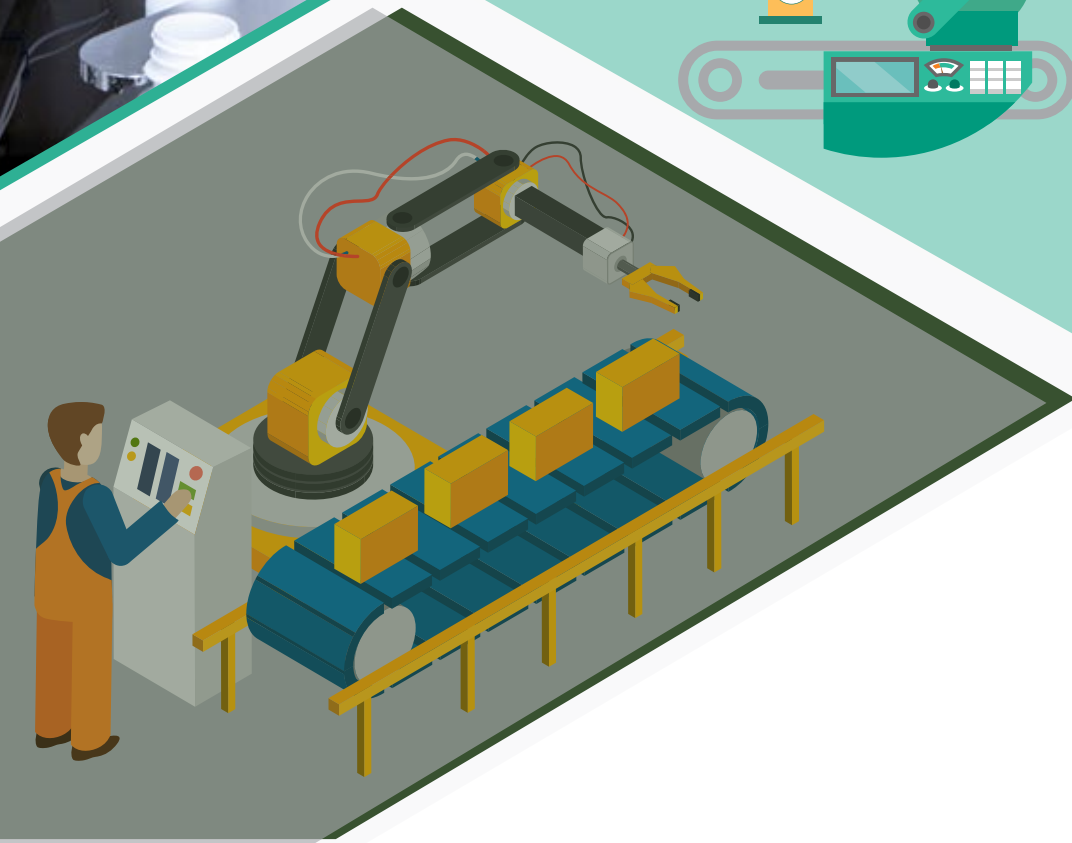
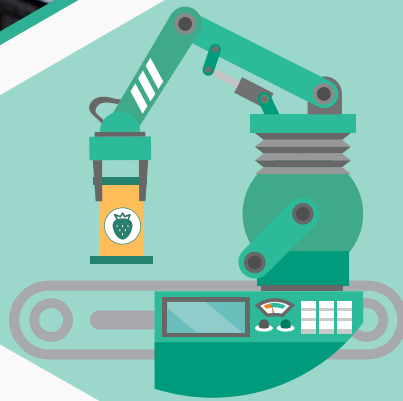
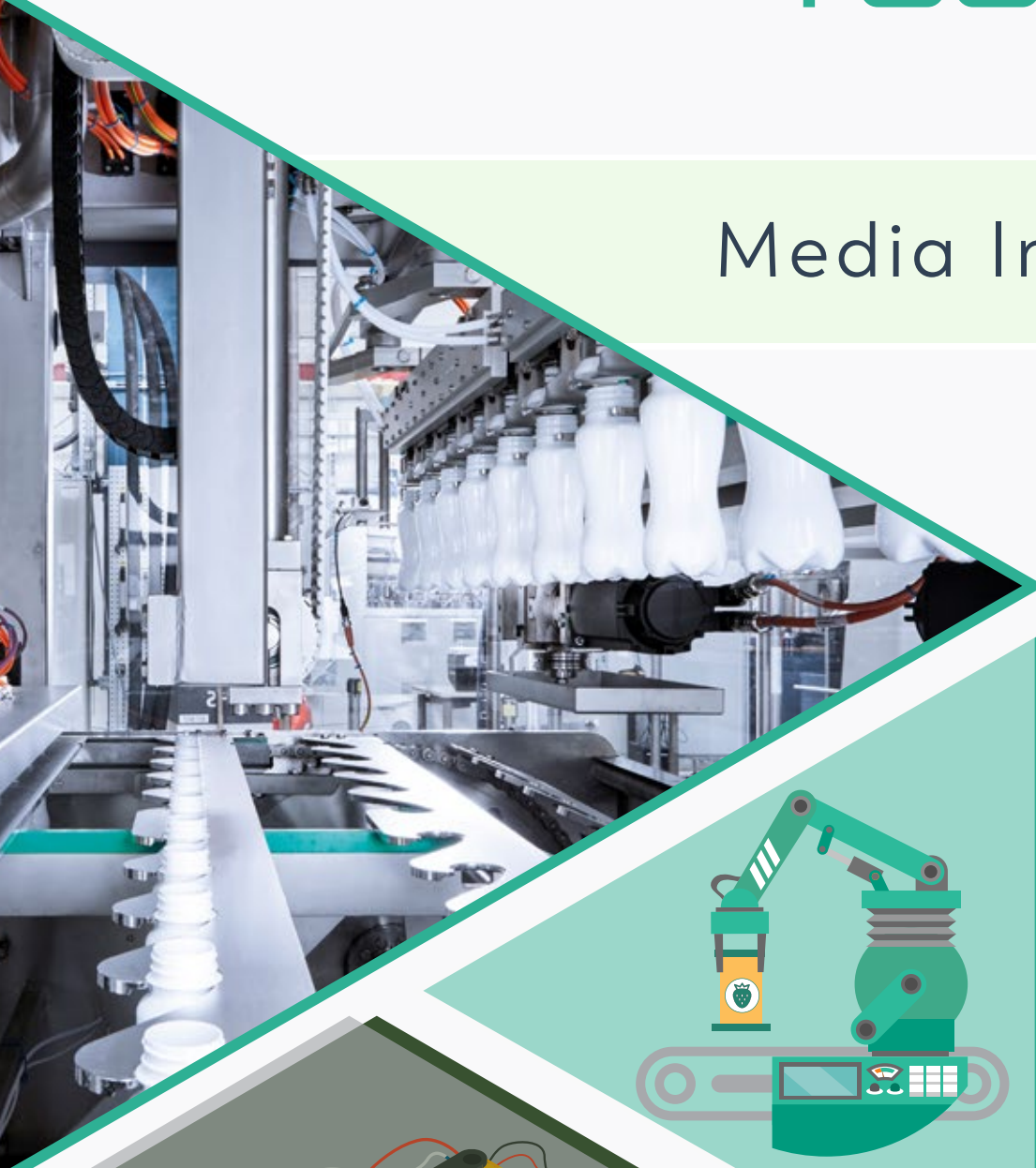


foodHQ

www.foodhq.world

Media Info 2021



Satisfying World Cravings

Since 1985

foodHQ | A Leading and Trusted Industry Platform!

Hello and welcome,

For more than 35 years foodHQ, previously known as Middle East Food, has been serving the Food Processing, Ingredients, Packaging, and Catering sectors, striving to provide a central platform to its readers, subscribers & clients through which cutting-edge high-quality news, information and data pertaining to food industry is presented.

By providing an unrivalled resource for industry professionals, foodHQ has evolved from a B2B print magazine to become an integrated and innovative platform composed of multi-media channels available in print, digital & online formats, hence providing 360 exposure to subscribers and clients in the food industry.

foodHQ Media Channels

• MAGAZINE

Each issue of foodHQ takes an in-depth and investigative look into special topics and issues impacting the food industry. The magazine is published monthly in print and digital formats and is available online of foodHQ's website, it provides news, analysis, concepts and trends, product reviews & interviews with leading players in the food industry.

• WEBSITE

www.foodhq.world delivers industry news as it breaks, keeping our audience informed and up-to-date. It is your one-stop portal for food sector news. Visit www.foodhq.world and subscribe to our monthly magazine and newsletters to keep ahead on the latest news in the food sector.

• NEWSLETTERS

Gain momentum via promoting your content in our email newsletters. Our useful & effective newsletters engage customers with your company and gets them to pay attention to your brand and advertisement, and helps build loyalty to your company.

• SOCIAL

An engaged niche community across Facebook, LinkedIn and Twitter. We provide your company with the opportunity of posting its products or services on foodHQ's social media channels.

• EVENTS

foodHQ also enjoys a close decades-old partnership with leading & major food-related event organizers worldwide where it holds the status of official, regional or supporting media-brand. In select industry events bonus copies of foodHQ's magazine are distributed to exhibitors, visitors and conference attendees and a specific targeted newsletter is sent on a daily basis to event participants and attendees.

Major food companies & manufacturers have long trusted foodHQ as their promotional platform of choice to have maximum exposure for their products & services and to help increase their market share.

We hope to welcome you & your company onboard as a valued and trusted partner and look forward to hear from you soon.

Best wishes,

Rola Hamdan
Editor-in-Chief
info@foodhq.world

Content

Reports

In-depth food reports

Business

Feature articles including interviews with key players

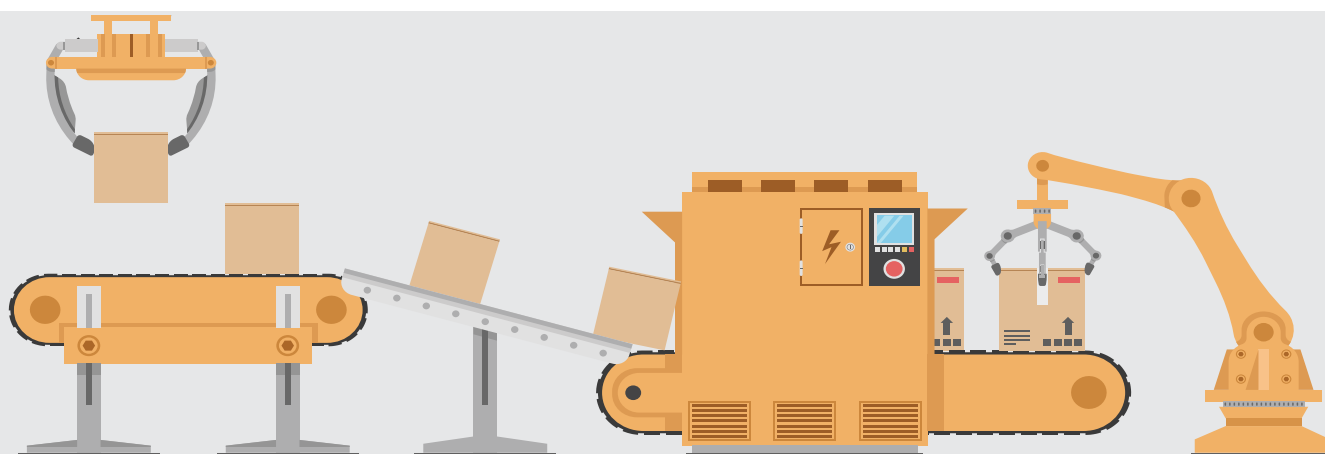
News

The latest regional & international news about food projects

In the Market

Cutting-edge trends on food products

Associate your company or product with foodHQ, the food industry's pioneering & leading media brand. Contact us today to get things started!



Clients

Below are some of the leading companies who trusted foodHQ (previously Middle East Food) to gain market share and increase their products' exposure in the MENA region.



Ishida Europe Limited
UK



Krones AG
Germany



Rademaker BV
Holland



TNA Europe Ltd
UK



DSM UK
UK



Kalsec Inc.
USA



Ingredion

Ingredion UK Limited
UK



Heart working people

Palsgaard A/S
Denmark



ADM WILD Europe GmbH & Co. KG
Germany



Auger Enterprise Co Ltd
Taiwan



Cama 1 Spa
Italy



Doehler GmbH
Germany



Guentner GmbH & Co. KG
Middle East, India & Africa
UAE



Ideas for the future.

Albert Handtmann
Maschinenfabrik GmbH & Co. KG
Germany



Sollich KG
Germany



PACKAGING

ZA Packaging (ZA Ambalaj
San Ve Tic Ltd. Sti)
Turkey



Multivac Middle East FZE
UAE



Heat and Control Pty Ltd
Australia

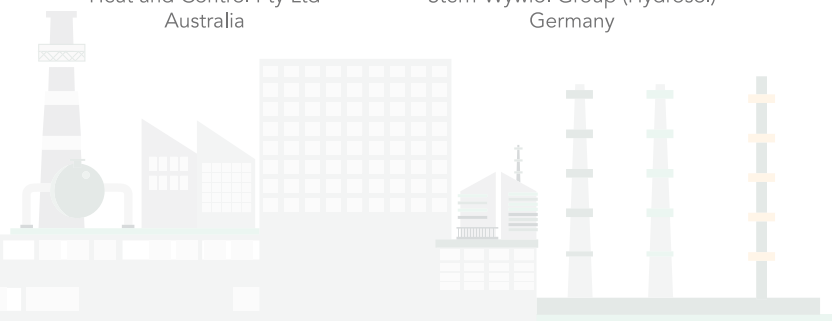


THE STABILISER PEOPLE

Stern-Wywiol Group (Hydrosol)
Germany



Yamato Scale Co. Ltd.
Japan



The Global Food Industry

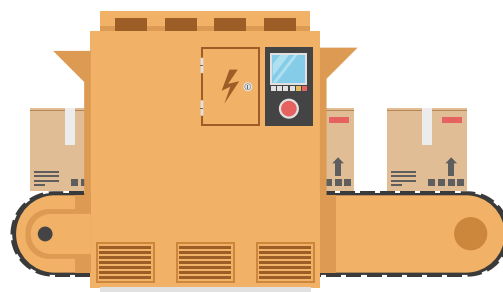
Packaging

The global **FOOD PACKAGING** market size is expected to reach USD411 billion by 2025

One of the **KEY DRIVERS** for this market will be the rising demand for convenience food

One of the **RESTRAINTS** will be the high volatility in prices of raw materials

Rising inclination toward innovation in environment-friendly and sustainable packing is a major **TREND** driving this market



The **FOOD & BEVERAGES** market amounts to USD236m in 2020

One of the **KEY DRIVERS** is urbanization

One of the key **TRENDS** escalating market growth will be the food and drinks made from natural ingredients

Most revenue is generated in **CHINA** USD18,521m in 2018

F&B



The Global Food Industry

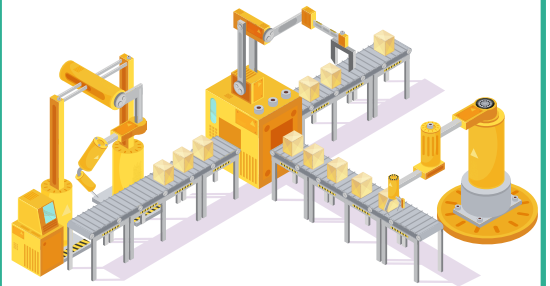
Food Processing Equipment

The **FOOD PROCESSING EQUIPMENT** market is estimated to reach USD70,510 million revenue by 2022

One of the **KEY DRIVERS** for this market will be the focus on production efficiency, processing time, and quality of food products

One of the **RESTRAINTS** will be the high cost of food processing equipment

ASIA PACIFIC is one of the fastest growing markets



Hospitality

The **GLOBAL HOTELS** Market is expected to generate around USD211.54 billion by 2026

One of the **KEY DRIVERS** will be the development of the travel and tourism industry

One of the **RESTRAINTS** will be the increasing preference for healthy food options

The **Asia Pacific** hotels market is expected to witness the highest growth by 2025



Editorial Program 2021

Issue	January	February	March	April	May	June
Ingredients & Additives	Colorings	Functional Ingredients	Flavorings	Emulsifiers	Bakery Ingredients	Sweeteners
Packaging	Bottling & Filling	Smart Packaging	Coding & Labeling	Palletizing	Group Packaging	Wrapping
Catering & Hospitality	Display Cabinets	Disposables	Cleaning Equipment	Kitchen Equipment	Pest control	Disposables
Cover Story	Organic Food	Company Profile / Project Focus	Quality Control	Company Profile / Project Focus	Automation in Food Industry	Company Profile / Project Focus
Processing	Meat Processing	Tea & Coffee	Nuts & Almonds	Fruits & Vegetables Equipment	Ice Cream & Sorbets	Dairy Processing
Country / Regional Reports	- Saudi Arabia - France - Brazil	- Morocco - Italy - Japan	- UAE - Benelux - Malaysia	- Egypt - Turkey - UK	- GCC - Canada - China	- UAE - Italy - Ireland
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	December 25, 2020	January 25, 2021	February 22, 2021	March 24, 2021	April 22, 2021	May 25, 2021
Advertising Due	December 28, 2020	January 28, 2021	February 25, 2021	March 26, 2021	April 26, 2021	May 27, 2021
Publishing Date*	December 30, 2020	January 30, 2021	February 27, 2021	March 30, 2021	April 30, 2021	May 31, 2021

* Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post

Editorial Program 2021

Issue	July	August	September	October	November	December
Ingredients & Additives	Spices & Herbs	Stabilizers	Preservatives	Dietary Nutritional Ingredients	Bakery Ingredients	Pulses & Grains
Packaging	Packaging Equipment	Sorting & grading	Bottling & Filling	Weighing	Packaging Equipment	Conveyors
Catering & Hospitality	Hotels	Catering Equipment	Containers	Freezers & Refrigerators	Ovens & Grills	Hotels
Cover Story	Water Treatment in Food Industry	Company Profile / Project Focus	Food Processing	Company Profile / Project Focus	Plant-based meat substitutes	Company Profile / Project Focus
Processing	Ready-Made Food	Meat Processing	Seafood Processing	Baby Food	Food Processing Equipment	Bakery Equipment
Country / Regional Reports	- Oman - Greece & Cyprus - Iberia	- Iran - South Africa - Norway	- Saudi Arabia - USA - Germany	- Qatar - UAE - New Zealand	- Jordan - Germany - Australia	- GCC - Scandinavia - India
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	June 22, 2021	July 23, 2021	August 24, 2021	September 23, 2021	October 23, 2021	November 24, 2021
Advertising Due	June 25, 2021	July 26, 2021	August 27, 2021	September 28, 2021	October 26, 2021	November 26, 2021
Publishing Date*	June 30, 2021	July 30, 2020	August 31, 2021	September 30, 2021	October 29, 2021	November 30, 2021

* Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post

Print Options

- ⦿ **Display Advertising:** foodHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- ⦿ **Classified Advertising:** The Buyers' Guide is dedicated to companies planning to test the market with a limited budget.
- ⦿ **Advertorials:** This option has double use; to get story to foodHQ's readers and to maximize the company's exposure by placing its full contact details.
- ⦿ **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- ⦿ **Company Profile or Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

Readership Summary

88% of readers are decision makers or influence purchasing decisions.	16,141 Print Readership (Multiplier 3.17)	23,598 Digital Circulation	39,739 Total Brand Readership
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Digital Options

- ⦿ **e-Newsletters:**
 - **Promoted Content:** Content included in the e-Newsletter along with image, with a read more link which would take recipient to the foodHQ's website for the remainder of the content. The content shall remain on our website and would be accessible not only during the e-Newsletter sending date.
 - **Banner, Content, & Background:** Hyperlinked Banner size 180 x 138 Px (WxH) Text to go beside the banner is 40 words with read more option as the content will be on our website and accessible at all times. Background color code to be provided by client based on Hex Color Code.
 - **Banner Advertising:**
Hyperlinked Banner size 728 x 90 Px (WxH)
 - **Sponsorship:** By considering this option, the entire e-Newsletter is reserved for your company and thus no other promotional items (no Banners or Promoted Content can be included in said e-Newsletter since all its sections would contain promotional items / material related to your company. This is extremely high exposure since your company would benefit from all the possible exposure options and would have a solo e-Newsletter dedicated to your products/services.
- ⦿ **Web Banners:** For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on foodHQ's website via a Leaderboard Banner, MPU Banner, Half Page Banner, and/or a Billboard Banner.
- ⦿ **Email Shots:** We know how important it is that your email looks and reads right before you send it out to your existing and potential industry professionals. That's why our direct e-mail shots offer this opportunity using a vast user database.
- ⦿ **Coming Events:** The Coming Events service offers a comprehensive listing of construction events, conferences seminars, and workshops.
- ⦿ **Buyers' Guide:** It is a service that offers high exposure at a nominal cost. The classified ad is 360 x 300 px, including company logo, product photo, and a brief message with contact details.

Circulation

Middle East	Print	Digital
Saudi Arabia	1,096	3,367
UAE	1,032	3,027
Turkey	384	2,356
Iran	251	1,054
Kuwait	202	1,001
Lebanon	180	750
Jordan	138	580
Oman	123	499
Bahrain	118	442
Qatar	112	416
Cyprus	48	319
Total	3,684	13,811

North America	Print	Digital
USA	133	1,695
Canada	68	894
Total	201	2,589

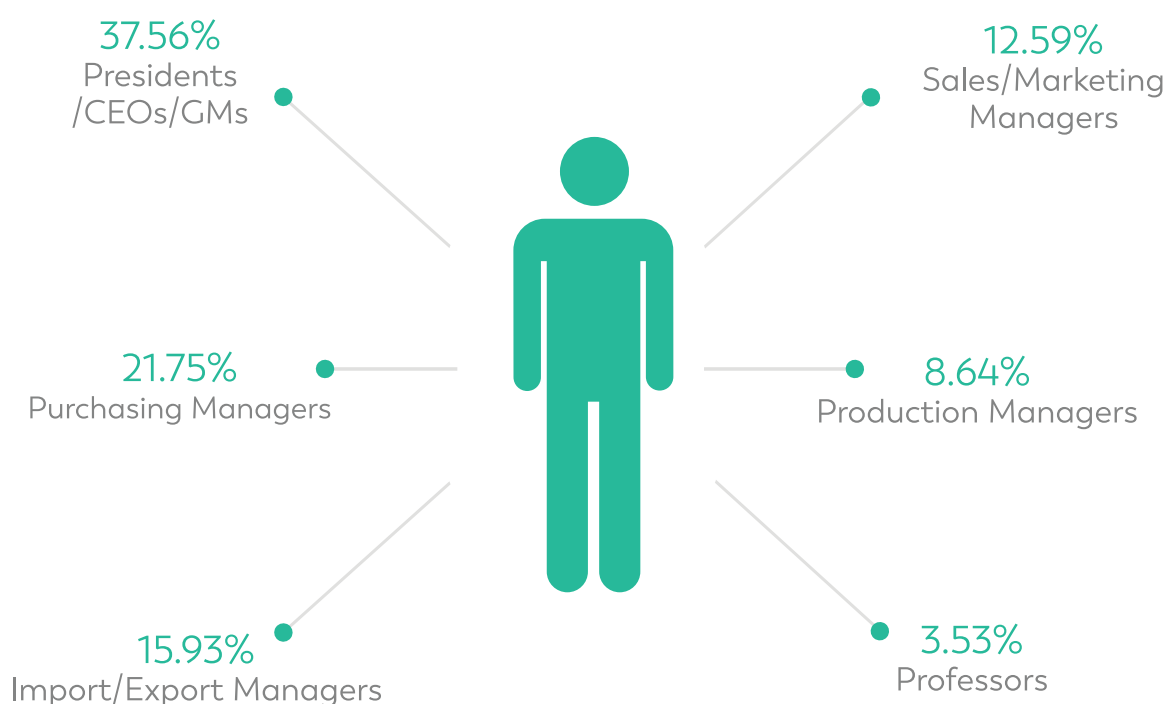
Far East	Print	Digital
China	31	401
South Korea	19	237
Japan	17	211
Taiwan	8	124
Malaysia	5	58
Rest of Far East	7	59
Total	87	1090

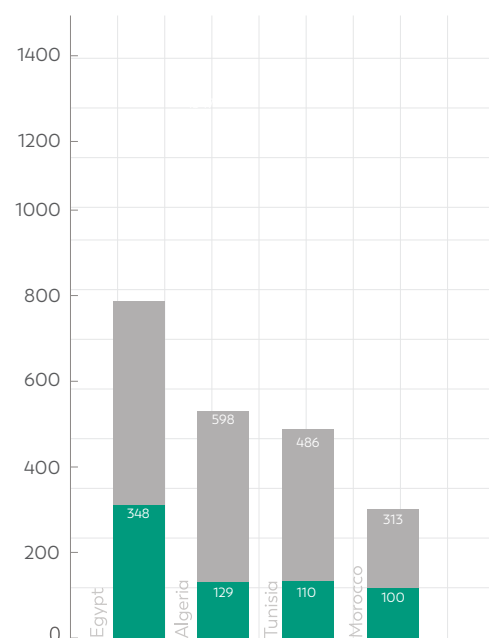
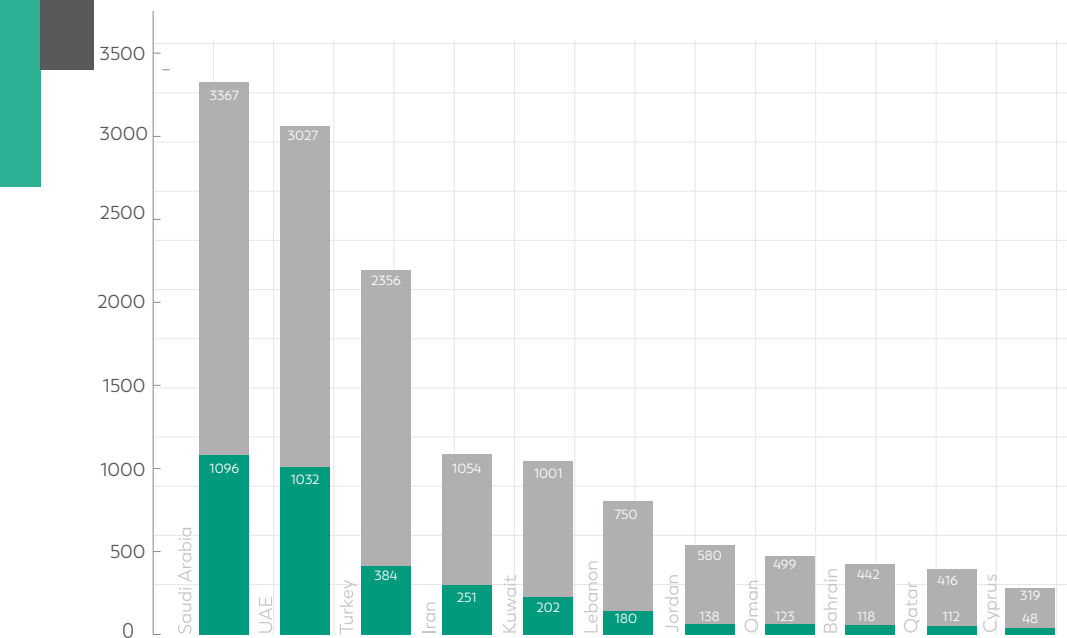
North Africa	Print	Digital
Egypt	348	1,374
Algeria	129	598
Tunisia	110	486
Morocco	100	313
Total	687	2,771

Europe	Print	Digital
Germany, Austria, & Switzerland	128	983
Italy	102	692
France	69	434
UK	63	482
Spain	31	224
Scandinavia	26	216
Rest of Europe	14	306
Total	433	3,337

International	Print	Digital
Middle East	3,684	13,811
North Africa	687	2,771
Europe	433	3,337
North America	201	2,589
Far East	87	1,090
Total	5,092	23,598

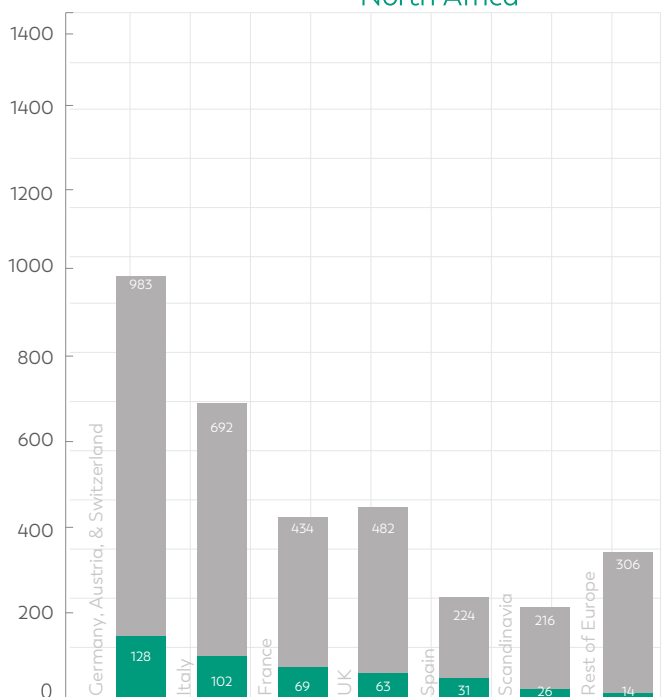
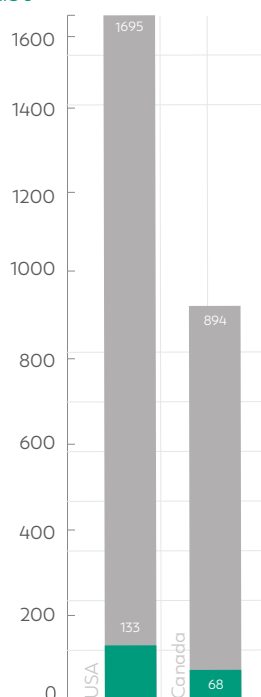
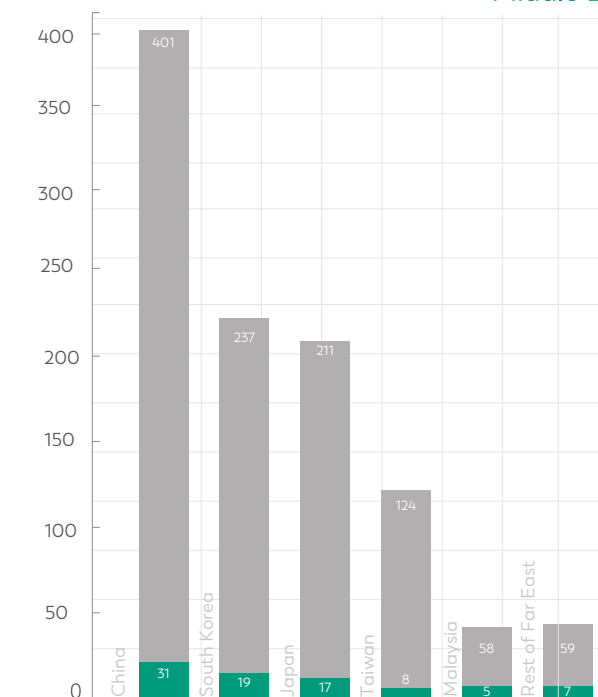
Job Position





Middle East

North Africa



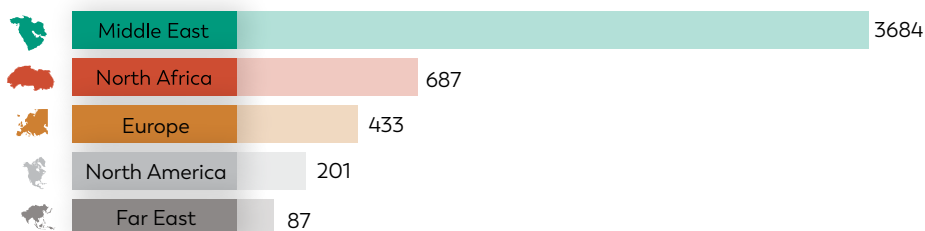
Far East

North America

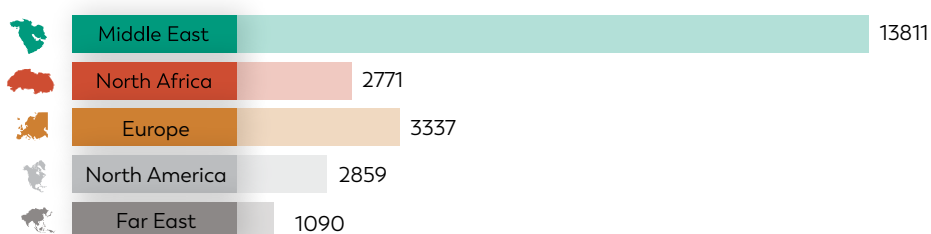
Europe

Total Circulation

International Print Circulation



International Digital Circulation



Print Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,950	7,550	7,150	6,760
Double Page	5,670	5,390	5,100	4,820
1/2 Page Spread	3,520	3,340	3,165	2,990
2 nd Cover (IFC)	3,465	3,290	3,120	2,940
3 rd Cover (IBC)	3,150	2,990	2,835	2,680
4 th Cover (OBC)	3,675	3,490	3,310	3,125
Full Page	2,890	2,740	2,600	2,450
2/3 Page	2,205	2,095	1,985	1,875
1/2 Page	1,840	1,745	1,655	1,560
1/3 Page	1,470	1,395	1,325	1,250
1/4 Page	1,210	1,145	1,090	1,025

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,100	1,890	1,785	1,680
2/3 Page	1,525	1,365	1,290	1,210
1/2 Page	1,260	1,135	1,070	1,010
1/3 Page	945	850	805	755
1/4 Page	735	660	625	580

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	475	420	385	340
12 Times Prepaid				3,070

Print Advertising Dimensions

Space	Dimensions	(WxH)mm
Full Page	Trim Size	200 x 280
Double Page	Print Size	400 x 280
Vertical 2/3 Page	Print Size	108 x 242
Vertical 1/2 Page	Print Size	80 x 242
Horizontal 1/2 Page	Print Size	164 x 120
Horizontal 1/2 page (Spread)	Print Size	200 x 130
Island 1/2 Page	Print Size	108 x 188
Vertical 1/3 Page	Print Size	99 x 165
Horizontal 1/3 Page	Print Size	165 x 99
Vertical 1/4 Page	Print Size	80 x 100
Horizontal 1/4 Page	Print Size	164 x 60

***Bleed Ads must be sent with 10 mm added on each side of the ad**

"Print advertisers will have their ad published in the digital issue as well at no additional cost. Clients may also opt for the digital only advertising where the ads appear in the digital issue and not the print; this is in order to cater for all budgets and ensure best exposure to all ads"

Digital Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page	3,535	3,355	3,180	3,000
1/2 Page Spread	2,415	2,295	2,175	2,055
2 nd Cover (IFC)	2,090	1,985	1,880	1,775
3 rd Cover (IBC)	1,945	1,850	1,750	1,650
4 th Cover (OBC)	2,310	2,195	2,080	1,965
Full Page	1,800	1,710	1,620	1,535
2/3 Page	1,515	1,435	1,360	1,290
1/2 Page	1,225	1,160	1,100	1,040
1/3 Page	1,000	945	900	845
1/4 Page	840	800	755	715

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,445	1,370	1,295	1,225
2/3 Page	1,155	1,100	1,040	980
1/2 Page	865	825	785	735
1/3 Page	690	655	620	585
1/4 Page	540	515	485	455

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	325	310	295	275
12 Times Pre-Paid				2,460

Digital Advertising Dimensions

Space	Format	(WxH)pixels
Full Page	JPG, PNG, PDF	2479 x 3508
Double Page	JPG, PNG, PDF	4958 x 3508
Vertical 2/3 Page	JPG, PNG, PDF	1371 x 3067
Vertical 1/2 Page	JPG, PNG, PDF	1029 x 3067
Horizontal 1/2 Page	JPG, PNG, PDF	2054 x 1533
Horizontal 1/2 page (Spread)	JPG, PNG, PDF	4533 x 1533
Island 1/2 Page	JPG, PNG, PDF	340 x 533
Vertical 1/3 Page	JPG, PNG, PDF	1417 x 2221
Horizontal 1/3 Page	JPG, PNG, PDF	2054 x 1021
Vertical 1/4 Page	JPG, PNG, PDF	1029 x 1533
Horizontal 1/4 Page	JPG, PNG, PDF	2054 x 767

"Digital advertisers will have their advert published in the digital edition of the issue and not in the print edition"

Digital & Online Advertising Rates

Web Banners & Rates (US\$)

Banner	Format	Dimensions	Size	Rate / Month (USD)	Duration
Leaderboard	GIF, JPEG, or Animated GIF	728 x 90 Pixels	50 KBs	550 495 470 440	1 Month 3 Month 6 Month 12 Month
MPU	GIF, JPEG, or Animated GIF	300 x 250 Pixels	50 KBs	650 585 550 520	1 Month 3 Month 6 Month 12 Month
Half Page	GIF, JPEG, or Animated GIF	300 x 600 Pixels	50 KBs	1000 900 850 800	1 Month 3 Month 6 Month 12 Month
Billboard	GIF, JPEG, or Animated GIF	970 x 250 Pixels	50 KBs	1500 1350 1275 1200	1 Month 3 Month 6 Month 12 Month

Social Media Posting & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Rate Per Post	100	80	60	40
Twelve Times Prepaid				400

e-Newsletter Participation & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Promoted Content	1,000	900	775	650
Banner, Content, & BG Color	850	750	650	550
Banner Advertising	600	550	500	450
Sponsorship	5,000	4,000	3,500	3,000

Email Shots & Rates (US\$)

Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

Online Buyer's Guide Ads & Rates (US\$)

Duration	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Buyer's Guide /Month	300	275	250	225
Twelve Times Prepaid				2,025

Online Coming Events Listing & Rates (US\$)

Frequency	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Coming Events /Month	250	225	200	175
Twelve Times Prepaid				1,600



Postal Address

foodHQ
P.O. Box: 13-5121 Chouran
Postal Code: 1102-2802
Beirut - Lebanon

Courier Address

foodHQ
Hamra, Commodore, Barouk St.
Chatila & Chehab Bldg, 2nd Floor
Beirut - Lebanon

Communication

Tel : +961 (01) 748333
Mobile : +961 (70) 100094
Email : info@industryhq.com

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 food HQ

Marketing & Sales Inquiries: marketing@foodhq.world

Content & Research Inquiries: content@foodhq.world

www.foodhq.world

Other CPH Platforms

With more than four decades of experience in providing innovative media products and serving its sustainable vision “Helping Advance MENA & Beyond!”, CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike.

constructionHQ serves the Building, Machinery, Road & Power Generation sectors in the MENA region & beyond. constructionHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry bringing its readers in-depth insights and information. The total brand readership is 41,670 of decision makers or decision influencers for their companies. For more details log on to www.constructionhq.world

healthHQ serves the Medical, Laboratory, Pharmaceuticals & Fitness sectors. healthHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. Starting January 2020, healthHQ will be published in print and digital formats. For more details log on to www.healthhq.world

industryHQ serves the Construction, Energy, Food, Health, Water and other industry sectors. industryHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the industry bringing its readers in-depth insights and information. For more details log on to www.industryhq.com

waterHQ serves the Water, Wastewater, Desalination & Energy sectors. waterHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the water industry bringing its readers in-depth insights and information. The total brand readership is 40,069 of decision makers or decision influencers for their companies. For more details log on to www.waterhq.world



Subscription Form

Kindly Complete the Entry Form Below - It's as easy as ABC!

I wish to: ☐ Subscribe (fill A>C) ☐ Renew my subscription (fill A>C) ☐ Update my information (fill A)

Receive sample copy to:

- ☐ constructionHQ magazine
☐ waterHQ magazine
☐ foodHQ magazine
☐ Get contacted by my nearest agent to discuss my advertising needs (fill A)
☐ Submit my Article / Press Release / Product / news to be published in the next issue (fill A)
☐ Receive a specially promotional offer for advertising (fill A)

Publication of Editorial material is subject to the editor's discretion and space availability

A Entity Details - (Fields marked with a (*) should be filled. Kindly specify if not available by typing/printing N/A)

Personal Details	Name*:	Position*:
	Direct Tel: (+) - () () Ext:	Mobile: (+) - () ()
	Direct Fax: (+) - () () Ext:	Email:
Company Details	Name*:	Year Established*:
	Tel (s): (+) - () ()	Fax (es): (+) - () ()
	Business Activity / Description*:	
	Email*:	http*://
	Export Markets:	Import Markets:
	# of Employees*:	Annual Turnover:
	Brands / Trademarks:	
Address	P.O. Box:	Zip Postal Code:
	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

B Subscription Rates - (choose your preferred subscription)

	Lebanon	Arab Countries	MENA (Excluding Arab Countires)	Europe	Other Countries
One Year	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Two Years	<input type="checkbox"/> \$180	<input type="checkbox"/> \$285	<input type="checkbox"/> \$360	<input type="checkbox"/> \$540	<input type="checkbox"/> \$720
Three Years	<input type="checkbox"/> \$240	<input type="checkbox"/> \$360	<input type="checkbox"/> \$480	<input type="checkbox"/> \$720	<input type="checkbox"/> \$960

C Payment Methods

☐ Cheque made payable to CPH World Media - Cheque must be drawn on any U.S. Bank

☐ Please charge my credit card: MasterCard / Visa / AMEX

Your Credit Card Details: Type: ☐ AMEX ☐ MasterCard ☐ Visa

Number:

Card Holder Name : Card Expiry Date: / / (dd/mm/yyyy)

Choose any method below to return your order...

Signature:

Scan & E-mail to:
subscriptions@industryhq.com