

Middle East Food

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



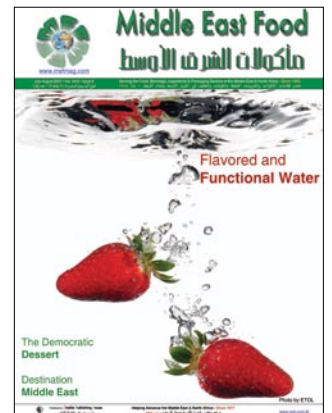
مأكولات الشرق الأوسط

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



MEDIA INFO 2008 معلومات المجلة ٢٠٠٨

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



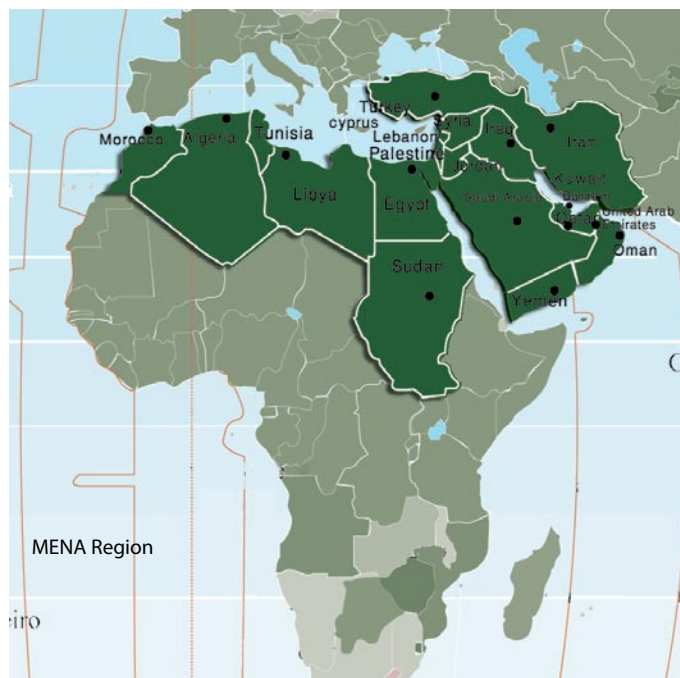
MENA Food Market

Culturing a Land of Opportunities to Harvest Tons of Success

The Middle East and North African region have the perfect recipe for a profitable food market; a large and growing population of over 450 million capita, high income rates due to high oil prices and an increasing food production deficit. On the other hand, the region is currently experiencing an interesting expansion of the hospitality sector, which is directly related to developing tourism. The MENA region presents itself as the “land of opportunities” of the food industry, but it is far from being a terra incognita; especially that many countries are already well established which raises competition to its highest levels.

In 2006, the United Arab Emirates' (UAE) population was estimated at 4.5 million with one of the world's highest per capita GDPs, estimated at \$US 49,500, with a \$US 3.5-4.0 billion worth of annual food imports, an estimated 85-90 percent of UAE food needs, mainly from the United States, United Kingdom, Germany and France. Food processing attracted the highest level of investment in 2005, which accounted for nearly \$US 9 of billion total investment. Between 2002 and 2005, the number of food and beverage processing facilities grew from 225 to 300 establishments. Studies indicate that the total spending by tourists in the UAE will reach US\$ 7.6 billion in 2009, Dubai alone is targeting 10 million tourists in 2010. Saudi Arabia invested \$US 325 million in the production of processed food, such as potato crisps, candy and biscuits in 2005, out of a total of \$US 356 million in investment in that industry in the GCC. On another note, the new **Prince Abdulaziz Mousaed Economic City** to be developed near Hail and located on the crossroads of many of the Middle East's trade and transport routes will pivotal to the Kingdom's agriculture strategy. The planned \$US 8 billion development will create the Gulf's largest agriculture and processing hub with a dry port near a new international airport. In Bahrain, the creation of an encouraging atmosphere for foreign investments and the increasingly growing demand encouraged foreign companies to enlarging their range of products in the Bahraini food market and increasing their investments. For example, **Knorr** has announced this year it will launch 23 new products in the local Gulf Co-operation Council (GCC) market, including Bahrain. On another note, **Kraft Food** had announced that it will construct a \$US 40 Million cheese and powdered beverages manufacturing plant in the **Bahrain International Investment Park** to feed this demand for such instant products.

Egyptian gross agricultural product brought about \$US 13.8 billion, of which \$US 9.8 million were produced by the public sector. The value of the agricultural production reached \$US 16.5 billion. Agricultural exports contribute by 20% of total commodities of exports, so it is considered a main source for the national income. Tunisia exports nearly \$US 600 million worth of agricultural products, mainly citrus, olive oil, dates and seafood. Most Tunisian farmers grow wheat and barley and face highly variable production due to intermittent droughts. Algeria's milk consumption is currently rising to the tune of 8 % per annum and totals approximately 3.5 billion L. Retail packed branded powder products account for approximately 0.6 billion L, which ranks Algeria among the world's five largest markets for milk powder. Local production, however, only meets approximately 10 % of demand. Tourism is Morocco's second largest earner of foreign exchange (after mining) with 2.5 million tourists visiting Morocco each year. The Moroccan government's goal is to attract 10 million tourists to its country by 2010.



It is estimated that Syria would produce over 4.7 million MT for crop year 2006/2007, the government of Syria has contracted to export 100,000 MT to Jordan and 300,000 MT to Egypt in 2006 alone. Fruits and vegetables production performance in Jordan has been increasing during the past six years; together they represent almost 70 percent of total agricultural exports. As for Lebanon, the effects of the war in mid-2006 between the Israeli military and Hizbollah forces in Lebanon dominated food industry news in 2007. The country's agriculture and fisheries industry losses were valued at \$US 280 million.

After a ten-year prevention, WTO accepted Iran as an observer member. The beginning of the accession process has faced a delay as a result of Iran's nuclear issues already, but this process will be started in the near future. As for Turkey, the export of canned fruits and vegetables to the Middle Eastern countries reached \$US 49 million and 47,218 tons in 2006. Turkish canned fruits and vegetable exports to North Africa reached \$US 8 million in 2006

All indicators show that the MENA food industry is experiencing a vast expansion due to increasing demand; some major investments are being made to supply the needed elements. Newly established companies are facing major problems to mark their space and claim their share, it seems that the best weapon to use in this ruthless competition, especially in high income countries is high standards and good quality. At the same time, some countries are still short on providing strategic crops such as wheat and rice, which gives the pricing the higher advantage in the competition.

References:

- Agriculture and Agrifood Canada: www.agr.gc.ca
- United States Department of Agriculture: www.usda.gov
- Egypt State Information Service (SIS): www.sis.gov.eg
- Food & Agriculture Organization (FAO): www.fao.org
- Business Monitor International: www.businessmonitor.com
- Syrian Ministry of Agriculture and Agrarian Reform: www.syrian-agriculture.org
- Export Promotion Center of Turkey: www.igeme.org.tr

Bringing You the Latest in the Food Industry

Over the years, Food professionals throughout the Middle East & North Africa region have become well acquainted with Middle East Food (MEF) magazine, the leading business-to-business magazine serving the Food, Beverages, Ingredients, and Packaging sectors since 1986. They rely on this exquisite publication to gain up-to-date information about the latest developments in the food industry in the world. MEF, through its endless efforts to link the region to the four corners of the globe, has gained a shiny reputation among thousands of international companies who use it to promote their products and services inside the MENA, a territory where they relentlessly strive to increase their market share.



MEF Structure

The magazine is kicked off with the Opening Letter, a page where Mrs. Rula Hamdan Ghutmi, Editor-in-Chief, inks her timely observations to paper bringing about her commentaries on the latest challenges and breakthroughs within the Food Processing field. The Open Forum is the platform where our faithful readers express their views and comments and relay their ideas to us. The Ingredients & Additives Focus section targets a certain ingredient or additive, highlighting its use and function in the food production industry. This section is complemented by an overview of the latest innovations and developments in the Packaging sector. The main focus of each issue is branded the Features section: A melting pot of technical articles on current practices and advancements, case studies, and technologies. Market trends and new products that are making the headlines in the food industry take to the fore in the Industry Spotlights section, thereby offering innovative solutions for the different sectors. The issue always carries Country Reports detailing the food production machines and equipment status in term of supply and demand and tried-and-tested solutions; these present a company's ticket to strike deals in the country when the clock chimes 'opportunity'. The Departments section is a miscellaneous area where recent industry publications are highlighted under Industry Literature; interviews with decision-makers and specialized professionals as well as corporate profiles and interviews with various decision makers under Interviews & Profiles; company activities and accomplishments under Corporate Happenings; product developments and services under Products and Services; large-scale projects under Projects and Developments; latest software and IT news under E-news; trendiest restaurants news and latest developments in the MENA hotels industry are presented in the Hotels & Restaurants section. Food-related events are granted ample room in the back stern, ostensibly with the coming events, pre-show reviews and post-show reports. In the Industry Contacts listings, furthermore, companies' details are displayed shortening distances between manufacturers / distributors and buyers.

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.

Experience Says it all

Middle East Food is tailor-made to assist in the propagation of all information making the news in the healthcare industry today, whether of a general or specific nature. Over the years, the publication has been reviewing research advances to promote a greater understanding of the industry to help decision-makers meet the increased demands for innovative solutions in the MENA region. **MEF** delivers 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 beat at the heart of each and every story. With a tight gripped hand on the field, an efficient management, an experienced scientific editorial team and Honorary Editorial Consultants (HEC) Board, **MEF** dwells on mainstream topics and always looks for unconventional ones.

Unmistaken Identity

With the "quality over quantity" motto on the run **MEF** is circulated to the desktop of leading decision-makers working in over 7100 firms engaged in the food industry, and is published monthly in a bi-lingual format (English-Arabic). On an average of 4 readers for every copy, we can say that more than 28,000 individuals read every issue of MEF magazine. The magazine receives a wholesome welcome from regional and international readers, having earned an esteemed reputation it has built over the years by providing updated and trusted content through a professional and elegant layout.

In the Cyber World

On the internet, Middle East Food can be found on www.mefmag.com allowing readers to access the magazine issues anytime and anywhere through their computers. These issues are made available for them in two optional formats: the html version and the PDF version. Logon now to www.mefmag.com and delve into the digital world of food industry news.



Editor-in-Chief

Graduated with a BS in Nutrition and Dietetics in 1986 from the **American University of Beirut (AUB)**, Roula Hamdan Ghutmi has 21 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 2008

	January	February	March	April
Ingredients & Additives	• Sweeteners	• Emulsifiers & Stabilizers	• Bakery Ingredients	• Functional Ingredients
Packaging	• Wrapping	• Bottling	• Palletizing	• Filling
Feature	• Poultry	• Dairy	• Grocery	• Confectionery & Sweets
Industry Spotlights	• Foodstuff • Ice Cream & Sorbets • Meat Processing	• Confectionery & Sweets • Fruits & Vegetables • Oils & Fats	• Catering & Hospitality • Coffee & Tea • Hypermarkets	• Dried Food • Drinks & Beverages • Grains & Cereals
Country Reports	• Egypt • Italy • India	• Germany • Taiwan • UAE	• Lebanon • Spain • Thailand	• China (P.R.) • Tunisia • UK
Bonus Distribution*	• SIGEP - Italy • Gulfood - Official Media Partner	• Gulfood - Official Media Partner UAE	• Alimetaria - Spain • HORECA - Lebanon	• IBATECH 2008 - Turkey • Agra Middle East - UAE • Diyafa - Qatar
Editorial Material	Monday, December 10, 2007	Thursday, January 10, 2008	Monday, February 11, 2008	Monday, March 10, 2008
Promotional Material	Saturday, December 15, 2007	Tuesday, January 15, 2008	Friday, February 15, 2008	Saturday, March 15, 2008
Publishing Date **	Tuesday, December 25, 2007	Friday, January 25, 2008	Monday, February 25, 2008	Tuesday, March 25, 2008

	May	June	July	August
Ingredients & Additives	• Yeasts & Enzymes	• Colorings	• Preservatives	• Juice Concentrates
Packaging	• Coding & Labeling	• Conveyors	• Seaming & Sealing	• Grading
Feature	• Ice Cream & Sorbets	• Catering & Hospitality	• Beverages & Drinks	• Fish & Seafood
Industry Spotlights	• Food Safety • Organic Food • Refrigeration	• Energy & Non Alcoholic Drinks • Poultry & Eggs • Water Treatment	• Dairy Processing • Snacks & Fast Food • Soya Products	• Bottled Water • Catering Equipment • Halal Food
Country Reports	• Australia • Russia • Saudi Arabia	• Brazil • Cyprus • Syria	• Bahrain • Norway • USA	• Kuwait • Malaysia • Netherlands
Bonus Distribution*	• Propac Arabia - Saudi Arabia	• Food Expo Syria		
Editorial Material	Thursday, April 10, 2008	Saturday, May 10, 2008	Thursday, June 10, 2008	Thursday, July 10, 2008
Promotional Material	Tuesday, April 15, 2008	Thursday, May 15, 2008	Monday, June 16, 2008	Tuesday, July 15, 2008
Publishing Date **	Friday, April 25, 2008	Monday, May 26, 2008	Wednesday, June 25, 2008	Friday, July 25, 2008

	September	October	November	April
Ingredients & Additives	• Dietary & Nutritional Ingredients	• Flavorings	• Starch	• Spices & Herbs
Packaging	• Group Packaging	• Packing	• Canning	• Weighing
Feature	• Bakery	• Food Franchise	• Food Hygiene	• Meat
Industry Spotlights	• Canned Food • Ovens • Soft Drinks	• Baby & Infant Food • Laboratory & Testing Equipment • Coffee & Tea	• Dairy Processing • Frozen Food • Nuts & Almonds	• Chocolate & Confectionery • Food hygiene • Grocery
Country Reports	• Jordan • Taiwan • Turkey	• Algeria • France • UAE	• Germany • Iran • Qatar	• Canada • Denmark • Saudi Arabia
Bonus Distribution*	• Istanbul Packaging Fair - Turkey	• IHF Amman • SIAL - France	• Sweets Middle East - UAE	• Halal World Expo UAE
Editorial Material	Monday, August 11, 2008	Wednesday, September 10, 2008	Friday, October 10, 2008	Monday, November 10, 2008
Promotional Material	Friday, August 15, 2008	Monday, September 15, 2008	Wednesday, October 15, 2008	Saturday, November 15, 2008
Publishing Date **	Monday, August 25, 2008	Thursday, September 25, 2008	Saturday, October 25, 2008	Tuesday, November 25, 2008

* Tentative list of events at which MEF will have bonus distribution of its issues - liable to changes. Kindly contact us for updated list or logon to: www.mefmag.com/events/

** 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 ٢٠٠٨

كانون الثاني / يناير	شباط / فبراير	آذار / مارس	نيسان / أبريل
المحليات	المستحلبات و المثبتات	مكونات الخبز	المكونات الوظيفية
التغليف	صناعة و تعبئة القناني	التوضيب على منصات التحميل	التعبئة
الدواجن	مشتقات الحليب	البقالة	الحلويات و السكر
المواد الغذائية ألبوطة و المثلجات تصنيع اللحوم	الحلويات و السكر الفواكه و الخضار الزيوت و الدهون	التأمين و الضيافة الشاي و القهوة الأسواق الكبرى	المأكولات المحففة المشروبات و المرطبات الحبوب
مصر إيطاليا الهند	ألمانيا تايوان الإمارات العربية المتحدة	لبنان إسبانيا تايواندا	الصين تونس المملكة المتحدة
سيجيب - إيطاليا	غلفود - الإمارات العربية المتحدة	ألمنتاريا - إسبانيا هوريك - لبنان	إيباتيك - ٢٠٠٨ أغرا الشرق الأوسط - الإمارات العربية المتحدة
الإثنين، ١٠ كانون الأول / ديسمبر ٢٠٠٧	الخميس، ١٠ كانون الثاني / يناير ٢٠٠٨	الإثنين، ١١ شباط / فبراير ٢٠٠٨	الإثنين، ١٠ آذار / مارس ٢٠٠٨
السبت، ١٥ كانون الأول / ديسمبر ٢٠٠٧	الثلاثاء، ١٥ كانون الثاني / يناير ٢٠٠٨	الجمعة، ١٥ شباط / فبراير ٢٠٠٨	السبت، ١٥ آذار / مارس ٢٠٠٨
الثلاثاء، ٢٥ كانون الأول / ديسمبر ٢٠٠٧	الجمعة، ٢٥ كانون الثاني / يناير ٢٠٠٨	الإثنين، ٢٥ شباط / فبراير ٢٠٠٨	الثلاثاء، ٢٥ آذار / مارس ٢٠٠٨

أيار / مايو	حزيران / يونيو	تموز / يوليو	آب / أغسطس
الخمائر و الأنزيمات	المكونات	المواد الحافظة	مركبات العصور
التزقيم و التوسيم	الأحزمة الناقلة	التلحيم و الختم	التصنيف
المثلجات و البوطة	التأمين و الضيافة	المرطبات و المشروبات	الأسماك و ثمار البحر
السلامة الغذائية المأكولات العضوية التبريد	مشروبات الطاقة و غير الكحولية الدواجن و البيض معالجة المياه	تصنيع مشتقات الحليب الوجبات الخفيفة و السريعة منتجات الصويا	المياه المعبأة معدات التأمين المأكولات الحلال
أستراليا روسيا المملكة العربية السعودية	البرازيل قبرص سوريا	البحرين النرويج الولايات المتحدة الأمريكية	الكويت ماليزيا هولندا
بروباك أرابيا - المملكة العربية السعودية فود إكسبو - سوريا			
الخميس، ١٠ نيسان / أبريل ٢٠٠٨	السبت، ١٠ أيار / مايو ٢٠٠٨	الثلاثاء، ١٠ حزيران / يونيو ٢٠٠٨	الخميس، ١٠ تموز / يوليو ٢٠٠٨
الثلاثاء، ١٥ نيسان / أبريل ٢٠٠٨	الخميس، ١٥ أيار / مايو ٢٠٠٨	الإثنين، ١٦ حزيران / يونيو ٢٠٠٨	الثلاثاء، ١٥ تموز / يوليو ٢٠٠٨
الجمعة، ٢٥ نيسان / أبريل ٢٠٠٨	الإثنين، ٢٦ أيار / مايو ٢٠٠٨	الأربعاء، ٢٥ حزيران / يونيو ٢٠٠٨	الجمعة، ٢٥ تموز / يوليو ٢٠٠٨

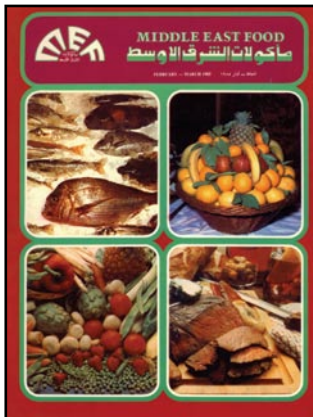
أيلول / سبتمبر	تشرين الأول / أكتوبر	تشرين الثاني / نوفمبر	كانون الأول / ديسمبر
المكونات القوتية و الغذائية	ألكنهات	النشاء	البهارات و الأعشاب
التوضيب الجماعي	التحزيم	التعليب	قياس للأوزان
المخبوزات	حقوق الإمتياز في إنتاج المأكولات	نظافة المأكولات	اللحوم
المأكولات المعلبة الأفران المشروبات الخفيفة	طعام الأولاد و الأطفال معدات المختبرات و الإختبارات الشاي و القهوة	تصنيع مشتقات الحليب المأكولات المجففة القلويات و اللوز	الشوكولا و الحلويات نظافة المأكولات البقالة
الأردن تايوان تركيا	الجزائر فرنسا الإمارات العربية المتحدة	ألمانيا إيران قطر	كندا الدنمارك المملكة العربية السعودية
معرض اسطنبول للتوضيب	ندوة الضيافة العالمية - الأردن سيال - فرنسا	ضيافة - قطر	معرض مأكولات الحلال العالمي ٢٠٠٨
الإثنين، ١٠ آب / أغسطس ٢٠٠٨	الأربعاء، ١٠ أيلول / سبتمبر ٢٠٠٨	الجمعة، ١٠ تشرين الأول / أكتوبر ٢٠٠٨	الإثنين، ١٠ تشرين الثاني / نوفمبر ٢٠٠٨
الجمعة، ١٥ آب / أغسطس ٢٠٠٨	الإثنين، ١٥ أيلول / سبتمبر ٢٠٠٨	الأربعاء، ١٥ تشرين الأول / أكتوبر ٢٠٠٨	السبت، ١٥ تشرين الثاني / نوفمبر ٢٠٠٨
الإثنين، ٢٥ آب / أغسطس ٢٠٠٨	الخميس، ٢٥ أيلول / سبتمبر ٢٠٠٨	السبت، ٢٥ تشرين الأول / أكتوبر ٢٠٠٨	الثلاثاء، ٢٥ تشرين الثاني / نوفمبر ٢٠٠٨

× قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة مأكولات الشرق الأوسط، قد يتم تعديلها بحسب المنظمين. الرجاء الاتصال بنا للحصول على لائحة محدثة أو زوروا موقعنا الإلكتروني: www.mefmag.com/events/
×× تبين تاريخ صدور الطبعة يحتاج العدد إلى حوالي أسبوعين أو ثلاثة للوصول اليكم عبر البريد.

نشر مقالاتكم في مجلة مأكولات الشرق الأوسط، يرجى إرسالها إلى قسم التحرير على العنوان التالي: editorial@mefmag.com

Advertising Benefits

Introduction



February - March 1985

MEF's very first issue

MEF: THE PIONEERING & LEADING B2B FOOD INDUSTRY PUBLICATION ACROSS THE MENA REGION

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

MEF offers steady marketing and advertising solutions to realize advertisers' specific objectives. Tailor-made programs suit up clients' needs and patch up what's been lacking elsewhere.

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.

From sponsorship positioning, editorial placements, event promotions, to pricing programs, we've got it all!

Our Vision



October 2007

- 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

MEF aims to grant readers/clients potent gratification by providing the finest editorial input, prompt 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 7100 private and public sector firms.
- A broad set of benefits is placed at the immediate reach of our worldwide readership.
- **MEF** has helped hundreds 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 providing value-added exposure to our clients.

Our yearly targeted survey revealed the following figures:

- 87% consider **MEF** as an accredited source for the latest information related to the Food Industry, nourished by its high-quality editorial content;
- 71% find **MEF** Promotional Offers competitive and motivating.
- 74% are satisfied with the Return on Investment they had witnessed from the diverse exposure **MEF** has put forth;
- 61% surf **MEF** website to benefit from numerous online services.

For advertising inquiries, please contact us:

Tel: +961 -1- 748333 ext.141 – Fax: +961 -1- 352419; 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 Buyers' 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; to get the story to all MEF's readers and 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

For ultimate exposure, place your web banner hyperlinked to your company's website or email address on MEF website:

• 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



Advertising Rates & Specifications

Display Ads										
Full Color (4C)										
Frequency	One Time		Three Times		Six Times		Nine Times		Twelve Times	
Currency	\$ US	Euro	\$ US	Euro	\$ US	Euro	\$ US	Euro	\$ US	Euro
Gatefold	8250	6765	7920	6495	7510	6160	7010	5750	6435	5275
Spread	4900	4020	4705	3860	4460	3660	4165	3415	3820	3135
1/2 Page Spread	3350	2745	3215	2635	3050	2500	2850	2335	2615	2145
2nd Cover IFC	2900	2380	2785	2285	2640	2165	2465	2020	2260	1855
3rd Cover IBC	2900	2380	2785	2285	2640	2165	2465	2020	2260	1855
4th Cover OBC	3200	2625	3070	2520	2910	2385	2720	2230	2495	2045
Full Page	2500	2050	2400	1970	2275	1865	2125	1745	1950	1600
2/3 Page	2100	1720	2015	1650	1910	1565	1785	1465	1640	1345
1/2 Page	1700	1395	1630	1335	1550	1270	1445	1185	1325	1090
1/3 Page	1500	1230	1440	1180	1365	1120	1275	1045	1170	960
1/4 Page	1200	985	1150	945	1090	895	1020	835	935	765

Display Ads										
Black & White (B&W)										
Frequency	One Time		Three Times		Six Times		Nine Times		Twelve Times	
Currency	\$ US	Euro	\$ US	Euro	\$ US	Euro	\$ US	Euro	\$ US	Euro
Full Page	2000	1640	1920	1575	1820	1490	1700	1395	1560	1280
2/3 Page	1600	1310	1535	1260	1455	1195	1360	1115	1250	1025
1/2 Page	1200	985	1150	945	1090	895	1020	835	935	770
1/3 Page	950	780	910	745	865	710	810	665	750	615
1/4 Page	750	615	720	590	685	560	640	525	585	480

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	85	90	75	75	60	60	50

Classified Ads (Buyer's Guide)		
Currency	\$ US	Euro
One Time	450	370
Six Times (Each)	375	310
Twelve Times (Each)	300	245
Twelve Times (All Prepaid)	2700	2210

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. Image Files: TIFF, PDF, JPEG, and CDR will be accepted
4. We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Types:

1. Adobe Indesign V 2.0 or later
2. Adobe Illustrator V 9.0 and above.
3. Adobe Photoshop cs and above.

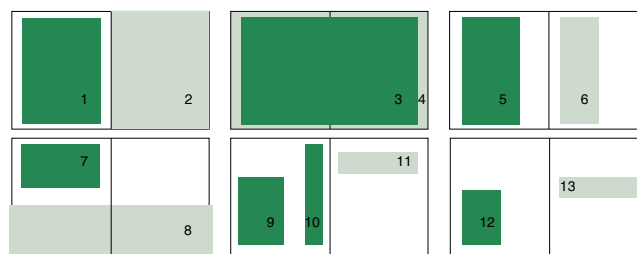
Quality of Paper: Interior Pages: 70 or 80 grams LWC Paper TOP KOTE - L - Covers 150 grams 2S Coated Paper Matt.

Cancellation Policy:

Notification of cancellation must be made at least fifteen days before Publishing Date (as indicated in Editorial Program), changes or cancellations must be received in writing. Any advertiser canceling afterwards 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, Email or ftp (ftp web address plus username, password and file name to be supplied by 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 285
	Original Size	220 x 290
3. Double Page	Print Size	405 x 254
4. Double Page (Bleed)	Trim Size	435 x 285
	Original Size	440 x 290
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

Circulation Figures

Middle East Circulation		
Country	Circulation	Percentage
Palestine	7	0.12%
Iraq	11	0.18%
Yemen	64	1.06%
Cyprus	81	1.34%
Bahrain	162	2.68%
Qatar	186	3.08%
Oman	216	3.57%
Kuwait	229	3.79%
Jordan	266	4.40%
Iran	268	4.43%
Syria	274	4.53%
Lebanon	356	5.89%
Turkey	694	11.48%
Saudi Arabia	1215	20.10%
UAE	2016	33.35%
Total	6045	100.00%

Circulation by Activity		
Activity	Circulation	Percentage
Fruits & Vegetables	1423	20%
Ingredients & Additives	1085	16%
Drinks & Beverages	935	13%
Confectionery & Sweets	784	11%
Packaging Equipment	710	10%
Bakery , Pasta, Cereals, & Grains	636	9%
Packaging Equipment	492	7%
Dairy Products & Equipment	303	4%
Oils & Fats	292	4%
Catering & Cooking Equipment	280	4%
Food Safety & Hygiene	89	1%
Almond & Nuts	72	1%
Total	7101	100%

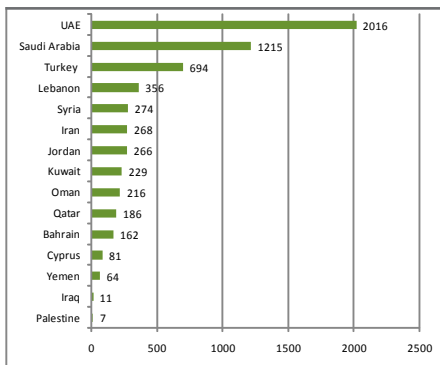
Total Circulation		
Region	Percentage	Percentage
Middle East	6045	85%
North Africa	1056	15%
Total	7101	100%

Circulation by Category		
Category	Circulation	Percentage
R & D	50	1%
Touristic Facilities	61	1%
Financial Institution	82	1.15%
Media Services	378	5%
Governmental Bodies	397	6%
Trade Bodies	521	7%
Industrial Establishment	5612	79%
Total	7101	100%

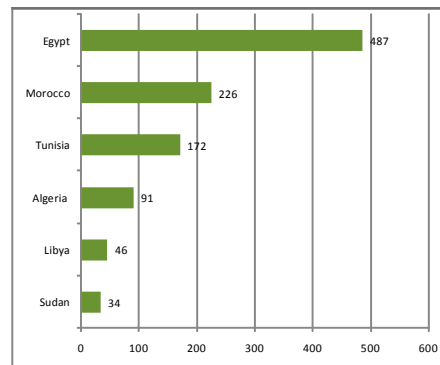
Circulation by Job Position		
Job Position	Circulation	Percentage
General Managers / Managing Directors	3442	48%
Sales/Marketing Managers	1895	27%
Purchasing Managers	750	11%
Owners / CEO	526	7%
Import/Export Managers	308	4%
Production Managers	129	2%
Professors	51	1%
Total	7101	100%

North Africa Circulation		
Country	Total Circulation	Percentage
Sudan	34	3%
Libya	46	4%
Algeria	91	9%
Tunisia	172	16%
Morocco	226	21%
Egypt	487	46%
Total	1056	100%

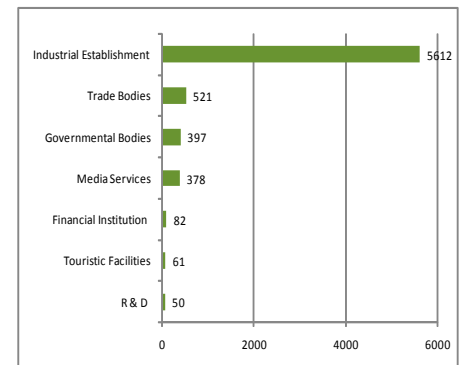
Middle East Circulation



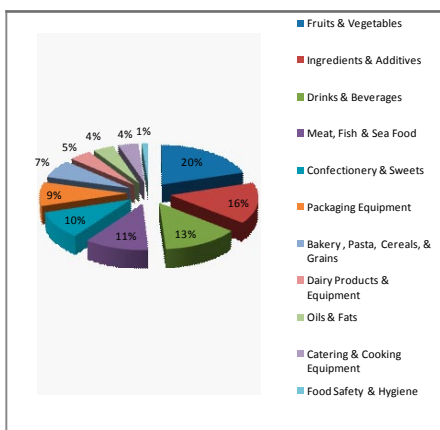
North Africa Circulation



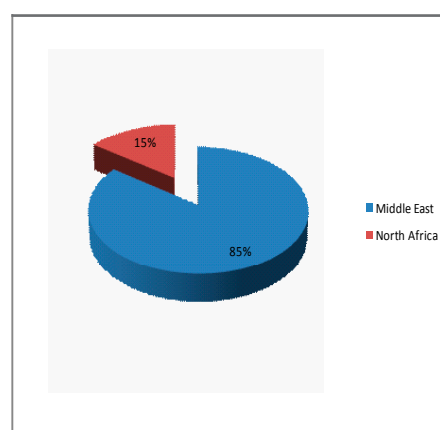
Circulation by Category



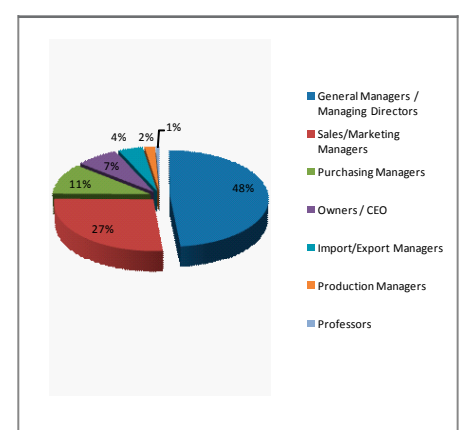
Circulation by Activity



Total Circulation



Circulation by Job Position



CPH Services

Chatila Publishing House (CPH) offers a series of services dedicated to decision-makers, professionals, and experts in the food-related fields.

PROJECT MONITOR:



This section highlights the latest news about major projects in the MENA. It is divided into four subsections:

- **Tenders Announcements:** requesting interested companies are asked to present their proposals, while noting the relevant deadlines;
 - **Biddings:** proposals presented by different interested parties will be studied, and the best proposal is then chosen;
 - **Awarded Contracts:** announces awarded contracts and agreements reached between project owners and bidders;
 - **Project Development:** the last stage in the service, wherein project's status along with work progress is communicated.
- Email: projectmonitor@cphservices.net

BUSINESS LINKS



This section is divided into 3 parts:

- **Industry Contacts:** Section announcing international and regional manufacturers, and suppliers of particular equipment and products.
 - **Agents & Distributors** (available in MENA region): This section carries the contact details of agents and distributors as well as companies active in a certain sector in the Middle East and North Africa.
 - **Representatives Seekers:** This section provides companies seeking representation in the MENA food market with the opportunity to be out there. Complete contact details are listed as well as regions(s) of interest.
- Email: businesslinks@cphservices.net

COMING EVENTS



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

Email: comingevents@cphservices.net

PROMO SHOTS



Promo Shots can provide an effective, economical marketing drive for a company's product or service. It can promote your products and services, and enhance both your Company Profile and market presence through communicating your message either by Direct Email Messages, Direct Fax, or Direct Mail to relevant entities found on our database.

Email: promoshots@cphservices.net

CAREER CENTER



The Career Center Service opens the door to professional recruitment. In this section, you would find classified advertisements where construction-active companies placed their requests for finding suitable candidates for vacant positions.

Email: careercenter@cphservices.net



MEF Agents' List

<p>FRANCE & BENELUX Mr. Fabio Lancellotti Def & Communication Tel: 33-1- 47307180 - Fax: 33-1-47300189 Email: Fabio.l@wanadoo.fr</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>
<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>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>TAIWAN Mr. Sean Mulvihill Worldwide Services Co. Ltd. Tel: 886-4-23251784; Fax: 886-4-23252967 Email: sales@wwstaiwan.com Web: www.wwstaiwan.com</p>
<p>JAPAN Ms. Shinjani Dogra Sakura International Inc. Tel: 81-3-56461160 - Fax: 81-3-56461161 Email: dogra@sakurain.co.jp Web: www.sakurain.co.jp</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>KUWAIT Mr. Louay Al Asfahani Paragon Marketing Communications Tel: 965-5716063 - Fax: 965-5715985 Email: info@paragonmc.com Web: www.paragonmc.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>SCANDINAVIA Mr. Bent Wissing BSW International Marketing Tel: 45-3538- 5255 Email: bswissing@webspeed.dk</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>

*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.com

TESTIMONIALS

Investing their hopes in our wide range of services and **Middle East Food (MEF)**'s widespread standing, the reputable establishments below have reaped the benefits **MEF** magazine had promised them – and, sometimes, a bit more than they'd expected as expressed in their testimonials below. A full listing of testimonials is available at www.mefmag.com/testimonials/

Reluctance is a risk, being an MEF client is not - join us!



As everyone knows, vast quantities of all types of foodstuffs are imported into the Middle East annually. As organizers of the Expo that showcases African Food Manufacturers,

Processors and Suppliers we find the magazine **Middle East Food** an invaluable publication to inform the region's buyers of what our clients can offer.

Lineke Fleischer
Exhibition Manager Africa's Big Seven Expo



Middle East Food (MEF) magazine is in our point view a great source to know the food industry. It is the biggest source for knowing the latest trends & news related to food industry not

only in the Middle East but in rest of the World as well. All in all, in my opinion, **Middle East Food (MEF)** magazine is serving the food industry very well & my best wishes of success for them.

Mohsen Aziz
Executive Manager
ESNAD CO. LTD



MEF is an excellent reference source of information on food products, design,

packaging and –technology. It is one of the top food / packaging publications in the middle east and Ishida Europe use it more and more to communicate its applications experience and its company activities.

Torsten Giese
Marketing Manager - PR & Exhibitions
Ishida Europe Limited

Below are some of our valued clients who trusted **MEF** to gain market share and increase their products' exposure in the MENA region. A full listing is available at www.mefmag.com/clients/ - We invite you to make the right decision, and become one of our clients.



Golden West Nuts
U.S.A

GBT Bakerei Technologie
Germany



PURAC
THE SOURCE YOU CAN DEPEND ON

Purac
Spain



Krones AG
Germany

Alfred L. Wolff
Germany



Danisco A/S
Denmark

AB Tetra Park International
Sweden



Chung Shan Machinery Works Co. Ltd.

Gram Equipment A/S
Denmark



Taiwan



Doehler Group
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Gram Equipment A/S
Denmark



Kanegrade Ltd
U.K.



Beneo (Orafti)
Belgium



Rudolph Wild GmbH
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بيروت - لبنان

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