

# foodHQ

Satisfying  
World  
Cravings

# Media Info 2019



[www.foodhq.world](http://www.foodhq.world)

# foodHQ: Launching an Industry Platform

*At the Heart of the Food Community Since 1985*

For more than three decades foodHQ (previously Middle East Food) has been serving the Food Processing, Ingredients, Packaging, and Catering sectors, striving to provide a central platform to its readers, subscribers & clients through which cutting-edge high-quality news, information and data pertaining to food industry is presented.

foodHQ is the focal point where industry professionals meet their needs. foodHQ is published monthly and provides news, analysis, concepts and trends, product reviews & interviews with leading players in the food industry bringing its readers in-depth insights and information.

As the leading B2B food magazine, foodHQ is the vital link between international manufacturers, producers, exporters & agents / resellers in the B2B industry and is your ideal partner whether you wish to gain accurate and up-to-date insight on the food industry or whether you wish to gain maximum exposure to your company's products and services.

Major food companies & manufacturers trust foodHQ as their promotional platform of choice to have maximum exposure for their products & services and increase their market share. foodHQ also enjoys a close partnership with leading food-related event organizers worldwide where it holds the status of official, regional or supporting magazine in major events where bonus copies are distributed to exhibitors, visitors and conference attendees.

## Processing Online News

The foodHQ website provides online insight for e-readers into the food industry through a combination of industrial news and trends, innovative technologies, country reports, and event news related to the Food, Beverages, Ingredients and Packaging sectors. foodHQ website is going to be part of an industry portal [www.industryhq.com](http://www.industryhq.com) which will be launched in January 2019. Log on to [www.foodhq.world](http://www.foodhq.world) and delve into the world of food where current and archived issues of foodHQ magazine are available for free to registered users in three formats (html, flash and pdf e-book) at your whim.

Content

**Reports**  
In-depth food reports

**Business**  
Feature articles including interviews with key players

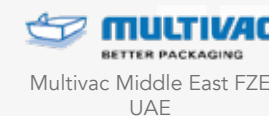
**News**  
The latest regional & international news about food projects

**In the Market**  
Cutting-edge trends on food products

Associate your company or product with foodHQ, the food industry's pioneering & leading media brand. Contact us today to get things started!

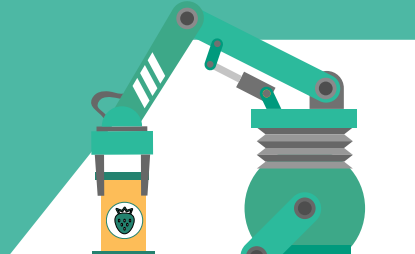
## “Clients”


Below are some of the leading companies who trusted foodHQ (previously Middle East Food) to gain market share and increase their products' exposure in the MENA region.




# The Global Food Industry

<p>The global <b>FOOD PACKAGING</b> market size is expected to reach USD411 billion by 2025</p>	<p>One of the <b>KEY DRIVERS</b> for this market will be the rising demand for convenience food</p>	<p>One of the <b>RESTRAINTS</b> will be the high volatility in prices of raw materials</p>
<p>Rising inclination toward innovation in environment-friendly and sustainable packing is a major <b>TREND</b> driving this market</p>		<p><b>Packaging</b></p> 

<p>The <b>FOOD PROCESSING EQUIPMENT</b> market is estimated to reach USD70,510 million revenue by 2022</p>	<p>One of the <b>KEY DRIVERS</b> for this market will be the focus on production efficiency, processing time, and quality of food products</p>	<p>One of the <b>RESTRAINTS</b> will be the high cost of food processing equipment</p>
<p><b>ASIA PACIFIC</b> is one of the fastest growing markets</p>		<p><b>Food Processing Equipment</b></p> 

<p>The <b>FOOD &amp; BEVERAGES</b> market amounts to USD93,582m in 2018</p>	<p>One of the <b>KEY DRIVERS</b> is urbanization</p>	<p>One of the key <b>TRENDS</b> escalating market growth will be the food and drinks made from natural ingredients</p>
<p>Most revenue is generated in <b>CHINA</b> USD18,521m in 2018</p>		<p><b>F&amp;B</b></p> 

<p>The <b>GLOBAL HOTEL INDUSTRY</b> revenue was USD495.17 billion in 2016</p>	<p>One of the <b>KEY DRIVERS</b> for this market will be the healthy consumer spending</p>	<p>One of the <b>RESTRAINTS</b> will be the catering to millennials</p>
<p><b>Asia Pacific</b> was the largest region in the hospitality market in 2017, accounting for around 45 percent market share</p>		<p><b>Hospitality</b></p> 

# “ Editorial Program 2019 ”

Issue	January	February	March	April	May	June
<b>Ingredients &amp; Additives</b>	Functional Ingredients	Bakery Ingredients	Spices & Herbs	Flavorings	Preservatives	Dietary Nutritional Ingredients
<b>Packaging</b>	Bottling & Filling	Palletizing	Conveyors	Weighing	Coding & Labeling	Packaging Equipment
<b>Catering &amp; Hospitality</b>	Kitchen Equipment	Ovens & Grills	Display Cabinets	Freezers & Refrigerators	Cleaning Equipment	Restaurants
<b>Cover Story</b>	Company Profile / Project Focus	Blockchain in Food Industry	Company Profile / Project Focus	Quality Control	Company Profile / Project Focus	Automation in Food Industry
<b>Sustainability</b>	Sustainable Food Systems	Food Waste	Food Manufacturing	Water Treatment in Food Industry	Sustainable Seafood	Sustainable Agriculture
<b>Processing</b>	Fruits & Vegetables Equipment	Functional beverages	Dairy Processing	Meat Processing	Nuts & Almonds	Baby Food
<b>Country / Regional Reports</b>	- Bahrain - China - Iran - UK	- Germany - Taiwan - Turkey - UAE	- France - Lebanon - Saudi Arabia - USA	- Benelux - Cyprus - Japan - Qatar	- Algeria - India - Italy - Kuwait	- Australia - Iraq - Morocco - Russia
<b>Bonus Distribution*</b>	- Gulfood 2019-UAE - FOTEG Istanbul 2019 - Turkey	- Gulfood 2019 - UAE - FOTEG Istanbul 2019 - Turkey - Saudi Food, Hotel, & Hospitality Arabia 2019- Saudi Arabia	- Saudi Food, Hotel, & Hospitality Arabia 2019 - Saudi Arabia - HORECA Lebanon 2019 - Lebanon			
<b>Editorial Due</b>	December 21, 2018	January 25, 2019	February 22, 2019	March 22, 2019	April 22, 2019	May 24, 2019
<b>Advertising Due</b>	December 25, 2018	January 27, 2019	February 25, 2019	March 26, 2019	April 25, 2019	May 27, 2019
<b>Publishing Date**</b>	December 31, 2018	January 31, 2019	February 28, 2019	March 31, 2019	April 30, 2019	May 31, 2019

Dates

Issue	July	August	September	October	November	December
<b>Ingredients &amp; Additives</b>	Enzymes	Additives	Pulses & Grains	Emulsifiers & Stabilizers	Colorings	Sweeteners
<b>Packaging</b>	Smart Packaging	Sorting & Grading	Group Packaging	Wrapping	Weighing	Packing
<b>Catering &amp; Hospitality</b>	Disposables	Tableware	Kitchen Equipment	Containers	Hotels	Pest Control
<b>Cover Story</b>	Company Profile / Project Focus	Oils & Fats	Company Profile / Project Focus	Bottled Water	Poultry & Eggs	Company Profile / Project Focus
<b>Sustainability</b>	Organic Food	Food Recycling	Food Production	Sustainable Ingredients	Food Processing	Food Security
<b>Processing</b>	Ice Cream & Sorbets	Ready-Made Food	Seafood Processing	Energy/Soft Drinks	Bakeries	Tea & Coffee
<b>Country / Regional Reports</b>	- Egypt - Malaysia - South Africa - UK	- Jordan - Oman - Scandinavia - South Korea	- Brazil - Germany - Saudi Arabia - Turkey	- Italy - Tunisia - UAE - USA	- Central America - Greece & Cyprus - Iberia - North Africa	- Canada - China - GCC - Norway
<b>Bonus Distribution*</b>			- EURASIA Packaging 2019 - Turkey - Gulfood Manufacturing 2019 - UAE	- EURASIA Packaging 2019 - Turkey - SIAL Middle East 2019 - UAE - Gulfood Manufacturing 2019 - UAE	- SIAL Middle East 2019 - UAE - Gulfood Manufacturing 2019 - UAE	
<b>Editorial Due</b>	June 23, 2019	July 22, 2019	August 22, 2019	September 23, 2019	October 23, 2019	November 24, 2019
<b>Advertising Due</b>	June 26, 2019	July 26, 2019	August 26, 2019	September 26, 2019	October 25, 2019	November 26, 2019
<b>Publishing Date**</b>	June 30, 2019	July 31, 2019	August 30, 2019	September 30, 2019	October 31, 2019	November 30, 2019

Dates

\* Tentative list of events at which foodHQ will have bonus distribution of its issues - liable to changes.

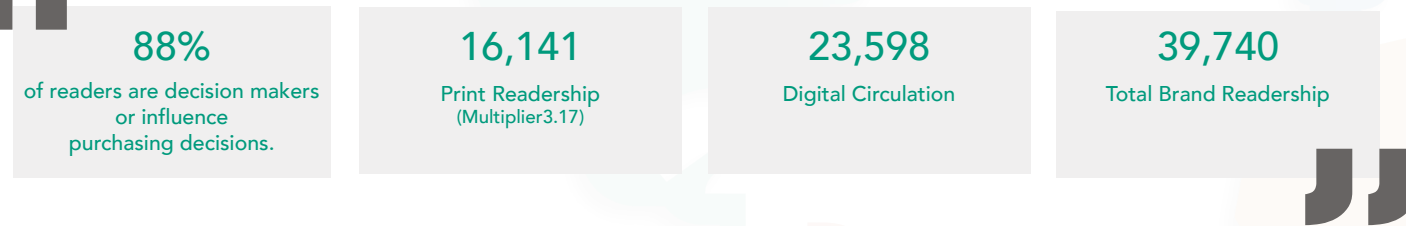
\*\* Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post.

# “Advertising Benefits & Options”

## Print Options

- **Display Advertising:** foodHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- **Classified Advertising:** The Buyers' Guide (BG) is dedicated to companies planning to test the market with a limited budget.
- **Advertorials:** This option has double use; to get story to foodHQ's readers and to maximize the company's exposure by placing its full contact details.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile or Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

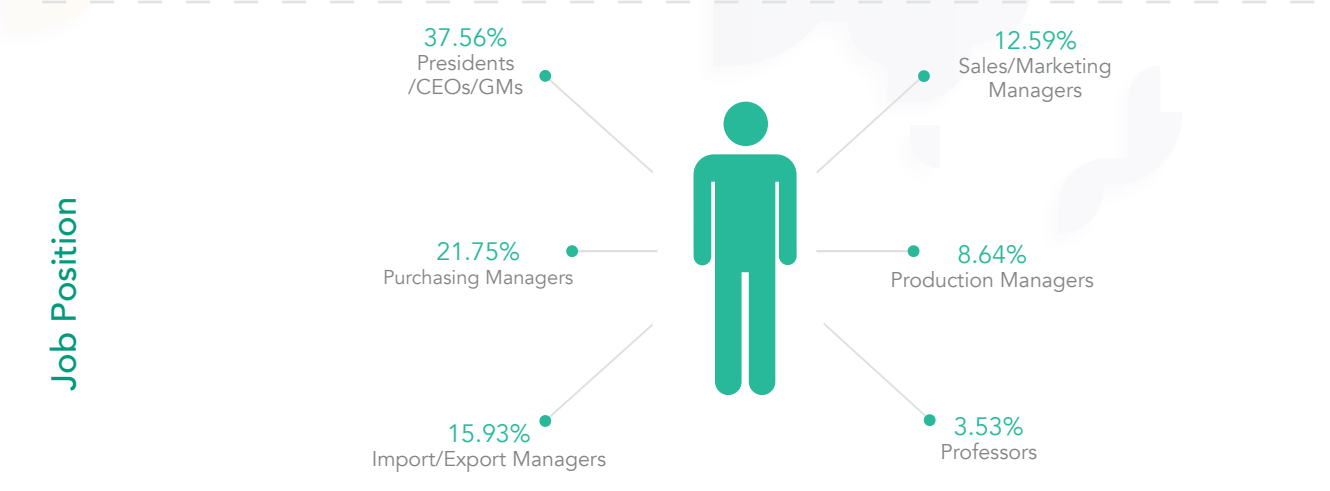
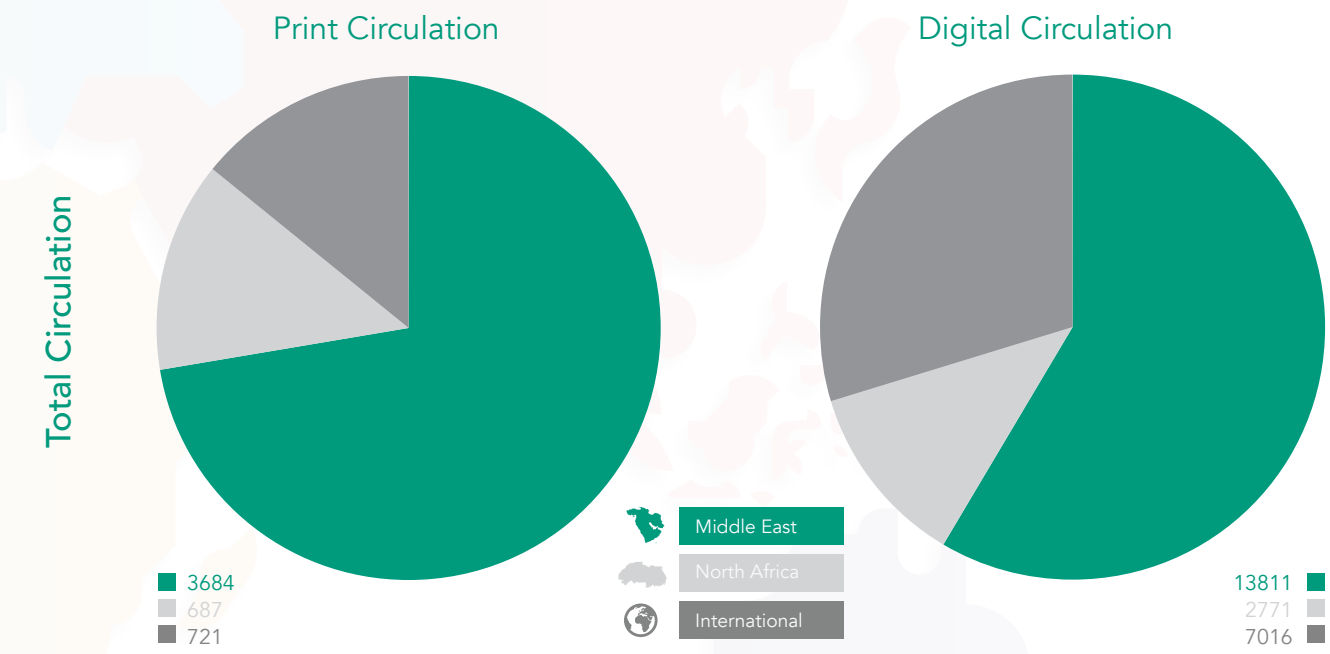
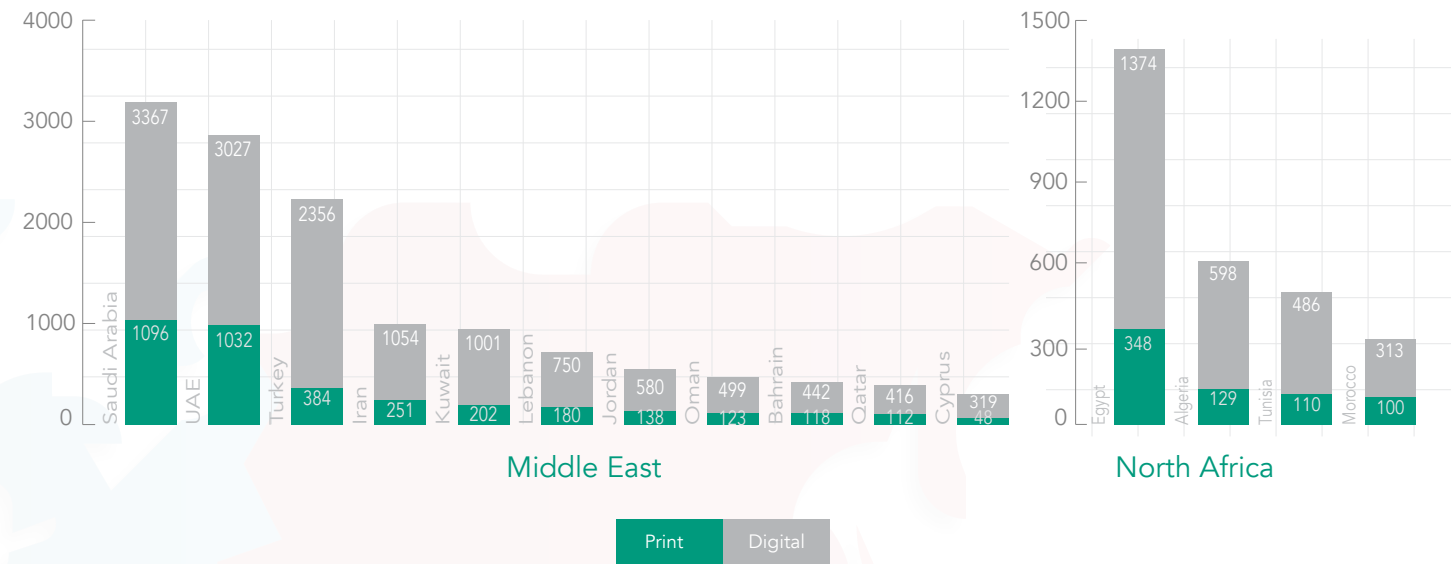
## Readership Summary



## Digital Options

- **Web Banners:** For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on foodHQ's website via a Leaderboard Banner, MPU Banner, Half Page Banner, and/or a Billboard Banner.
- **Newsletters:** The monthly Newsletter contains several dedicated advertising spots, providing commercial partners with a cost effective and highly credible route into the inbox of food professionals globally.
- **Email Shots:** We know how important it is that your email looks and reads right before you send it out to your existing and potential industry professionals. That's why our direct e-mail shots offer this opportunity using a vast user database.
- **Coming Events:** The Coming Events service offers a comprehensive listing of food events, conferences seminars, and workshops.
- **Buyers' Guide:** It is a service that offers high exposure at a nominal cost. The classified ad is 360 px 300 px, including company logo, product photo, and a brief message with contact details.
- **Business Directories:** The Business Directories service puts you in contact with food-related suppliers, manufacturers, purchasers, sellers, re-sellers and high level professional employees who visit our website regularly.

# “Circulation”



Rates (Print & Digital)

Display Advertising - 4 Color & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,570	7,190	6,810	6,435
Double Page Spread	5,400	5,130	4,860	4,590
1/2 Page Spread	3,350	3,180	3,015	2,845
2 <sup>nd</sup> Cover (IFC)	3,300	3,135	2,970	2,800
3 <sup>rd</sup> Cover (IBC)	3,000	2,850	2,700	2,550
4 <sup>th</sup> Cover (OBC)	3,500	3,325	3,150	2,975
Full Page	2,750	2,610	2,475	2,335
2/3 Page	2,100	1,995	1,890	1,785
1/2 Page	1,750	1,660	1,575	1,485
1/3 Page	1,400	1,330	1,260	1,190
1/4 Page	1,150	1,090	1,035	975

Advertorials & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,000	1,800	1,700	1,600
2/3 Page	1,450	1,300	1,230	1,150
1/2 Page	1,200	1,080	1,020	960
1/3 Page	900	810	765	720
1/4 Page	700	630	595	550

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	450	400	365	325
Twelve Times Prepaid				2,925

Specs (print)

Space	Dimensions	(WxH)mm
Full Page	Trim Size	193 x 270
Double Page	Print Size	400 x 270
Vertical 2/3 Page	Print Size	124x 241
Vertical 1/2 Page	Print Size	90.5x 241
Horizontal 1/2 Page	Print Size	186 x 118
Horizontal 1/2 page (Spread)	Print Size	400 x 118
Island 1/2 Page	Print Size	118 x 186
Vertical 1/3 Page	Print Size	62 x 241
Horizontal 1/3 Page	Print Size	186x 80
Vertical 1/4 Page	Print Size	72 x 119
Horizontal 1/4 Page	Print Size	186 x 60

\*Bleed Ads must be sent with 5 mm added on each side of the ad

Rates (Print & Digital)

Display Advertising - 4 Color & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page Spread	3,365	3,195	3,030	2,860
1/2 Page Spread	2,300	2,185	2,070	1,955
2 <sup>nd</sup> Cover (IFC)	1,990	1,890	1,790	1,690
3 <sup>rd</sup> Cover (IBC)	1,850	1,760	1,665	1,570
4 <sup>th</sup> Cover (OBC)	2,200	2,090	1,980	1,870
Full Page	1,715	1,630	1,545	1,460
2/3 Page	1,440	1,365	1,295	1,225
1/2 Page	1,165	1,105	1,045	990
1/3 Page	950	900	855	805
1/4 Page	800	760	720	680

Advertorials | Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,375	1,305	1,235	1,165
2/3 Page	1,100	1,045	990	935
1/2 Page	825	785	745	700
1/3 Page	655	625	590	555
1/4 Page	515	490	460	435

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	310	295	280	260
Twelve Times Prepaid				2,960

Specs (print)

Space	(WxH)px	Format
Full Page	2362 x 3189	JPG, PNG, PDF
Double Page Spread	4724 x 3189	JPG, PNG, PDF
Vertical 2/3 Page	1394 x 2846	JPG, PNG, PDF
Vertical 1/2 Page	1028 x 2846	JPG, PNG, PDF
Horizontal 1/2 Page	2126 x 1394	JPG, PNG, PDF
Horizontal 1/2 page Spread	4724 x 1394	JPG, PNG, PDF
Island 1/2 Page	1394 x 2197	JPG, PNG, PDF
Vertical 1/3 Page	768 x 2846	JPG, PNG, PDF
Horizontal 1/3 Page	2126 x 945	JPG, PNG, PDF
Vertical 1/4 Page	1028 x 1394	JPG, PNG, PDF
Horizontal 1/4 Page	2126 x 709	JPG, PNG, PDF

Web Banners & Rates (US\$)

Banner	Format	Dimensions	Size	Rate (US\$)	Duration
Leaderboard	GIF, JPEG, or Animated GIF	728 x 90 Pixels	50 KBs	550	1 Month
				495	3 Month
				470	6 Month
				440	12 Month
MPU	GIF, JPEG, or Animated GIF	300 x 250 Pixels	50 KBs	650	1 Month
				585	3 Month
				550	6 Month
				520	12 Month
Half Page	GIF, JPEG, or Animated GIF	300 x 600 Pixels	50 KBs	1000	1 Month
				900	3 Month
				850	6 Month
				800	12 Month
Billboard	GIF, JPEG, or Animated GIF	970 x 250 Pixels	50 KBs	1500	1 Month
				1350	3 Month
				1275	6 Month
				1200	12 Month

Email Shots & Rates (US\$)

Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

Online Buyer's Guide Ads & Rates (US\$)

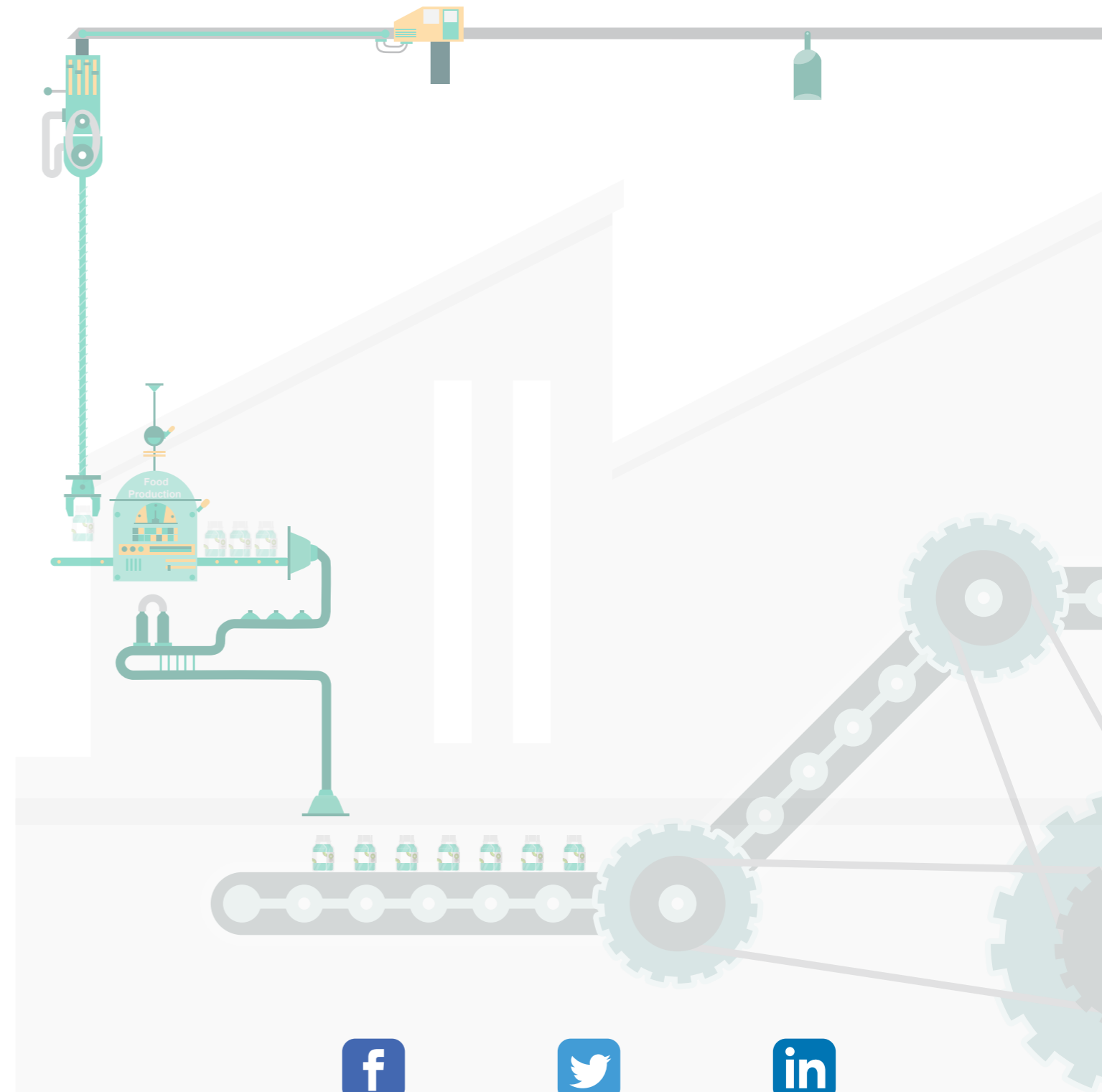
Duration	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	300	275	250	225
Twelve Times Prepaid				2,400

Online Coming Events Listing & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	250	225	200	175
Twelve Times Prepaid				1,900

Online Directory Listing & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	100	80	60	40
Twelve Times Prepaid				400



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food HQ

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P.O. Box: 13-5121 Chouran  
Postal Code: 1102-2802  
Beirut - Lebanon

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Marketing & Sales Department: [marketing@foodhq.world](mailto:marketing@foodhq.world)  
Content & Research Department : [content@foodhq.world](mailto:content@foodhq.world)

[www.foodhq.world](http://www.foodhq.world)



## About CPH World Media

With more than four decades of experience in providing innovative media products and serving its sustainable vision "Helping Advance MENA & Beyond!", CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike. 2019 will mark a major leap forward in the company's milestone achievements. We will launch an online industry portal **industryHQ** that covers a broad spectrum of business news, technical articles, market research reports, analysis, trends and events spreading across multiple industry sectors. For more details log on to [www.industryhq.com](http://www.industryhq.com)

**constructionHQ** a sister publication for foodHQ serving the Building, Machinery, Road & Power Generation sectors in the MENA region & beyond. constructionHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry bringing its readers in-depth insights and information. The total brand readership is 41,670 of decision makers or decision influencers for their companies. For more details log on to [www.constructionhq.world](http://www.constructionhq.world)

**waterHQ** a sister publication for foodHQ serving the Water, Wastewater, Desalination & Energy sectors. waterHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the water industry bringing its readers in-depth insights and information. The total brand readership is 40,069 of decision makers or decision influencers for their companies. For more details log on to [www.waterhq.world](http://www.waterhq.world)

**healthHQ** a sister publication for foodHQ serving the Medical, Laboratory, Pharmaceuticals & Fitness sectors. healthHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. The digital edition of the magazine is published monthly. Starting January 2019, healthHQ will be printed quarterly. For more details log on to [www.healthhq.world](http://www.healthhq.world)



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I wish to:  Subscribe (fill A>C)  Renew my subscription (fill A>C)  Update my information (fill A)

Receive sample copy to:

- constructionHQ magazine
- waterHQ magazine
- foodHQ magazine
- Get contacted by my nearest agent to discuss my advertising needs (fill A)
- Submit my Article / Press Release / Product / news to be published in the next issue (fill A)
- Receive a specially promotional offer for advertising (fill A)

Publication of Editorial material is subject to the editor's discretion and space availability

**A Entity Details** - (Fields marked with a (\*) should be filled. Kindly specify if not available by typing/printing N/A)

Personal Details	Name*:	Position*:
	Direct Tel: (+ ) - ( ) ( ) Ext:	Mobile: (+ ) - ( ) ( )
	Direct Fax: (+ ) - ( ) ( ) Ext:	Email:
Company Details	Name*:	Year Established*:
	Tel (s): (+ ) - ( ) ( )	Fax (es): (+ ) - ( ) ( )
	Business Activity / Description*:	
	Email*:	http*://
	Export Markets:	Import Markets:
	# of Employees*:	Annual Turnover:
Brands / Trademarks:		
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	Country*:	Date*:

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	Lebanon	Arab Countries, Cyprus, Iran	Africa (Excluding Arab Countries), Europe, Turkey	Other Countries
One Year	<input type="checkbox"/> \$25	<input type="checkbox"/> \$65	<input type="checkbox"/> \$95	<input type="checkbox"/> \$120
Two Years	<input type="checkbox"/> \$50	<input type="checkbox"/> \$105	<input type="checkbox"/> \$160	<input type="checkbox"/> \$210
Three Years	<input type="checkbox"/> \$75	<input type="checkbox"/> \$145	<input type="checkbox"/> \$230	<input type="checkbox"/> \$305

**C Payment Methods**

Cheque made payable toCPH World Media - Cheque must be drawn on any U.S. Bank

Please charge my credit card: MasterCard / Visa / AMEX

Your Credit Card Details: Type:  AMEX  MasterCard  Visa

Number:

Card Holder Name : ..... Card Expiry Date: ..... / ..... / ..... (dd/mm/yyyy)

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