

Middle East Food

Serving the Food, Beverage, Ingredients & Packaging sectors in the Middle East & North Africa
Since 1985

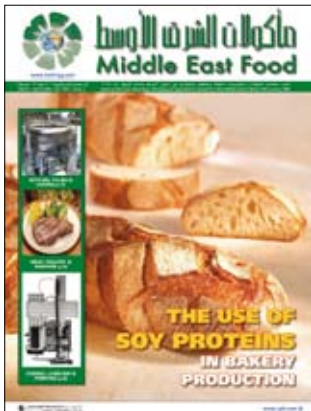


مأكولات الشرق الأوسط

تخدم صناعات المأكولات والمشروبات الخفيفة والمكونات والتوضيب في الشرق الأوسط وشمال أفريقيا
منذ ١٩٨٥

MEDIA INFO 2007 معلومات المجلة ٢٠٠٧

Bottling & Filling Juices
Dairy Confectionery **Texturizers**
Safety & Hygiene Meat & Poultry
Packaging & Wrapping
Bakery Foodstuffs Cereals Food Drying
Fish & Seafood **Sweeteners**
Flavorings & Colorings



MENA Food Market

Harvesting Success by Feeding the Masses

The Middle East and North Africa (MENA) is home to 6 % of the world's population (415 million capita) and suffers from a large gap between food market demands and production, therefore, it presents huge opportunities for food related investments and exports. At the same time, food deficits have grown, resulting in larger imports of grains, milk products, sugar and vegetable oils according to FAO officials.

Goldman Sachs stated in its recent Global Investment Research that oil prices may be in for a four year «super spike» phase with prices going as high as US \$105 dollars a barrel. If the price of oil stabilizes to an average of just US \$50 a barrel for the next 40 years compared to the near US \$70 it currently trades at, Saudi Arabia's revenues (GCC's most populated country) would be in the region of US \$13 trillion, more than half of total GCC oil income.

Saudi Arabia's food sector is particularly capitalizing on the strength of the economy, investment and rapidly increasing population. Importing annually over US \$7 billion worth of food and beverage products, Saudi Arabia is the Arabian Gulf's largest market for these products, and represents over 60% of all regional imports. The growing population ensures that Saudi Arabia's need for imported food stuffs will continue to increase in the future, and the rapidly changing grocery retail outlets, with their vast requirements of product ranges, will provide opportunities, unrivalled in the Gulf.

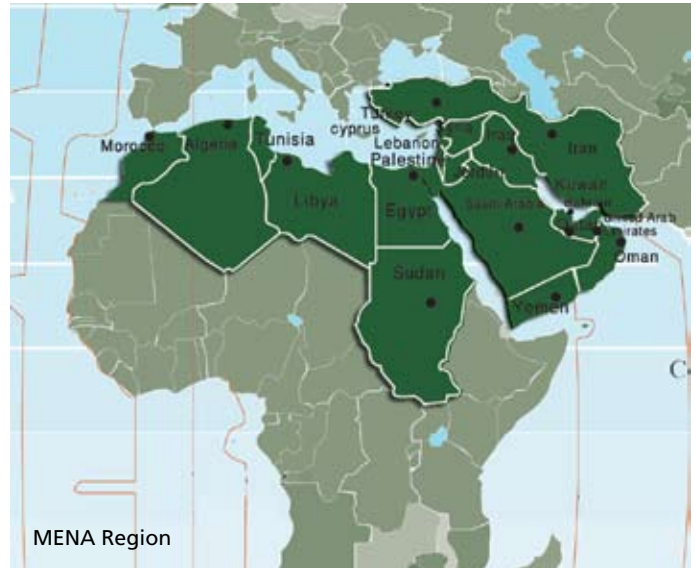
The value of food and non-alcoholic beverages purchased by the **UAE** foodservice sector is currently valued at (US \$1.43 billion) in wholesale prices; in consumer values, the UAE foodservice market is worth a massive (US \$4.36 billion). The UAE foodservice sector is forecast to grow by a rate of 11% per annum over 2005 and 2006, however, it is larger and more important than is initially apparent and is also growing at rates not seen in any developed country of the world (over 10% per annum in most channels). More than 40 new 5-star hotels will be operating by 2008 with over 18,000 rooms in Dubai alone.

Qatar's tourism sector is booming with a positive effect on the Hotels and Restaurants, US \$15 billion dollar are to be spent in different tourism and hotel projects. The 15th Asian Games present another opportunity for the development of the Qatari hospitality sectors with 1.4 million tickets released through different outlets.

The North African food market is characterized by a large deficit in the food sector and international companies are starting to make large investments in the food related sectors. **Egypt** is the largest economy in North Africa and the industrial food sector is one of the largest contributors to its local GDP. After all UN and most of US international sanctions have been lifted off of **Libya**, the country now presents major investment opportunities especially with US \$33 billion earmarked for development work.

International food processing companies are showing more interest in the North African region; **Groupe DANONE** for example is strengthening its positions in North Africa through the acquisition of a fresh dairy-product business in **Egypt** and the signature of a partnership agreement in **Tunisia** for the development of biscuit business in **Algeria**. **Arla Foods** Ingredients business unit believes that the move into Algeria will enable the Danish firm to take between 10 % and 15 % of the free market for milk powder which currently ranges between 50,000 and 70,000 tons.

In **Jordan**, The government aims to attract 12 million visitors by 2010; in **Lebanon**, it is estimated that more than 1.2 mil-



lion international visitors entered the country during 2004, a growth of 20% on 2003. The hotel market continues to rely mainly on GCC leisure visitation (which continues to grow significantly) and partially on the international corporate market. Despite the unfortunate events of 2005 and 2006, Lebanon still offers a large potential for the hospitality industry. **Syrian** food industry accounts for 25% of the total value of manufactured products; one of the most important subsections is sugar production, especially with the construction of a million tone state-of-the-art sugar refinery. The refinery will produce refined sugar for industrial and retail use that will be sold on the Syrian, Iraqi, Jordanian and Lebanese markets, production is expected to commence in the fourth quarter of 2007. **Turkish** packaged and processed food market is emerging and exceeded US \$21 billion in 2005, an increase of 4.7% over 2004. **Euromonitor International** forecasts that sales of packaged food in Turkey will reach US \$27.8 billion by 2009. With 10% of the world's reserves, **Iran** owns the fifth largest oil reserve in the world. The non-oil sector contributed 74.7% of the GDP, indicating the economy's decreasing dependence upon the oil sector. The 70 million strong Iranian population profits from an important agricultural sector, however, over 1.2 million tons of wheat were purchased in 2006 as part of the efforts to increase the strategic wheat reserves in the country

Opportunities in the food market are large but competition is fierce, companies are offering their best to get a piece of the pie. All indicators show that the MENA food market is booming, based on the increasing oil income and the great demographic expansion. Huge amounts of investments are targeting the hospitality sector especially in the GCC countries, many hotel projects are scheduled to open during the next coming years. MENA food sector will keep developing and food imports will keep increasing, so it is time for you to become a part of the rapidly developing market.

References:

- Gulfood 2006: www.gulfood.com
- Terra daily: www.terradaily.com
- Al Harithy Company for Exhibitions: www.acexpos.com
- Fairtrade Messe: www.fairtrade-messe.de
- Food and Agriculture Organization: www.fao.org
- Euroactive.com: www.Euroactive.com
- HVS International: www.hvsinternational.com

Middle East Food (MEF)

Middle East Food (MEF)

Working the Industry's Appetite for Knowledge

Renowned the world over as the premier Business to Business magazine across the MENA region to serve the Food, Beverage, Ingredients & Packaging sectors, the **Middle East Food (MEF)**, has been published by **Chatila Publishing House (CPH)** since 1985.

MEF magazine is kicked off with the Opening Letter, the area where the editor-in-chief inks her timely commentaries, thoughts and impressions to paper. The Open Forum shifts gear as the platform for **MEF** readers to relay ideas, opinions, and suggestions. The main focus of each issue is branded the Feature section: A melting pot of technical articles on current practices and advancements, case studies, and technologies such as Packaging Equipment, Bottling, Filling & Capping, without failing to mention what goes against the current. **MEF** also culminates its nurture on ingredients in every issue with a special coverage of the latest innovations in this market. Market trends, major projects, and new products that are making the headlines make the cut in the Industry Spotlights section, thereby offering innovative solutions for the different sectors. The issue always carries Country/Regional Reports including food supply and demand such as food production and exports from and to the MENA region. These present a company's ticket to strike deals when the clock chimes 'opportunity.' The Departments section, highlights recent industry publications under Industry Literature, moreover, Interviews with decision-makers and specialized professionals as well as corporate profiles are devoted a special section. Corporate Happenings and Products and Services are presented via accurate and up-to-date information that meets professional standards and attracts high-quality readership. Large-scale projects and developments along with electronic news are given special coverage. The latest happenings in the Hotels and Restaurants sectors are highlighted in a special section as well. Events are granted ample room in the back stern, ostensibly with the pre-event reviews and post-event reports.



The magazine also provides the following services: in the Industry Contacts listings, companies' details are displayed, shortening distances between manufacturers and distributors. Coming Events offers a comprehensive listing of food related events, conferences, seminars and workshops. Finally, the Buyers' Guide presents a 9 cm x 6 cm classified ad including the advertiser's logo, a brief message and the product's photo.

The Most Trusted Source for Latest Updates & News

MEF magazine assists in the dissemination of information and developments as they make the news in the food industry, whether of a general or specific nature. For the past 22 years, the publication has also been reviewing research advances to promote a greater understanding of the food processing industry in meeting the increased pressures and demands for innovative food in the MENA region. We deliver up-to-the-minute, hard hitting news that capture the first and foremost in the food industry. The long experience we have accumulated allows us to be at the very core of the story. We move with the fast pace of a 24/7 world and this is reflected in the quality of the news we place at readers' disposal. With a tight gripped hand on the field, a strong editorial team and Honorary Editorial Consultants (HEC) Board, **MEF** dwells on mainstream topics and forages the land for unconventional ones.

Targeting the Cream of the Crop

MEF is circulated to the desktops of leading food industry decision-makers and gate-keepers working in over 8.650 firms, who are engaged in the food industry throughout the MENA. As of 2007, the magazine will be published nine times per year, in bilingual format (English-Arabic). With 4 readers for every copy on average, it's safe to say that more than 35,000 professionals are reading every issue of **MEF** magazine. The magazine receives such wholesome welcome from regional and international readers because it has earned an esteemed reputation that it has built over the past 22 years by providing latest updated and trusted content in a professional and elegant layout.

Meeting the Crave for Online News

The new and revamped mefmag.com website provides online insight for surfers into the food industry through a combination of industrial news and trends, innovative technologies, country reports, and event news related to the Food, Beverages, Ingredients and Packaging sectors. Log on to www.mefmag.com and delve into the world of food where current and archived issues of the **Middle East Food (MEF)** magazine are available for free to registered users in two formats (html and pdf e-book) at your whim.

The Recipe for Leadership

Middle East Food (MEF) is embedded in simplicity that is rooted in accountability, innovation, hard work, expertise, dedication, and commitment to the craft. A diligent and rigorous Honorary Editorial Consultants (HEC) board and a strong marketing network are behind our success and recognition. Specialization, professionalism, extensive circulation and bilingualism make **MEF** magazine the ultimate reference for the Middle East & North Africa (MENA) business and professional community involved in the Food, Beverages, Ingredients and Packaging sectors. To this day, we remain steadfast and undaunted by the waves of competition as our resolve and manpower singles us out from the rest. We are industry professionals bread and butter.



Editor-in-Chief

Graduated with a BS in Nutrition and Dietetics in 1986 from the **American University of Beirut (AUB)**, Roula Hamdan Ghutmi has 18 years of experience in the food sector and she joined CPH in 2005 and has acted since then as the Editor-In-Chief of the **Middle East Food (MEF)** magazine. Mrs. Roula Hamdan Ghutmi can be reached by e-mail at r.hamdan@cph.com.lb

Middle East Food (MEF)

EDITORIAL PROGRAM 2007

	January-February	March	April
Ingredients & Additives Focus	• Flavorings	• Colorings	• Sweeteners
Feature	• Packaging Equipment	• Bakery Equipment & Products	• Dairy Products
Industry Spotlights	• Ice Cream & Sorbets • Measuring & Weighing Equipment • Meat Products • Ovens & Furnaces	• Bottling & Filling • Catering Equipment • Confectionery & Sweets • Tea, Coffee, & Cocoa	• Canned Food • Coding, Labeling & Printing • Nuts & Dried Food • Water Treatment
Industry Contacts*	• Packaging Equipment	• Bakery Equipment & Products	• Dairy Products
Country / Regional Reports	• UAE • Cyprus • Germany • Taiwan	• Lebanon • North Africa (Algeria, Tunisia & Morocco) • China (P.R.) • Spain	• Bahrain • Egypt • Benelux (The Netherlands & Belgium) • Canada
Bonus Distribution**	• Gulf Food - Dubai • SIGEP - Italy	• HORECA - Lebanon • Gulf Pack - Dubai	• Olivex - Syria • Hofex - Hong Kong • Djazagro - Algeria
Editorial Material Due	Monday, December 11 th , 2006	Saturday, February 10 th , 2007	Saturday, March 10 th , 2007
Advertising Material Due	Thursday, December 14 th , 2006	Thursday, February 15 th , 2007	Thursday, March 15 th , 2007
Publishing Date ***	Tuesday, December 26 th , 2006	Saturday, February 24 th , 2007	Saturday, March 24 th , 2007

	May	June	July-August
Ingredients & Additives Focus	• Emulsifiers & Stabilizers	• Bakery Ingredients	• Juice Concentrates
Feature	• Grocery	• Beverages & Drinks	• Bottling, Filling & Capping
Industry Spotlights	• Drinks Dispensors • Food Hygiene • Packaging & Wrapping • Poultry & Eggs	• Hypermarkets • Refrigeration • Soya • Vending Machines	• Baby & Children Food • Energy & Non alcoholic Drinks • Ice Cream Equipment • Laboratory & Testing Equipment
Industry Contacts*	• Grocery	• Beverages & Drinks	• Bottling, Filling & Capping
Country / Regional Reports	• Iran • Saudi Arabia • Greece • Italy	• Syria • Turkey • Austria & Switzerland • Thailand	• Kuwait • India • Russia & Eastern Europe • UK
Bonus Distribution**	• Iran Food & Drink Tec - Iran • Food/Hotel/Propak Arabia - Jeddah, Saudi Arabia	• Propac Asia - Thailand • Food Tech - Taiwan • Pack Mat - Italy	• IRIS - Jordan • Food Expo - Syria
Editorial Material Due	Tuesday, April 10 th , 2007	Thursday, May 10 th , 2007	Monday, June 11 th , 2007
Advertising Material Due	Tuesday, April 16 th , 2007	Tuesday, May 15 th , 2007	Friday, June 15 th , 2007
Publishing Date ***	Tuesday, April 24 th , 2007	Thursday, May 24 th , 2007	Monday, June 25 th , 2007

	September	October	November-December
Ingredients & Additives Focus	• Preservatives	• Dietary & Nutritional Additives	• Functional Ingredients
Feature	• Coffee & Tea	• Food Franchising	• Fish & Seafood
Industry Spotlights	• Canning Equipment • Food Drying • Grains, Pulses & Cereals • Halal Food	• Dairy Processing Equipment • Kitchen Appliances • Oils & Fats • Organic Food	• Bottling & Filling • Measuring & Weighing • Nuts & Dried Fruits • Packaging Equipment
Industry Contacts*	• Coffee & Tea	• Ingredients & Additives	• Meat, Poultry & Seafood
Country / Regional Reports	• Jordan • UAE • Australia • Germany	• Saudi Arabia • USA • France • Taiwan	• Oman • Qatar • Brazil • Scandinavia (Denmark, Norway, Sweden & Finland)
Bonus Distribution**	• Istanbul Pack Fair - Turkey • International Hospitality Forum - Jordan	• SIAL - Paris • Saudi Agriculture - KSA • Anuga - Germany • Saudi Food - Jeddah	• DIYAFA - Qatar • Gulf Intl' Food Expo - Oman
Editorial Material Due	Friday, August 10 th , 2007	Monday, September 10 th , 2007	Wednesday, October 10 th , 2007
Advertising Material Due	Wednesday, August 15 th , 2007	Saturday, September 15 th , 2007	Monday, October 10 th , 2007
Publishing Date ***	Friday, August 24 th , 2007	Monday, September 24 th , 2007	Wednesday October 24 th , 2007

* Supplement wherein leading food-related companies can place their listing for FREE, thus introducing their products and agents / distributors in the MENA region to MEF readers.

** Tentative list of events at which MEF will have bonus distribution of its issues - liable to changes based on event organizers.

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

If you are interested in publishing your editorial material in MEF, please email the editorial department at editorial@mefmag.com

مأكولات الشرق الأوسط

البرنامج التحريري ٢٠٠٧

كانون الثاني - شباط (يناير - فبراير)	آذار (مارس)	نيسان (أبريل)
• المنكهات	• الملونات	• المكونات والمضافات
• معدات التوضيب	• معدات ومنتجات الخبز	• المشتقات الحليب
• البيوظة و المتلجات	• القناني و التعبئة	• مواضيع خاصة
• معدات القياس و الوزن	• معدات الترميم	• أخبار صناعية
• منتجات اللحوم	• الحلويات و السكاكر	• المأكولات المعلبة
• الافران	• الشاي و القهوة و الكاكاو	• الترقيم و التصنيف و الطبع
• مرجع الصناعات الغذائية*	• معدات و منتجات الخبز	• القلوبات و الماكولات المجففة
• تقارير البلدان / المناطق	• لبنان	• معالجة المياه
• الإمارات العربية المتحدة	• شمال أفريقيا (الجزائر، تونس و المغرب)	• مشتقات الحليب
• قبرص	• الصين	• البحرين
• ألمانيا	• اسبانيا	• مصر
• تايوان	• هورिका - لبنان	• البينلوكس (هولندا وبلجيكا)
• غلف فود - دبي	• غلف باك - دبي	• أوليفكس - سوريا
• سيجيب - إيطاليا		• هوفكس - هونغ كونغ
		• دجازاغرو - الجزائر
الأثنين، ١١ كانون الأول ٢٠٠٦	السبت، ١٠ شباط ٢٠٠٧	السبت، ١٠ آذار ٢٠٠٧
الخميس، ١٤ كانون الأول ٢٠٠٦	الخميس، ١٥ شباط ٢٠٠٧	الخميس، ١٥ آذار ٢٠٠٧
الثلاثاء، ٢٦ كانون الأول ٢٠٠٦	السبت، ٢٤ شباط ٢٠٠٧	السبت، ٢٤ آذار ٢٠٠٧

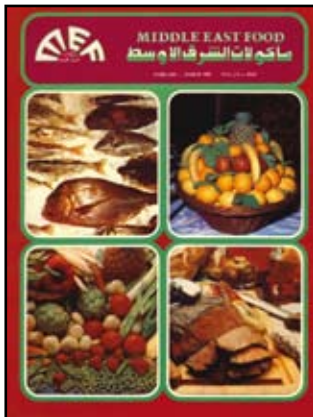
ايار (مايو)	حزيران (يونيو)	تموز - آب (يوليو - أغسطس)
• المستحلبات و المثبتات	• مكونات الخبز	• مركزات العصير
• السمانة	• المرطبات و المشروبات	• صناعة القناني و السدادات و التعبئة
• ماكينات توزيع المشروبات	• محلات البيع الكبرى	• مأكولات الأطفال و الأولاد
• نظافة الماكولات	• التبريد	• مشروبات الطاقة و المشروبات غير الكحولية
• التوضيب و التغليف	• الصويا	• معدات المتلجات
• الدجاج و البيض	• ماكينات البيع الاوتوماتيكية	• معدات المخبرات و الفحص
• مرجع الصناعات الغذائية*	• المرطبات و المشروبات	• صناعة القناني و السدادات و التعبئة
• تقارير البلدان / المناطق	• سوريا	• الكويت
• المملكة العربية السعودية	• تركيا	• الهند
• اليونان	• النمسا و سويسرا	• روسيا و أوروبا الشرقية
• إيطاليا	• تايلاند	• المملكة المتحدة
• ايران فود اند درينك تك - ايران	• بروباك اسيا - تايلاند	• أيريس - الأردن
• فود/هوتيل/برويك أرابيا - جدة، المملكة العربية السعودية	• تيك فود - تايوان	• فود اكسبو - سوريا
	• باك مات - اطاليا	
الثلاثاء، ١٠ نيسان ٢٠٠٧	الثلاثاء، ١٠ ايار ٢٠٠٧	الأثنين، ١١ حزيران ٢٠٠٧
الثلاثاء، ١٦ نيسان ٢٠٠٧	الثلاثاء، ١٦ ايار ٢٠٠٧	الجمعة، ١٥ حزيران ٢٠٠٧
الثلاثاء، ٢٤ نيسان ٢٠٠٧	الثلاثاء، ٢٤ ايار ٢٠٠٧	الإثنين، ٢٥ حزيران ٢٠٠٧

ايلول (سبتمبر)	تشرين الأول (أكتوبر)	تشرين الثاني - كانون الأول (نوفمبر - ديسمبر)
• المواد الحافظة	• مضافات التغذية و الحمية	• المكونات الوظيفية
• القهوة و الشاي	• حق الإمتياز في صناعة المأكولات	• الأسماك و ثمار البحر
• معدات التعليب	• معدات تصنيع مشتقات الحليب	• صناعة القناني و التعبئة
• تجفيف المأكولات	• أدوات المطبخ	• معدات القياس و الوزن
• الحبوب و مشتقاتها	• الزيوت و الدهون	• المكسرات و الفاكهة المجففة
• المأكولات الحلال	• المأكولات العضوية	• معدات التوضيب
• مرجع الصناعات الغذائية*	• المكونات و المضافات	• اللحوم و الدواجن و ثمار البحر
• تقارير البلدان / المناطق	• المملكة العربية السعودية	• عمان
• الأردن	• الولايات المتحدة الأمريكية	• قطر
• الإمارات العربية المتحدة	• فرنسا	• البرازيل
• أستراليا	• تايوان	• اسكندنافيا (الدنمارك و النرويج و السويد و فنلندا)
• ألمانيا	• سيال - باريس	• ضيافة - قطر
• اسطنبول فود بك - تركيا	• معرض الزراعة السعودية - المملكة العربية السعودية	• معرض مأكولات الخليج الدولي - عمان
• ندوة الضيافة العالمية - الأردن	• أنوغا - ألمانيا	
	• سعودي فود - جدة	
الجمعة، ١٠ آب ٢٠٠٧	الإثنين، ١٠ ايلول ٢٠٠٧	الأربعاء، ١٠ تشرين الأول ٢٠٠٧
الأربعاء، ١٥ آب ٢٠٠٧	السبت، ١٥ ايلول ٢٠٠٧	الإثنين، ١٥ تشرين الأول ٢٠٠٧
الجمعة، ٢٤ آب ٢٠٠٧	الإثنين، ٢٤ ايلول ٢٠٠٧	الأربعاء، ٢٤ تشرين الأول ٢٠٠٧

* ملحق حيث بإمكان الشركات الرائدة في قطاع المأكولات نشر مراجعتها مجاناً بهدف تقديم منتجاتها وموزعها في الشرق الأوسط وشمال أفريقيا إلى قراء مأكولات الشرق الأوسط.
 ** قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة مأكولات الشرق الأوسط وقد يتم تعديلها وفقاً لمنظمي المعارض.
 *** تبين تاريخ صدور المجلة من المطبعة - قد يطرا في بعض الأحيان تأخير لمدة أقصاها ثلاثة أسابيع.

Advertising Benefits

Introduction



February - March 1985

MEF's very first issue

MEF: A PIONEER PUBLICATION IN THE FOOD INDUSTRY ACROSS THE MENA REGION

Since its very inception in 1985, **Middle East Food (MEF)** magazine has been the authoritative resource for decision-makers and key buyers in over 8,600 firms engaged in the Food, Beverage, Ingredients, and Packaging sectors across the Middle East & North African (MENA) region.

MEF offers steady marketing and advertising solutions to realize advertisers' specific objectives and satisfy their penchant for recognition. Tailor-made programs suit up clients' needs and patch up what's been lacking elsewhere. From sponsorship positioning, editorial placements, mega event promotions, insertion strategies, to pricing programs, we've got it all.

We invite you to place your trust in the hands of our creative marketing specialists, whose nimble fingers and agile minds will customize the program that will achieve your goals and boost your Return on Investment (ROI) to another realm.

Our Vision



September - October 2006

- To provide none other than supreme quality service to discerning clients. It is a self-set standard that singles us out from the bevy of competitors;
- To ensure our clients a delectable range of opportunities that is sure to cater to their needs and whims;
- To set the tone for a far-reaching business horizon and to maintain steady growth by building relationships founded on trust and recommendation; and
- To safeguard the afore-mentioned through a synergy of commitment, experience, and innovation.

Reasons To Advertise

Middle East Food (MEF) magazine has been the ideal and exclusive medium in the Middle East and North Africa covering all the bits and pieces of the food industry for over two decades. Leading business figures bank their trust on **MEF** magazine for ultimate source of scrumptious information. The awards and certificates we have received at several supported international and regional events in 2006 are an assertion of our good reputation, expertise, and presence on the food market.

Our first and foremost aim is to grant readers/clients potent gratification by providing the finest editorial input, on-time circulation coverage, and essential business services.

- **MEF** magazine is the premier and most trusted, specialized food Business to Business publication in the MENA region.
- **MEF** is circulated to over 8,600 private and public sector firms.
- Our readership spans the local, national, and international; a broad set of benefits is placed at their immediate reach.
- Since 1985, we have helped thousands of clients penetrate the lucrative MENA Food market.
- Bonus copies of **MEF** magazine are distributed at major events (Exhibitions, Conferences, Seminars, etc.) taking place in the MENA region, giving clients a visa pass to a wider market.

Our latest survey, that targeted a specimen of various groups within the food industry, produced the following figures which are a bold indication of the prosperous, fast-paced results our readers obtain:

- 85% of targeted groups deem **MEF** an accredited source of up-to-the-minute information on the food industry, nourished by its high-quality editorial content;
- 73% are pleased by the return on investment they had witnessed from the diverse exposure **MEF** has put forth;
- 76% forged and culminated business relations through the services of and advertising in **MEF**; and
- 45% surf **MEF** online for the electronic version when the hard copy of the magazine is out of reach.

If you are interested in advertising in **MEF**, please do not hesitate to contact us:
Tel: +961-1-748333, Fax: +961-1-352419, or E-mail: marketing@mefmag.com

Advertising Options

Print Options



- **Display Advertising:**

MEF offers advertisements in an extended range of sizes and placements with full-color or mono display spots (with no additional loading for color).

- **Buyers' Advertising:**

The Buyer's Guide (BG) is dedicated to companies planning to test the market with a limited budget. It is a 9 cm width x 6 cm height (3 5/8" x 2 3/8") including the company's logo and contact details as well as a short message and one related photo.

- **Advertorials:**

This option has a double use, first, to get the story to all MEF's readers and second, to maximize the company's exposure by placing its full contact details.

- **Fixed Inserts:**

Distributed MENA-wide, or to specified countries. Fixed Inserts are a popular and effective form of advertising as they make your ad stand out from the rest!

- **Company Profile/Interview:**

This form of advertising offers comprehensive coverage of your company's history and products, including an interview with the GM or CEO.

Online Options

www.mefmag.com

Online advertising has become necessary to any marketing campaign. For guaranteed effective communication, you will be entitled to placing your banner with a link to your company's website or e-mail address on MEF's website. Your online advertising options are:

- **Top Banner**

Width x Height: 470 X 60 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF

- **Right Side Banner**

Width x Height: 120 X 160 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF



Other Options

Direct E-mails: You can promote your equipment, products and services to a vast database of decision-makers through our expertise. MEF commits itself to forwarding your message to its subscribers by email.

If you place one or more full page ads in MEF magazine, you will be entitled to placing your banner for free on MEF's website. Email us at marketing@mefmag.com to find out more regarding this offer.

Advertising Rates & Specifications

ADVERTISING RATES

Display Ads		Full Color (4C)						
Frequency	One Time		Three Times		Six Times		Nine Times	
Currency	\$ US	Euro	\$ US	Euro	\$ US	Euro	\$ US	Euro
Spread	4900	4020	4700	3860	4460	3660	4165	3415
1/2 Page Spread	3350	2750	3180	2610	2950	2420	2615	2145
IFC	2900	2380	2785	2285	2640	2165	2465	2020
IBC	2900	2380	2785	2285	2640	2165	2465	2020
OBC	3200	2625	3070	2520	2910	2390	2720	2230
Full Page	2500	2050	2400	1970	2275	1865	2125	1740
2/3 Page	2100	1720	2015	1650	1910	1565	1785	1460
1/2 Page	1700	1395	1630	1340	1550	1270	1445	1185
1/3 Page	1500	1230	1440	1180	1365	1120	1275	1045
1/4 Page	1200	985	1150	945	1090	895	1020	835

Display Ads		Black & White (B&W)						
Frequency	One Time		Three Times		Six Times		Nine Times	
Currency	\$ US	Euro	\$ US	Euro	\$ US	Euro	\$ US	Euro
Full Page	2000	1640	1920	1575	1820	1490	1700	1395
2/3 Page	1600	1310	1535	1260	1450	1190	1360	1115
1/2 Page	1200	985	1150	945	1090	895	1020	840
1/3 Page	950	780	910	750	865	710	810	660
1/4 Page	750	615	720	590	680	560	640	520
Black & White (Extra Color)			<ul style="list-style-type: none"> • 1 Publisher's Standard Color & Black Ad: • 1 Matched Color & Black Ad • 2 Matched Color & Black Ad 			\$US 150 (Euro 125) \$US 250 (Euro 210) \$US 350 (Euro 290)		

Banner / Online Advertising								
Frequency	One Month		Three Months		Six Months		Twelve Months	
Currency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro
Top Banner 470x60 Px (Each Month)	125	105	115	95	100	80	75	60
Side Banner 120x160 Px (Each Month)	100	80	90	75	75	60	60	50

Classified Ads (Buyer's Guide)		
Currency	\$ US	Euro
One Time	450	370
Five Times (Each)	400	335
Nine Times (Each)	335	280
Nine Times (All Prepaid)	2250	1875

If you are interested in advertising in MEF please send an email to the MEF marketing department at marketing@mefmag.com.

AD MATERIAL SPECIFICATIONS

Physical submissions should be directly submitted by post to our office or through the concerned agent (if available). Digital material must be accompanied by an accurate Color Proof (chromaline) and a list of all files should be supplied.

Electronic Submissions should adhere to the following specifications:

1. Images should not be enlarged or reduced more than 10% in page layout program.
2. All images must be available at 300 dpi or more.
3. Document size should be created to the final trim size of the page / ad.
4. We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Types:

1. Image Files: TIFF, PDF, JPEG, and CDR will be accepted
2. Quark Xpress 5.0, 6.0 or later with relevant fonts and images.
3. Adobe Indesign V 2.0 or later, Adobe Illustrator V 9.0 and above. (All fonts and images should be outlined and embedded)
4. Corel Draw V 11 or later.

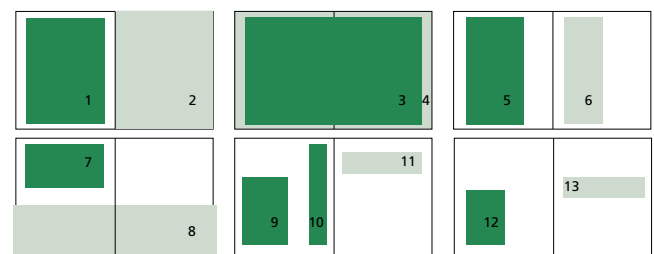
Quality of Paper: Interior Pages: 70 or 80 grams LWC Paper TOP KOTE - L - Covers 150 grams 2S Coated Paper Matt.

Cancellation Policy:

Notification of cancellation must be made at least fifteen days prior Publishing Date (as indicated in Editorial Program), changes or cancellations must be received in writing. Any advertiser canceling after that must pay the full charge for space. The publisher reserves the right to use previous material if copy is not received by Advertising Materials Due Deadline (as indicated in Editorial Program).

Digital Files are to be submitted on CD Rom, DVD, by Email or saved on ftp server (ftp web address plus username, password and file name to be sent via email to gwd@cph.com.lb).

ADS MECHANICAL DATA



Space	Dimensions	(W x H) mm
1. Simple Page	Print Size	188 x 254
2. Bleed Page	Trim Size	215 x 290
	Original Size	220 x 295
3. Double Page	Print Size	405 x 254
4. Double Page (Bleed)	Trim Size	435 x 290
	Original Size	440 x 295
5. Vertical 2/3 Page	Print Size	120 x 254
6. Vertical 1/2 Page	Print Size	88 x 254
7. Horizontal 1/2 Page	Print Size	188 x 127
8. Horizontal 1/2 page (spread)	Print Size	440 x 200
9. Island 1/2 Page	Print Size	120 x 184
10. Vertical 1/3 Page	Print Size	57 x 254
11. Horizontal 1/3 Page	Print Size	188 x 88
12. Vertical 1/4 Page	Print Size	88 x 127
13. Horizontal 1/4 Page	Print Size	188 x 60

MEF Circulation Figures

Middle East Circulation	
Country	Total Circulation
Saudi Arabia	1653
UAE	1332
Turkey	750
Lebanon	416
Syria	336
Qatar	325
Iran	305
Jordan	278
Kuwait	274
Oman	216
Bahrain	164
Yemen	118
Iraq	105
Cyprus	83
Total	6355

North Africa Circulation	
Country	Total Circulation
Egypt	729
Algeria	322
Morocco	286
Libya	221
Tunisia	176
Sudan	101
Total	1835

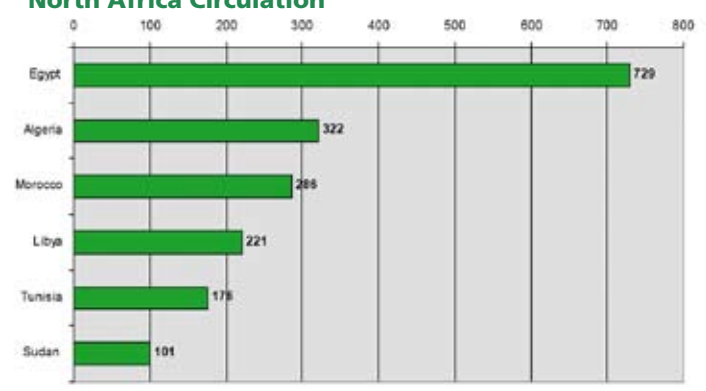
International Circulation	
Region	Total Circulation
Asia	113
Europe	106
Africa (South & Central)	103
North & South America	93
Oceania	22
Total	437

Total Circulation	
Region	Total Circulation
Middle East	6355
North Africa	1835
International	437
Total	8627

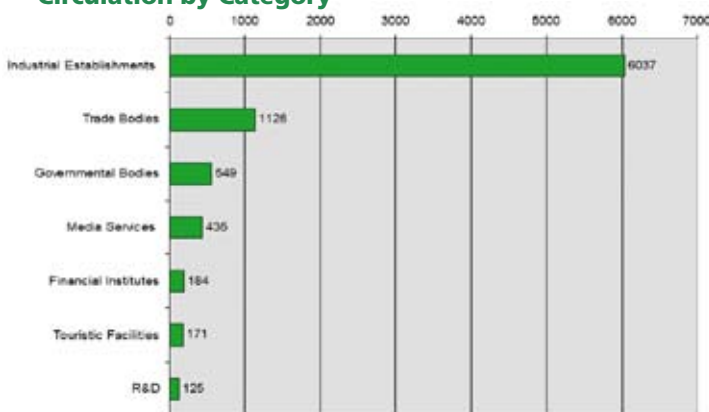
Middle East Circulation



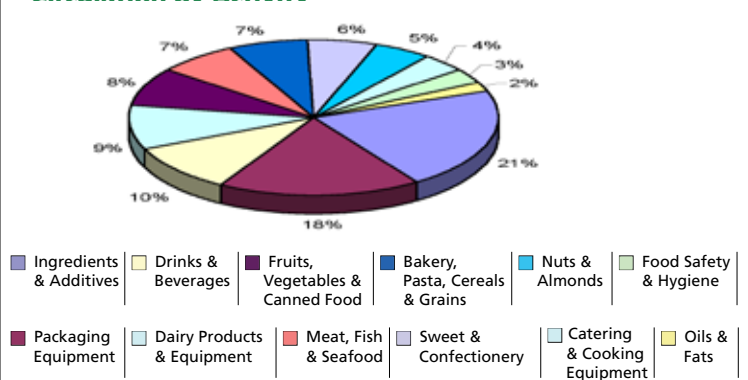
North Africa Circulation



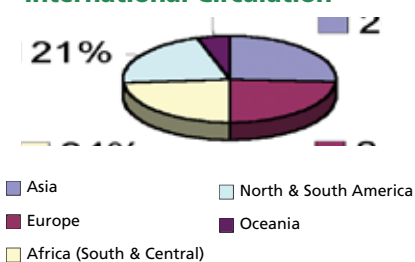
Circulation by Category



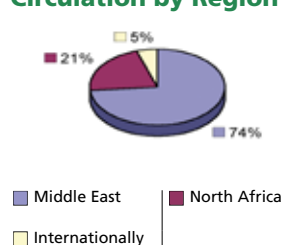
Circulation by Activity



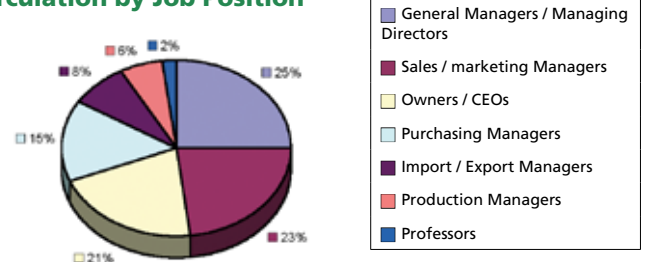
International Circulation



Circulation by Region



Circulation by Job Position



Services

Chatila Publishing House offers a series of services dedicated to decision makers, professionals, and experts in the food-related fields - many of these services are available in the MEF magazine as well.

PROJECT MONITOR:

This service highlights the latest news about major as well as new projects taking place in the MENA region. The importance of this service is substantiated through establishing business connections between different parties.



The Project Monitor is divided into four subsections:

- **Tenders:** The tendering process highlights the latest projects taking place in the region, whereby relevant companies and industries are to present their proposals. Each tender is placed accordingly under the venue in which the project is being implemented. This is along with a reference number bidders may use.
- **Biddings:** Firms interested in certain projects may present their bids in accordance with specific qualifications and in relation to the products they offer. The proposal should cover important matters such as financial budgets, timelines, and work/product guarantee(s). The submitted proposals will be studied and the best proposal for a certain project is then chosen.
- **Awarded Contracts:** This section announces the awarded contracts and agreement reached between tenders and bidders. This section also indicates a timely follow up on work progress of the project.
- **Project Development:** The final stage of this service is the Project Development which comprises a briefing of the project within the timeline drawn, the accomplishment of the project, and final budgeting.

Email: projectmonitor@cphservices.net

BUSINESS LINKS

The business links service is considered an ultimate business directory combining four major sectors by which regional and international companies with agents and distributors available in the MENA region may place their contact details to guarantee business cycles. Moreover, such a service also opens the door to international companies seeking to penetrate the MENA region in order to find the appropriate representatives and agents.



The Business Links service is divided into three sections:

- **Industry Contacts:** Section announcing international and regional manufacturers, and suppliers of particular equipment and products. Each company is placed under a specific venue and their business category.
- **Agents & Distributors:** Available in MENA region: This section carries the contact details of agents and distributors representing international firms and products.
- **Representatives Seekers:** The MENA region is quite rewarding in the food industry which international companies are on a constant pursuit to enter. Each company interested in seeking representatives and agents in the MENA region may place their contact details in this section, indicating information such as contact details, countries of interest, products, etc...

Email: businesslinks@cphservices.net

COMING EVENTS



The Coming Events service offers a comprehensive listing of food events, conferences, seminars, and workshops. It enables interested users to set their calendars ahead. Information includes name of exhibitions, venue, date, and organizers' complete details and addresses.

Email: comingevents@cphservices.net

BUYERS' GUIDE



The buyers' guide is a regular classified ad section in **MEF** magazine which is expanding into a separate service. It is a service that offers high exposure at a nominal cost. The classified ad is 9cm in width and 6cm in height, including the client's company logo, product photo, and a brief message with contact details.

Email: buyersguide@cphservices.net

CAREER CENTER



The career center service opens the doors to professional recruitment. In this section, we find all classified advertisements where food-active companies may place their request for finding suitable candidates for vacant positions.

Email: careercenter@cphservices.net

Other CPH Magazines

In a quest to fulfill its motto "**Helping Advance the Middle East and North Africa,**" **Chatila Publishing House (CPH)**, which was founded in 1977, presents its readers with three other magazines tackling three industries, namely water, construction, and health. All CPH magazines are dedicated to serving the MENA region. **Arab Water World (AWW)** magazine, launched in 1977, serves the Water, Wastewater, Desalination and Energy sectors, **Arab Construction World (ACW)** magazine, launched in 1983, serves the Building, Construction Machinery, Road, and Power Generation sectors in the MENA region. The last of the quartet is **Arab Health World (AHW)** magazine, which saw the light in 1986, covering the Healthcare, Laboratory, Pharmaceutical, and Nutrition sectors.



MEF Agents' List

<p>CANADA Ms. Maria Tolgyessy Hassan Youssef & Associates Inc. Tel: 1-416-3684626 - Fax: 1-416-3683461 Email: hay@on.aibn.com</p>	<p>SOUTH KOREA Mr. C.H. Park Far East Marketing Inc. FEM Tel: 82-2-7301234 ; Fax: 82-2-7328899 Email: femads@unitel.co.kr</p>
<p>CHINA Mr. Weng Jie Zhejiang International Advertising Co.Ltd Tel: 86-571-85150937 - Fax: 86-571- 85150444 Email: ziac@zj.com</p>	<p>SOUTH AFRICA Mr. Bob Stephen Stephen Marketing Tel: 27-11- 9521721; Fax: 27-11- 9521607 Email: bstephen@iafrica.com</p>
<p>FRANCE & BENELUX Mr. Fabio Lancellotti Def & Communication Tel: 33-1- 47307180 - Fax: 33-1-47300189 Email: Fabio.l@wanadoo.fr</p>	<p>TAIWAN Mr. Sean Mulvihill Worldwide Services Co. Ltd. Tel: 886-4-23251784; Fax: 886-4-23252967 Email: sales@wwwstaiwan.com Web: www.wwwstaiwan.com</p>
<p>GERMANY, SWITZERLAND & AUSTRIA Mrs. Dorothee Schendzielorz Eisenacher Medien Tel: 49- 228- 2499860 – Fax: 49- 228- 650076 Email: info@eisenacher-medien.de Web: www.eisenacher-medien.de</p>	<p>TURKEY Mr. Murat Gurel Gurel Medya Tel: 90-212-2126998; Fax: 90-212-2133473 Email: info@gurelmedya.com Web: www.gurelmedya.com</p>
<p>INDIA Mr. Faredoon Kuka RMA Media Tel: 91-22-55703081 - Fax: 91-22-28513735 Email: kuka@rmamedia.com Web: www.rmamedia.com</p>	<p>UNITED ARAB EMIRATES Mr. Fouad Hammad International Advertising LLC Tel: 971-4-2699855 ; Fax: 971-4-2691514 Email: interad@emirates.net.ae Web: www.iamediaservice.com</p>
<p>IRAN Mr. Mohammadali Ardehali T.A.C Ta'abeshe Ardehal Co. Ltd. Tel: 98-21-220-53-033 - Fax: 98-21-220-13-342 Email: ardehali@ardehali.ir Web: www.ardehali.ir</p>	<p>U.K, IRELAND, & SCOTLAND Mr. Stuart Smith SSM Global Media Ltd, UK Tel: 44-2084-645577; Fax: 44-2084-645588 Email: stuart.smith@ssm.co.uk Web: www.ssm.co.uk</p>
<p>ITALY Mr. Fabio Potesta Mediapoint & Communications SRL Tel: 39-010-5704948 - Fax: 39-010-5530088 Email: info@mediapointsrl.it Web: www.mediapointsrl.it</p>	<p>UNITED STATES OF AMERICA (EAST) Ms. Corrie De Groot Trade Media International Corp. (TMI) Tel: 1-212-5643380; Fax: 1-212-5943841 Email: Corrie.deGroot@tmicor.com</p>
<p>SCANDINAVIA Mr. Bent Wissing BSW International Marketing Tel: 45-3538- 5255 ; Fax: 45- 3538-5220 Email: bsw@tele2adsl.dk</p>	<p>SPAIN Ms. Olga Martinez Publistar - Representative of International Media in Spain Tel: 34-91-5536616; Fax: 34-91-5544664 Email: olga.martinez@publistar-es.com Web: www.publistar-es.com</p>

*The above list of agents is growing and subject to change. In case there is no agent in your country please send an email to: marketing@mefmag.net



This is a sample listing of our clients which trusted MEF during 2006 to gain market share and increase their products' exposure and awareness in the MENA region - A full listing is available at www.mefmag.com/clients/2006
We invite you to make the right decision and become one of our clients as well!



Efnad Co. Ltd
Saudi Arabia

Gram Equipment

Gram Equipment A/S
Denmark

AB Tetra Park International

Sweden



Purac
Spain



Danisco A/S
Denmark

GBT Bakerei Technologie
Germany



Golden West Nuts
U.S.A



Anko Food Machine
Taiwan

Alfred L. Wolff
Germany



Krones AG
Germany

David Berryman Limited
U.K.



Doehler Group
Germany



Borregaard Synthesis
Norway



Kanegrade Ltd
U.K.



Shahara Group
Saudi Arabia



Beneo (Orafti)
Belgium



Rudolph Wild GmbH
Germany

Chung Shan Machinery Works Co. Ltd.

Taiwan



Contact Us

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Beirut - Lebanon

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الرمز البريدي: ١١٠٢-٢٨٠٢
بيروت - لبنان

عنوان البريد السريع:

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