

PROCESS

A L I M E N T A I R E

BVA AUDIENCE RESEARCH SURVEY

among food processing manufacturers



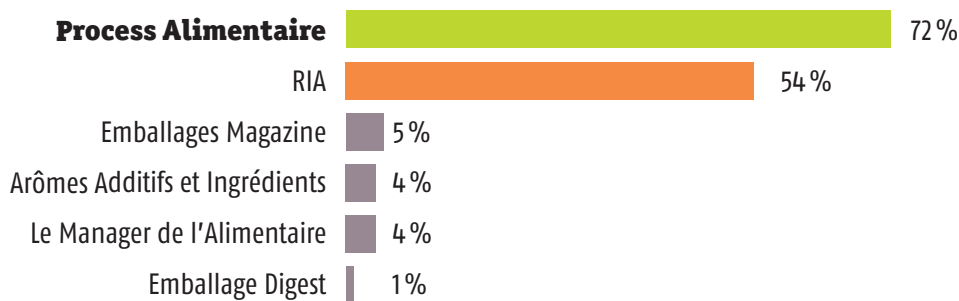
**Process Alimentaire is the
LEADING MAGAZINE
for the food processing industry**



6 areas where Process

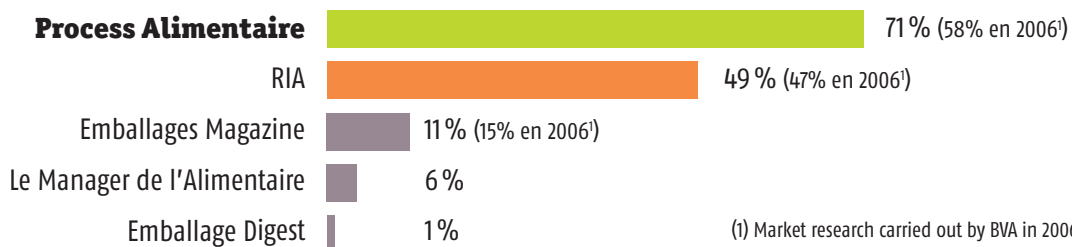
1 **Process Alimentaire** is the best known magazine among manufacturers in the food processing industry*

"Which trade press titles aimed at the food processing industry do you know of, even if only by name?"



2 **Readership last period: Process Alimentaire** moves ahead while its competitors stay the same or lose ground*

"In the last 30 days, have you read, looked through or referred to a copy of ... (even an old copy), either at your place of work or elsewhere?"



(1) Market research carried out by BVA in 2006 on companies with more than 20 employees, compared with companies with more than 50 employees in 2010.

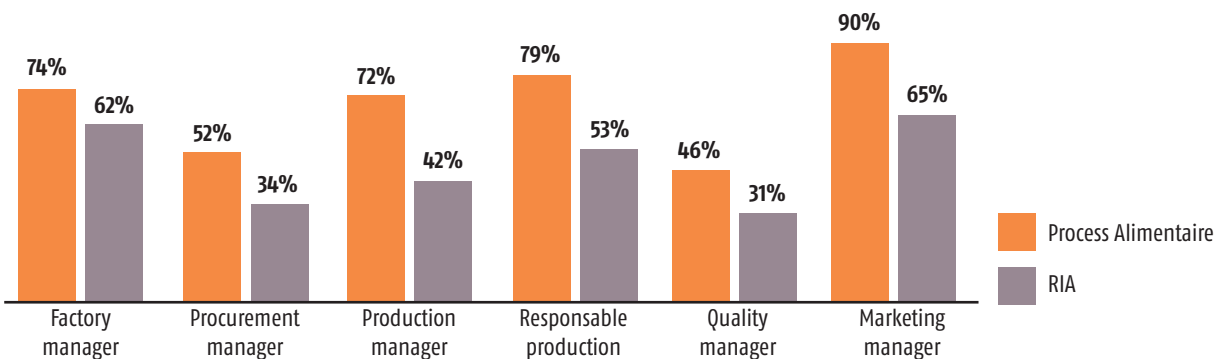
(*) Figures taken from BVA telephone market research requested by Process Alimentaire and carried out in June 2010.



Alimentaire excels

3 **Process Alimentaire** has the best readership last period, regardless of role*

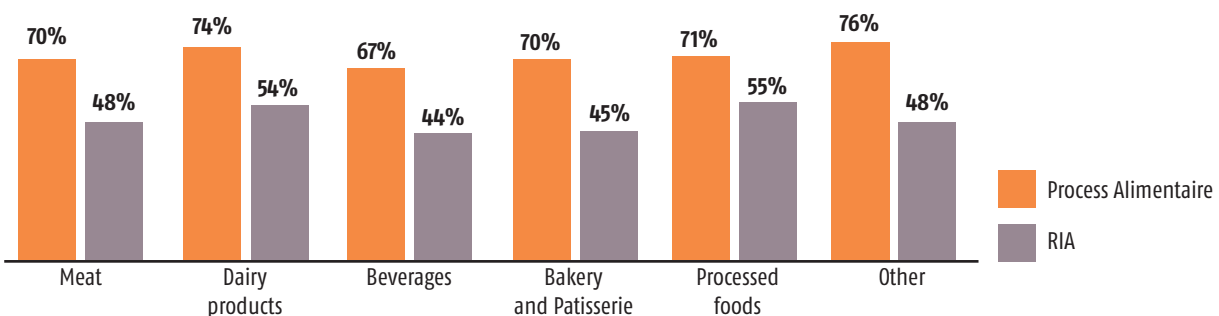
"In the last 30 days (or in the last two weeks), have you read, looked at or referred to a copy of ... (even an old copy), either at your place of work or elsewhere?"



Emballages Magazine, Le Manager de l'Alimentaire and Emballage Digest are not shown here due to low readership numbers.

4 **Process Alimentaire :** the best readership last period rate, regardless of sector*

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The survey involved more than 550 food processing manufacturers, based on contacts listed in the INSEE file.



5 **Process Alimentaire** is the best source of information

EFFECTIVE... 66% of those surveyed said that they use Process Alimentaire **to form an opinion about suppliers and products.**

FACTUAL... 79% think that Process Alimentaire is **a useful and practical source of information for their job.**

EXCLUSIVE... 74% say that Process Alimentaire provides **information that they cannot find elsewhere.**

6 **Process Alimentaire**, has a targeted readership to get maximum effectiveness at the lowest price

Cost per Gross Rating Point among managers in the food industry*.

● Process Alimentaire	49 €
● RIA	79 €
● Emballage Magazine	395 €
● Le Manager	483 €
● Emballage Digest	4 300 €

(*) Price of cheapest four-colour page on the magazine basic 2010 rate divided by the readership last period rate.
Comparison drawn from the "Readership last period" section of the BVA 2010 audience research survey.