

MARKETING MIX

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, jurisprudence, expert responses to readers' questions, deadlines, events, companies (manufacturers of products and services for hygiene, safety and controls of food products), products and services.



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: quality 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.



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.



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

May

- 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)
Simeì • 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	Food consultants
Plant managers	Official controller
Production managers	
Laboratory managers	

numbers

subscriptions

17.100 copies between paper and digital

newsletter

13.375 sendings

sito

6.618 monthly page views

price lists

the magazine

rates

Back cover 190x270 mm	3.200 €
Inside front cover 190x270 mm	2.800 €
Inside back cover 190x270 mm	1.900 €
1° right hand page 190x270 mm	2.800 €
Page 190x270 mm	1.800 €
Double page 380x270 mm	3.000 €
1/2 page verticale: 102x220 mm orizzontale: 155x120 mm	1.300 €
Advertorial 190x270 mm	2.200 €

the website

rates

Leaderboard 700x90 pixel	1.000 € monthly
Ticker 900x30 pixel	1.000 € monthly
Banner standard 150x150 pixel	500 € monthly

newsletter

rates

Banner 720x300 pixel	2.000 €
Sponsored content image, text, link	2.500 €

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
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webinar

rates

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

Frequency:

Monthly

Yearly issues:

9

Established:

1999

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