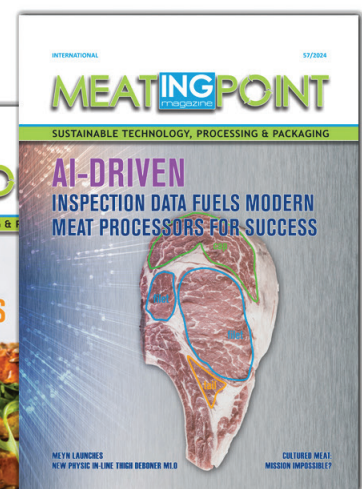


# 2025

## MEDIA KIT



## OVERVIEW

MEATing Point Magazine is the only international publication serving as a primary source of authoritative information covering the whole supply chain of meat, poultry and seafood industry: from animal welfare, slaughtering, processing to packaging and marketing. It offers in-depth technical papers, reviews of the latest industry news, research and development, company profiles, case-studies and interviews with the most prominent industry experts.

It is unique with its commitment to provide relevant and first hand information related to cutting-edge technologies, innovations, research- all in line with core requirements of sustainable management covering economical, ecological and social aspects.

Directly addressing meat, poultry and fish industry, the magazine aims to contribute to their environmental, social and economic responsibilities facing globalisation and climate change challenges towards providing sustainable solutions and a synergy between production and environmental protection.

The magazine informs of the environmental, economic and social benefits of sustainable processing as it increases

energy efficiency, saves raw materials and water, minimises emissions, and avoids waste.

The main objective of the magazine is increasing corporate social awareness and knowledge about sustainability showing best practices and encouraging more and more companies to implement sustainable principles in their research and investments striving for better sustainable solutions within the meat, poultry and seafood industry.

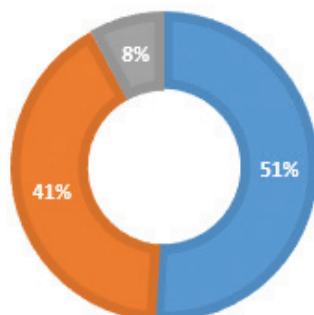
Publication considers key issues such as resource efficiency, low energy and water consumption, waste water and solid waste management, renewable and non-renewable resources, reused and recycled materials with minimal environmental impact.

MEATing Point Magazine is an essential platform for all industry players willing to boost their sales, maximise their international presence, establish network of new partners upholding the same quality and sustainability commitment. Distributed at all major exhibitions across Europe, Americas, and Middle East, the magazine aims collaboration and partnership between industry, NGOs and governments.

## READERS

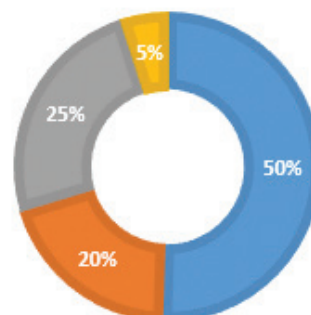
### SUBSCRIBERS PROFILE:

- MEAT: 51%
- POULTRY: 41%
- FISH: 8%



### DISTRIBUTION FIGURES BY REGION

- Western Europe: 50%
- Central and Eastern Europe: 20%
- USA: 25%
- Rest of the world: 5%



### READERS:

The readership is comprised of large, middle size, and small company managers, food technologists, product developers, marketing and sales executives, researchers and the respective institutions, investors, NGOs and media.

### DISTRIBUTION:

The magazine's circulation is **5000 copies per issue**. Online access is FREE. It is also complimentary distributed at all major trade shows and conferences across the globe.

## EDITORIAL CALENDAR 2025

1

### FEBRUARY

Ordering Deadline: 12 February, 2025  
Publication Date: 23 February, 2025

- **IFFA Preview**
- Slaughtering, Cutting, Sharp Blades for Processing and Preparation
- Skinning, Deboning, Trimming, Portioning, Grindng, Separating, Sorting
- Conveyor Technology
- Hybrid Meat Formulations
- Tray Sealing and Skin Packaging

2

### APRIL

Ordering Deadline: 15 April, 2025  
Publication Date: 28 April, 2025

- **IFFA Main Issue**
- Mincing, Blending, Mixing, Filling, Forming Technology
- Alternative Meat Formulations, Production of Vegetable Products
- Digitalisation, Automation, AI
- Hygiene, Disinfection, Employee Sanitation Practices
- Shelf- Life Extension of Packed Meat, Poultry and Seafood

3

### JUNE

Ordering Deadline: 17 June, 2025  
Publication Date: 26 June, 2025

- **IFFA Post-show Review**
- Sausage, Bacon and Ham Production
- BBQ Trends, Clean Label, Marinades, Fat Reduction
- Weighing, Metal and X-ray inspecting Systems, IT Solutions, Process Control
- Vacuum packaging

4

### SEPTEMBER

Ordering Deadline: 16 September, 2025  
Publication Date: 24 September, 2025

- Dicing, Strip-Cutting, Slicing
- Pet Food
- Casing, Netting, Clipping, Labelling
- Smoking, Air-Conditioning, Ripening Technology, Frying, Breeding, Coating
- Sustainable Packaging Trends

5

### OCTOBER

Ordering Deadline: 15 October, 2025  
Publication Date: 23 October, 2025

- High - Speed Cut-up Lines, Chicken Wing Processing, Halal Production
- Chilling, Freezing, IQF Products, Ice Machines
- International Flavour Trends (FI Europe Supplement)
- Packaging of Convenience Food

6

### DECEMBER

Ordering Deadline: 8 December, 2025  
Publication Date: 17 December, 2025

- **IPPE 2026 MAIN ISSUE**
- Extracting, Processing and Packaging of Poultry Meat
- Thermal Processing HPP
- Food Safety, Hygiene, Air management, Clean Room Technology
- Microwavable Packaging

VIV ASIA	Bangkok, Thailand	14 Jan - 16 Jan, 2025
IPPE	Atlanta, USA	28 Jan - 30 Jan, 2025
Gulfood	Dubai, UAE	17 Feb - 21 Feb, 2025
IFE Manufacturing Solutions	London, UK	17 Feb - 19 Mar, 2025
CFIA	Rennes, France	4 Mar - 6 Mar, 2025
Food Expo	Athens, Greece	8 Mar - 10 Mar, 2025
Meat Attraction	Madrid, Spain	25 Mar - 27 Mar, 2025
Seafood Expo Global	Barcelona, Spain	6 Apr - 8 Apr, 2025
FOOD & DRINK EXPO	Birmingham, UK	7 Apr - 9 Apr, 2025
World Food Poland	Warsaw, Poland	8 Apr - 10 Apr, 2025
FOTEG ISTANBUL	Turkey	24 Apr - 26 Apr, 2025
IFFA FRANKFURT	Germany	3 May - 8 May, 2025
TUTTOFOOD Milano	Milano, Italy	5 May - 8 May, 2025
Food 4 Future	Bilbao, Spain	13 May - 15 May, 2025
British Pig & Poultry Fair 2025	Birmingham, UK	15 May - 16 May, 2025
FOOD PROCESSING & TECHNOLOGY	Zurich, Switzerland	19 May - 20 May, 2025
IPAC - IMA	Milano, Italy	27 May - 30 May, 2025
MeatEx	Toronto, Canada	3 Jul - 5 Jul, 2025
WorldFood	Istanbul, Turkey	2 Sep - 5 Sep, 2025
Anuga	Cologne, Germany	4 Oct - 8 Oct, 2025
Process Expo	Chicago, USA	28 Oct - 30 Oct, 2025
INDAGRA	Bucharest, Romania	29 Oct - 2 Nov, 2025
Gulfood Manufacturing	Dubai, UAR	4 Nov - 6 Nov, 2025
Meat Grill Days	Athens, Greece	12 Nov - 14 Nov, 2025
VIV MEA	Abu Dhabi, UAE	25 Nov - 27 Nov, 2025
Fi Europe	Paris, France	2 Dec - 4 Dec, 2025

We reserve the right to make any necessary changes.

## DISPLAY ADVERTISING

### RATES AND PAYMENTS DUE FOR 2025 ISSUES

#### 4 - COLOUR DISPLAY ADS

Full Page	€ 2400	1/4 Page	€ 1100
Double Page	€ 3200	1/4 Page Horizontal p.3	€ 1300
2/3 Page	€ 1900	1/6 page	€ 700
1/2 Page	€ 1800	Island AD	€ 300
1/3 Page	€ 1400	Double Island AD	€ 550

#### SPECIAL POSITION RATES

Guaranteed Page	A premium of 5 %
Guaranteed Left or Right Page	A premium of 3 %
Guaranteed Position on Page	A premium of 2 %

#### COVER RATES

Front Cover	€ 3500
Inside Front Cover	€ 2450
Back Cover	€ 2600
Inside Back Cover	€ 2200

#### ADVERTORIAL / SPONSORED ARTICLES:

up to 350 Words	€ 500
up to 650 Words	€ 750

#### COMPANY PROFILE RATES

One Page	€ 650
Two Pages	€ 1200
Cover Story	€ 3000

#### DISCOUNTS

Volume Discount		Frequency Discount	
2 Pages	5%	2 Advertisements	5%
3 Pages	10%	3 Advertisements	10%
4 Pages	15%	4 Advertisements	15%
5 Pages	20%	5 Advertisements	20%
6 Pages	25%	6 Advertisements	25%

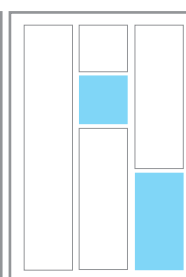
#### ADVERTISING FORMATS AND DIMENSIONS



Full page



Double Page



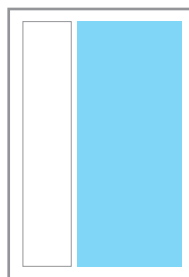
Island Ad Single  
Island Ad Double

Full Page  
W / H 205 / 285  
bleed + 5 mm

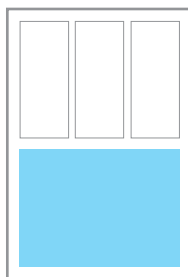
Double Page  
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bleed + 5 mm

Island Ad Single  
W / H 55 / 55  
bleed + 5 mm

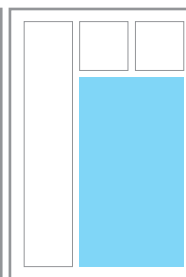
Island Ad Double  
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bleed + 5 mm



2/3 Page Vertical



1/2 Page Horizontal

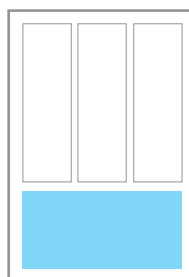


1/2 Page Vertical

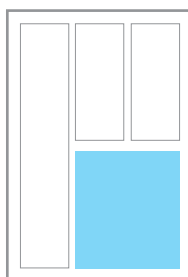
2/3 Page Vertical  
W / H 110 / 246  
bleed + 5 mm

1/2 Page Horizontal  
W / H 178 / 115  
bleed + 5 mm

1/2 Page Vertical  
W / H 110 / 185  
bleed + 5 mm



1/3 Page Horizontal



1/3 Page Rectangle

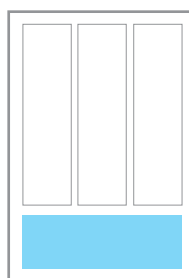


1/3 Page Vertical

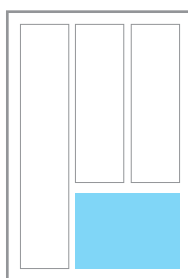
1/3 Page Horizontal  
W / H 178 / 75  
bleed + 5 mm

1/3 Page Rectangle  
W / H 110 / 115  
bleed + 5 mm

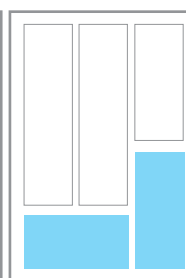
1/3 Page Vertical  
W / H 55 / 246  
bleed + 5 mm



1/4 Page Horizontal



1/4 Page Rectangle



1/6 Page Horizontal  
1/6 Page Vertical

1/4 Page Horizontal  
W / H 178 / 55  
bleed + 5 mm

1/4 Page Rectangle  
W / H 110 / 85  
bleed + 5 mm

1/6 Page Horizontal  
W / H 110 / 55  
bleed + 5 mm

1/6 Page Vertical  
W / H 55 / 110  
bleed + 5 mm



## INSERT

Inbound Insert	2 pages	4 pages	4 + pages
Full Page	€ 3450	€ 5950	Please ask for information
2/3 Page	€ 2850	€ 5300	

Inclusion in suppliers guide - € 100 (per issue)

W / H - 87 / 21 mm

**Special offer - € 550 (6 issues)**

## PAYMENT TERMS

10% discount for advanced payment.

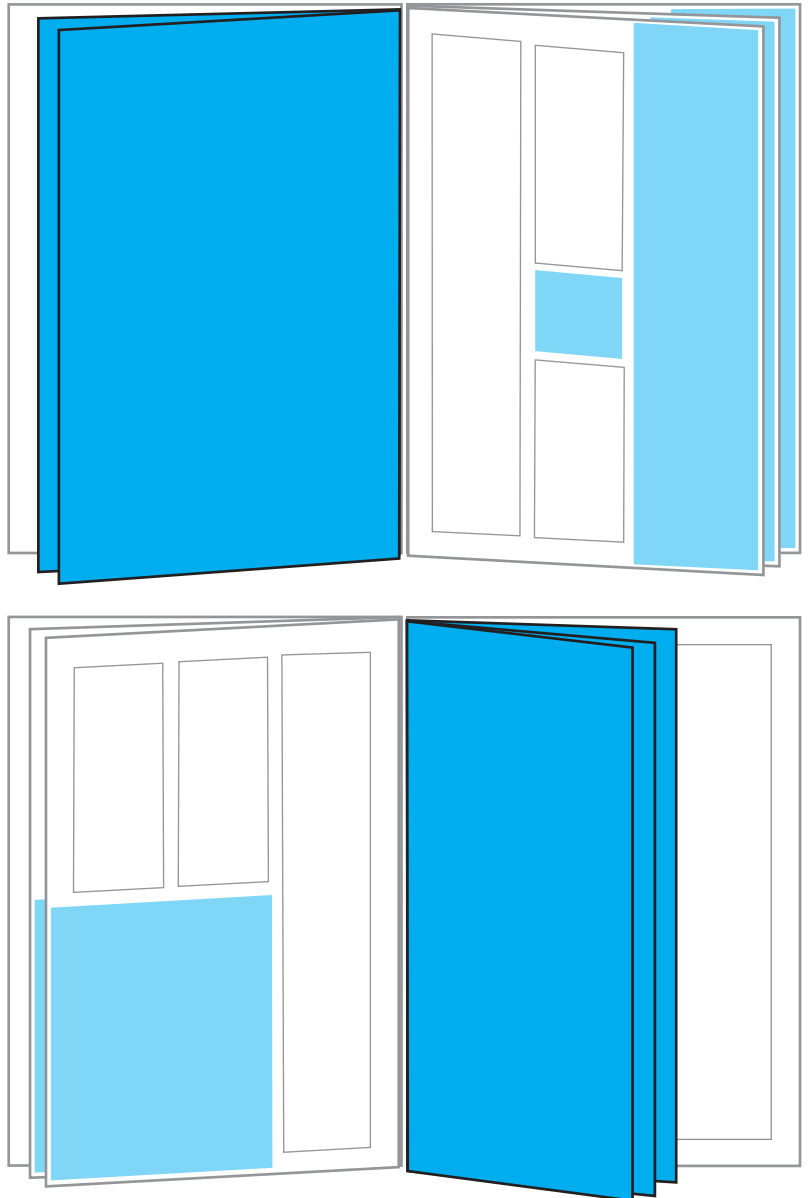
5% discount on payment within 14 days after booking.

## ISSUES 2025 ADS DUE PAYMENT DUE

ISSUES 2025	ADS DUE	PAYMENT DUE
February	12 February	12 March
April	15 April	15 May
June	17 June	17 July
September	16 September	16 October
October	14 October	14 November
December	8 December	29 December

For further creative ideas, such as banderole or flying page, please contact us.

## ADVERTISING FORMATS - EXAMPLES



## TECHNICAL REQUIREMENTS:

### ADS SHOULD BE DESIGNED IN IBM/PC FORMAT

- Adobe Indesign CS5 or earlier versions
- Adobe Illustrator CS5 or earlier versions
- Adobe Photoshop CS5 or earlier versions

### ACCEPTABLE GRAPHIC FORMATS

- Tagged – Image File Format (TIF)
- Joint Photographic Experts Group (JPEG)
- Adobe PDF File
- Adobe Illustrator (AI)

### ADDITIONAL REQUIREMENTS

- Photos should be in CMYK or grayscale
- The resolution should not be inferior to 300 dpi
- All links and fonts should be included
- Use extensions ( rar) for all archived files

## ONLINE ADVERTISING

**MEATINGPOINT**  
magazine

HOME NEWS MAGAZINE ISSUES SUBSCRIPTION ADVERTISING EVENTS CONTACT US

**728x90px**

NEWSLETTER Subscription  
Subscribe for our weekly newsletter and stay abreast of the latest news, trends and research in the meat, poultry and fish processing and packaging industry, all strongly committed to sustainable development and best practices.

First Name \*  
Last Name \*  
Email \*  
Company  
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**320x90px**

**300x250px**

**300x250px**

**300x250px**

**300x250px**

**728x90px**

**320x90px**

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### LEADERBOARD:

The Horizontal Banner can be animated with a prime position on every page.

Top position: **1190 EUR / month**  
Bottom position: **690 EUR / month**

### MEDIUM RECTANGLE:

Located next to the main content area on the left side on every page of the website.

**850 EUR / month**

### SMALL RECTANGLE:

The Small Rectangle is next to the Leaderboard:

Top position: **450 EUR / month**  
Bottom position: **250 EUR / month**

### DIRECT E-BLAST:

E-blast is a perfect way to introduce your new product, differentiate its unique benefits, announce special offers, promote trade show participation. With our industry specific E-database this is direct way to address and reach your potential customers and drive qualified traffic to your website.

**990 EUR**

### E-ALERT SPONSORSHIP:

Weekly newsletter focused on reporting the leading international NEWS across the industry which gives subscribers a first overview of current development in the meat industry. It is a cost effective opportunity to promote your company having your banner on it.

**790 EUR / per month**

## CONTACTS

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or send her an e-mail to [marketing@meatingpoint-mag.com](mailto:marketing@meatingpoint-mag.com)