

**MEET YOUR
CLIENTS WITH**

PROCESS
ALIMENTAIRE

BEST
READERSHIP
& BEST
**CIRCULATION
RESULTS**



AMONG FOOD INDUSTRY PROFESSIONALS

EXPERT MAGAZINE
FOR FRANCE'S LEADING INDUSTRY SECTOR
FOR 20 YEARS



2

PROCESS

A L I M E N T A I R E

LEADING NEWS MAGAZINE



for factory managers, R&D managers, production and maintenance managers, packaging, procurement and marketing managers, as well as quality, safety and environment managers.

EVERY MONTH...

**A SECTORAL
APPROACH TO NEWS**

The latest news
from the food industry

In-factory reports

Technical reviews:
10 pages per sector (ingredients, processes, packaging and quality) to give you a glimpse of the latest trends, innovations and economic and industrial developments

Themed features:
focusing on a specific sector, show or technology



EXPERT MAGAZINE
FOR FRANCE'S LEADING INDUSTRY SECTOR
FOR 20 YEARS

92,5%
OF FOOD COVER

with the print magazine and online content



**TO TOUCH EFFECTIVELY
YOUR HEART OF TARGET**



- **Monthly magazine**
Process Alimentaire
- **Special issues**
- **Online magazine**
- **E-News**, the weekly electronic newsletter
- **Website**
www.processalimentaire.com

**IN CLOSER OF THE BIG
EVENTS OF THE PROFESSION**

- Partner and exhibitor **on fairs** :
CFIA, salon de l'emballage, IPA...
- Creator of the **sustainable factory price**



PROCESS

A L I M E N T A I R E

THE TRADE MAGAZINE THAT PROVIDES GUARANTEED CIRCULATION AND READERSHIP

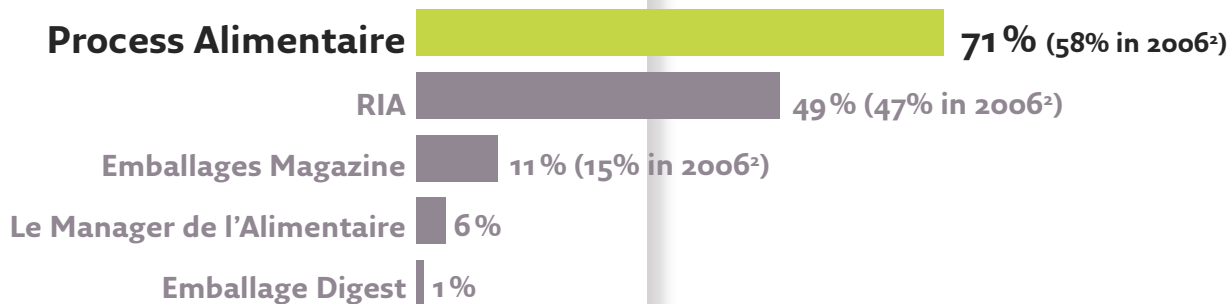


OJD **WITH OJD...**
PRESSE PAYANTE (DSH 2010-2011)

AUDIENCE ► **38 825** readers each month
 PRINT RUN ► **8 082**
 TOTAL CIRCULATION ► **7 765** exemplaires
 PAID CIRCULATION ► **4 050** exemplaires
 Circulation rate ► **5**

BVA **WITH BVA...**

***Our readership last period moves ahead
while our competitors stay the same or lose ground¹***



(1) Market research carried out by BVA in 2010 requested by Process Alimentaire. The survey involved more than 550 food processing manufacturers, based on contact listed in the INSEE file

(2) 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.

OUR READERS WORK IN EVERY MANAGERS DUTIES



and the whole food sectors

THE BEST RATE OF PENETRATION BY ROLE...¹



THE BEST RATE OF PENETRATION BY SECTOR.....¹



FAIRS

2012

<ul style="list-style-type: none"> • PROSWEET Cologne January 29th - February 1st 	JANUARY	Feature Snacking	Ingredients FIE report Packaging Weighting and weight sorters Quality Security (staff, building)
<ul style="list-style-type: none"> • SIRHA Lyon January 22-26th 	FEBRUARY	SPECIAL ISSUE CFIA	Inquiry Food industry in west of France
<ul style="list-style-type: none"> • SEPEM Avignon January 31th - February 2nd 	MARCH	Event Sustainable factory price Feature Cleaning, disinfection and control	Process Powders Packaging Handling systems, trolley and lifts
<ul style="list-style-type: none"> • SANDWICH & SNACK SHOW Paris February 15-16th 	APRIL	Feature Productivity (high speed lines, robots, mecatronics)	Ingredients Flavors Process Seafood processing Quality Staff hygien
<ul style="list-style-type: none"> • EUROPAIN Paris March 3-7th 	MAY	Feature Sustainable solutions (packaging, energy, wastes)	Ingredients Health ingredients Process Liquid circuits (pumps, valves, tubs) Packaging Secondary machines and materials Quality Emergent risks
<ul style="list-style-type: none"> • CFIA Rennes March 13-15th • ANUGA FOODTEC Paris March 27-30th 	JUNE	Feature Meat and ready meals	Ingredients PAI cheeses Packaging Ready meal : trays, bags and metal boxes Quality Laboratories (automatisation, material)
<ul style="list-style-type: none"> • SITL Paris March 27-30th • DJAZAGRO Alger April 23-26th 	JULY AUGUST	Feature Delicatessen	Ingredients Colors and natural sweeteners Process Slicing Quality Certification
<ul style="list-style-type: none"> • EUROPEAN SEAFOOD Bruxels April 24-26th 	SEPTEMBER	Feature Dairy products	Ingredients Organic ingredients Packaging Thermoforming and sealing machines Quality Rapids methods of analysis
<ul style="list-style-type: none"> • VITAFOODS Genève May 22-24th 	OCTOBER	Feature Innovation special SIAL - IPA - IN'FOOD	Process Measurements sensors Packaging Retail ready packaging
<ul style="list-style-type: none"> • SEPEM Colmar June 5-7th • IBA Munich September 16-21th 	NOVEMBER	SPECIAL ISSUE PACKAGING (Salon de l'Emballage) Feature Bakery-Pastry (IBA report)	Ingredients HIE Health ingredients fair Quality Quality managers duty
<ul style="list-style-type: none"> • HIE Francfort November 13-15th 	DECEMBER	Inquiry Where set up your plant ? Feature Beverages and liquid food	Procédés Conveyors Emballage Bags and filling machines
<ul style="list-style-type: none"> • EMBALLAGE Paris November 19-22th • POLLUTECH Lyon November 27th - December 30th 			

FULL COLOUR

Front cover	9 200 €
Inside front cover	4 600 €
Inside back cover	4 320 €
Back cover	4 900 €
Double page	7 100 €
Right page in the feature	4 320 €
Right page or feature	3 960 €
Page	3 600 €
1/2 right page in the feature	2 700 €
1/2 right page or feature	2 470 €
1/2 page	2 250 €
1/3 right page in the feature	2 220 €
1/3 right page or feature	2 030 €
1/3 page	1 850 €
1/4 right page in the feature	1 450 €
1/4 right page or feature	1 330 €
1/4 page	1 210 €

BOUND AND LOOSE INSERT

2 pages	4 600 €
4 pages	6 800 €
6 pages	7 900 €

DICOUNTS:

More discounts in planning your media campaign!

Quantity	
2 insertions	4 %
3 insertions	5 %
4 insertions	6 %
5 insertions	7 %
6 insertions	8 %
7 insertions	9 %

Fidelity	
2 consecutive years	4 %
3 consecutive years	6 %
4 consecutive years	8 %

New customer 2 %

Budget progression 3 %
(+ 30 % compare to the previous year)

Agency discount 15 %

Deadline for booking: 20th of the previous month.
Deadline for materials: 25th of the previous month.
Technical information: contact us.



First cover both sides recto-verso (contact us)

DOUBLE PAGE

w.430 mm x h.295 mm
including 6 mm
hidden in the corner
and 5 mm cut all around

w.420 x h.285 mm

PAGE

w.220 mm
h.295 mm

w.210 x h.285 mm

1/2 PAGE

in width
w.185 x h.125 mm

in height
w.90 x h.260 mm

1/3 PAGE

in width
w.185 x h.85 mm

in height
w.59 x h.260 mm

1/4 PAGE

in width
w.185 x h.60 mm

in height
w.90 x h.125 mm

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TWO ONLINE TOOLS



The web site www.processalimentaire.com

controlled by Médiamétrie



Performances

65 000 pages seen each month
24 000 unique visitors each month

Content

- Point on the food industry market
- Innovations on ingredients, processes, packaging and quality
- Regulations...

Two promotion areas

- **Leaderboards** + link to your website (L. 728 pixels x H. 90 pixels)
- **Animated box** + link to your website (L. 300 pixels x H. 250 pixels)

Rate for 2 weeks : 1 700 €

Rate for 4 weeks : 2 800 €

The weekly electronic letter **E-news**

controlled by Email Stratégie



Performances

More than 25 000 email addresses
More than 7 000 opened emails

Content

- Innovations from suppliers of ingredients, processes, packaging and quality

Two promotion areas

- **Animated box** + link to your website (L. 300 pixels x H. 250 pixels)
- **Advertorial** (405 signs) + link to your website

Rate for 2 weeks : 1 500 €

Rate for 4 weeks : 2 600 €

