



FOOD
INGREDIENTS
BRASIL

Media Planner 2015

The reference industry magazine

Official Magazine



Food Ingredients South America 2015
August 25 - 27
Transamérica Expo Center Norte

for food ingredients profissionais

www.revista-fi.com



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Food Ingredients Brasil

the leading authority in food ingredients

Food Ingredients Brasil - FiB is the most influential publication for the Brazilian food and beverage ingredients industry.

Every four months, FiB provides news, in-depth articles and reports on different aspects of the ingredients and additives market, including: current food ingredients and regional market analysis; technical articles on formulation; updates on food consumption patterns; the latest developments in ingredients technology and investments; exhibition, research and development activities.

One of the FiB most prominent issue is the Suppliers Guide, a special publication presenting a complete list of ingredients, additives and raw materials for the food and beverage industry, with its respective manufacturers, suppliers or representatives, duly identified. The Suppliers Guide also contains a complete listing of services, equipment and materials for analysis and quality control laboratories. The trustworthiness and the quality of the information, as well as its diversified publishing calendar, make of FiB magazine the vehicle that better takes care of the Brazilian food industry necessities, counting between its readers with the most appraised and famous professionals of the sector.

OFFICIAL CATALOGUES

FiB is the official vehicle of the Food Ingredients South America show and the Health Ingredients South America Summit event, both organized by UBM Brazil, a subsidiary of United Business Media. FiB is also responsible for the

edition and publication of the Official Catalogues of both events in Brazil. These catalogues are used as reference and orientation guide for all the visitors and expositors, as well as a permanent source of information during the rest of the year. Do not lose the opportunity to participate at these important events as an exhibitor or, at least, as an advertiser in the Official Catalogues, showing your company and products to the whole South American food market.

REPRINT SERVICES

When your company activities or products are reported in FiB or if an article is of interest to your business, you can have it reprinted. We can design a tailor-made reprint for you to use in your sales and marketing promotions. You can also include your advertising message in the reprints so that it will become your own special company promotion.

INSERT SERVICES

Insert your promotional item in the next issue of FiB magazine and stand out from your competitors. For technical information details please contact our Commercial Department.

SPECIAL FORMATS

Promote your company's brand or your products, using special formats and positions as inserts, bookmarks, gatefold and others. For technical details please contact our Commercial Department.



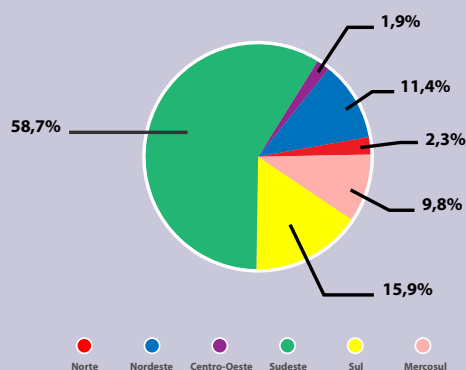
READER PROFILE

The Food Ingredients Brasil – FiB magazine is a quarterly publication, with a circulation of 8,000 copies, included our paid subscribers. The distribution is free of charge for all the qualified professionals who work in the food industry in Brazil and Mercosul. For other interested professionals, the FiB magazine offers the comfort to receive this basic tool of work through an annual subscription (four issues) for US\$ 120.00, standard mail included. For instructions, send an e-mail to assinatura@revista-fi.com.

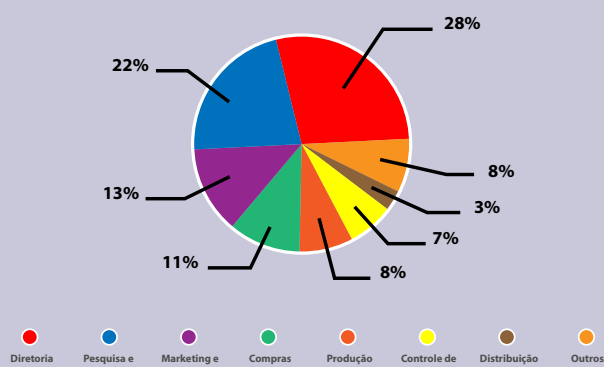
With an average readership of three people per copy, the actual readership goes up to over 24,000.

About 800 copies are sent to the biggest food and beverage processors located in Argentina, Chile and Uruguay.

Where are our readers?



Who are our readers?



Editorial Calendar

DECEMBER 2014 - JANUARY - FEBRUARY 2015

- **Guide of Suppliers Special Edition**
- **Interview:** Robertet – *The nature as source of the raw materials*
- **Dossier:** Gums
- **Featured Food Company:** Dohler - *Product and solutions for the beverage, dairy and food market*
- **Special:** *Guide of Suppliers, listed by products and by companies*

MARCH - APRIL - MAY 2015

- **Interview:** Gramkow – *Sustainable and healthy food products focus*
- **Dossier:** Flavors
- **Featured Food Company:** Vogler – *Source of flavors, ingredients and technology*
- **Special article:** *The role of the additives in food toxicology*
- **Supplementary article:** *The food grade emulsifiers*

AUGUST 2015

- **Official Catalog of the Food Ingredients South America 2015**

JUNE - JULY - AUGUST 2015

- **FiSA Pre Show Special Edition**
- **Interview:** UBM - *FiSA 2015 expectations*
- **Dossier:** Concentrates
- **Featured Food Company:** Rhodia – *Global Specialty Chemicals Company*
- **Special article:** *The antioxidants science*
- **Supplementary article:** *The fats healthiness*

SEPTEMBER - OCTOBER - NOVEMBER 2015

- **FiSA Post Show Special Edition**
- **Interview:** Candon – *Innovative and intelligent solutions*
- **Dossier:** Amides
- **Featured Food Company:** Hela – *Flavors that transform food*
- **Special:** *Nature and enzyme functions in the food*
- **Supplementary article:** *The acids in the food industry*

ADVERTISING RATES*2015, IN US\$ (Cost per insertion)		
	1X	2X
Front cover	5900	n/d
2nd cover	5000	4100
3rd cover	5000	4100
4th cover	5300	4400
Page 3	5300	4400
2 x 1/1 page	9200	7400
1/1 page	4800	3900
1 x 1/2 page	5300	4400
1/2 page	3000	2400
1/3 page	2100	1700
1/4 page	1700	1400
1/6 page	1200	950

Special location: +10%
 *Full colour surcharge included

DEADLINES				
Issue	Space reserve	Editorial deadline	Material deadline	Issue date
Dec-Jan-Feb	30-Jan	30-Jan	16-Feb	27-Feb
Mar-Apr-May	30-Apr	30-Apr	15-May	29-May
Jun-Jul-Aug	30-Jun	05-Jul	06-Jul	15-Jul
Sep-Oct-Nov	30-Oct	30-Oct	15-Nov	30-Nov

ADVERTISEMENT DIMENSIONS (cm)			
	Bleeded	Trim	Type area
2/1 Page	43 x 29	42 x 28	40 x 26
1/1 Page	22 x 29	21 x 28	19 x 26
1/2 Page	43 x 14,5	42 x 14	40 x 13
1/2 Page horizontal	22 x 14,5	21 x 14	19 x 13
1/3 Page horizontal	22 x 10,5	21 x 10	19 x 9
1/3 Page vertical	7,5 x 29	7 x 28	6 x 26
1/4 Page horizontal	22 x 7,5	21 x 7	19 x 6
1/6 Page horizontal	22 x 5,5	21 x 5	19 x 4

DIGITAL FILE SPECIFICATIONS:

- All artwork must be 300 dpi at 100% repro size except for vector art saved in EPS format;
- All ads must be in CMYK format;
- Acceptable file formats include: .pdf, .tif, .eps, .jpg or .psd; pdf's files must be exported in PDF/X1-a i.e. the world industry standard;
- Acceptable application files include: Adobe Photoshop, Adobe InDesign, Adobe PageMaker, Adobe Illustrator and Corel. We DON'T use nor accept Mac-based files, only PC compatible files;
- When using non-standard fonts please include fonts as well as embedded and linked images (not necessary if the files are in pdf format);
- Contract proofs are not necessarily required but we cannot guarantee a 100% color accuracy if the advertiser has not sent a contract proof;
- Files smaller than 20 MBs in size can be sent by e-mail; larger files can also be send on CDs or DVDs;
- Trim size 21 x 28cm. Keep live matter at least 1cm from trim edges. For bled page exceeds the trim edges in 0,5cm. (bled page area 22 x 29cm).

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