

ΤΡΟΦΙΜΑ ΚΑΙ ΠΟΤΑ

Monthly Economical and Technological Magazine


TRIAINA
PUBLISHING



media kit

2012

ΤΡΟΦΙΜΑ
ΚΑΙ ΠΟΤΑ

T&Π εβδομάδα

epikouria

ουσκευασιο

ΓΑΛΑΚΤΟΚΟΜΙΑ

Where most food and beverage professionals meet every month!

Rated subscribers+ quality content+ loyal readers= The best marketing value



TRAINA PUBLISHING publishes 15 issues per year. Along with its digital editions (T&P Week), it provides market news on a weekly basis. ALL our circulation data are validated by established organizations and procedures. These data do not include hand to hand circulation...

“TROFIMA & POTA” (FOOD AND BEVERAGE - T&P) reaches the executives who make the decisions about your products

- 78% of “T&P”s readers belong to corporate management
- 92% participate in corporate decisions (questionnaire analysis for BPA)
- “T&P” has the only list with all the professionals in the industry and trade, which is updated annually.
- “T&P” has the largest list of executives deciding the purchase of products and services

2012 will be an important year for the emergence of leading companies

- Financial crisis provides a unique opportunity for the emergence of leading companies, who will dominate the next upward cycle of the market. At this turning point, aim is the development and reversal of the climate, through a message of dynamic response and organized design. “T&P” is the ideal, most reliable and most economical platform for the promotion of your company’s identity and products in this highly competitive environment.
- The validated subscriber base of the magazine makes it the most efficient and economic investment

Readers of “TROFIMA & POTA” are loyal to the magazine

- “T&P” is the only magazine of the sector that is truly read. Its reader base spans from the industrial sector to organized retail, as well as to food services
- The magazine’s associates are recognized at the highest levels of financial journalism, regardless of field.
- It is the only industry magazine which is known beyond the industry.

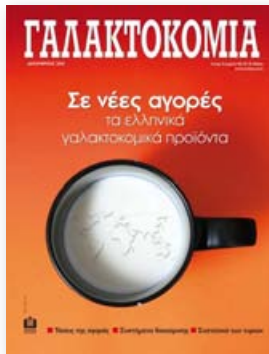
It remains the only magazine that covers the industry from «production to consumption»

- It provides information on all technological advancements.
- The majority of the readers read the magazine to get a full picture on the state of the industry and trade

ΕΤΗΣΙΑ ΕΚΔΟΣΗ

ΓΑΛΑΚΤΟΚΟΜΙΑ

ΚΥΚΛΟΦΟΡΕΙ ΚΑΘΕ ΔΕΚΕΜΒΡΙΟ



Distributed to a specific list of subscribers dealing with the dairy market

Focusing in one of the most important and fastest growing sectors of the Greek food industry, DAIRY (GALAKTOKOMIA) addresses all companies that require the latest information on market trends and on the most modern production methods. With main objective to support the dairy sector, DAIRY is for decades the only publication for this critical field. Its content is based on scientific research and consumer studies and is written by scientists, specialist journalists and acknowledged industry experts.



ΤΡΟΦΙΜΑ & ΠΟΤΑ

ΣΥΣΚΕΥΑΣΙΑ

Distributed to all production companies. Special distribution at the packaging exhibition

«Packaging» (SYSEVASIA) magazine is distributed to all “T&P” readers involved in the design and production of packaged products. The magazine’s content covers new technologies and materials, as well as all the major trends in designing and presentation. Rich photo material showcases the most interesting achievements in this sector which is vital for the success of a product. One of the most read publications of TRIAINA.





“TROFIMA & POTA” magazine, as the leading and only magazine in Greece with certified circulation, continues into this New Year investing in the transparency and the validity of the circulation data, with audits performed twice a year by the leading global media auditing organization, **BPA Worldwide**.

“T&P”'s objective of maintaining the high level of circulation to executives of the most prominent companies of the Food and Beverage Industry, enables its readers to participate in decisions about important buys, production and distribution of products. Paid and free subscriptions are evaluated through the use of a questionnaire and supplementary with internal circulation in each company.

T&P readers who are important decision makers for the manufacturing process/market

Ingredients	749
Food Ingredients	894
Implementation Equipment	794
Packaging Equipment	972
Packaging Materials	1195
Tools and Logistics Certification	
&Quality Control	597
Plan Design, Construction,	
Location Choice	386
Automation Equipment,	
Implementation	
Control, Security, Clothing	471
Equipment Food-processing	
Warehouse, Delivery Vehicles	497
Freezing Machinery	560
Consulting Services /	
Laboratories	595
Other	108

Qualified Free subscription

“T&P” in accordance with its certified circulation, offers Free Qualified Subscriptions to a limited number of administrating and marketing executives of the industry through the completion of a Questionnaire. Every single copy of T&P is sent to qualified business executives who are making decisions and have the financial power to be actively involved in the market. The effectiveness of the circulation is based on the complete and updated Database, which “T&P” first created and computerized in 1988. The continuous update of the Database along with the investment in new hardware and personnel ensures the most completed and validated group of subscribers in the industry.

Request a Free Subscription today!

Visit: www.triaina.com/form1.htm complete the FREE SUBSCRIPTION APPLICATION form and you will receive T&P free of charge.

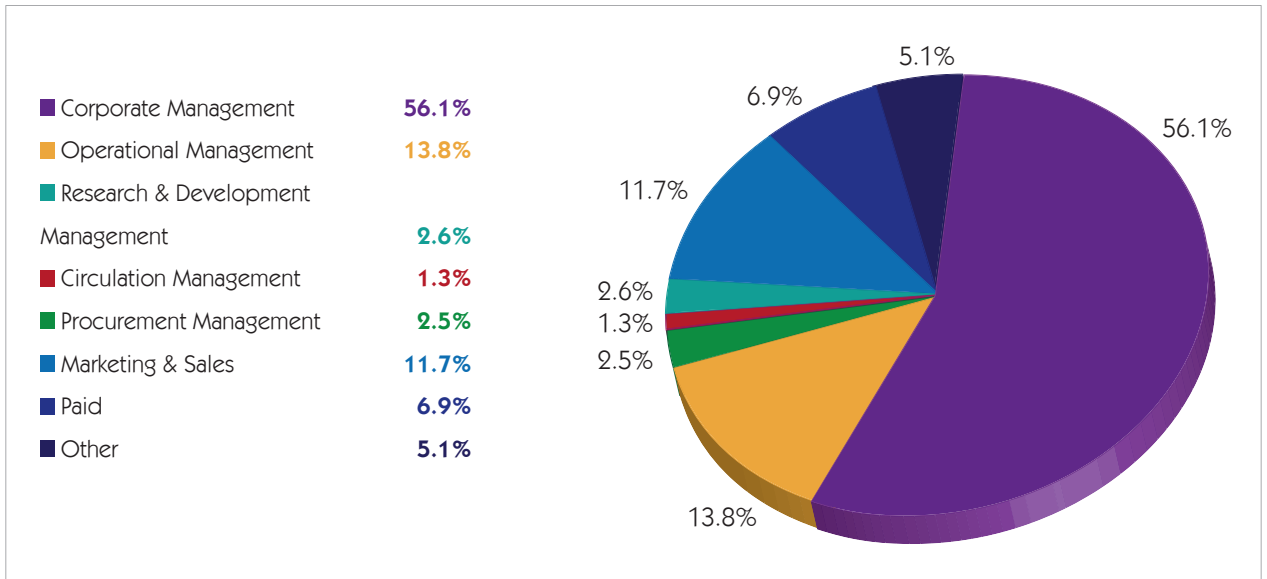
Check T&P's audited circulation online

Search for the audited circulation results of “T&P” in the official web page of **BPA Worldwide**: www.bpaww.com/library/index.cgi

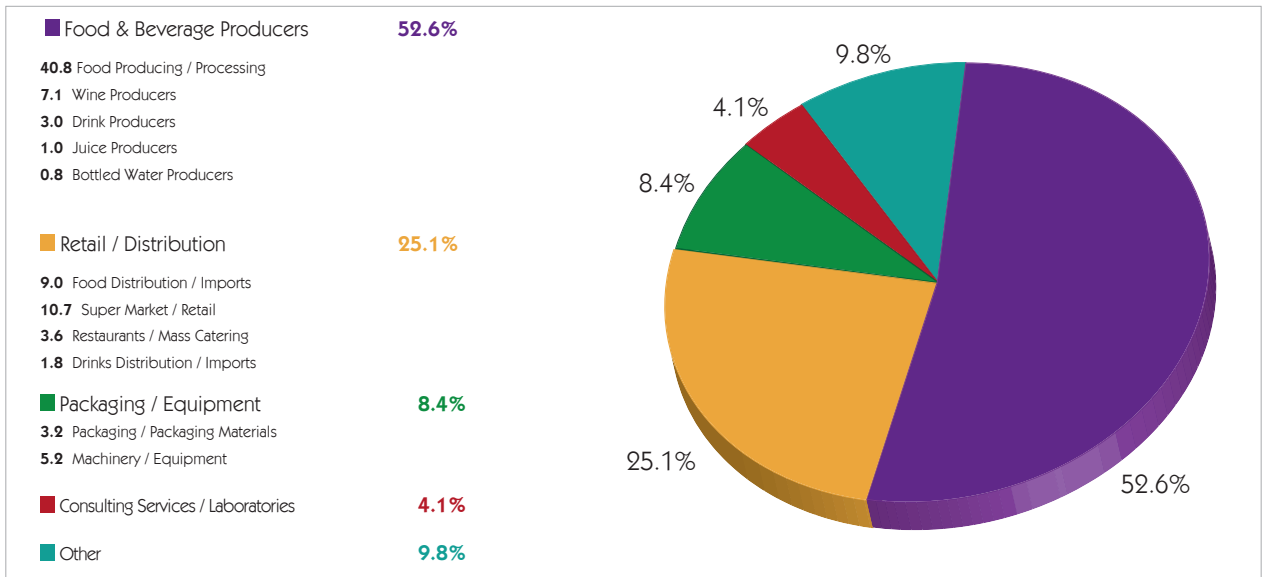
BPA Worldwide Members

BPA Worldwide is a not-for-profit organization. BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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, 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.

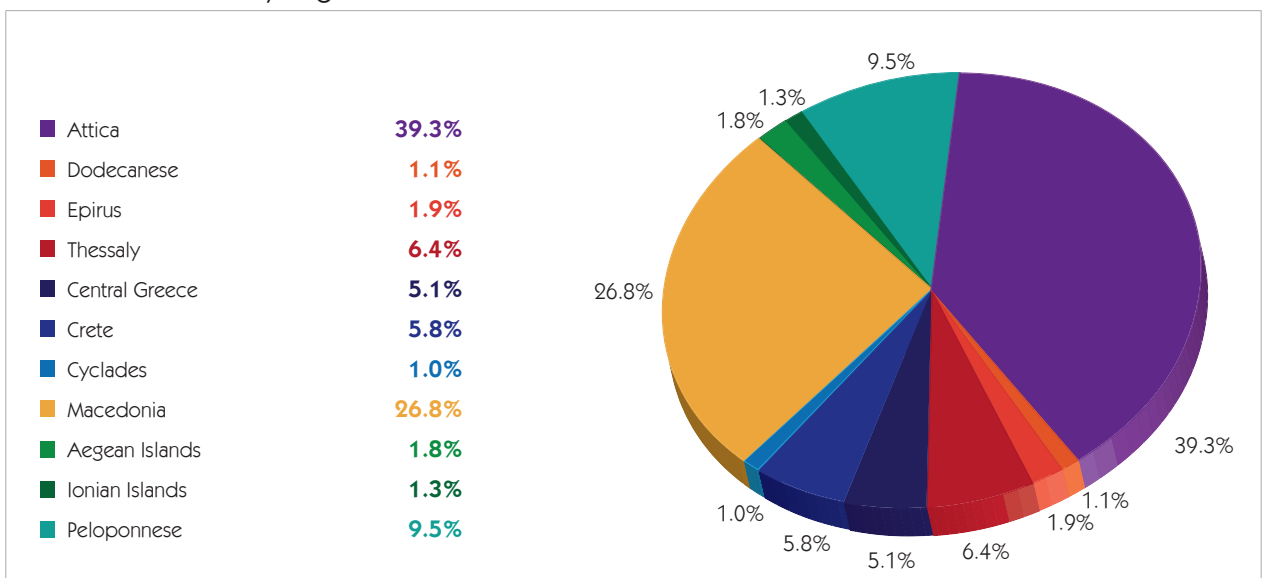
T&P's Readership Breakdown by Title



T&P Circulation by Market



T&P Circulation by Region



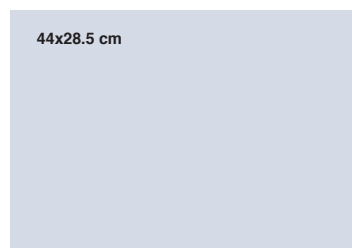
	JANUARY	FEBRUARY	MARCH	APRIL	MAY
Ads Deadline	9 Dec	14 Jan	8 Feb	10 Mar	8 Apr
Main Topic	Products of the Year			Small Companies that Stand Out	Greek participation in Sial d'OR 2012
Focus on the Industry	Bakery and Pastry Products	Food for Lent	Olives and Olive Oil	Pasta	Feta and PDO Cheese, Milk, Yogurt
	Flour	Jam, Honey, Sweet Spreads		Frozen Vegetables	Fruits
Spirits	Award-Winning Wines	Alcoholic Beverages	Distillates	Dessert Wines	New Vintage Wines, Expert Opinions
Ingredients	Flour Correctors		Fatty Acids	Nitrous and Nitric Acids	
Process					Size Reduction
Factory			Transport-Distribution	Industrial Refrigeration – Cooling Chambers	
Food Safety/ Sanitation	Safety in Wheat and Flour Products	Developments in Labeling	Eco-Footprint of Food	Pest Problems and Solutions	Dairy Products. Harmless or not?
Business Systems		New Cost Management Technologies in Production	Software Programs		Insurance Packages
Packaging		Ready and Warm Food	Olive Oil Packaging	Frozen Products Packaging	Resealable Packages
Retail	Super Market Design and Implementation		Buying Groups		Super Market Chains
Marketing		Promotions		Corporate Identity	
Tributes	Commercial Vehicle		Franchise	Sustainable Production and Plans of Action	
Special Editions					Epikouria
Special Distribution/ Coverage					



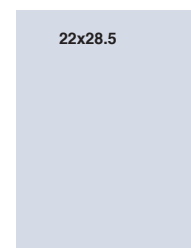
JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
10 May	20 June	22 July	14 Sept	11 Oct	10 Nov
	T&P 100				2011 Innovations
Fish and Seafood	Ice Cream	Functional Food	Meat, Cold Cuts, Poultry	Organic Food	Chocolate Products
Water, Juices, Soft Drinks	Beers	Salt and Herbs	Nuts	Pulses	Ready-Made Food
Branded Wines		Visitable Wineries	Cypriot Wines	Wines of Alternative Practices	Greek Wine's Roads Abroad
			Carnitine and Creatine		Sweeteners
	Mixture	Salts in Food Processing	Methods against Botulism		
Turnkey Solutions				Elevation, Palletization	
Developments in Certification	5 Questions 5 Experts Answer	Is the Consumer Satisfied?	Top-10 Points of Attention on HACCP for Meat	Are Biological Disinfectations Effective?	How Important is Personnel Training for HACCP
					Traceability Systems
Carton Packages			Dispenser	Gourmet Products Packaging	
	Franchising & Convenient Stores	New Trends in Retail			Market Mapping
Sale Methods				Consumer Trends Measurement	
	Corporate Social Responsibility	Energy	Organic Waste Recycling		Brands with Tradition and Sustainability
		Epikouria	T&P Packaging		T&P Galaktokomia
Fancy Food Show			Sial 2012		



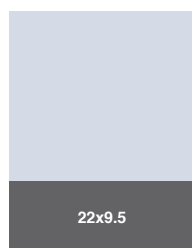
**ΤΡΟΦΙΜΑ
ΚΑΙ ΠΟΤΑ**



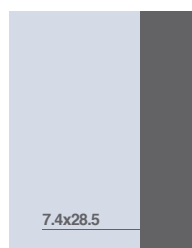
Double Spread



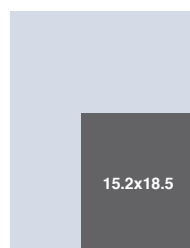
Full Page



1/3 Page



1/3 Page



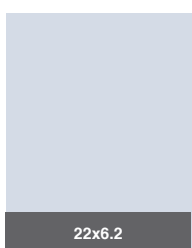
1/2 Page Island



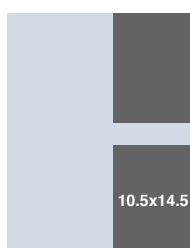
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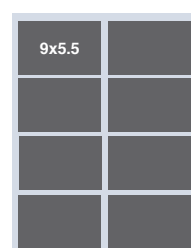
1/2 Page



1/4 Page



1/4 Page



1/8 T&P Market

**Sponsorship
of Specific
Industry Report:**
To be negotiated

Inserts:
To be negotiated

**Special Advertising
Section:**
To be negotiated

Advertisement Rates 2012

	1x	2x	5x	8x
Interior Pages				
Full Spread 44x28,5	€ 2.400,00	€ 2.160,00	€ 2.040,00	€ 1.920,00
Full Page	€ 1.200,00	€ 1.080,00	€ 1.020,00	€ 960,00
1/2 page Island	€ 840,00	€ 756,00	€ 714,00	€ 672,00
1/2 page	€ 720,00	€ 648,00	€ 612,00	€ 576,00
1/3 page	€ 480,00	€ 432,00	€ 408,00	€ 384,00
1/4 page	€ 360,00	€ 324,00	€ 306,00	€ 288,00
1/8 page. T&P Market	€ 200,00	€ 180,00 €	€ 170,00	€ 160,00
Privileged Pages				
Inside Cover Page	€ 1.440,00	€ 1.296,00 €	€ 1.224,00	€ 1.152,00
Inside Back Page	€ 1.380,00	€ 1.242,00 €	€ 1.173,00	€ 1.104,00
Back Cover Page	€ 1.440,00	€ 1.296,00	€ 1.224,00	€ 1.152,00
Text Pages				
Page No 1	€ 1.440,00	€ 1.296,00	€ 1.224,00	€ 1.152,00
Special Advertising				
Advertorial	€ 1.200,00	€ 1.080,00	€ 1.020,00	€ 960,00

Prices do not include VAT (currently at 23%)

Additional discount on immediate settlements

ADVERTISEMENT POSSIBILITIES

Professional advertisement is a privilege for the market

Advertorial

Advertisement through an editorial text presents the company's activities and products analytically and informs the readers about new products and ideas.

Sponsorships of Specific Industry Reports

Sponsor the industry report that concerns your activities and products. Consult our Editorial Calendar 2012, in order to pick the month that "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 web site, such as placement of banners or logos (T&P 100). Reprints or e-prints of your ads and /or a "TROPIMA & 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 business plans or press releases 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.



All colors and pictures, as well as graphics, must be in CMYK format in order for the colors to be processed 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

New Advertising Possibilities

- Special Prices **for annual programs**
- Additional discount **for immediate settlement**
- Additional provisions for programs with **5, 8 and 12** entry

- To reserve your advertisement space, please contact our Sales Manager:
T.: (+30) 210 9240748 or e-mail: sales@triaina.com

TECHNICAL INFORMATION

DIMENSIONS

Full page: 23x 29.5 cm

Specimen Page: 18.5x 25.2 cm

PAPER

Interior page: Velvet 90 gr

Cover: Illustration 170 gr

Specifications for Digital Files

CD-ROM: TIFF / EPS files, where the

physical size must have at least

300 dpi resolution with a draft

attachment on high resolution

photographic paper

RINTING

Offset 4 color

BINDING

Paper Back

Advertisements smaller than half a page are placed on left pages

- For more information, please contact our Atelier:
atelier@triaina.com



epikouria™

Fine Food and Drinks of Greece

Advertisement Rates 2012

Interior Pages	
Double Spread	€ 4.000
Full Page	€ 2.000
1/2 Page Island	€ 1.500
1/2 Page	€ 1.100
1/3 Page	€ 800
1/4 Page	€ 600
Privileged Pages	
Inside Cover Page	€ 2.300
Inside Back Page	€ 2.300
Back Cover Page	€ 2.300
Text Pages	
Advertorial	€ 2.000
Inserts	€ 1.500

Prices do not include VAT (currently at 23%)

Participation in international exhibitions

Spring / Summer 2012:

Fancy Food Show, USA

Fall, Winter 2012:

Sial 2012, Paris

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e-mail: sales@triaina.com

Epikouria is recognized as the most valuable Greek edition for the promotion of Greek products. It is published twice a year in English and mailed all over the world to an exclusive list of international importers and buyers, varying from specialty foods companies, stores and gourmet food chains to embassies, restaurants etc.

It is distributed in international exhibitions in Europe and the USA. It covers a series of topics appropriately adjusted to assist the promotion of Greek exports. Epikouria's aim is to act as an exporting gate to international markets for Greek Specialty Food and Drink companies.

Samples of Epikouria's readers:

Importers / Distributors of Gourmet Products

Liberty Richter, Tree of Life, European Imports Ltd

Specialty and Gourmet retail stores

Whole Foods, Sutton Place Group, Fortnum and Mason

Importers / Distributors of Wine, Beverages and selected beverage stores

Peerless Importers, Aker Merrill & Condit, Charmer Sunbelt Group

Luxury Supermarkets

Food Emporium, Safeway, Kroger

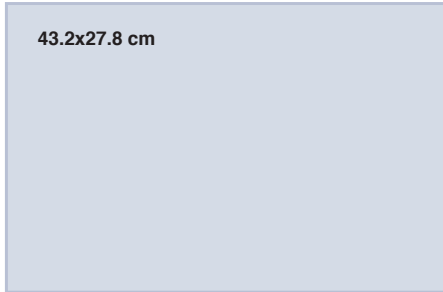
Catering and Hotels

LSG Sky Chefs, Las Vegas Venetian, Mandarin-Oriental Miami,

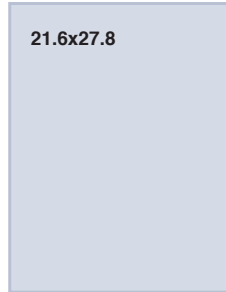
Restaurants / Chefs

Food Marketing Institute, Solganik & Associates Consulting, The Food Network

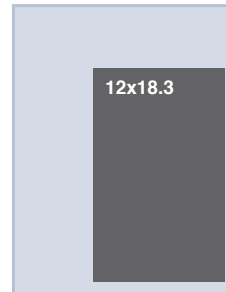




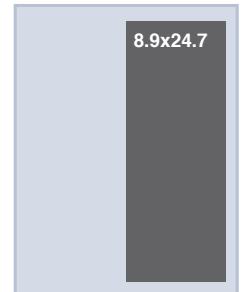
Double Spread



Full Page



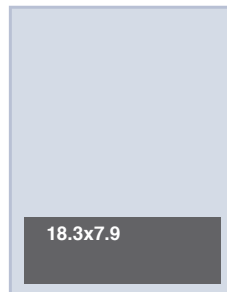
1/2 Page Island



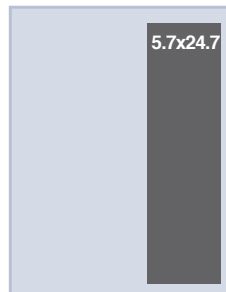
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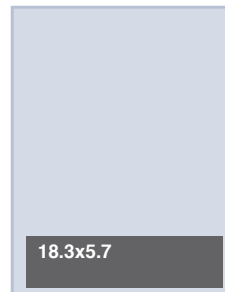
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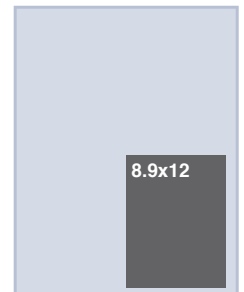
1/3 Page



1/3 Page



1/4 Page



1/4 Page





T&Π εβδομάδα

“T&P Week” is the only centralized news source in Greece covering both international and Greek stories concerning the foods and beverages industry. Readers of “T&P Week” receive quality information, of international standards, with news that appeared exclusively on globally recognized publications, such as the Wall Street Journal, the New York Times, the Financial Times and a number of electronic publications specializing in the industry. The sound content of “T&P Week” is closely followed by Greek media and frequently appears in websites across the country. The newsletter’s design is based on compact stories that only take up “one screen” and don’t force readers to scroll down. Its size corresponds to an A4 page, making it easy to print at the office. It is sent every week to a list of subscribers that is renewed on a weekly basis. **Its high readership enables you to target your product towards decision-making readers.**

“T&P Week” gives you the chance to use the paper model of your ad in specific sizes. The limited number of ads in the newsletter enhances the effectiveness of your message.

News x 4

A weekly newsletter for industry professionals, containing all major international and local news. Its circulation is certified by BPA Worldwide and its readership gets registered by Google Analytics. It’s distributed to a list of approximately 5.500 rated recipients.

“T&P Week”’s articles cover the entire range of current news and events in both the international and the domestic food and drink market.

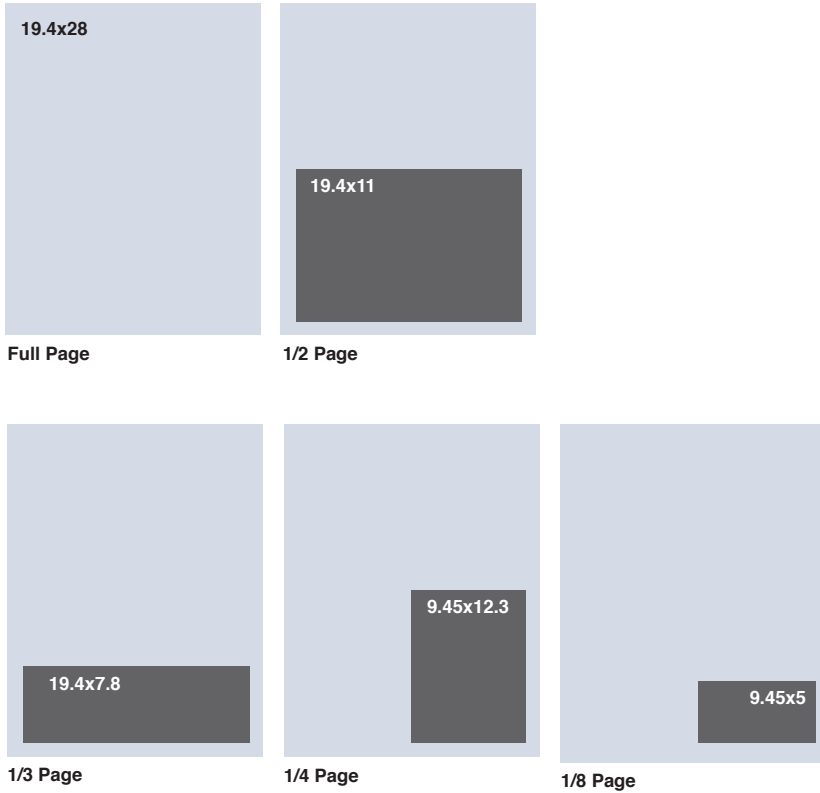
2012 advertisement rates

	1x	2x	5x	9x
Interior pages				
Full page	300.00 €	285.00 €	270.00 €	255.00 €
1/2 page	180.00 €	171.00 €	162.00 €	173.50 €
1/3 page	150.00 €	142.50 €	135.00 €	127.50 €
1/4 page	100.00 €	95.00 €	90.00 €	85.00 €
1/8 page	60.00 €	57.00 €	54.00 €	51.75 €

Prices do not include VAT (currently at 23%)
Additional discount for immediate settlement

For information or reservation of advertising space please contact the sales department at **(+30) 210 9240748** or email: **sales@triaina.com**





«T&P Week» Newsletter

Exclusive Edition Sponsorship €400
 Additionally, you may opt to become the exclusive sponsor of an edition. Your sponsorship will be stated on a banner appearing in the lower part of the email containing the newsletter.



Size: 468 x 60 pixels
Maximum file size: 40k
Format: Non –animated GIF, JPG
Alternative text: 5 lines of 80 characters/line



- Read by 2300 readers
- Ads contain active links to the web site of the advertiser
- Remains on-line for 3 years
- The observation time of ads is digitally recorded



Your print ad is placed automatically on-line with active links, without the need of additional processing and cost.

EASILY READ

Adjusts to any screen size and resolution. Pages turn just like a print edition, so it is easily read. No need to scroll up and down the page. The size of letters and pictures adapts to the reader's preferences.

READ OFF-LINE

When you synchronize the digital version on your laptop, you can read "TROFIMA & POTA" anywhere and at any time, whether you have an internet connection or not.

DIRECT ACCESS TO INFORMATION

The digital version includes active links. With one click you get immediate access to websites referred in our articles or advertisements.

ARCHIVE FOR 3 YEARS

Digital issues of "TROFIMA & POTA" remain on the internet at your disposal for 3 years. The search for articles and information is done with digital method like in web search pages, with keywords instead of browsing.

IT'S FREE

The digital edition is distributed electronically free of charge to all our digital subscribers.

«TROFIMA & POTA» DIGITAL READING

Exclusive Edition Sponsorship €400

Size: 468 x 60 pixels

Maximum file size: 40k

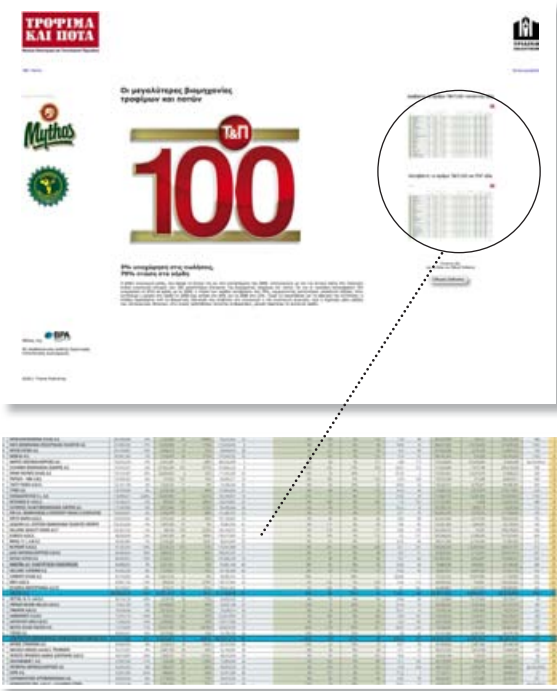
Format: Non –animated GIF, JPG

Alternative text: 5 lines of 80 characters/line



Prices include VAT (23%)

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www.triaina.com

Through its website, "T&P" aims at meeting today's standards for immediate information, required by its readers. You may find all previous newsletters online as well as all the covers and special articles of "T&P".

Moreover, the web page includes all the main topics covered by "T&P", thus providing to all reported businesses yet another opportunity for promotion.

In particular, included are topics such as:

- Top products
- T&P 100
- Current year innovations



PARTICIPATION IN EXHIBITIONS



2012	
JUNE	OCTOBER
Fancy Food Show 2012 New York, 17-19 June 2012	Sial 2012 Paris, 21-25 October 2012
Syskevasia 2012 International Packaging, Machines, Printings & Storage Exhibition	



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circulation@triaina.com

Art Direction
atelier@triaina.com

YEARLY SUBSCRIPTION

Organizations/ Companies: € 70
Students: € 50
Cyprus: € 100
Abroad: € 150

Texts and photographs sent to Editors,
published or not, will not be returned