMEFT has been the premier platform for ingredient and technology suppliers to introduce their products to buyers in emerging and developing markets eager to gain knowledge, equipment and raw materials in order to establish and expand local food and beverage production. AMEFT also keeps retailers and importers abreast of new products and trends.

**WHERE?** AMEFT is available exclusively to qualified industry subscribers in more than thirty countries in the Middle East and Asia. In addition, bonus copies are distributed at leading international trade shows such as the iba, IFFA, interpack, Anuga, ISM, drinktec, Gulfood, ProPak, Anuga FoodTec, SIAL, Thaifex, FHA and many other reputed events.

**WHEN?** AMEFT is printed four times a year in February, June, September and November and individually sent to subscribers. Upon publication a soft copy of each issue is also available for download at [www.ameft.com](http://www.ameft.com).

## FAQ

# TESTIMONIALS & BUSINESS PARTNERS

[SELECTION ONLY]



AM2C° Beehive° Cashin° Formax° TST° Weller°



"...great content!"

**Managing Director, Pagariya Food, India**

"...provides up to date industry information and trends."

**Plant Manager, Mazola Basateen, Saudi Arabia**

"...full of information and ideas."

**Managing Director, Lian Huat, Malaysia**

"...really provides me with helpful coverage..."

**Director of Business Development, Kin Hip, China**

"...gives clear knowledge of all products."

**Hon Secretary, Indian Spices & Foodstuff Export Assn, India**

"...very informative..."

**Managing Director, Happy Alliance, Malaysia**

"...high quality information service..."

**Director, Sino Hero Foods, China**

"...best information from the food business."

**Executive Director, Lee Fah Mee, Malaysia**

"...the most informative journal."

**Managing Director, Piecofoods, Philippines**

"...interesting and useful for my business..."

**Managing Director, Lanna Agro Industry, Thailand**

"...useful news..."

**Director, Sam's Garden Foodstuffs, China**

"...new technology and updates on new products..."

**Production Manager, Khong Guan Biscuit, Singapore**

"...valuable information..."

**Food Technologist, PT Gandum Mas Kencana, Indonesia**

"...lots of information..."

**Dy General Manager, REFCO, Saudi Arabia**

"...quality publication..."

**Director, Naurus Sundip, Pakistan**

"...very informative and useful..."

**Chairman & MD, Riga Sugar, India**

"The news and articles are excellent."

**Managing Director, Kim Food, India**

"...useful and informative..."

**General Manager, Abu Dhabi Vegetable Oil, UAE**

"...very useful industry information..."

**CEO, Nisar Food, Pakistan**

"...increases my knowledge tremendously..."

**Managing Director, Innovative Chocolate, Malaysia**

"...new information on food processing..."

**Assistant VP, Jollibee Foods, Philippines**

"...of great help to me..."

**General Manager, Meat & Foodstuff Co, Syria**

"...important contacts and information..."

**Area Manager, Al Khaleej Sugar, UAE**

"...very useful and informative in our field..."

**Country Manager, Kerry, Egypt**

"...very informative..."

**President, Celebes Agricultural Corp, Philippines**

"...updated and informative..."

**Executive Director, Cho Heng Rice Vermicelli, Thailand**

"...rich information..."

**Director, KK Drinks, Singapore**

"...instrumental in imparting knowledge to our business..."

**Manager, Salalah Macaroni, Oman**

"...best journal on food."

**Dy Chief Manager, Punjab State Coop Marketing, India**

"...very useful and updated..."

**President, King Sue Ham & Sausage, Philippines**

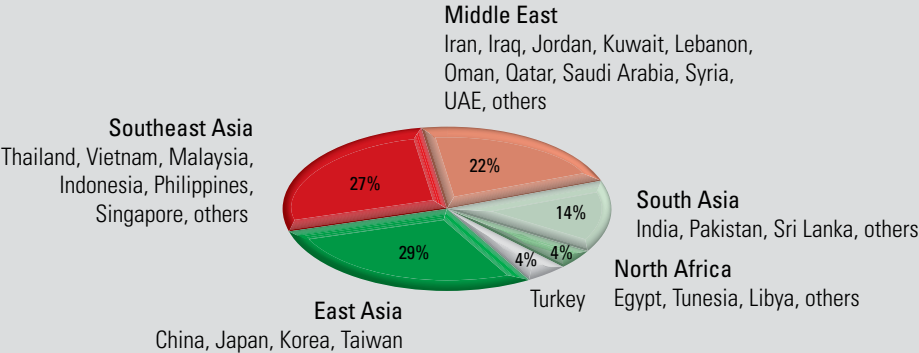
"...good source of supplier innovation."

**Procurement Supervisor, Cerebos, Thailand**



# TESTIMONIALS & BUSINESS PARTNERS

## READERSHIP BY COUNTRY [AS OF SEPTEMBER 2012]



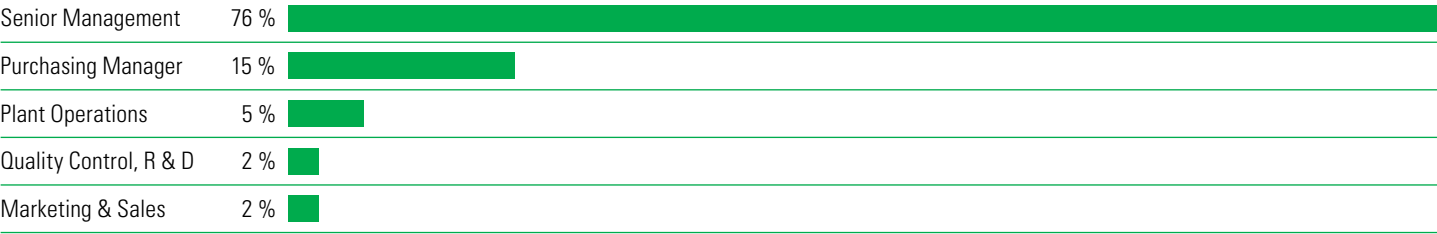
**REACH THE DECISION MAKERS:  
80,000 CONTACTS IN MORE  
THAN 30 COUNTRIES**

Plus: Other countries (AUS/NZ, Europe, USA/Canada/South America).

Plus: Average bonus distribution at leading trade shows and conventions.

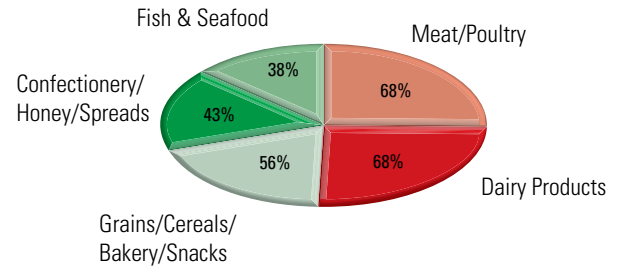
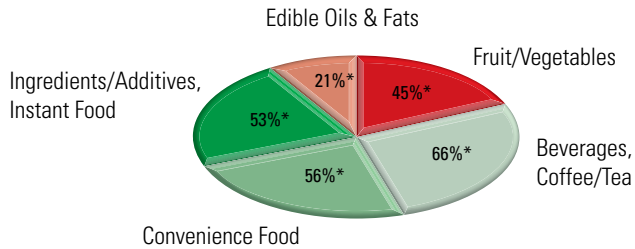
Latest average distribution figures per country available upon demand.

## CIRCULATION BY JOB POSITION



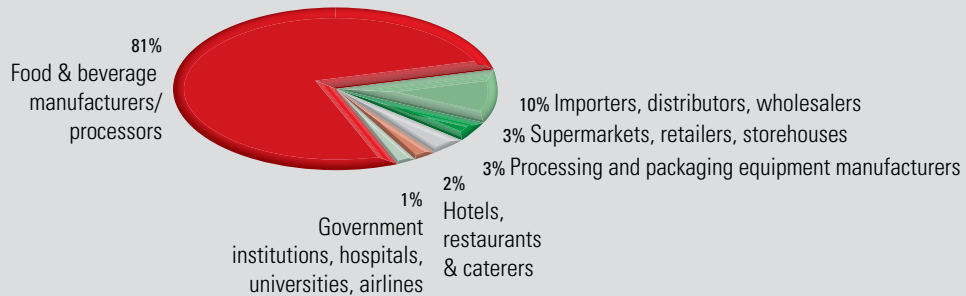
**CIRCULATION BY JOB POSITION**

## READERSHIP BY PRODUCT & ACTIVITY



[Combinations possible]







\* Average distribution, continuous updates



REACH THE DECISION MAKERS

## ADVERTISING RATES & FORMATS

## PRINT & E-PAPER PACKAGE RATE €

TRIM BLEED	210 X 280 MM +3 MM	FORMATS – FULL COLOUR	TYPE AREA [MM] width x height		RATE €
		Full page 1/1 display	178 x 256	cover positions [IFC, IBC, OBC] inside positions	€ 4,750 € 3,960
		Half page 1/2 vertical Half page 1/2 horizontal Half page 1/2 junior/island	87 x 256 178 x 125 120 x 165		€ 2,570
		Third page 1/3 vertical Third page 1/3 horizontal	56 x 256 178 x 80		€ 1,590
		Quarter page 1/4 square Quarter page 1/4 vertical	87 x 125 41 x 256		€ 1,190
		NEW PRODUCTS Promotion 1/6 page vertical	56 x 125		€ 730
		Hyperlinks in web issue			€ 175
		Double page spread 2/1 promotion or advertorial	420 x 280 [trim]		€ 6,980
		Supplements, inserts, gatefolds, special interest, reprints, bookmarks			upon request


All rates include print magazine and web issue.  
All orders accepted according to our Copy and Contract Conditions.

## BUILD NEW MARKETS

### DIGITAL advertising @ [www.ameft.com](http://www.ameft.com)

Enhance your company's visibility and introduce products, new launches and services by using [ameft.com](http://ameft.com) to generate and attract additional traffic to your website, gain new leads, establish or expand your market reach, improve recognition and brand awareness, highlight particular products or put a focus on latest company news. Use [ameft.com](http://ameft.com) to alert AMEFT readers to exhibitions. Or include job vacancies for a limited time. Please ask us for details!

#### BANNERS

DESCRIPTION	PIXELS [Width x Height]	POSITION	HOMEPAGE [Exclusive]	HOMEPAGE [Rotating]	CONTENT PACKAGE RATE [Rotating, all pages]
Leaderboard/Super Top Banner 	728 x 90	Top	€ 590	€ 370	€ 450
Wide Skyscraper 	160 x 600	Upper right	€ 590	€ 370	€ 450
Wallpaper [Leaderboard + Skyscraper]	Combination	Combination	€ 990	€ 640	€ 800
<b>INDUSTRY NEWS &amp; PRODUCT PROMOTION</b>					
Button   Linked to URL	120 x 120	Left edge	€ 350	€ 150	€ 250
Button   Linked to full page pdf [product news, company profile etc]	120 x 120	Left edge	€ 990	€ 640	€ 800

**RATES** per 30 days in € + VAT if applicable.

**MATERIAL** All electronic files must be sent in GIF or JPG format, max. 50 kB with linking URLs to [artwork@ameft.com](mailto:artwork@ameft.com) latest 7 days before start of schedule. Positions are customised as agreed. Acceptance and inclusion subject to availability. All orders accepted according to our Copy and Contract Conditions.

**USERS** The number of visitors at [www.ameft.com](http://www.ameft.com) has grown continuously since the site's launch in 2008. A widely publicised relaunch with new site features as of January 2013 is accelerating reader response. For latest online metrics on unique visitors, page views, ad impressions and CTR [click through rates] please contact us.

eNewsletters & eBlasts available, details upon request.

**GENERATE TRAFFIC TO YOUR SITE**

## USEFUL FACTS & FIGURES

### AMEFT readers are with sizeable companies:

- Number of employees per establishment

12 % up to 20

23 % up to 50

21 % up to 100

23 % up to 300

9 % up to 500

7 % up to 1000

5 % over 1000

### AMEFT readers are long-term subscribers:

- Duration of AMEFT subscription

17 % several months

16 % 1 year

34 % 2 years

43 % 3 years and more

- Average number of readers per copy: 5 and more

### AMEFT readers depend on the Journal for continued reference:

- Use of each AMEFT issue

8 % days

24 % weeks

42 % months

26 % years

## TECHNICAL SPECIFICATIONS, DISCOUNTS, SURCHARGES

Trim size: 210 x 280 mm

Bleed: Add min. 3 mm per edge. No surcharge.

Printing: 4-colour offset screen 60, 152 lines/inch, perfect bind

Material: Files only, can be sent with proof by CD ROM or by e-mail. High resolution .pdf-files preferred. European colour scale.

Any other material will incur additional production cost that will be billed to the advertiser. No discount.

Cancellation: 8 weeks before publication

Payment terms: Upon receipt of invoice. New clients: 50% upon order confirmation, 50% upon receipt of invoice.

No further orders accepted if former orders are due and unpaid.

Frequency discount: 2 x = 5%, 3 x = 10%, 4 x = 15 %

Agency commission: 15% excl. production cost

Special/matched colours: Upon request

Special positions: Upon request

## TECHNICAL SPECIFICATIONS, DISCOUNTS



## FEATURES & DEADLINES

Subject to alteration without notice. Please contact [info@ameft.com](mailto:info@ameft.com) for detailed editorial calendars and updates.

ISSUE	SPECIAL FEATURES [SELECTION ONLY]	RESERVATIONS	ARTWORK	PUBLISHING DATE
I/2013	Meat & Poultry   Fish & Seafood	Jan 25, 2013	Feb 1, 2013	Feb 15, 2013
II/2013	Beverages & Water   Coffee & Tea   Fruit & Vegetables	May 10, 2013	May 17, 2013	May 31, 2013
III/2013	Bakery, Pastry, Biscuits & Snacks   Chocolate & Confectionery	Sept 6, 2013	Sept 13, 2013	Sept 27, 2013
IV/2013	Dairy Products   Edible Oils & Fats   Baby Food	Nov 8, 2013	Nov 15, 2013	Nov 29, 2013
I/2014	Meat & Poultry   Fish & Seafood	Jan 24, 2014	Jan 31, 2014	Feb 14, 2014

## COPY AND CONTRACT CONDITIONS

1. Advertising orders are referred to as accepted only with written consent of the Publisher J.Latka Verlag GmbH in Bonn, Germany (hereafter referred to as „Publisher“). Cancellations will not be accepted after order closing date and may not be considered executed unless acknowledged by the Publisher. The Publisher reserves the unrestricted right to reject any advertising.
2. By submitting advertisements, advertisers and advertising agencies each represent that they are authorised to publish the entire contents and subject of matter of such advertising.
3. Advertisers and advertising agencies jointly and severally agree to be responsible for payment to the Publisher for all space purchased under this rate card. Disclaimers are not permitted. Sequential liability is not accepted.
4. Advertisers and advertising agencies jointly and severally agree to protect, indemnify and hold harmless the Publisher from all third party claims or actions arising out of or based on advertising purchased according to the terms of this rate card, including but not limited to claims or actions alleging the unauthorised use of any person's name or photograph, or of any sketch, label, map, photograph, word, trademark, copyright or other matter or alleging any false, misleading or libelous statement or representation.
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8. Rate base figures are Publisher's estimates of average print run for the period of time covered by the card and are not guarantees of individual issues.
9. Any rate changes will inflict all standing orders published after the date of change.

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