

# FoodReview

South African journal for food and beverage manufacturers

## Print & Digital Rate Card 2021



### 2021 ADVERTISING RATES EURO

#### Full colour

| Number of insertions | +11   | 6-11  | 3-5   | 1-2   |
|----------------------|-------|-------|-------|-------|
| Full Page            | 1 000 | 1 145 | 1 335 | 1 420 |
| Half Page            | 675   | 800   | 895   | 975   |
| Quarter Page         | 465   | 535   | 615   | 675   |
| Prime Positions      |       |       |       | POA   |

Group discount scheme: Companies currently advertising in other publications in the New Media stable, qualify for a combined space-booking series discount.

- Advertorials will be charged at standard advertising rates
- All rates are exclusive of VAT and quoted in EURO
- Advertising contracts to be used within a 12-month period

### ADDITIONAL MARKETING TOOLS

#### Prices and specifications on request:

- Belly bands
- Cover flap (half cover)
- Gatefold
- Post-It Note
- Bookmark
- Classifieds
- Inserts
- Online
- E-Newsletters

### INDUSTRIAL DISTRIBUTION

- Beverage manufacturers 16,26%
- Sugar industry 2,04%
- Confectionery manufacturers 2,73%
- Animal feeds 1,86%
- Other food product manufacturers 6,92%
- General food manufacturers 5,85%
- Suppliers to the food industry 4,45%
- Wholesale and retail trade 3,68%
- Manufacturers of food/packaging machinery 5,59%
- Manufacturers of packaging and converters 5,09%
- Municipalities 4,03%
- Advertising Agencies 4,2%
- Abattoirs, canners, processors 13,86%
- Manufacturers of dairy products 6,14%
- Manufacturers of grain, milk products 17,3%

### EDITORIAL PROFILE

Food Review has been the industry mouthpiece for the past 47 years. The journal is more comprehensive, relevant and valuable than ever.

The journal is the only one of its kind in the country to target decision makers in the manufacturing processes of food, beverages and, related industries. It offers incisive and authoritative reports on all aspects of the process, from raw material sourcing, to manufacturing and packing, right down to the distribution and marketing of finished goods.

Food Review informs readers about the introduction of new ingredients, equipment, products and packs, and provides objective commentary on local and international market trends and issues, as well as significant processing and packaging technologies.

### Geographical distribution & Occupational title

|  |              |
|--|--------------|
| General management                     | 1 145        |
| Marketing, sales and distribution      | 164          |
| Production, operations and engineering | 856          |
| Administration                         | 76           |
| Research and development               | 271          |
| <b>Sub Total</b>                       | <b>2 512</b> |
| Advertising agencies/ PR consultants   | 160          |
| Promotional copies                     | 327          |
| Digital copies                         | 1 717        |
| <b>Grand Total</b>                     | <b>4 716</b> |



### PRODUCTION SPECIFICATIONS

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
  - All fonts and images must be embedded and all images should be 300dpi, CMYK
  - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
  - Photoshop – EPS, TIFF and JPG files (flatten image)
  - Illustrator – EPS or AI files (create outlines for text)
  - InDesign – (Package)

If changes are required, please supply open files. Additional charges apply to design alterations

### CONTACTS

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#### SALES EXECUTIVES

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**PRODUCTION CONTROLLER: Mandy Ackerman**  
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### Technical Data – Material to bleed must be supplied allowing 3mm all round

|   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
|   |   |  |  |  |  |  |
| <b>Trim Size</b><br>210mm(w) x 297mm(h)           | <b>Trim Size</b><br>177mm(w) x 130mm(h) | <b>Trim Size</b><br>88.5mm(w) x 262mm(h) | <b>Trim Size</b><br>177mm(w) x 85mm(h) | <b>Trim Size</b><br>68mm(w) x 262mm(h) | <b>Trim Size</b><br>177mm(w) x 65mm(h) | <b>Trim Size</b><br>88.5mm(w) x 130mm(h) |
| <b>Full Page Type Area</b><br>180mm(w) x 260mm(h) | <b>Type Area</b><br>168mm(w) x 110mm(h) | <b>Type Area</b><br>75mm(w) x 248mm(h)   | <b>Type Area</b><br>168mm(w) x 65mm(h) | <b>Type Area</b><br>55mm(w) x 248mm(h) | <b>Type Area</b><br>168mm(w) x 50mm(h) | <b>Type Area</b><br>75mm(w) x 110mm(h)   |
| <b>Bleed</b><br>216mm(w) x 303mm(h)               |   |  |  |  |  |  |

# Editorial features list 2021

## JANUARY

### DEADLINES

|      |       |
|------|-------|
| EDIT | 04/12 |
| ADV  | 10/12 |
| MAT  | 15/12 |

- Cereal, Grains & Milling
- Industrial Robotics & Cobots
- Metal Detection
- Smart Ingredients
- BEVERAGE**
- Drinks For Kids
- PACKAGING**
- Labelling

## FEBRUARY

### DEADLINES

|      |       |
|------|-------|
| EDIT | 25/01 |
| ADV  | 03/02 |
| MAT  | 08/02 |

- Clean Label Ingredients
- Colours & Flavours
- Plant & Security Technology
- Private Label Manufacturing
- BEVERAGE**
- Beverage Processing Technology
- PACKAGING**
- Map & Vacuum Packaging

## MARCH

### DEADLINES

|      |       |
|------|-------|
| EDIT | 22/02 |
| ADV  | 03/03 |
| MAT  | 10/03 |

- Food Processing Technology
- Food Safety & Compliance
- Meat, Fish & Poultry
- BEVERAGE**
- Hot Beverages
- PACKAGING**
- Recyclable Packaging & Practices
- SUPPLEMENT**
- Bakery Review

## APRIL

### DEADLINES

|      |       |
|------|-------|
| EDIT | 26/03 |
| ADV  | 06/04 |
| MAT  | 09/04 |

- Blockchain, Ai & Big Data
- Herbs & Spices
- Functional Ingredients
- Pumps, Valves & Hoses
- BEVERAGE**
- Dairy Drinks
- PACKAGING**
- Rigid Packaging

## MAY

### DEADLINES

|      |       |
|------|-------|
| EDIT | 26/04 |
| ADV  | 04/05 |
| MAT  | 11/05 |

- Dairy Food
- Heating & Refrigeration
- Snacks & Confectionery
- BEVERAGE**
- Wine, Beer & Ciders
- PACKAGING**
- Packaging Automation

## JUNE

### DEADLINES

|      |       |
|------|-------|
| EDIT | 24/05 |
| ADV  | 02/06 |
| MAT  | 07/06 |

- Convenience Food Processing & Equipment
- Fats & Oils
- Risk Management
- BEVERAGE**
- Blending & Mixing Technology
- PACKAGING**
- Flexible Packaging

## JULY

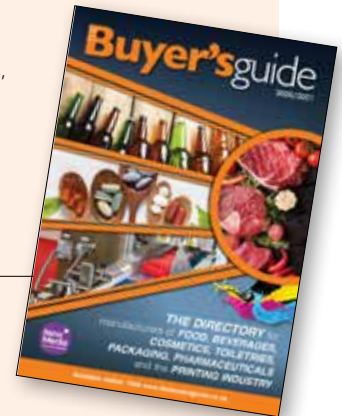
### DEADLINES

|      |       |
|------|-------|
| EDIT | 25/06 |
| ADV  | 05/07 |
| MAT  | 09/07 |

- Automation & Digitalisation
- Colours & Flavours
- Materials Handling & Cold Chain
- BEVERAGE**
- Hybrid Drinks
- PACKAGING**
- End Of Line Packaging
- Inspection & Detection
- SUPPLEMENT**
- Meat Review

## THE BUYER'S GUIDE

The Buyer's Guide is a South African directory for manufacturers of food, beverages, pharmaceuticals, cosmetics and allied packaging. Published in July each year, the directory is also available online at [www.thebuyersguide.co.za](http://www.thebuyersguide.co.za). Listing your company is free of charge and available to South African registered companies only. Print and digital advertising opportunities are available.



## AUGUST

### DEADLINES

|      |       |
|------|-------|
| EDIT | 26/07 |
| ADV  | 03/08 |
| MAT  | 10/08 |

- Conveyor Systems
- Laboratory & Testing Services
- Plant-Based Meat
- BEVERAGE**
- Beverage Processing Technology
- PACKAGING**
- Form, Fill & Seal
- Labelling

## SEPTEMBER

### DEADLINES

|      |       |
|------|-------|
| EDIT | 27/08 |
| ADV  | 03/09 |
| MAT  | 09/09 |

- Bakery
- Dairy Food
- Safety, Hygiene & Quality Assurance
- BEVERAGE**
- Water Processing Technology
- PACKAGING**
- Carton & Board
- Intelligent Packaging

## OCTOBER

### DEADLINES

|      |       |
|------|-------|
| EDIT | 27/09 |
| ADV  | 04/10 |
| MAT  | 11/10 |

- Contamination Control & Deep Cleaning
- Food Safety Training
- Meat, Fish & Poultry
- BEVERAGE**
- Flavoured Alcoholic Drinks
- PACKAGING**
- Packaging Profile

## NOVEMBER/DECEMBER

### DEADLINES

|      |       |
|------|-------|
| EDIT | 27/10 |
| ADV  | 03/11 |
| MAT  | 10/11 |

- Additives & Bulking Agents
- Energy Efficiencies & Sustainability
- Food Processing Technology
- Snacks & Confectionery
- BEVERAGE**
- Ready To Drink
- PACKAGING**
- Coding & Marking
- Convenience Packaging
- SUPPLEMENT**
- Year Planner Calendar

## YEAR PLANNER



## REGULAR CONTENT

- Finance
- Regulation Update
- People Profile

### KEY

EDIT – Editorial Submission Deadline  
 ADV – Advertising Booking Deadline  
 MAT – Final Advertisement Material Deadline

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 Fax: +27 (0)11 877 6198

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 Ground floor, Media Park,  
 69 Kingsway Avenue,  
 Auckland Park, 2092





# Digital advertising rates 2021

## FOCUS

Targeting decision makers in the manufacturing processes of food, beverages and, related industries. It offers incisive and authoritative reports on all aspects of the process, from raw material sourcing, to manufacturing and packing, right down to the distribution and marketing of finished goods. **Food Review** informs readers about the introduction of new ingredients, equipment, products and packs and

provides objective commentary on local and international market trends and issues, as well as relevant processing and packaging technologies.

## AUDIENCE

General management, market research and production personnel from sectors as varied as meat, fish, vegetables, dairy, bakery, alcoholic and non-alcoholic beverages, as well as food and beverage packaging specialists.



## ELECTRONIC NEWSLETTERS

Newsletters will be scheduled on a weekly basis and distributed to a subscriber database of approx 2 005 readers. Current newsworthy articles keep our readers informed of the latest trends, product launches and industry news.

**Newsletter Sponsorship** EURO 330 excl vat per newsletter  
Includes top banner advertisement plus lead article.  
Specifications: 1160(w) x 200(h) pixels

**Display Advert** EURO 100 excl vat per article  
A display advert to be placed alongside the article introduction.  
Specifications: 180(w) x 280(h) pixels

**Bottom Display Advert** EURO 275 excl vat per month  
Display advert to be placed at the bottom of the newsletter and repeated each week for four weeks.  
Specifications: 400(w) x 200(h) pixels

## DIRECT MAILSHOT NEWSLETTERS

Personalised newsletters can be distributed on a monthly basis to the subscriber database of approx 2 005 readers. Direct Mailshot sponsorship includes a top banner advertisement plus article.

**Director Mailshot Sponsorship** EURO 330 excl vat per newsletter

## WEBSITE BANNER ADVERTISING

[www.foodreview.co.za](http://www.foodreview.co.za)

Placed banners sizes may vary slightly as our website is optimised for high DPI screens.

**Leaderboard Banner** EURO 150 excl vat per month  
Specifications: 1920(w) x 200(h) pixels

**Sidebar Block Banner** EURO 100 excl vat per month  
Specifications: 500(w) x 500(h) pixels

## VIDEO INSERT

Video content that is already hosted online (i.e. YouTube or Vimeo), can be linked to an article or advertisement and displayed on the digital version of **Food Review**.

**Video Insert** EURO 190 excl vat per video

## LEAD GENERATION CAMPAIGN

It is vitally important to be able to reach your target market and keep your products/services top of mind.

**Food Review** offers a marketing campaign utilising several paid advertising channels to promote your product and deliver quality leads. These campaigns can target both South African and international professionals.

### What do you receive with a Lead Generation Campaign?

- A dedicated campaign manager who will monitor your leads and assess and maintain your results.
- Targeted geographic areas
- Solid and relevant leads will be sent directly to you

**Lead Generation Campaign** EURO 940 excl vat per month  
Minimum three month contract period

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