

**ΤΡΟΦΙΜΑ  
ΚΑΙ ΠΟΤΑ**



# Media Kit 2009



ΤΡΙΑΙΝΑ  
ΕΚΔΟΤΙΚΗ

[www.triaina.com](http://www.triaina.com)

## ● Trofima & Pota's Mission

For the past 33 years, T&P has been the common reference point for thousands of companies in the food and beverage industry, giving them the financial, technological and commercial information that is essential to them.

T&P's goal is to function as a tool, as an indispensable hand-book, for the improvement of the entire food and beverage industry and to distinguish itself in an industry flooded with similar publications.

T&P's editorial, functions as a filter between the community of suppliers on the one hand, and that of producers and merchants on the other hand.

T&P's content refers to executive business people, managers and buyers of two basic categories:

- The Food and Beverage Production Industry
- The Distribution, Supply, Retail and Mass Consumption Industry

With over 4.000 qualified subscribers, T&P is the most accurate food and drink publication, distributed and read by the entire Food and Beverage Industry; as a result it is the most effective means of promotion for the advertisers.

The main goal for every remarkable supplier is its promotion to the top companies in the industry. Short, to T&P's subscribers.



## ● Editorial Focus

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With profound journalistic experience in the food and beverage industry and with the sole purpose to provide its readers with the most accurate and useful information, T&P has formed one of the best Greek journalistic teams.

The driving force behind T&P's editorial focus is the creative and constructive participation in the improvement of the entire industry, with editorial material concerning:

**New Product & Market Development:** We give you the latest update on new trends concerning flavors, ingredients, packaging and consumer trends. In this context, we present the latest methods on production and supply demanded by the contemporary market.

**Solutions for improving competition,** in all stages of industry's production process, such as less costly ingredients, more efficient processing equipment, fresh approaches to packaging and business solutions.

### **Critical Issues, Special Publications and Cover Stories**

- Best Products of the Year – **January**
- Special Report Overview of the Industry - **January**
- Special Report Wine – **March**
- Special Publication Packaging – **April**
- Small Companies with Big Potentials – **April**
- Special Report Bank Products – **May**
- T&P 100 Best Companies – **July/August**
- Special Report Organic Products - **September**
- Special Report Professional Cars – **November**
- Innovations of the Year - **December**
- Special Publication Dairy Products - **December**

T&P's editorial content provides the industry's executives with the crucial news and accurate analysis they need to succeed in the competitive food and beverage market.

## ● Audited Circulation

T&P's goal is to reach all business executives and managers that represent the industry's most important group of companies and are therefore targeted by its advertisers upon publication. T&P accomplishes this goal with paid and with free qualified subscriptions, as well as through internal circulation in each company.

### T&P: A Member of BPA Worldwide

T&P is the first Greek magazine that is a Member of BPA Worldwide, the global media auditing organization. T&P's membership makes it a front rider concerning the transparency and accuracy of its circulation data in the Greek market. The incentive for joining BPA Worldwide is to maximize the efficiency of its media buyers' advertising message.

- T&P readers who are important decision makers for the manufacturing process\*

|  |      |
|--|------|
| Packaging Materials  | 1815 |
| Packaging Equipment  | 1487 |
| Food Ingredients   | 1323 |
| Implementation Equipment                                   | 1195 |
| Ingredients  | 1190 |
| Consulting Services / Laboratories                         | 882  |
| Tools and Logistics Certification & Quality Control        | 857  |
| Equipment Foodprocessing Warehouse, Delivery Vehicles      | 815  |
| Freezing Machinery   | 803  |
| Auto Equipment, Implementation Control, Security, Clothing | 719  |
| Plan Design, Construction, Location Choise                 | 593  |

### Free Subscription

T&P is the first Greek magazine to introduce the **Qualified Free Subscription** to business executives, managers and buyers of the industry, after evaluation on the basis of a questionnaire.

Every single copy of T&P is sent to qualified business executives, managers and buyers – decision makers with the financial power to be active in the market. T&P's circulation is based on the industry's most updated database. Its daily update and the recent considerable investment in new database systems and personnel, further add to the forming of the most qualified group of subscribers in the industry.

### Ask now for a Free Subscription at 'T & P'

Go to: [www.triaina.com/form1.htm](http://www.triaina.com/form1.htm)

Complete the form-APPLICATION FREE SUBSCRIPTION and you will receive T&P, every month with no costs charged.

### Check T&P's audited circulation online

Search for the audited circulation results of T & P in the official web page of BPA Worldwide:

[www.bpaww.com/library/index.cgi](http://www.bpaww.com/library/index.cgi)

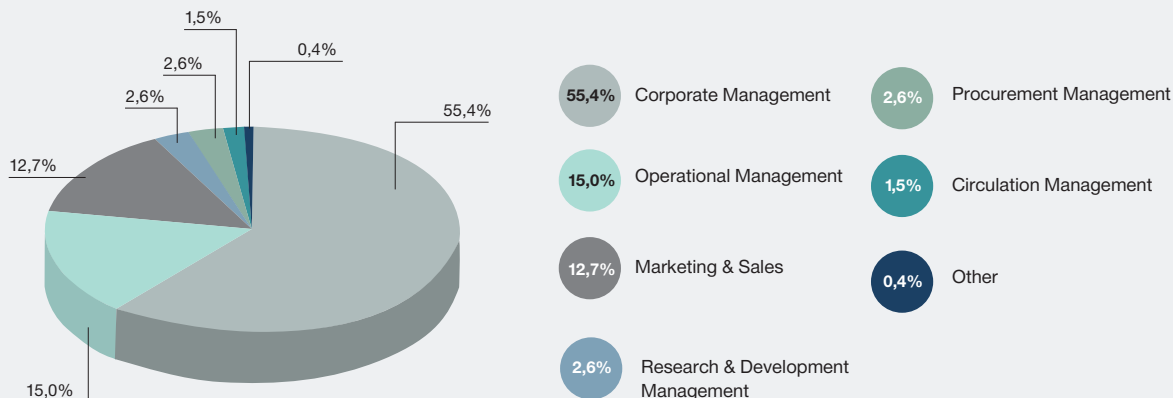
### The Members of BPA Worldwide

BPA Worldwide is a not-for-profit organization. BPA has the largest membership of any media-auditing organization in the world, spanning more than 20 countries.

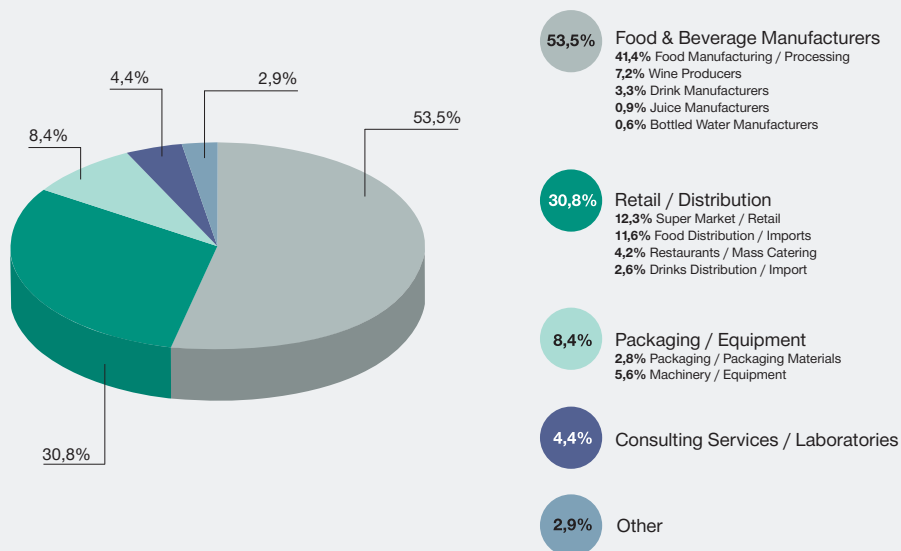
Today, it serves more than 3.000 publishing houses with more than 2.000 business-to-business editions as well as periodicals, newspapers, web pages, newsletters, databases and other media that are preserved by commercials.

Magazines that are members of BPA audit their circulation periodically by a group of international auditors. As a result they certify the accuracy of their data and secure to the advertisers the effectiveness of their messages. BPA Worldwide audits the magazine's circulation in addition to the subscribers' title, their company's main activity and their geographical location.

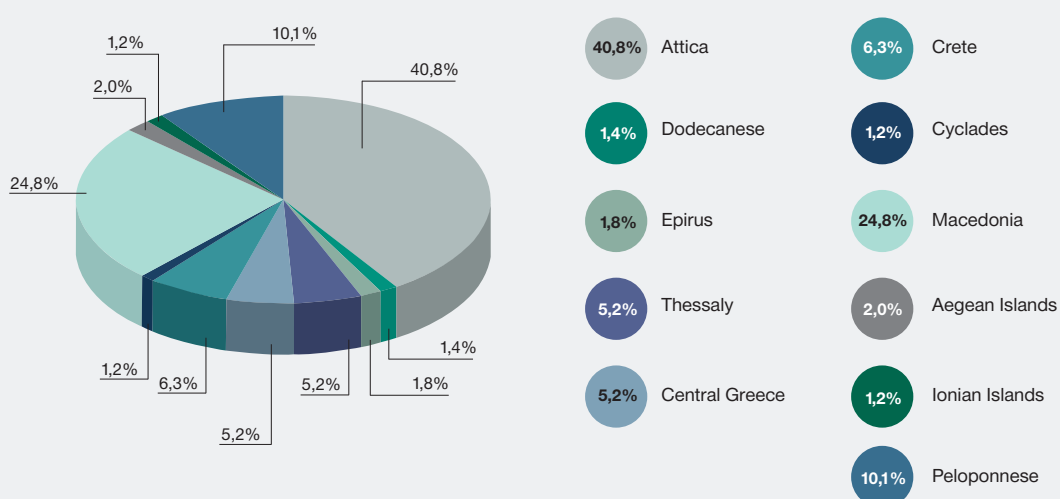
● T&P's Readership Breakdown by Title\*



● T&P Circulation by Market\*



● T&P Circulation by Region\*



\*Publisher's own data based on T&P Circulation of September 2008

## ● Editorial Calendar 2009

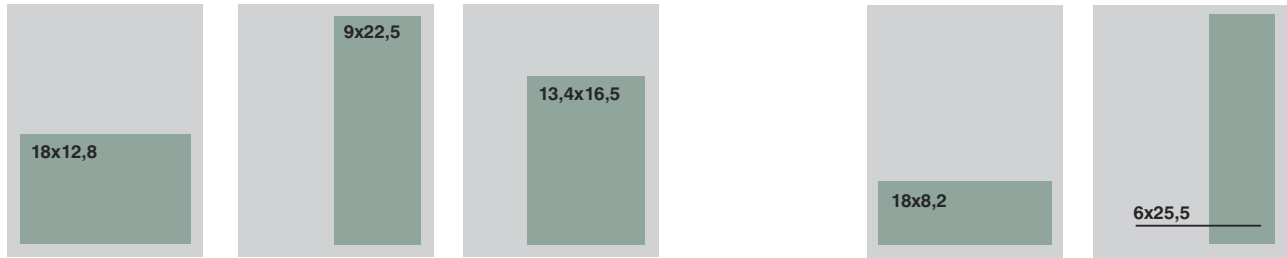
|                      | <b>JANUARY</b>                             | <b>FEBRUARY</b>   | <b>MARCH</b>                 | <b>APRIL</b>                      | <b>MAY</b>                         |  |
|----------------------|--|---|------------------------------|-----------------------------------|------------------------------------|--|
| Ad Closing           | 5/12/2008                                  | 09/01/2009  | 6/02/2009                    | 6/03/2009                         | 10/04/2009                         |  |
| Editorial Closing    | 28/11/2008                                 | 19/12/2008  | 23/01/2009                   | 27/02/2009                        | 27/03/2009                         |  |
| Cover Story          | Best Products of the Year                  |   |                              | The Best Small Scale Companies    |                                    |  |
| Industry focus       | Bakery/ Dough                              | Olive Oil and Oils  | Products of Northern Greece  | Soft Drinks & Juices              | Water                              |  |
|                      | Pasta                                      | Lenten Food   |                              | Beers                             | Milk - Cheese - Ice cream          |  |
| Spirits              | International Competition                  | Wine Stockmarket  |                              | Distills                          | Trade                              |  |
| Ingredients          | Flour Improvements                         | Olive Oil Extracts  | Sweeteners                   | Thickeners Gelatines              | Preservatives                      |  |
| Processing           | Industrial Floor Cleaning                  | Professional Gear   | Production Lines             | Separators                        | Dairy Machinery                    |  |
| Plant                | Power Saving                               | Machinery Maintenance                                     | Disinfection                 | Industrial Floors                 | Plant Renovation                   |  |
| Hygiene & Safety     | Wheat, Flour, Pasta: HACCP & Hygiene Guide | HACCP in Fats & Oils: the Problems with the Sunflower Oil | Innovations in Food Safety   | Dangers in the Beverages Industry | Cetification in the Dairy Industry |  |
| Business Solution    | Electronic Equipment for Supermarkets      | Transport Companies                                       | Insurance Companies          | Organizing Orders and Invoices    | Suspensions                        |  |
| Packaging            | Smart Packaging for Supermarkets           | Ecological Bags   | Wine Packaging               |                                   | Ecological Management              |  |
| Retail               | Franchising & Convenient stores            | Group Markets   | Expanding to Foreign Markets | PL vs Brand                       | Cash & Carry                       |  |
| <b>Specials</b>      | <b>Industry Review</b>                     |   | <b>Wine</b>                  |                                   | <b>Bank Products</b>               |  |
| Exhibitions          |  | Int. Exhibition Athens                                    | Detrop - Oinos               |                                   |                                    |  |
| Special Publications |  |   |                              | T&P Packaging                     |                                    |  |

|                               | <b>JUNE</b> | <b>JULY-AUGUST</b>               | <b>SEPTEMBER</b>                        | <b>OCTOBER</b>                         | <b>NOVEMBER</b>                   | <b>DECEMBER</b>                  |
|-------------------------------|-------------|----------------------------------|---|--|-----------------------------------|----------------------------------|
|                               | 11/05/2009  | 12/06/2009                       | 24/07/2009                              | 11/09/2009                             | 09/10/2009                        | 13/11/2009                       |
|                               | 30/04/2009  | 29/05/2009                       | 30/06/2009                              | 01/09/2009                             | 25/09/2009                        | 30/10/2009                       |
|                               |             | T&P 100                          |   |  |                                   | Innovations of the Year          |
| Children Products             |             | Ready-made Food                  | Fruits & Vegetables                     | Meat - Cold Meats<br>Poultry           | Gourmet Foods                     | Rice                             |
|                               |             | Fisheries                        |   |  | Tomato Products                   | Chilled Products                 |
| Sweet Wines                   |             |                                  | Organic Wine                            | The Wine World                         | Wine - Champagne                  | Liqueur                          |
| Fibres                        |             | Colourings                       | Dehydrated Fruits and Vegetables        | Eggs                                   | Salts                             | Aromas                           |
| Ecological Cleaning Systems   |             | Chemical Labs                    | Cutting Machinery                       | Metal Detector                         | Air-Compressors                   | Recycling                        |
| Waste Management              |             | Industrial Straps                | Paletization                            | Labelling                              | Air-Conditioning                  | Freezers & Freezing Compartments |
| Dangers in Childrens Products |             | 5 Specialists Answer 5 Questions | HACCP for Organic Products              | Bacterial and Chemical Dangers in Meat | The Hygiene Guide for Restaurants | HACCP in Rice                    |
| Software Programs             |             | Human Resources                  | Loss Insurance                          |  | Warehouse Management              | Industrial Automations           |
| Crash test Materials          |             | Oven- and Microwave Packaging    | Packaging and Shelf Life of the Product | Labels                                 |                                   | New Trends for Chilled Food      |
| PL - Retail - Industry        |             | Local Products on the Shelf      | New Trends                              | Super Market Chains                    | Gourmet Stores                    | Scanning the Market              |
| <b>Health Diet</b>            |             |                                  | <b>Organic Products</b>                 | <b>Business Solution</b>               | <b>Industrial Vehicles</b>        |                                  |
| Epikouria                     |             |                                  |   | Epikouria                              |                                   | Dairy Market                     |



Double Spread

Full Page



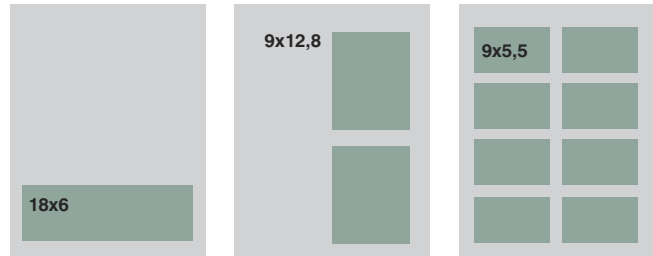
1/2 Page

1/2 Page

1/2 Page Island

1/3 Page

1/3 Page



1/4 Page

1/4 Page

1/8 T&P Market

## ● Advertisement Rates 2008

|                            | 1x        | 3x        | 6x        | 9x        | 12x       |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
| <b>Interior Pages</b>      |           |           |           |           |           |
| Double Spread              | € 3000,00 | € 2850,00 | € 2700,00 | € 2550,00 | € 2400,00 |
| Full Page                  | € 1500,00 | € 1425,00 | € 1350,00 | € 1275,00 | € 1200,00 |
| 1/2 Page Island            | € 1050,00 | € 997,50  | € 945,00  | € 892,50  | € 840,00  |
| 1/2 Page                   | € 900,00  | € 855,00  | € 810,00  | € 765,00  | € 720,00  |
| 1/3 Page                   | € 600,00  | € 570,00  | € 540,00  | € 510,00  | € 480,00  |
| 1/4 Page                   | € 450,00  | € 427,50  | € 405,00  | € 382,50  | € 360,00  |
| 1/8 T&P Market             | € 250,00  | € 237,50  | € 225,00  | € 212,50  | € 200,00  |
| <b>Privileged Pages</b>    |           |           |           |           |           |
| Inside Cover Page          | € 1800,00 | € 1710,00 | € 1620,00 | € 1530,00 | € 1440,00 |
| Inside Back Page           | € 1725,00 | € 1638,75 | € 1552,50 | € 1466,25 | € 1380,00 |
| Back Cover Page            | € 1800,00 | € 1710,00 | € 1620,00 | € 1530,00 | € 1440,00 |
| <b>Text Pages</b>          |           |           |           |           |           |
| Page No 1                  | € 1800,00 | € 1710,00 | € 1620,00 | € 1530,00 | € 1440,00 |
| <b>Special Advertising</b> |           |           |           |           |           |
| Advertorial                | € 1500,00 | € 1425,00 | € 1350,00 | € 1275,00 | € 1200,00 |

Sponsorship of Specific Industry Report: to be negotiated

Inserts: to be negotiated

Special Advertising Section: to be negotiated

Prices do not include 20% applicable Social tax

## ● Commercial Services

### Advertorial

Advertisement through editorial text that offers companies the opportunity to present their activities and products in an eloquent way. Through advertorials you can inform the readers about your new products and ideas.

### Sponsorships of Specific Industry Reports

Sponsor the industry report that concerns your activities and products.

Consult our Editorial Calendar 2009, to pick the month T&P is covering your industry, and contact us to discuss your special needs.

### Special Advertising Packages and Editorial Reprints

Special advertising proposals for the promotion of your company, not only through the magazine but also through our sophisticated web site, such as placement of banners or logos (T&P 100)

Reprints or e-prints of your ads and /or a TROFIMA & POTA article in which your company was featured are extremely useful marketing tools. They can be used for trade show handouts, direct mailings, or for display. Reprints provide excellent supporting material for a business plan or press release and they're useful for internal educational resource purposes.

### Add Emphasis to Your Advertisement

Upon agreement, our Marketing & Sales department, together with the head of T&P's creative Graphic Design team, can help you design and create your advertisement. We are here to help you, even if you just wish to add emphasis or small alterations to your already existing advertisement.

**i** For further information contact our Marketing Department: [marketing@triaina.com](mailto:marketing@triaina.com)

### Specifications for Digital Files

CD-ROM: TIFF / EPS files, where the physical size must have 300 dpi minimum resolution, with a draft attachment on photographic paper of high resolution.

All colors, pictures as well as graphics must be in CMYK format in order to process the colors accurately.

If files are not in TIFF format, then all used fonts and graphics should be attached as well.

In any case, a draft attachment on photographic paper of high resolution is required.

**NOTE:** Files that cannot be processed:  
Acrobat PDF, Microsoft Word, PowerPoint, Corel Draw

### Technical Information

#### Dimensions:

Full page: 23x29.5 cm

Specimen Page: 18.5x25.2 cm

#### Paper:

Interior page: Velvet 90 gr

Cover: Illustration 170 gr

#### Advertisement Analysis:

No less than 300 dpi

#### Printing:

Offset 4 color

#### Binding:

Paper Back

Advertisements smaller than 1/2 page are placed on left pages

**i** To reserve your advertisement space  
Contact our Sales Manager: [sales@triaina.com](mailto:sales@triaina.com)

## ● T&P Weekly Newsletter

T&P is constantly improving its services in an effort to cover the needs of its highly demanding readers, creating a more instant information platform, through the new Weekly Newsletter of Trofima and Pota.

### Information x 4

Every week T&P Newsletter is sent to over 4.500 subscribers. It offers a wide range of international news but it also covers the local market of the food and beverage industry.

### www.triaina.com

T&P responds to the instant demand of information. This it achieves by uploading all the past newsletters, as well as front covers and special reports online.

On the web page you can also find all the special reports that T&P covers. This is a great opportunity giving the opportunity for the companies mentioned in these reports to advertise. In particular special reports that appear are the following:

- Best Products
- T&P 100
- Innovations of the Year

### Advertising Web Page Banners

Banner Ads: 468 x 60 pixels (max 16K)

Button Ads: 75 x 50 pixels

Internet Format: Animation: GIF Static Image: JPG



## Advertising Rates Newsletter 2009

|                   | <b>1x</b> | <b>2x</b> | <b>3x</b> | <b>4x</b> | <b>6x</b> | <b>12x</b> |
|-------------------|-----------|-----------|-----------|-----------|-----------|------------|
| Full Page         | € 850,00  | € 807,50  | € 765,00  | € 722,50  | € 637,50  | € 425,00   |
| 1/2 Page          | € 500,00  | € 475,00  | € 450,00  | € 425,00  | € 375,00  | € 250,00   |
| 1/3 Page          | € 420,00  | € 399,00  | € 379,00  | € 360,00  | € 315,00  | € 210,00   |
| 1/4 Page          | € 350,00  | € 332,50  | € 315,00  | € 297,50  | € 262,50  | € 175,00   |
| 1/8 Page          | € 150,00  | € 142,50  | € 135,00  | € 127,50  | € 112,50  | € 75,00    |
| Banner            | € 1000,00 | € 950,00  | € 900,00  | € 850,00  | € 750,00  | € 500,00   |
| 1st Page          | € 1000,00 | € 950,00  | € 900,00  | € 850,00  | € 750,00  | € 500,00   |
| Classifieds Small | € 100,00  | € 95,00   | € 90,00   | € 85,00   | € 80,00   | € 75,00    |
| Classifieds Large | € 200,00  | € 190,00  | € 180,00  | € 170,00  | € 160,00  | € 150,00   |

## ● Submitting Articles

### Publishing Articles in T&P

T&P offers business executives and managers the option to publish their own articles and to contribute with their specific knowledge and experience to the fuller presentation of each topic.

T&P mentions, of course, the writer's company and title. Remember one important point, contributed articles are not the place to introduce or extol the features and benefits of a new product or hype your company.

❶ Please contact our editor in chief to discuss the article you are interested to write:  
editor@triaina.com

### Submitting Press Releases

Press releases for new products, ingredients, machinery or important business news should not run more than 200-250 words. We highly recommend that press releases include at least one color photograph (300dpi) and are sent by email.

❶ Send your Press Release: editorial@triaina.com

### Opportunities for Promoting Your Products

T&P presents new products through its three new monthly columns.

Our monthly column "On the Shelf" presents new products in the food and beverage industry, which are available at retail stores. The presentation is a combination of descriptive text and illustrating picture.

The monthly column "For the Production", presents new machinery as well as processing methods, technical equipment, ingredients and plant systems.

### Custom Publishing

Using its highly developed database, T&P publishes The Commercial Guide for the Food and Beverage Industry. Upon special agreement, we offer specific files of our databases to our advertisers for customized publications.

### T&P is Distributed at the Most Important Exhibitions

T&P participates and gets distributed at the most important exhibitions that take place in Greece and abroad. This way we make sure your product gets promoted to new Greek clients while at the same time, we bring you closer to challenging new prospects abroad.

## ● Special Editions

### TRIAINA Publications

Triaina was founded in 1976 and is considered a publishing as well as electronic communication company (business to business). Triaina publishes business magazines and information products for the Greek and international market.

For 33 years now, Triaina has played a leading role in the Food and Drink Greek Industry.

Other publications are:

**Epikouria**  
**Epikouria Wine**  
**GALAKTOKOMIA**  
**T&P PACKAGING**  
**ESTIASIS**



*English gourmet edition  
for the promotion of Greek food  
and beverages in the foreign market*



*Products and services packaging guide  
for food and beverages industry*



*Unique Greek edition for the  
professionals in the dairy industry*





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**Annual Subscription**

Organizations/Companies: 70 euro  
Students: 50 euro  
Cyprus: 100 euro  
International: 150 euro

Published or typed articles  
and photographs that have  
been sent to our editors  
will not be returned

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