



2023

## Media Kit

# foodHQ

## Satisfying World Cravings!

Serving the ingredients, beverages, bottling & processing, culinary and hospitality sectors | **Since 1985**

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

## Global Industry Outlook

- The market is expected to grow annually by 6.72% (CAGR 2022-2027).
- Food revenue worldwide will continue to increase over the next years and reach around USD9.1 trillion in 2025.
- In order to feed the growing world population, predicted to reach 9.3 bn by 2050, agricultural production needs to grow by 70% and by nearly 100% in fast growing economies.
- By 2050, two thirds of the world population will be living in cities, increasing demand for processed foods and meat protein.

## Food Processing



### Sector Outlook:

- The food processing market is expected to reach an estimated \$4.1 trillion by 2024 with a CAGR of 4.3% from 2019 to 2024
- Plant-based products are increasingly all the rage, taking over supermarket shelves and freezers around the globe. Indeed, in the US alone the plant-based meat market is worth over USD900 million, and 14% of US households say they purchase plant-based meat
- The global food processing and handling equipment market size was valued at USD 101.23 billion in 2021. The market is projected to grow from USD 105.13 billion in 2022 to USD 140.17 billion by 2029, exhibiting a CAGR of 4.2 % during the forecast period.

### Market Insight:

- **Food processing:** The U.S. packaged food market is expected to grow at a compound annual growth rate of 4.8% from 2022 to 2030 to reach USD 1,588.9 billion by 2030.
- India's food processing sector is one of the largest in the world and its output is expected to reach \$535 bn by 2025-26. Exports of Rice values at \$ 1032.48 million in August 2022 and shares 3.13% of the total exports of the month.

### Market Leaders:

- **Carlisle:** USD134.4 bn in revenues, a 17% increase. USD110.5 million in charitable contributions in 56 countries.
- **Archer Daniels Midland Company:** 800+ facilities, 50+ innovation centers, 345+ Food and Feed processing locations, USD65 bn CY19 Revenue

## Additives & Ingredients



### Sector Outlook

- The global food additives market size was valued at USD 98.22 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 5.5% from 2020 to 2028.
- Through 2023, the food additives industry is expected to continue growing at a rate of 6% each year
- Global Food Additives Market is expected to reach USD59 bn by 2026

### Country Review

- United States Food Additives Market is forecasted to grow at a CAGR of 3.76% during the period (2020-2025)

- Egypt Food flavor and enhancer market is projected to witness a CAGR of 5.30% during the forecast period (2020 - 2025). The consumers end food manufactures are moving towards adding more natural flavor in their food and beverage products due to numerous health benefits and eco-friendly properties of natural ingredients flavor. This factor projected to boost the natural flavor market over the forecast period in Egypt.
- Europe food additives market size may observe 4.8% growth with Germany and France being the major contributors.
- The Chinese food additives market is projected to register a CAGR of 5.2% during the forecast period (2020 - 2025).

### Market Leaders:

1. **Ajinomoto Co., Inc.** Expected Growth: USD21.06 bn by 2025
2. **Archer Daniels Midland Company** Expected Growth: USD21.06 bn by 2025
3. **DuPont de Nemours Inc.** Expected Growth: USD 9.33 bn by 2025

## Packaging



### Sector Outlook

- The global food packaging market size is expected to reach USD456.6 bn by 2027.
- However, consumers have a growing appetite for food packaging that stands out and has a unique value proposition in a world that has become so monotone.
- Food packaging provides protection and can influence the shelf-life of a product, which in turn creates a better-quality food for consumers. Food packaging data can be better understood through analyzing material (paper and board, plastic, glass, or metal) or through application (dairy, confectionery, convenience foods, bakery, fruits, vegetables, meat, sauces, or dressings)
- Digital printing has become an affordable way to create impactful unboxing experiences and create some brand differentiation in a world of brown boxes.

### Market Insight:

- The packaging industry in China is expected to register a CAGR of 13.5% during the forecast period (2021-2026). The increase in the number of middle-class people has increased the demand for imported food products. This, along with high purchasing power, is driving the growth of the packaging industry in the region. The price for containers moving goods from China to the US and Europe has remained at a record high and is projected to increase over the next coming years.
- The packaging industry in Saudi Arabia (also referred to as 'the Saudi Arabia packaging market') is expected to register a CAGR of 2.2% over the forecast period, 2021 - 2026. Packaging, especially plastic, has changed the ways in which the packaging industry functioned. Packaging solutions that are lightweight, durable, and comfortable to the users are some of the factors which have increased the use of plastics as a packaging material across the world.

### Market Leaders:

- **Ancor PLC:** a global leader in developing and producing responsible packaging for food, beverage, pharmaceutical, medical, home- and personal-care, and other products. In 2022, Ancor revenue for the quarter ending March 31, 2022, was \$3.708B, a 15.62% increase year-over-year.

- **Crown Holdings Incorporated:** Crown Holdings is one of the world's top packaging companies for metal packaging technology. With operations in 40 countries, 23,000 employees, and net sales of \$9.1 billion, the company is uniquely positioned to bring best practices in quality and manufacturing to growing economies in Asia, Eastern Europe, South America, and the Middle East and North Africa.

- **Owens-Illinois Inc:** As the world's leading glass container manufacturer. The company provides high-quality glass packaging for beer, wine, spirits, food, non-alcoholic beverages, cosmetics, and pharmaceuticals. Owens Illinois reported \$1.69B in Sales Revenues for its first fiscal quarter of 2022.

## Catering & Hospitality

### Sector Outlook:

- The Hospitality market is expected to grow at a CAGR of around 8% to nearly USD5,891 bn by 2022. "Global Catering Services market size is estimated to grow at CAGR of 6% with USD 187.56 bn during the forecast period 2020-2024."

- The restaurant industry is approximately an \$800 billion dollar industry. The average household spends nearly 50% of its food dollars in restaurants.



### Market Insight:

- Saudi Arabia Catering Services market is expected to reach USD8. 87 billion by 2027F, growing at a CAGR of 6.91% during the forecast period. Saudi Arabia catering services market is mainly driven by factors such as growing preference for multi-cuisine, increase in working population, and government initiatives.

- The market size of the Caterers industry in the US is \$ 10.6 bn in 2022. The industry is expected to increase in 11.4% in 2022. The Caterers industry in the US is the 10th ranked Accommodation and Food Services industry by market size and the 522nd largest in the US.

### Market Leaders:



- **Compass Group plc.** is a British multinational contract foodservice company headquartered in Chertsey, England. It is the largest contract foodservice company in the world employing over 500,000 people. Revenue rose 37.9% from £8.4 billion (\$10.36 billion) to £11.6 billion (\$14.31 billion) on an underlying basis and a 36% gain from £8.4 billion (\$10.36 billion) to £11.5 (%14.17 billion) on a statutory basis.

- **Sodexo.** Sodexo is a French food services and facilities management company headquartered in the Paris suburb of Issy-les-Moulineux. Thanks to its 412,000 employees, Sodexo provides catering, facilities management, employee benefits and personal home services to 100 million consumers daily in 55 countries. We believe in the difference a day makes.

- **Elior Group,** one of the world's leading operators in contract catering and support services, has become a benchmark

player in the business & industry, education, and healthcare. Operating in 5 countries, Elior Group is a leader in its main markets, in Europe and North America. Elior Key figures serves 3.6 million guests per day with 99,000 employees and revenue that exceeds 3.69 euros. In addition to its 22,700 restaurants and points of sale & 2,400 sites managed by Elior Services.

**Greetings,**

If in any way or form you are involved in the food industry, we are pleased to inform you that you came to the right place.

**Welcome to foodHQ!**

foodHQ was established initially in 1985 as a specialized B2B magazine called “Middle East Food” before evolving to become a full-fledged 360° industry platform comprised of various media channels (available in print, digital and online formats) which are a magazine, a website, events, newsletter, email and social.

foodHQ always strives to be a central, leading & (most importantly) trusted platform by providing its audience (readers, subscribers & users) – which are composed primarily of business owners and decision makers – with cutting-edge high-quality latest trends, news, information, and data pertaining to the food industry (food processing, additives & ingredients, packaging, and catering & hospitality sectors) and its promotional partners (clients) with 360° & holistic high-impact exposure provided via its multi-media channels.

foodHQ enjoys a close and long-lasting partnerships with leading event organizers, worldwide, where it holds the status of official, regional, or supporting media platform in major food-industry events. Bonus copies of foodHQ magazine issues & material pertaining to its other media channels are distributed to exhibitors, visitors & conference attendees.

Our aim is that foodHQ audience (readers, subscribers & users) have a reliable new source and reference whereby its partners (clients) consider it as their trusted promotional platform of choice to have maximum exposure achieved to their products & services, thus increasing their market penetration and share!

For more info on foodHQ, its media channels and why you should consider it as your go-to platform, whether for latest content or for added exposure to your company, please continue reading the following pages and do not hesitate to contact us at any time you deem necessary.

Best wishes,  
**Rola Hamdan Ghutmi**  
 Editor-in-Chief  
[r.hamdan@1world.xyz](mailto:r.hamdan@1world.xyz)

**Magazine**



**Email**



**Website**



**Social**



**Newsletter**



**Events**



Every issue of foodHQ features cutting edge information, articles and studies closely related to the food industry. The magazine is published monthly in print and digital formats and is available online on foodHQ’s website. It includes reports, studies, news releases, latest trends and insights, product reviews, interviews with leading players in the market and upcoming relevant events.

Issue	January	February	March	April	May	June
<b>Ingredients and Additives</b>	Sweeteners	Preservatives	Flavor Enhancer	Thickeners	Stabilizers	Emulsifiers
<b>Packaging</b>	Bottling & Filling	Containers	Aseptic Packaging	Smart Packaging	Pallets	Water Soluble Packaging
<b>Catering and Hospitality</b>	Catering equipment	F & B Delivery	Kitchen Equipment	Room Service Catering	Digitalization	Cleaning Equipment
<b>Processing</b>	Dairy Processing	Poultry Processing	Grains Processing	Meat Processing	Baby Food Processing	Fruits & Vegetables
<b>Country Report</b>	UAE Germany Canada	Qatar U.K Australia	China France New Zealand	Kuwait Spain Brazil	Iran Russia North Korea	Saudi Arabia Italy Ghana
<b>Events - Bonus Distribution</b>	-	• Gulfood • Saudi HORECA	• HORECA Kuwait	• HORECA Lebanon	-	-
<b>Editorial * Material Due</b>	23-Dec-22	25-Jan-23	22-Feb-23	24-Mar-23	22-Apr-23	23-May-23
<b>Promotional ** Material Due</b>	28-Dec-22	28-Jan-23	25-Feb-23	27-Mar-23	25-Apr-23	26-May-23
<b>Publishing Deadline</b>	30-Dec-22	30-Jan-23	28-Feb-23	30-Mar-23	30-Apr-23	30-May-23

\* This list is tentative and maybe changed, contact us for an updated listing.

\*\* 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

## SATISFYING WORLD CRAVINGS

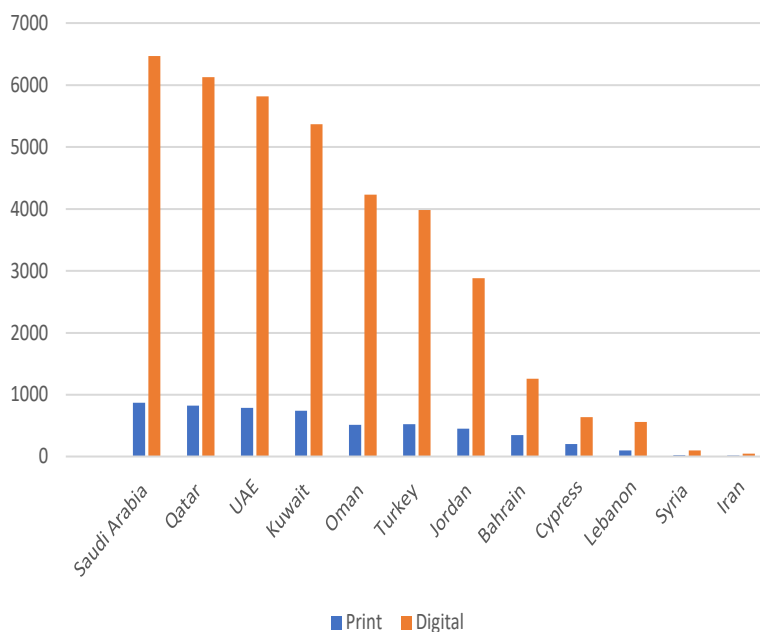
Issue	July	August	September	October	November	December
<b>Ingredients and Additives</b>	Food Coloring	Antioxidants	Fat Replacers	Acid Regulator	Sequestrants	Defoamers
<b>Packaging</b>	Micro Packaging	Sustainable Packaging	Conveyors	Anti-Microbial Packaging	Sorting & Grading	Conveyors
<b>Catering and Hospitality</b>	Smart Hotels	Vending Machines	Online Reservation	Robotics	Disposables	Digital Guest Experiences
<b>Processing</b>	Tea & Coffee Processing	Ice Cream & Sweets Processing	Seafood Processing	Nuts Processing	Potato Processing	Egg Processing
<b>Country Report</b>	Turkey South Africa Japan	South Korea Spain Cuba	Thailand Switzerland Iraq	Egypt Denmark Nigeria	Oman Algeria Singapore	Malaysia Belgium Mexico
<b>Events - Bonus Distribution</b>	-	-	• Erbil Agrofood • Food & Hospitality Oman	Saudi • Agrofood	• Gulfood	• OMAN Food • SIAL Middle East
<b>Editorial * Material Due</b>	22-Jun-23	23-Jul-23	24-Aug-23	23-Sep-23	23-Oct-23	24-Nov-23
<b>Promotional ** Material Due</b>	25-Jun-23	26-Jul-23	27-Aug-23	26-Sep-23	26-Oct-23	27-Nov-23
<b>Publishing Deadline</b>	30-Jun-23	30-Jul-23	30-Aug-23	30-Sep-23	30-Oct-23	30-Nov-23

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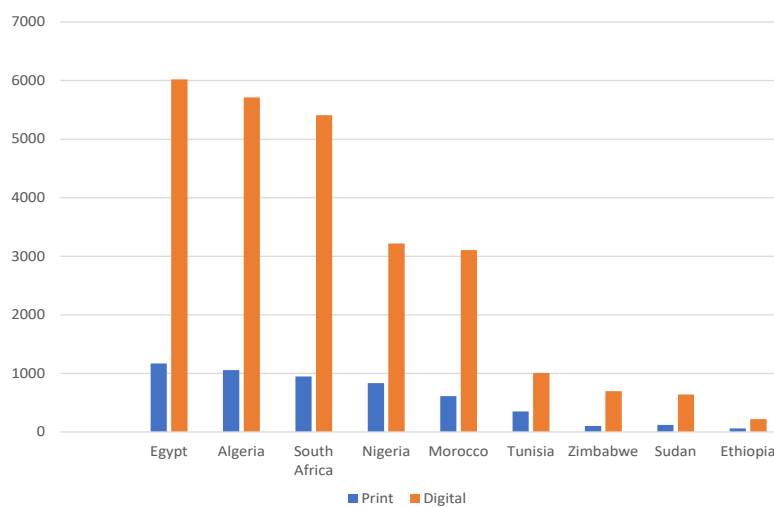
### Middle East

Country	Print	Digital
Saudi Arabia	869	6,470
Qatar	825	6,130
UAE	790	5,820
Kuwait	743	5,366
Oman	515	4,230
Turkey	523	3,982
Jordan	450	2,881
Bahrain	351	1,260
Cypruss	206	638
Lebanon	100	560
Syria	21	98
Iran	18	50
<b>Total</b>	<b>5,411</b>	<b>37,485</b>



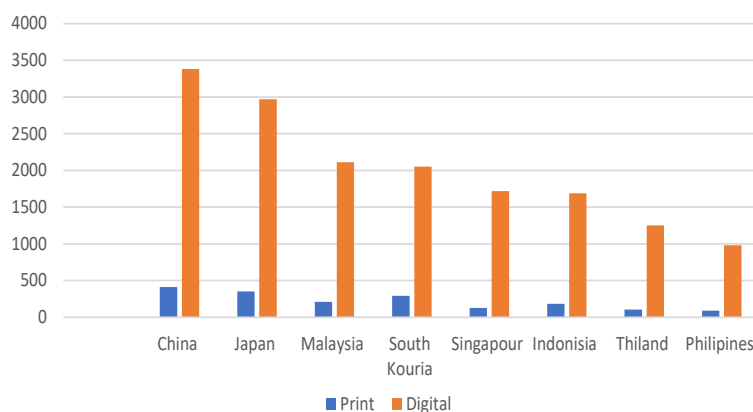
### Africa

Country	Print	Digital
Egypt	1,170	6,018
Algeria	1,056	5,713
South Africa	946	5,408
Nigeria	833	3,219
Morocco	612	3,105
Tunisia	350	1,005
Zimbabwe	101	695
Sudan	120	640
Ethiopia	60	218
<b>Total</b>	<b>5,248</b>	<b>26,021</b>



### Asia

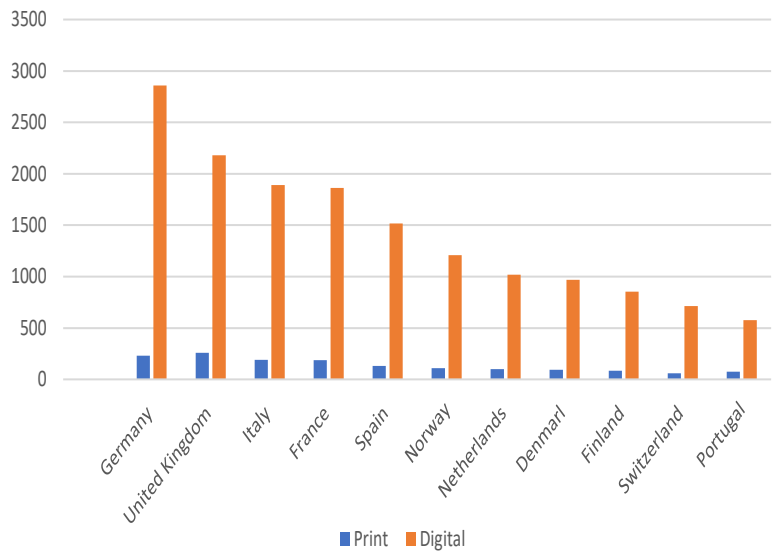
Country	Print	Digital
China	410	3,380
Japan	350	2,970
Malaysia	210	2,110
South Kouria	290	2,050
Singapour	128	1,718
Indonesia	182	1,690
Thiland	105	1,250
Philippines	90	980
Vietnam	75	703
<b>Total</b>	<b>1,840</b>	<b>16,851</b>





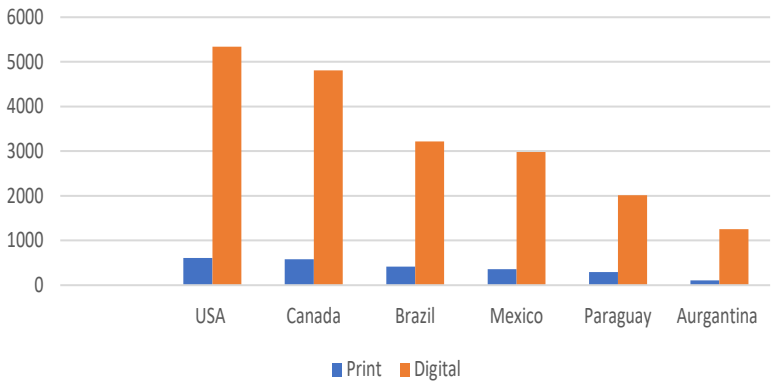
**Europe**

Country	Print	Digital
Germany	230	2,860
UK	260	2,180
Italy	190	1,890
France	187	1,863
Spain	130	1,518
Norway	109	1,210
Netherlands	101	1,020
Denmark	95	970
Finland	85	853
Switzerland	60	712
Portugal	75	575
<b>Total</b>	<b>1,522</b>	<b>15,651</b>



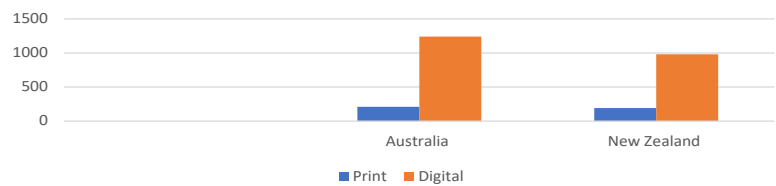
**Americas**

Country	Print	Digital
USA	610	5,340
Canada	580	4,810
Brazil	418	3,215
Mexico	360	2,980
Paraguay	290	2,010
Aurgantina	108	1,250
Colombia	90	840
<b>Total</b>	<b>2,456</b>	<b>20,445</b>



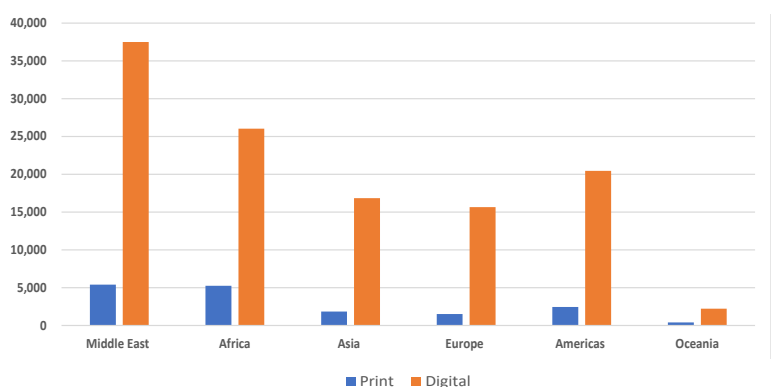
**Oceania**

Country	Print	Digital
Australia	210	1,240
New Zealand	190	980
<b>Total</b>	<b>400</b>	<b>2,220</b>



**All Regions / Worldwide**

Region	Print	Digital
Middle East	5,411	37,485
Africa	5,248	26,021
Asia	1,840	16,851
Europe	1,522	15,651
Americas	2,456	20,445
Oceania	400	2,220
<b>Total</b>	<b>16,877</b>	<b>118,673</b>

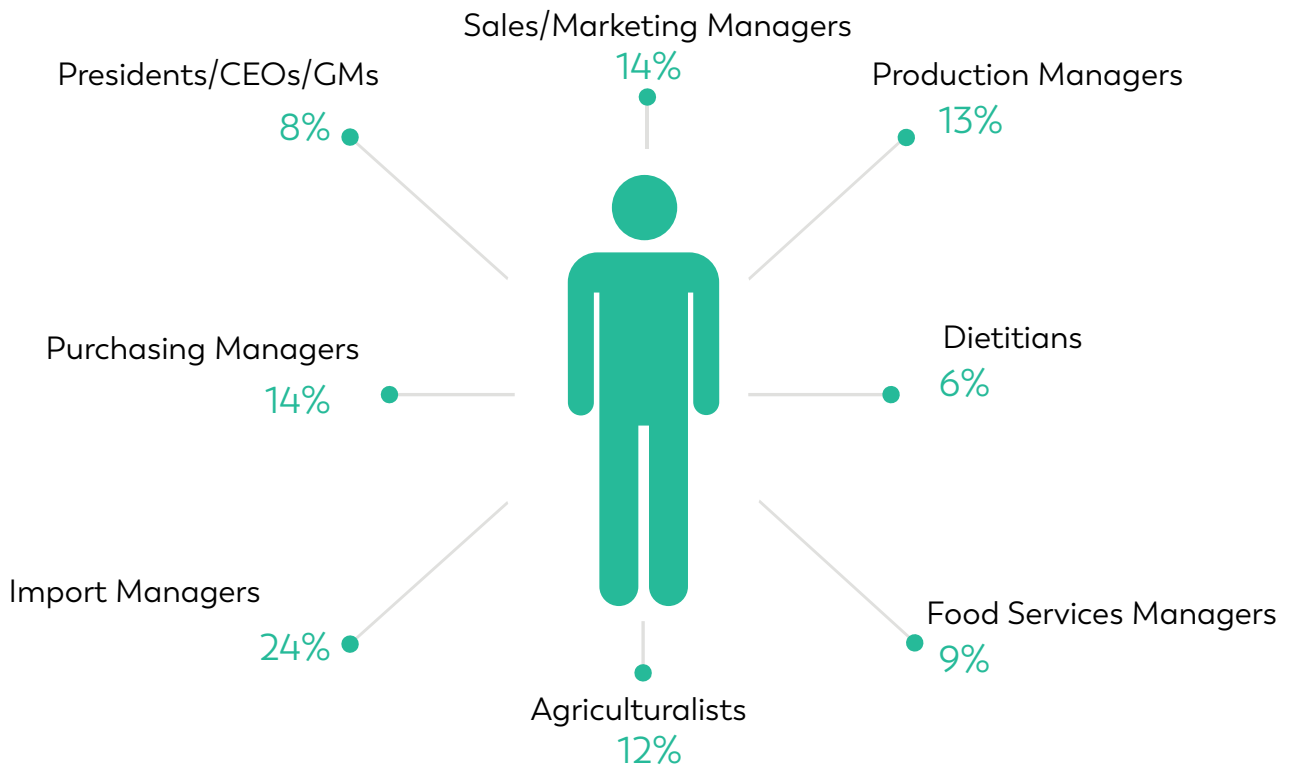


**Audience Numbers**

<b>85%</b>	Estimated percentage of readers who are decision makers consisting of business owners & C-level executives.
<b>47,256*</b>	Print Audience (Multiplier of 2.8 applied).
<b>498,427*</b>	Digital Readership (Multiplier of 4.2 applied).
<b>545,682*</b>	Total Audience (Multipliers are applied).

\* A Multiplier designates average rate of pass-along circulation by audience (recipients) and as such is an estimate and does not constitute accurate / measured numbers.

**By Job Position**



## Display Advertising (King of the Hill!)

High-Impact advertisements in an extended range of sizes and placements with full-color display spots. Nothing beats a display advertisement in terms of impact, exposure and raising awareness to your company's products and services!

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-DA-1	Gatefold	400 x 280	\$7,500	\$6,375	\$5,250	\$4,125
M-DA-2	Poster	420 x 594	\$5,000	\$4,250	\$3,500	\$2,750
M-DA-3	Full-Page Spread	400 x 280	\$4,500	\$3,825	\$3,150	\$2,475
M-DA-4	½ Page Spread	100 x 280	\$3,500	\$2,975	\$2,450	\$1,925
M-DA-5	2 <sup>nd</sup> cover (IFC)	200 x 280	\$3,250	\$2,763	\$2,275	\$1,788
M-DA-6	3 <sup>rd</sup> cover (IBC)	200 x 280	\$3,250	\$2,763	\$2,275	\$1,788
M-DA-7	4 <sup>th</sup> cover (OBC)	200 x 280	\$3,500	\$2,975	\$2,450	\$1,925
M-DA-8	Full-Page	200 x 280	\$2,750	\$2,338	\$1,925	\$1,513
M-DA-9	2/3 Page (Vertical)	108 x 242	\$2,250	\$1,913	\$1,575	\$1,238
M-DA-10	½ Page (Vertical)	80 x 242	\$2,000	\$1,700	\$1,400	\$1,100
M-DA-11	½ Page (Horizontal)	164 x 120	\$2,000	\$1,700	\$1,400	\$1,100
M-DA-12	½ Page (Island)	108 x 188	\$2,000	\$1,700	\$1,400	\$1,100
M-DA-13	1/3 Page (Vertical)	99 x 165	\$1,500	\$1,275	\$1,050	\$825
M-DA-14	1/3 Page (Horizontal)	165 x 99	\$1,500	\$1,275	\$1,050	\$825
M-DA-15	¼ Page (Vertical)	80 x 100	\$1,000	\$850	\$700	\$550
M-DA-16	¼ Page (Horizontal)	164 x 60	\$1,000	\$850	\$700	\$550

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Classified Advertising (Buyer's Guide)

The Buyers' Guide is dedicated to companies planning to test the market with a limited budget. It is a service that offers high exposure at a nominal cost. The classified ad includes company logo, product photo & brief description as well as contact details.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-CA-1	Buyer's Guide	90 x 60	\$550	\$468	\$385	\$303

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Promoted Content (Advertorial)

This option has double use; to get story to foodHQ's readers and to maximize the company's exposure by placing its editorial content at a prime / chosen location with full contact details! A great option for those with a limited budget yet seek high awareness.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-PC-1	Company Profile & Executive Interview (2 Full-Pages)	400 x 280	\$2,500	\$2,125	\$1,750	\$1,375
M-PC-2	Full-Page	200 x 280	\$2,000	\$1,700	\$1,400	\$1,100
M-PC-3	2/3 Page (Vertical)	108 x 242	\$1,750	\$1,488	\$1,225	\$963
M-PC-4	½ Page (Vertical)	80 x 242	\$1,500	\$1,275	\$1,050	\$825
M-PC-5	½ Page (Horizontal)	164 x 120	\$1,500	\$1,275	\$1,050	\$825
M-PC-6	1/3 Page (Vertical)	99 x 165	\$1,500	\$1,275	\$1,050	\$825
M-PC-7	1/3 Page (Horizontal)	165 x 99	\$1,500	\$1,275	\$1,050	\$825
M-PC-8	¼ Page (Vertical)	80 x 100	\$1,000	\$850	\$700	\$550
M-PC-9	¼ Page (Horizontal)	164 x 60	\$1,000	\$850	\$700	\$550

## Material Placement (Inserts)

- **Leaflets:** The act of distributing leaflets with foodHQ issues. Leaflets are usually folded and presented in a slightly more elaborate fashion.
- **Flyers:** The act of distributing leaflets with foodHQ issues. Flyers are usually single pieces of paper inserted in the magazine and distributed at events where we are participating.
- **Brochures:** Distribute informative paper document which can be folded into a template, pamphlet, or leaflet.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile & Executive Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-MP-1	Brochure	200 x 280	\$4,500	\$3,825	\$3,150	\$2,475
M-MP-2	Bookmark	100 x 280	\$3,000	\$2,550	\$2,100	\$1,650
M-MP-3	Leaflet	100 x 280	\$2,500	\$2,125	\$1,750	\$1,375
M-MP-4	Flyer	75 x 200	\$2,000	\$1,700	\$1,400	\$1,100
M-MP-5	Fixed-Insert	75 x 150	\$1,500	\$1,275	\$1,050	\$825

*N.B: Rates are in USD. Amounts quoted are per insertion.*

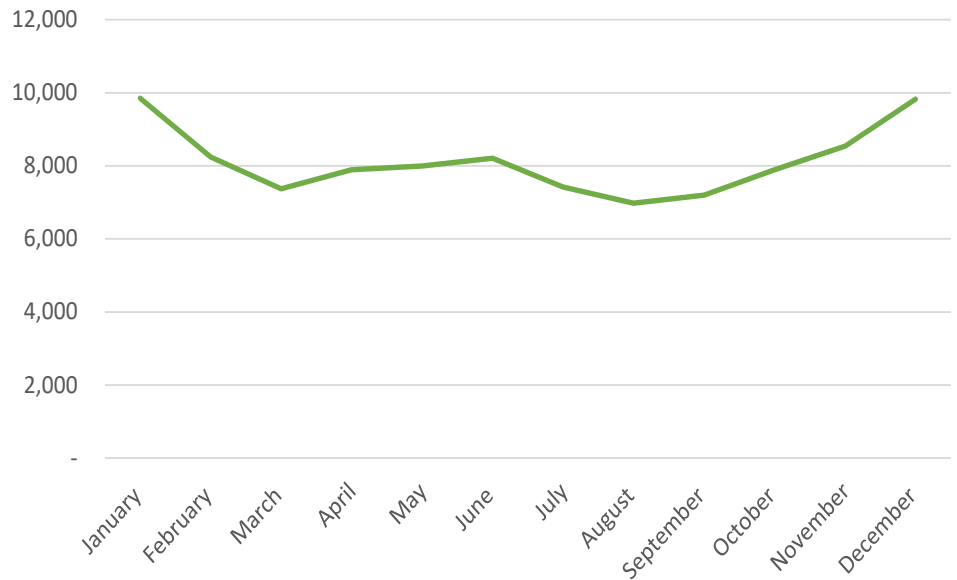
## Website | Brief | Audience Synopsis

www.foodhq.world caters industry news, insights, special interviews, studies, reports, news releases, and product reviews with a competitive quality, aiming at keeping our audience up-to-date continuously. The portal is designed to keep you informed of all the sector news as they break. Visit foodhq.world and subscribe to our monthly magazine and newsletter to receive all the latest news and trends in the food industry market.

### Audience Synopsis

15%	Food Bloggers	13%	Operations Managers
10%	Account Managers	21%	Marketing managers
10%	Influencers	13%	News Representatives
11%	Sales Managers	7%	Food Services Managers

Month	Views
January	9,850
February	8,240
March	7,370
April	7,890
May	7,995
June	8,209
July	7,418
August	6,980
September	7,201
October	7,890
November	8,540
December	9,823
<b>Total</b>	<b>97,406</b>

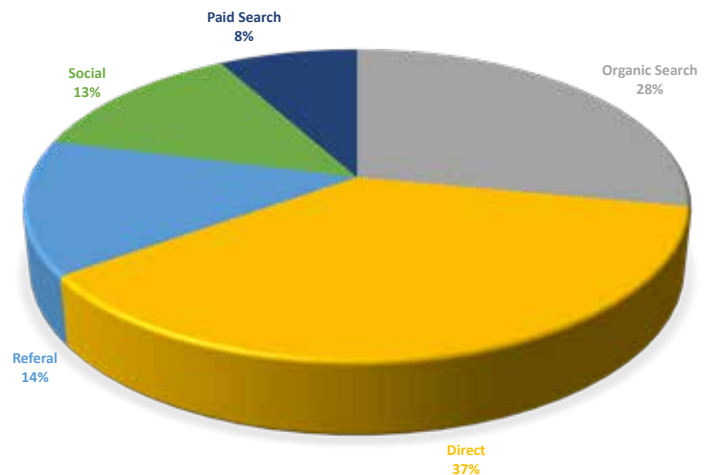


## Traffic Synopsis

Users / Year	79,860
Number of Sessions / Year	1,648,008
Pages / Session	5
Page Views / Year	6,980
Avg Session Duration (Minutes)	4

## Traffic Source

Organic Search	28%
Direct	37%
Referral	14%
Social	13%
Paid Search	8%



## 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, Rectangle Banner, Square Banner, Circle Banner, skyscraper Banner, convertible banner and/or a Billboard Banner.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
W-BA-1	Skyscraper (½ Page)	300 x 600	\$2,000	\$1,700	\$1,400	\$1,100
W-BA-2	Skyscraper (Wide)	160 x 600	\$1,750	\$1,488	\$1,225	\$963
W-BA-3	Skyscraper (Regular)	120 x 600	\$1,500	\$1,275	\$1,050	\$825
W-BA-4	Billboard	970 x 250	\$1,750	\$1,488	\$1,225	\$963
W-BA-5	Leaderboard (Large)	970 x 90	\$1,250	\$1,063	\$875	\$688
W-BA-6	Leaderboard (Regular)	728 x 90	\$750	\$638	\$525	\$413
W-BA-7	Rectangle (Large)	336 x 280	\$850	\$723	\$595	\$468
W-BA-8	Rectangle (Regular)	300 x 250	\$600	\$510	\$420	\$330
W-BA-9	Square (Large)	250 x 250	\$750	\$638	\$525	\$413
W-BA-10	Square (Regular)	200 x 200	\$500	\$425	\$350	\$275
W-BA-11	Mid-Page Unit (MPU)	300 x 250	\$600	\$510	\$420	\$330
W-BA-12	Mobile Banner (Large)	320 x 100	\$400	\$340	\$280	\$220

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Events | Brief | Awards Event

foodHQ also enjoys a close, symbiotic & decades-old partnership with leading & major event organizers (worldwide) where it usually holds the status of official, regional or supporting media. This is clearly portrayed via active participation at their food-related events (exhibitions, conferences, seminars and presentations – be they physical or digital).

In select industry events bonus copies of foodHQ's magazine are distributed to exhibitors, visitors and conference attendees and a targeted newsletter is sent on a daily basis to them throughout the event's duration.

### Awards Event

foodHQ will keep an eye on the most influencing market leaders who contributed positively to the energy industry through exceptional projects, services and innovative products and shall organize a yearly digital event aiming at honoring them and offering them a high exposure in the market through an Awards Event. The awards shall have multiple categories and shall be announced on foodHQ's multimedia channels (magazine, website, newsletters, email and social).

Gain momentum via promoting your content in our email newsletters. Our useful & effective newsletters engage customers with your company and gets them to pay attention to your brand and advertisement, and helps build loyalty to your company.

## Promoted Content

Content included in our website along with image, with a read more link which would take recipient to the foodHQ's website for the remainder of the content. The content shall remain on our website and would be accessible not only during the e-Newsletter sending date.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
N-PC-1	Promoted Content	NA	\$1,500	\$1,275	\$1,050	\$825

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Banners

Hyperlinked Banner size 180 x 138 Px (WxH) Text to go beside the banner is 40 words with read more option as the content will be on our website and accessible at all times. Background color code to be provided by client based on Hex Color Code.

Hyperlinked Banner size 728 x 90 PX(WxH)

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
N-BA-1	Banner + Text (40 words) & Background Color	180 x 138	\$1,500	\$1,275	\$1,050	\$825
N-BA-2	Banner	728 x 90	\$1,000	\$850	\$700	\$550

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Sponsorship

By considering this option, the entire newsletter is reserved for your company and thus no other promotional items (no Banners or Promoted Content) can be included in said newsletter since all its sections would contain promotional items / material related to your company. This is extremely high exposure since your company would benefit from all the possible exposure options and would have a solo newsletter dedicated to your products/services

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
N-SP-1	Newsletter Sponsorship	NA	\$6,000	\$5,100	\$4,200	\$3,300

*N.B: Rates are in USD. Amounts quoted are per insertion.*



**Contacts Distribution / By Activity**

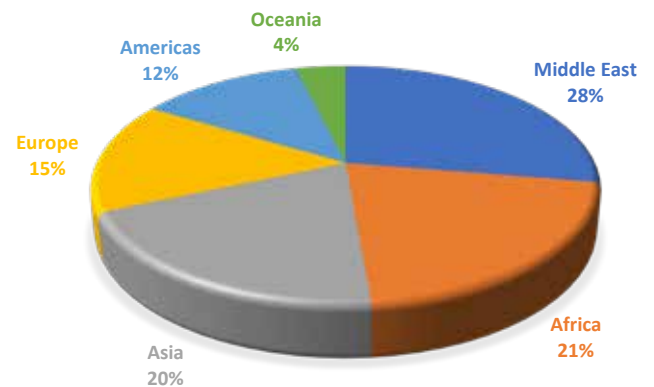
With a large, specialized and updated database comprised of leading companies, establishments, manufacturers, importers and agents / dealers involved in the food industry, using this promotional service is a highly effective tool which you can use to target your audience of choice at a relatively low budget. For more details check below.

Activity	Contacts
Additives & Ingredients	22,350
Beverages & Drinks	21,518
Bottling & Packaging	18,640
Fruits & Vegetables	15,850
Automation & Digitalization	13,608
Dairy	13,201
Hygiene & Safety	11,805
Bakery	10,380
Confectionery, Pastry and Sweets	9,890
Oils & Fats	9,668
Cereals & Pulses	9,385
Meat	8,260
Fish & Seafood	7,830
Poultry	6,240
Catering & Hospitality	1,232
<b>Total</b>	<b>179,857</b>



**Contacts Distribution / By Region**

Region	Contacts
Middle East	48,438
Africa	38,810
Asia	34,571
Europe	28,489
Americas	22,577
Oceania	6,972
<b>Total</b>	<b>179,857</b>



**Massmail**

Ref #	Option	Dimensions (W x H) mm	1-3 Shots	4-6 Shots (15% discount)	7-9 Shots (30% discount)	10-12 Shots (45% discount)
E-MM-1	Direct Email Marketing HTML Template / 100 KB	900 px Width	\$450	\$383	\$315	\$248

Rates are in USD - Amounts quoted are per CPM (cost per mille - for each 1000 contacts in email campaign)



## Social

foodHQ's active presence on LinkedIn, Facebook, Instagram, Twitter & YouTube translates to engaged communities who enjoy daily updated medium of informative industry channels,

This provides you with unique opportunity of keeping up to date on our latest industry features and news, as well as a space to make promotional posts related to your products and services and hence directly target our specialized & worldwide audience involved in the food industry.

### FaceBook

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-FB-1	The Deal	1200 X 675 pixels	1.91:1 to 1:1	PNG, JPG, GIF	200 USD
S-FB-2	Champ video	1080 x 1080 pixels	30 Sec	MP4 or .MOV	400 USD
S-FB-3	Stories Ads Image	1080 x 1080 pixels	9:16	PNG, JPG, GIF	350 USD
S-FB-4	Stories Ads videos	1080 x 1080 pixels	1.91 to 9:16	MP4, MOV or GIF	350 USD

Headline: 40 characters. Primary text: 125 characters. Description (images): 30 characters.

### Twitter

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-TW-1	Sales Card	1500 x 500 Pixels	3:01	PNG, JPG, GIF	200 USD
S-TW-2	Sales Card Large	1200 x 628 Pixels	1.91:1	PNG, JPG, GIF	200 USD
S-TW-3	Website Card	800 X 800 Pixels	1:01	PNG, JPEG, GIF	200 USD
S-TW-4	Fun Promotions	506 x 253 Pixels	1.91:1 to 1:1	PNG, JPG, GIF	200 USD

Title Text: 70 characters (May truncate depending on device and app settings) Note: Two lines of text will render on the card title. Text beyond this will truncate with an ellipsis.

### Linkedin

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-LI-1	Hero Image	1536 x 768 Pixels	2Mb	PNG, JPG, GIF	200 USD
S-LI-2	Reach And Read	1584 x 396 Pixels	8Mb	PNG, JPG, GIF	200 USD
S-LI-3	Video Ad Specs	1920 x 1080 pixels	200 MB (max)	MP4	250 USD

Ad name 255 characters, Headline: 70 characters, Introductory text: 150 characters

### Instagram

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-IN-1	Sales in a box	1080 x 1080 Pixels	9:16	PNG, JPG, GIF	200 USD
S-IN-2	IGTV Feed	1079 x 1350 Pixels	9:16	AAC.	250 USD
S-IN-3	My Stories	1080 x 1920 Pixels	9:16	PNG, JPG, GIF	250 USD

14% (250 Pixels) of the top and bottom of the image free from text and logos

### YouTube

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-YT-1	Video Uploads (Sales)	1280 X 720	6 MB	HD minimum	200 USD
S-YT-2	Banner Image	2048 x 1152	6 MB	HD minimum	200 USD

All videos must be minimum HD standard

## Trusted Partners

Below are some of the leading companies who trust **foodHQ** (previously known as Middle East Food) – some for as long as two decades! - as their promotional partner of choice to gain market share and increase their products & services exposure, worldwide.

We cordially invite you to join them now in order to reap from the benefits to be achieved. Contact us now to get things started!

 <p>Heat and Control Pty Ltd Australia</p>	 <p>Rademaker BV Holland</p>	 <p>Anuga Germany</p>	 <p>Yamato Scale Co. Ltd. Japan</p>
 <p>Cama 1 Spa Italy</p>	 <p>Ipack France</p>	 <p>Sollich KG Germany</p>	 <p>VLAM (BMO) Belgium</p>
 <p>Ingredion UK Limited UK</p>	 <p>Ishida Europe Limited UK</p>	 <p>Guentner GmbH &amp; Co. KG Middle East, India &amp; Africa UAE</p>	 <p>Palsgaard A/S Denmark</p>
 <p>Kalsec Inc. USA</p>	 <p>ADM WILD Europe GmbH &amp; Co. KG Germany</p>	 <p>DSM UK UK</p>	 <p>Doehler GmbH Germany</p>
 <p>Krones AG Germany</p>	 <p>ZA Packaging (ZA Ambalaj San Ve Tic Ltd. Sti) Turkey</p>	 <p>Multivac Middle East FZE UAE</p>	 <p>TNA Europe Ltd UK</p>

## & Congratulations!

You made it thus far - means you're definitely interested & you made the right decision!

We hope by now you consider **foodHQ** as the right industry platform which your company can partner with to achieve your promotional objectives as well as your sales targets, and that you wish to receive a Customized Promotional Offer (CPO) which meets your specific requirements and budget. *We pledge that you shall be in safe hands.*

Our ethos is listed below, we live & breath by these guiding principles as they define everything we do:

- Our work conduct & business interactions with our clients are always based on ethics, integrity and honesty –no matter what.
- We consider our clients as our business partners and their success as our own – we shall ensure that their promotional expectations & objectives are not just met but exceeded!
- If our services fail to meet our clients' expectations, we pledge to provide them (for free) with another promotional campaign – of equal or higher monetary value – no questions asked!

Please do not hesitate to contact an agent from below listing as per your location. If there are none currently available in your location, please contact Mr. Omar Zeidan (Marketing & Sales Officer) whose contact details are listed below. If I can provide any assistance, please do not hesitate to contact me.

Best wishes,  
**Mohamad Rabih Chatila**  
 CEO  
[rabih@1world.xyz](mailto:rabih@1world.xyz)

TERRITORY					
	GERMANY, SWITZERLAND & AUSTRIA	Italy	TAIWAN	JAPAN	UNITED KINGDOM & IRELAND
Contact	Ms. Barbara Geiling-Maul	Mr. Riccardo R.C. Laureri	Charlie Yu	Mr. Ted Asoshima	Mr. Stuart Smith
Company	Eisenacher Medien	Laureri Associates	Worldwide Services Co., Ltd.,	Echo Japan Corporation	Global Media Sales Ltd, (GMS)
Tel	+49-228-2499860	+39 335 6962477 / +39 02 2362500	+886-4-2325-1784	+8103-3263-5065	+44-2084-645577
Email	<a href="mailto:info@eisenacher-medien.de">info@eisenacher-medien.de</a>	<a href="mailto:media@laureriassociates.it">media@laureriassociates.it</a>	<a href="mailto:global@acw.com.tw">global@acw.com.tw</a>	<a href="mailto:aso@echo-japan.co.jp">aso@echo-japan.co.jp</a>	<a href="mailto:stuart.smith@globalmediasales.co.uk">stuart.smith@globalmediasales.co.uk</a>
Website	<a href="http://www.eisenacher-medien.de">www.eisenacher-medien.de</a>	<a href="http://www.laureriassociates.it">www.laureriassociates.it</a>	<a href="http://www.acw.com.tw">www.acw.com.tw</a>	<a href="http://www.echo-japan.co.jp">www.echo-japan.co.jp</a>	<a href="http://www.globalmediasales.co.uk">www.globalmediasales.co.uk</a>

## Contact Us Now!

<p><b>Abdulrahman Hallak</b>                      Chief Administration &amp; Audience Officer  <a href="mailto:ar.hallak@1world.xyz">ar.hallak@1world.xyz</a></p>	<p><b>Hassan Mourtada</b>                      Content &amp; Research Officer/                      Community Officer  <a href="mailto:h.mourtada@1world.xyz">h.mourtada@1world.xyz</a></p>	<p><b>Omar Zeidan</b>                      Marketing &amp; Sales Officer/                      Community Officer  <a href="mailto:o.zeidan@1world.xyz">o.zeidan@1world.xyz</a></p>
<p><b>Courier Address</b>                      One World - foodHQ                      Hamra, Commodore, Barouk St.                      Chatila &amp; Chehab Bldg, 2<sup>nd</sup> Floor                      Beirut - Lebanon</p>	<p><b>Postal Address</b>                      foodHQ                      P.O. Box: 13-5121 Chouran                      Postal Code                      Beirut - Lebanon</p>	<p><b>Contact Info</b>                      Tel: +961 (01) 748333                      Mobile: +961 (70) 100094                      E-mail: <a href="mailto:info@1world.xyz">info@1world.xyz</a></p>

## Other CPH Industry Platforms

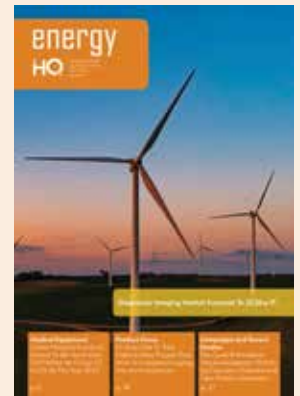
With more than four decades of experience in providing innovative media products and serving its sustainable vision “Helping Advance MENA & Beyond!”, CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike.

**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](http://www.constructionhq.world)



**energyHQ** shall be launched at the beginning of 2023 with the objective to become a central and globally recognized industry platform. energyHQ shall provide its audience with cutting-edge high-quality news, information, and data pertaining to the energy industry (natural gas, petroleum, coal, nuclear as well as renewable sectors) and its promotional partners (clients) with 360 high-impact exposure provided via its multi-media channels (magazine, website, events, newsletters, email & social) available in print, digital & online formats. For more info on the platform please visit [www.energyHQ.world](http://www.energyHQ.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](http://www.healthhq.world)



**waterHQ** serves the Water, Wastewater, Desalination & Energy sectors. waterHQ 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 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)



All the above-mentioned industry platforms shall be members of **industryHQ** and shall be available online under [www.industryHQ.com](http://www.industryHQ.com).

foodHQ.world



## Data Entry or Update / 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
- energyHQ magazine
- foodHQ magazine
- healthHQ magazine
- waterHQ 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:
Address	Brands / Trademarks:	
	P.O. Box:	Zip Postal Code:
	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

**B Subscription Rates -** (choose your preferred subscription)

	Lebanon	Arab Countries	MENA (Excluding Arab Countries)	Europe	Other Countries
One Year	<input type="checkbox"/> 100\$	<input type="checkbox"/> 150\$	<input type="checkbox"/> 200\$	<input type="checkbox"/> 300\$	<input type="checkbox"/> 400\$
Two Years	<input type="checkbox"/> 180\$	<input type="checkbox"/> 285\$	<input type="checkbox"/> 360\$	<input type="checkbox"/> 540\$	<input type="checkbox"/> 720\$
Three Years	<input type="checkbox"/> 240\$	<input type="checkbox"/> 360\$	<input type="checkbox"/> 480\$	<input type="checkbox"/> 720\$	<input type="checkbox"/> 960\$

**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

Number:

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

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