

MEDIA KIT **2024**

ALIMENTI&BEVANDE | AGRICOLTURA - TECNOLOGIE ALIMENTARI DIVISION

total division contacts

total magazine • total digital contacts contacts

MARKETING Contents, contacts and results

Our contents are disseminated through the integration of multiple tools that cooperate in order to reach the right audience and to achieve the best result. professional contents on vertical themes

- communication channels who have established a solid relationship with its own audience
- databases built over decades of experience in the field
- always measurable results
- Our is the perfect mix for companies that need to communicate values, experiences, solutions and products and obtain a new audience that is truly interested because it is involved through specific content.

the website

Information site specializing in hygiene, safety and controls of food products. It is aimed at professionals in the sector and is structured into different sections which concern. current news, in-depth articles, legislation, iurisprudence, expert responses to readers' questions, deadlines,

events, companies (manufacturers of products and services for hygiene, safety and controls of food products), products and services.

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the magazine

Alimenti&Bevande is the monthly magazine specialized in hygiene, safety and controls of food products in the production, transformation, analysis, transport, administration and sales processes.

It is aimed at professionals who, in the private and public sector, guarantee the hygiene and safety of food and

drinks: guality assurance and control managers, plant managers, production managers, laboratory managers, food consultants and official controllers. The magazine hosts articles, research, interviews, columns dedicated to analysis laboratories operating in the agri-food sector, labeling and quality management, presentation of products and services placed on the market and answers to readers' questions.

ALIMENTI A BEVANDE



editorial plan

January/February

1 Sustainability; Surface analysis; Work clothing and gloves

March

2 Food poisoning; Residues of plant protection products: Certifications Anuga FoodTec • Colonia (Germany), 19-22 March 2024

April

3 Moca (including Packaging); Allergens ; Temperature and humidity recorders

Mav

4 Shelf Life ; Polycyclic aromatic hydrocarbons (PAHs); Tracking/ traceability software Meat-Tech • Rho (MI), 28-30 May 2024

June

5 Disinfection; Analysis for Listeria m.; Inspection systems (in line)

July

6 Food supplements; Air analysis (in the production environment): Floors and walls

September

7 Food fraud; Mycotoxins; Food gases lufost • Rimini; 8-12 September 2024

October

8 Traceability and Retraceability; Challenge Tests: Air analyzers (in the production environment) Simei • Milan 12-15 November 2024

November/December

9 Labeling; Analysis for Salmonella; **Bioluminometers**



readers

Hygiene, safety and controls professionals in the food sector in the production, transformation, analysis, distribution and sales phases. In particular:

Quality assurance and control managers
Plant managers
Production managers
Laboratory managers

Food consultants
Official controller

the newsletter

Every two weeks, a newsletter consisting of current news and reports of events, products and services on hygiene, safety and controls of food products is sent to readers who have subscribed.







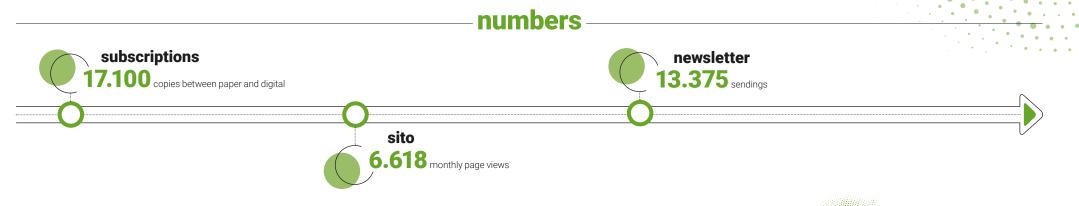


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total division contacts **490**.612

total magazine contacts total digital contacts **32**.093



price lists

the magazine	rates
Back cover 190×270 mm	3.200€
Inside front cover 190×270 mm	2.800€
Inside back cover 190×270 mm	1.900 €
1ª right hand page 190×270 mm	2.800€
Page 190×270 mm	1.800€
Double page 380×270 mm	3.000€
1/2 page verticale: 102×220 mm orizzontale: 155×120 mm	1.300€
Advertorial 190x270 mm	2.200 €

the website	rates
Leaderboard 700×90 pixel	1.000 € monthly
Ticker 900×30 pixel	1.000 € monthly
Banner standard 150×150 pixel	500 € monthly
newsletter	rates
Banner 720x300 pixel	2.000€
7 20X000 pixci	

dem	rates
Contact collection dem	4.500 € for sending
Advertising dems	2.500 € for sending

lead generation	rates
Basic campaign	7.500€
Repeated campaign	preventive on demand
Pillar campaign	preventive on demand

events	rates
Conferences, networking events, focus meetings, at the customer's premises or at our headquarters	preventive on demand
webinar	rates

newinan	
Events online, at the customer's site, at our headquarters or remotely	starting from 5.500 €

useful addresses

Frequency: Monthly Yearly issues: 9

Established: 1999

Editor in chief:

Gabriele Lanzarotti Ph. +39 0260852330 direzione@edizionipvi.com

Editorial staff:

Emanuela Giorgi Ph. +39 068889434 Cell. +39 3286624811 emanuela.giorgi@alimentibevande.it

Advertising office:

Francesco Tettamanti Ph. +39 0260852321 pubblicita@alimentibevande.it