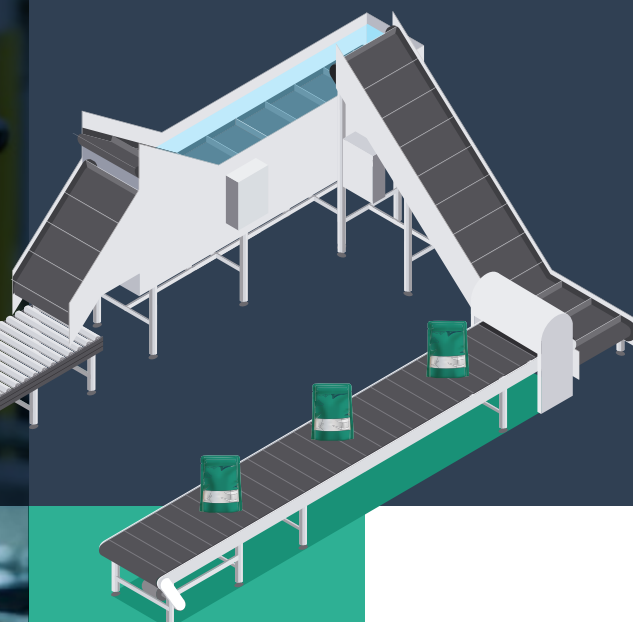


Media Info 2020

**Satisfying
World
Cravings**

Since 1985



foodHQ: A Leading & Trusted 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. The magazine is published monthly in print and digital formats 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.

New Industry Platform

In 2020, foodHQ website will be part of industryHQ an industry platform that reaches and serves decision makers, manufacturers, and buyers across all industries. industryhq.com brings you the latest industry trusted news from around the world, covering business news, analysis, trends, technologies, products, projects, and latest events spreading across multiple industry sectors.

We have created a dynamic community for industry executives, decision makers, influential thought leaders, and buyers through industryHQ platform, foodHQ monthly magazine (digital & print), social media, targeted business newsletters, and events. Visit www.industryhq.com and discover today's latest news, development, and trends!

Content

Reports

In-depth food reports

Business

Feature articles including interviews with key players

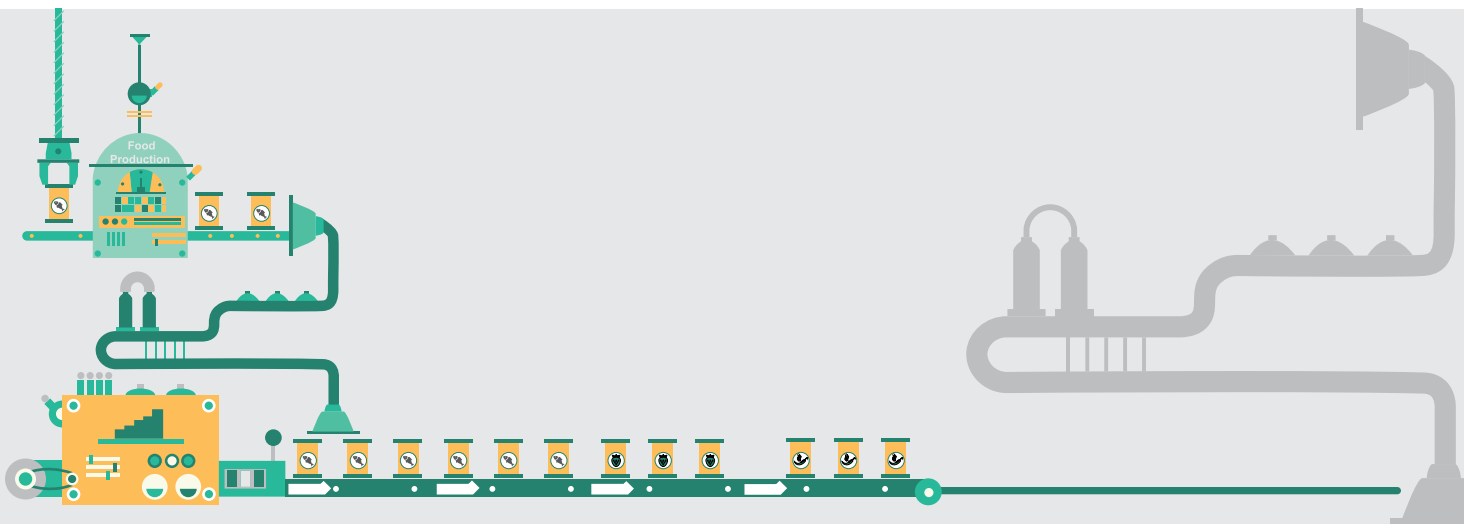
News

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.



Ishida Europe Limited
UK



Krones AG
Germany



Rademaker BV
Holland



TNA Europe Ltd
UK



DSM UK
UK



Kalsec Inc.
USA



Ingredion

Ingredion UK Limited
UK



Heart working people

Palsgaard A/S
Denmark



ADM WILD Europe GmbH & Co. KG
Germany



Auger Enterprise Co Ltd
Taiwan



Cama 1 Spa
Italy



Doehler GmbH
Germany



Guentner GmbH & Co. KG
Middle East, India & Africa
UAE



Albert Handtmann
Maschinenfabrik GmbH & Co. KG
Germany



Sollich KG
Germany



PACKAGING

ZA Packaging (ZA Ambalaj
San Ve Tic Ltd. Sti)
Turkey



Multivac Middle East FZE
UAE



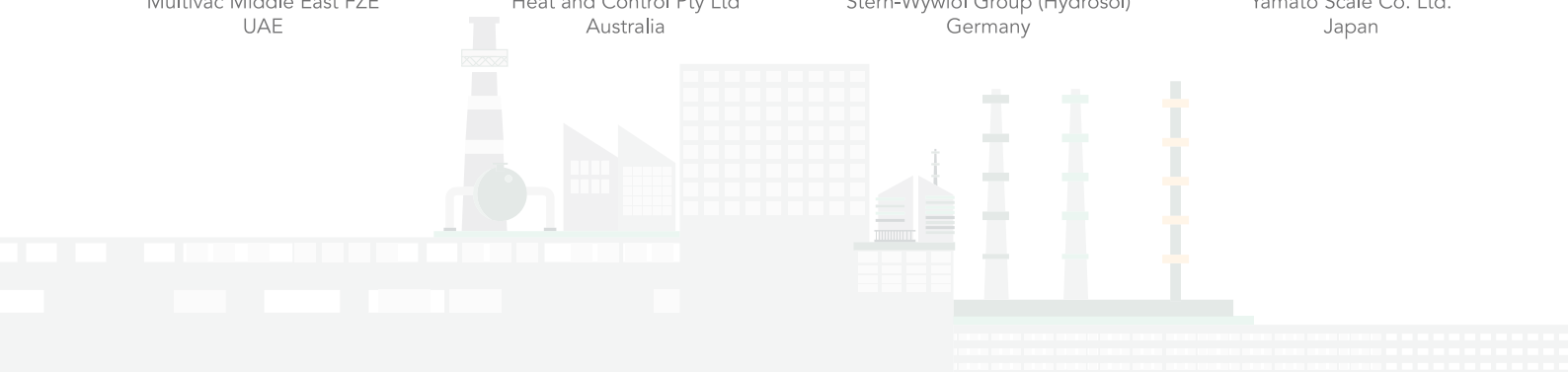
Heat and Control Pty Ltd
Australia



Stern-Wywiol Group (Hydrosol)
Germany



Yamato Scale Co. Ltd.
Japan



The Global Food Industry

Packaging

The global **FOOD PACKAGING** market size is expected to reach USD411 billion by 2025

One of the **KEY DRIVERS** for this market will be the rising demand for convenience food

One of the **RESTRAINTS** will be the high volatility in prices of raw materials

Rising inclination toward innovation in environment-friendly and sustainable packing is a major **TREND** driving this market



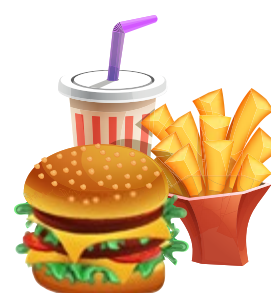
F&B

The **FOOD & BEVERAGES** market amounts to USD93,582m in 2018

One of the **KEY DRIVERS** is urbanization

One of the key **TRENDS** escalating market growth will be the food and drinks made from natural ingredients

Most revenue is generated in **CHINA** USD18,521m in 2018



The Global Food Industry

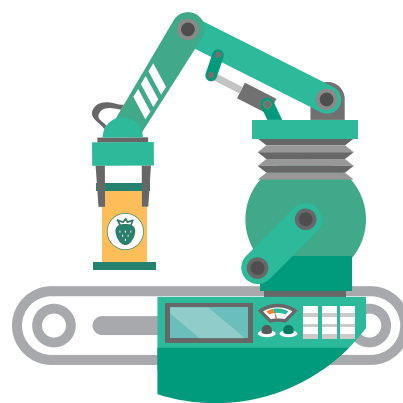
The **FOOD PROCESSING EQUIPMENT** market is estimated to reach USD70,510 million revenue by 2022

One of the **KEY DRIVERS** for this market will be the focus on production efficiency, processing time, and quality of food products

One of the **RESTRAINTS** will be the high cost of food processing equipment

ASIA PACIFIC is one of the fastest growing markets

Food Processing Equipment



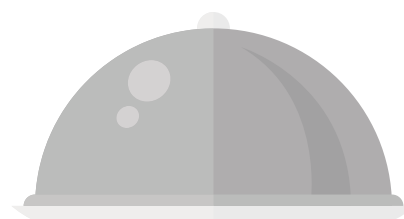
The **GLOBAL HOTELS** Market is expected to generate around USD211.54 billion by 2026

One of the **KEY DRIVERS** will be the development of the travel and tourism industry

One of the **RESTRAINTS** will be the increasing preference for healthy food options

The **Asia Pacific** hotels market is expected to witness the highest growth by 2025

Hospitality



Editorial Program 2020

Issue	January	February	March	April	May	June
Ingredients & Additives	Emulsifiers	Bakery Ingredients	Colorings	Functional Ingredients	Flavorings	Dietary Nutritional Ingredients
Packaging	Palletizing	Conveyors	Sorting & Grading	Smart Packaging	Coding & Labeling	Weighing
Catering & Hospitality	Kitchen Equipment	Ovens & Grills	Display Cabinets	Disposables	Cleaning Equipment	Freezers & Refrigerators
Cover Story	Water Treatment in Food Industry	Company Profile / Project Focus	Company Profile / Project Focus	Organic Food	Company Profile / Project Focus	Quality Control
Processing	Fruits & Vegetables Equipment	Food Processing Equipment	Meat Processing	Tea & Coffee	Nuts & Almonds	Baby Food
Country / Regional Reports	- UAE - Turkey - UK	- Jordan - Germany - Australia	- Saudi Arabia - Lebanon - France	- Egypt - Malaysia - Brazil	- Morocco - India - Italy	- Russia - New Zealand - Qatar
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	December 22, 2019	January 24, 2020	February 22, 2020	March 24, 2020	April 22, 2020	May 25, 2020
Advertising Due	December 27, 2019	January 27, 2020	February 25, 2020	March 26, 2020	April 24, 2020	May 27, 2020
Publishing Date*	December 30, 2019	January 31, 2020	February 28, 2020	March 31, 2020	April 30, 2020	June 1, 2020

* 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

Editorial Program 2020

Issue	July	August	September	October	November	December
Ingredients & Additives	Bakery Ingredients	Stabilizers	Preservatives	Sweeteners	Spices & Herbs	Pulses & Grains
Packaging	Group Packaging	Sorting & grading	Bottling & Filling	Wrapping	Packaging Equipment	Conveyors
Catering & Hospitality	Kitchen Equipment	Hotels	Containers	Pest control	Hotels	Catering Equipment
Cover Story	Automation in Food Industry	Company Profile / Project Focus	Food Processing	Company Profile / Project Focus	Company Profile / Project Focus	Company Profile / Project Focus
Processing	Ice Cream & Sorbets	Meat Processing	Seafood Processing	Dairy Processing	Ready-Made Food	Bakery Equipment
Country / Regional Reports	- Benelux - Canada - China	- Iran - South Africa - Norway	- Saudi Arabia - USA - Germany	- UAE - Italy - Ireland	- Oman - Greece & Cyprus - Iberia	- GCC - Scandinavia - India
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	June 22, 2020	July 22, 2020	August 24, 2020	September 23, 2020	October 23, 2020	November 24, 2020
Advertising Due	June 27, 2020	July 27, 2020	August 26, 2020	September 28, 2020	October 26, 2020	November 26, 2020
Publishing Date*	June 30, 2020	July 31, 2020	August 31, 2020	September 30, 2020	October 30, 2020	November 30, 2020

* 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

Print Options

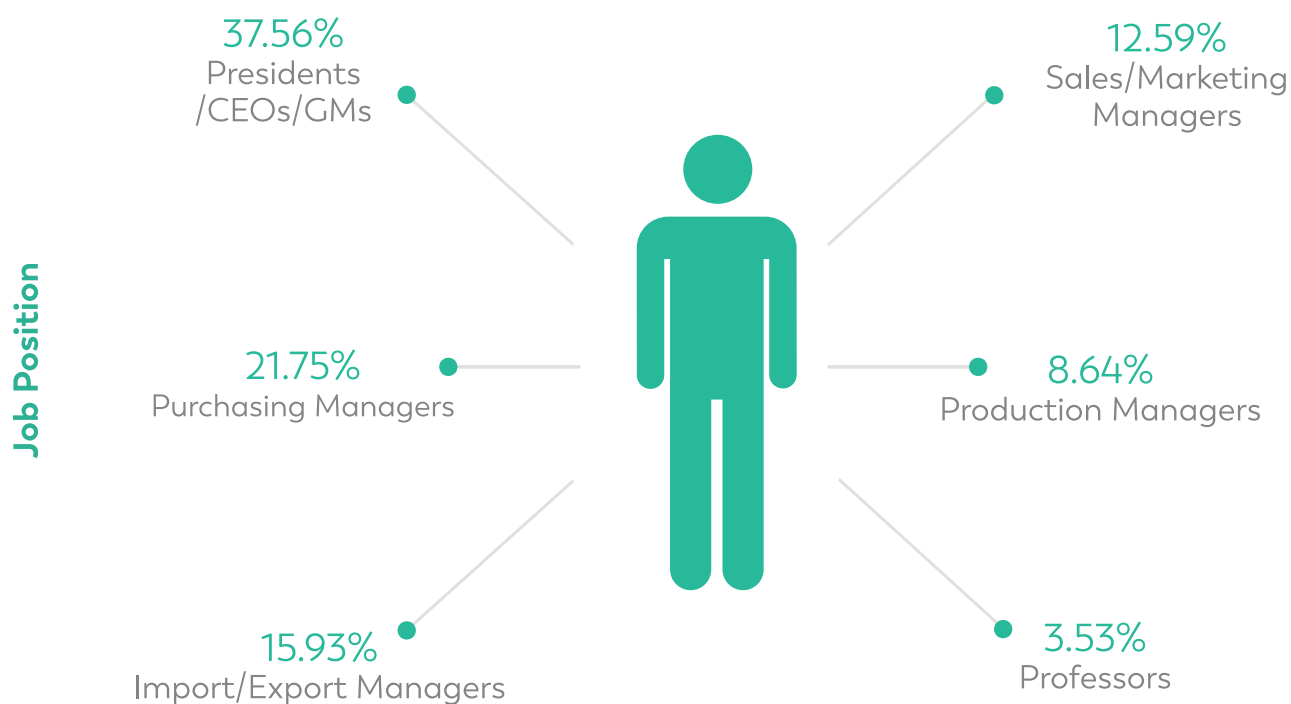
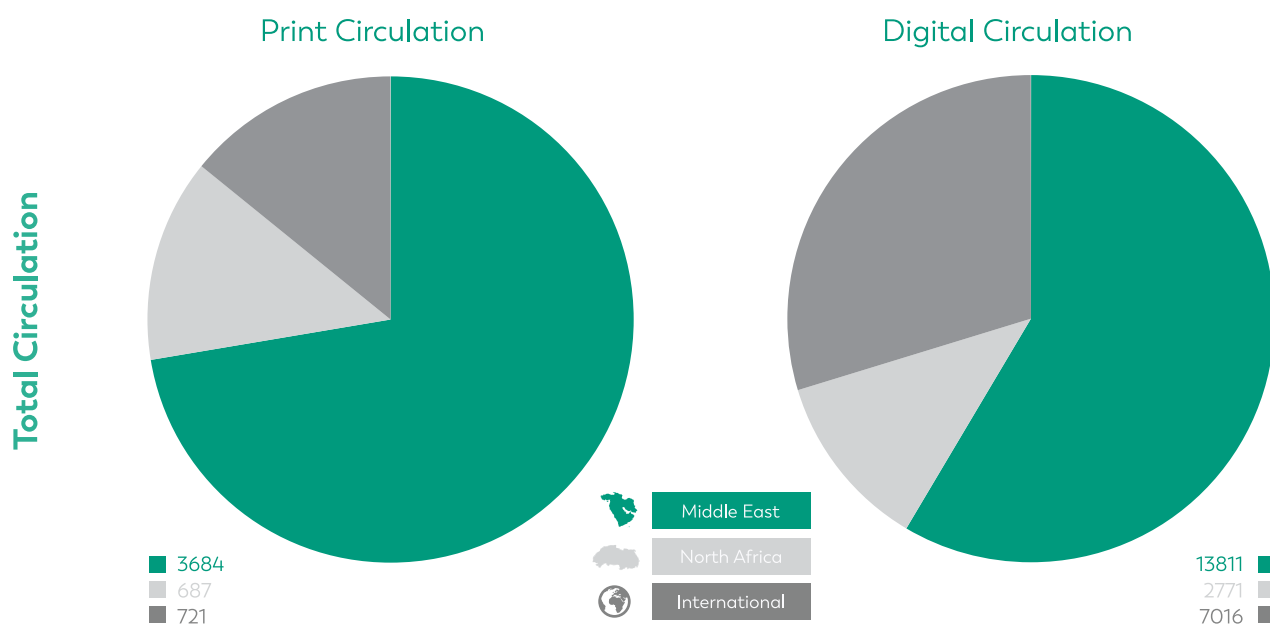
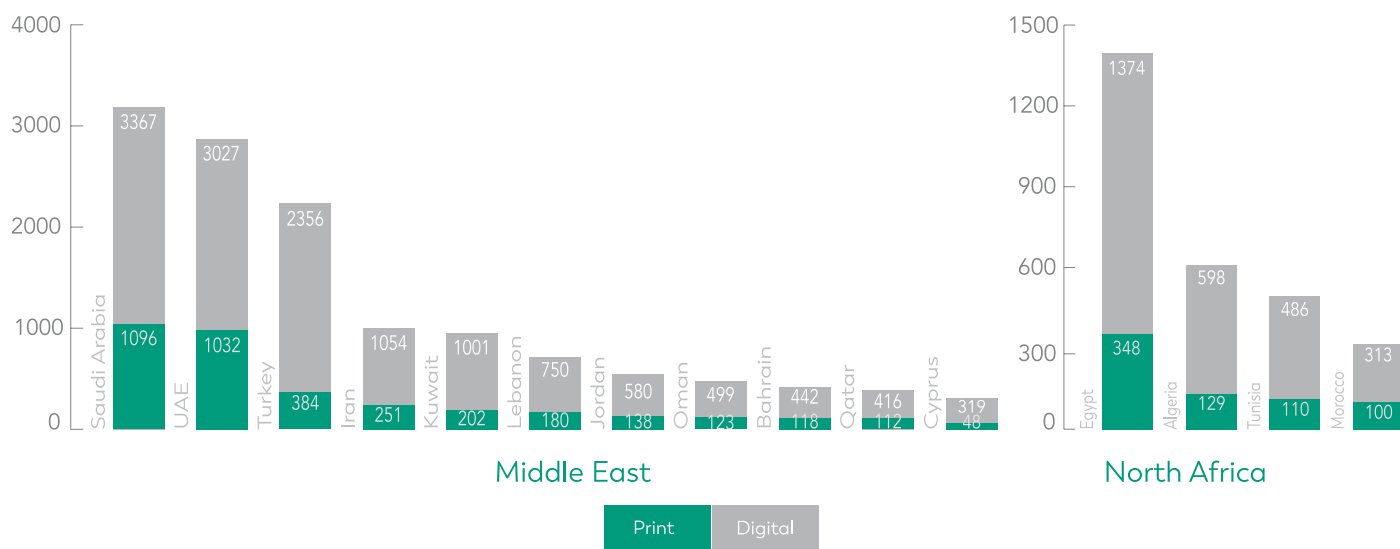
- **Display Advertising:** foodHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- **Classified Advertising:** The Buyers' Guide is dedicated to companies planning to test the market with a limited budget.
- **Advertorials:** This option has 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

88% of readers are decision makers or influence purchasing decisions.	15,010 Print Readership (Multiplier 3.17)	23,598 Digital Circulation	39,740 Total Brand Readership
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Print 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 x 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.



Print Advertising Rates

Advertising 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	5,400	5,130	4,860	4,590
1/2 Page Spread	3,350	3,180	3,015	2,845
2 nd Cover (IFC)	3,300	3,135	2,970	2,800
3 rd Cover (IBC)	3,000	2,850	2,700	2,550
4 th 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

Advertorial 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

Buyer's Guide Rates (US\$)

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

Print Advertising Dimensions

Space	Dimensions	(WxH)mm
Full Page	Trim Size	205 x 297
Double Page	Print Size	420 x 297
Vertical 2/3 Page	Print Size	116 x 260
Vertical 1/2 Page	Print Size	87 x 260
Horizontal 1/2 Page	Print Size	174 x 130
Horizontal 1/2 page (Spread)	Print Size	384 x 130
Island 1/2 Page	Print Size	120 x 188
Vertical 1/3 Page	Print Size	58 x 260
Horizontal 1/3 Page	Print Size	174 x 87
Vertical 1/4 Page	Print Size	87 x 130
Horizontal 1/4 Page	Print Size	174 x 65

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

"Print advertisers will have their ad published in the digital issue as well at no additional cost. Clients may also opt for the digital only advertising where the ads appear in the digital issue and not the print; this is in order to cater for all budgets and ensure best exposure to all ads"

Digital Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page	3,365	3,195	3,030	2,860
1/2 Page Spread	2,300	2,185	2,070	1,955
2 nd Cover (IFC)	1,990	1,890	1,790	1,690
3 rd Cover (IBC)	1,850	1,760	1,665	1,570
4 th 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

Advertorial 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

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	310	295	280	260
12 Times Pre-Paid				2,340

Digital Advertising Dimensions

Space	Format	(WxH)pixels
Full Page	JPG, PNG, PDF	2479 x 3508
Double Page	JPG, PNG, PDF	4958 x 3508
Vertical 2/3 Page	JPG, PNG, PDF	1371 x 3067
Vertical 1/2 Page	JPG, PNG, PDF	1029 x 3067
Horizontal 1/2 Page	JPG, PNG, PDF	2054 x 1533
Horizontal 1/2 page (Spread)	JPG, PNG, PDF	4533 x 1533
Island 1/2 Page	JPG, PNG, PDF	340 x 533
Vertical 1/3 Page	JPG, PNG, PDF	1417 x 2221
Horizontal 1/3 Page	JPG, PNG, PDF	2054 x 1021
Vertical 1/4 Page	JPG, PNG, PDF	1029 x 1533
Horizontal 1/4 Page	JPG, PNG, PDF	2054 x 767

Online Advertising Rates

Web Banners & Rates (US\$)

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

Email Shots & Rates (US\$)

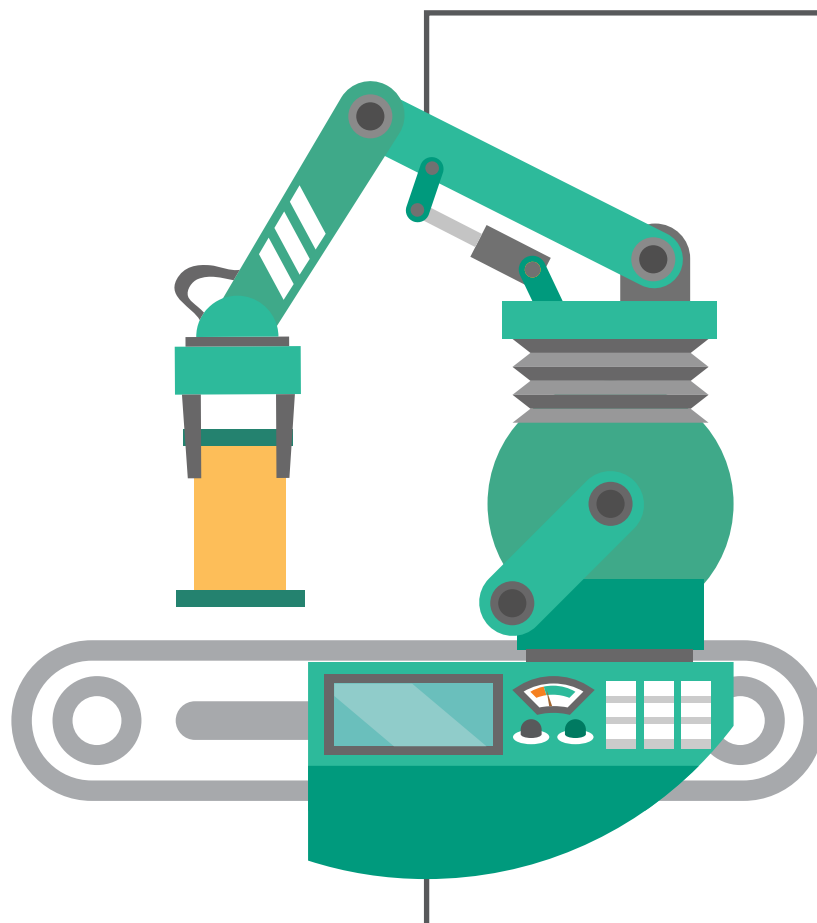
Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

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

Duration	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Buyer's Guide /Month	300	275	250	225
Twelve Times Prepaid				2,025

Online Coming Events Listing & Rates (US\$)

Frequency	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Coming Events /Month	250	225	200	175
Twelve Times Prepaid				1,600



Postal Address

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

Courier Address

foodHQ
Hamra, Commodore, Barouk St.
Chatila & Chehab Bldg, 2nd Floor
Beirut - Lebanon

Communication

Tel : +961 (01) 748333
Mobile : +961 (70) 100094
Email : info@industryhq.com

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Marketing & Sales Department: marketing@industryhq.com

Content & Research Department: content@industryhq.com

www.foodhq.world

Other CPH Brands

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.

constructionHQ serves 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

healthHQ serves 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. Starting January 2020, healthHQ will be published in print and digital formats. For more details log on to www.healthhq.world

industryHQ serves the Construction, Energy, Food, Health, Water and other industry sectors. industryHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the industry bringing its readers in-depth insights and information. For more details log on to www.industryhq.com

waterHQ serves 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



Subscription Form

Kindly Complete the Entry Form Below - It's as easy as ABC!

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:	
Address	P.O. Box:	Zip Postal Code:
	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

B Subscription Rates - (choose your preferred subscription)

	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 to CPH 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

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