

Middle East Food



مأكولات الشرق الأوسط

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

تخدم قطاعات المأكولات والمشروبات الخفيفة والمكونات والتوضيب في الشرق الأوسط وشمال إفريقيا
منذ ١٩٨٥



MEDIA INFO 2010 معلومات المجلة ٢٠١٠

Bottling & Filling

Safety & Hygiene

Confectionery

Fish & Seafood

Flavorings & Colorings

Sweeteners

Bakery

Meat & Poultry

Dairy

Cereals

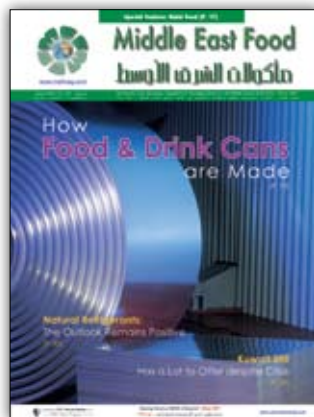
Food Drying

Packaging & Wrapping

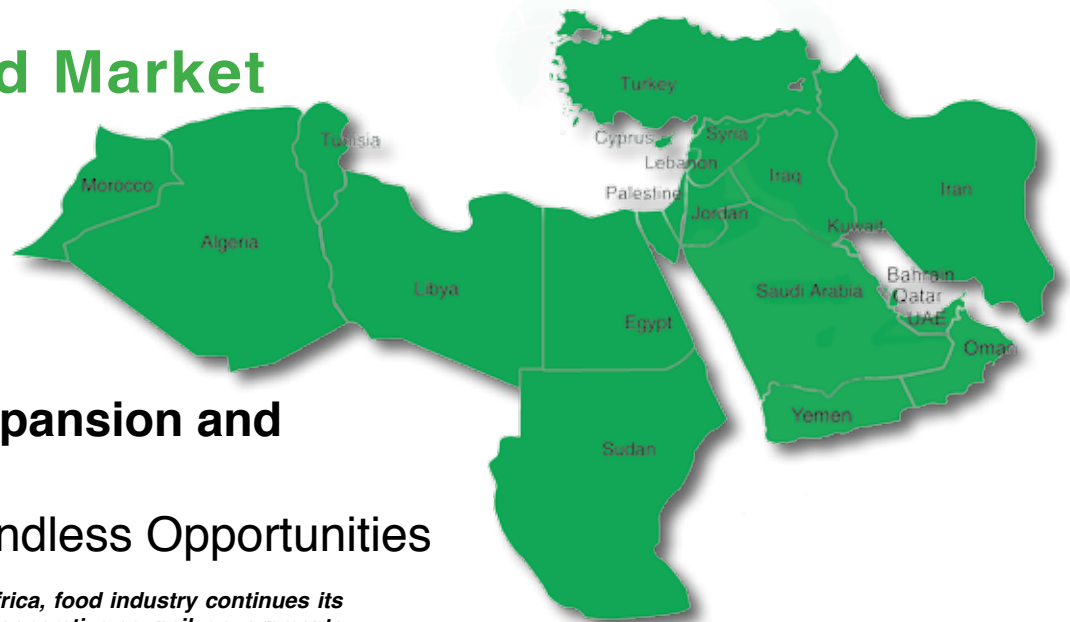
Foodstuffs

Juices

Texturizers



MENA Food Market



Continuous Expansion and Openness: A Market with Endless Opportunities

In the Middle East and North Africa, food industry continues its dynamic evolution: in the Gulf cooperative council, governments are taking proper measures to increase food security and companies are expanding both locally and regionally. In the Levant, despite the drought, agriculture is keeping its expanding rhythm. In northern Africa, Egyptian food business is fizzing while Tunisia and Algeria continue their opening up to foreign investments.

Business expansion continues in the gulf

In Saudi Arabia, **Savola** Group lately announced its ambition to increase its world market share in cooking oil from 2% to 10%, and double its global sugar refining production capacity to 4 million tons over the next five years; it also earmarked at least US\$ 100 million for the purchase of stakes in existing agribusiness firms to secure sugar and edible oil supplies. **Al Rabie** also launched an expansion program to build up its local and export markets through investments aimed at enhancing distribution networks. **Almarai**, which is the Gulf's largest dairy firm by market value recorded a 42.3% rise in second-quarter net profit thanks to continued sales growth and reached two acquisition agreements, with Egyptian dairy and juice manufacturer **Beeaty** and with Jordanian drinks firm **Taibah's** Investment and Advanced Food Company.

The United Arab Emirates is the second largest market for food products in the Gulf Cooperation Council, after Saudi Arabia and has a US\$ 5.52 billion worth food services market. Efficient infrastructure, large free trade zones and a strong business orientation help provide the tools to make Dubai an important commercial center for the Middle East and beyond. In order to deal with the recent food prices hike, the government announced that it is considering building a strategic food reserve as a means of controlling supplies and curbing inflation, then two of the UAE's leading MGR operators, **Emke Group** and **Carrefour**, agreed to price caps with the government.

Kuwait is expected to have the third largest supply of retail space in the Gulf, and reach a growth of 10% by the year 2010. The average retail space per person in Kuwait is expected to rise to 0.32 meters, compared to an average of 0.66 meters for the GCC as a whole according **Colliers International**.

Future looks good despite recent drought

In Lebanon, Danish company **Arla's** sales at its Lebanese joint venture **Arla Kalassi Foods** have got off to a good start in 2007, following a difficult first year and is now planning to further increase its sales and launched new products, including a low-fat variety of Puck processed cheese.

Syria's construction of extensive irrigation systems in the north and the northeast in recent years as part of a plan to increase irrigated farmland by 38% over the next decade has enabled it to become a promi-



nent exporter of foods such as vegetables, cotton and fruits. But the country is experiencing the worst drought in the past 18 years and the United States Department of Agriculture estimated a 50% fall down in 2009 in the Syrian wheat production from last year; in other words, expecting the total wheat production to reach 2 million tons only during 2009.

Northern Africa opens up to foreign influence

Food processing is key contributor to output in Egypt, representing 50% of total manufactured output and registering 20% in annual growth. Flour milling, sugar milling, dairies, vegetable and meat processing, edible oils, biscuits, confectionary, pasta, and snack production are the major processed food industries.

Local dairy producer **Juhayna Food Industries** has announced its plans to establish two new subsidiaries that will have a combined capital of US\$ 84 million. The first will specialize in marketing and distribution and will have a capital of US\$ 37.3 million, while the second will specialize in agricultural development.

American company **Kraft Foods** has been expanding its reach in the Egyptian market, following its acquisition of **Danone Group's** biscuit and snack division in a deal worth US\$ 7 million. Kraft has been present in the Egyptian market for a number of years and has a strong foothold in the country's snack foods division,

while Danone entered the Egyptian market in 2002 when it established **Danone Mashreq Fine Biscuits** as a joint venture with the **Rachid Group** in Alexandria.

According to the Annual Algerian Dairy and Products Report 2008, the Algerian dairy products imported from Europe (France, Poland, Germany and Netherlands) reached 56% in the first eight months of 2008, whereas, 44 percent of them originated from countries such as New Zealand, Argentina, the United States and Ukraine. Algeria is the largest dairy consumer in the Maghreb with 110 liters per capita for milk and 6 kilograms per capita per year for other dairy products.

According to **Euromonitor International's** Packaged food in Tunisia, several factors such as improving product quality, sophistication of the Tunisian consumer, more television advertising and improving economic stability contributed strongly to growth in 2008. Confectionery, frozen processed food and sauces, dressings and condiments were the fastest growing packaged food sector in terms of total volume sales. It is estimated that over 85% of the market is controlled by domestic players which have established themselves well over the past 20 years.

Sources

Euromonitor International
Business Monitor International
USDA
Reuters
FAO

Middle East Food (MEF)

A Milestone in MENA Food Information and Analysis

Over the years, Food professionals throughout the Middle East & North African region have become well acquainted with **Middle East Food (MEF)**, the leading business-to-business magazine serving the Food, Beverages, Ingredients, and Packaging sectors since 1985. They rely on this pioneering publication to gain up-to-date information about the latest developments in the Food industry worldwide. 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 region where they strive to increase their market share.



Structure

Each issue is introduced with the Opening Letter, a page where the editor, analyses the latest trends and developments in the regional and international food industry and presents the highlights of the relevant issue. We interact with our faithful readers' thoughts and propositions in the Open Forum section. The MENA Food Digest presents the latest projects undertaken throughout the region with a short and accurate analysis of their impact on the regional level.

- The Ingredients and Additives section focuses on specific ingredients or additives used to improve the quality of food items.
- MEF gives a special importance to the industry that shaped our entire modern food industry, the Packaging section brings the latest in this crucial sub-sector.
- The issue's Special Feature covers the industry's major sectors and the latest market trends with complementing technical articles.
- In the Industry Spotlights section, tomorrow's headlines are treated today in a comprehensive manner combining cutting edge innovations with thorough analysis of the factors affecting the food market.
- Be it a major producer or main importer, each issue of MEF keeps a close eye on regional and international food markets in the Country Reports and highlights both their offers and their needs.
- The Departments section presents recent industry publications under Industry Literature; interviews with decision-makers and specialized professionals as well as corporate profiles under Interviews & Profiles; companies' latest activities and developments under Corporate Happenings; product developments and services under Products and Services; latest software and IT news under E-news; Latest regional happenings under Projects and Developments and the latest in booming Hospitality sector under Catering and Hospitality.
- Food-related events are granted ample room in the Event Previews and Event Reviews sections.
- The magazine also provides the following services: Coming Events offers a comprehensive listing of food-related events, conferences, seminars, and workshops. In the Industry Links listings, companies' details are displayed. 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.

A Wealth of Experience

Over the years, MEF has been reviewing innovations and market trends to promote a greater understanding of the industry and help decision-makers meet the increasing 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. 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.

Quality at the Heart

When providing news to our readers, we always put quality before quantity as we continuously avoid getting caught in the twirl of soft-hitting bulk material. MEF is published monthly in a bi-lingual format (English-Arabic) and receives a wholesome welcome from regional and international readers. Printed copies are distributed to decision makers working in over 8,450 leading entities of the regional Food industry. In terms of digital circulation, each issue of MEF magazine reaches over 15,850 firms through a direct link to download the PDF version or view the HTML edition, delivered via email to their inbox. MEF has earned an esteemed reputation which has built over the years by providing updated and trusted content through a professional and elegant layout.

Online

Visit our website www.mefmag.com to access the magazine issues anytime and anywhere. These issues are made available for you in two optional formats: the html version and the PDF version. Logon now 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 has 24 years of experience in the food sector and currently acts as the Editor-In-Chief of the Middle East Food (MEF) magazine.

Mrs. Roula Hamdan Ghutmi can be reached by e-mail at editorial@mefmag.com

Middle East Food (MEF)

EDITORIAL PROGRAM 2010

Issue	January	February +	March	April
Ingredients & Additives	• Flavorings	• Functional Ingredients	• Dietary & Nutritional Ingredients	• Preservatives
Packaging	• Weighing	• Coding & Labeling	• Bottling	• Filling
Feature	• Confectionery & Sweets	• Dairy	• Ice Cream & Sorbets	• Meat
Industry Spotlights	• Dried Food • Ovens • Soft Drinks	• Laboratory & Testing Equipment • Meat Processing • Water Treatment	• Canned Food • Food Safety • Hospitality	• Baby & Infant Food • Beverages & Drinks • Nuts & Almonds
Country Reports	• Egypt • Italy • USA	• Germany • Taiwan • UAE	• Benelux • Cyprus • France • Lebanon	• Australia • Saudi Arabia • Spain
Bonus Distribution*	• Sigep 2010 - Italy • Gulfood 2010 - UAE	• Horeca 2010 - Kuwait • Gulfood 2010 - UAE • Foodpack Istanbul 2010 - Turkey • Food Technology 2010 - Turkey • MIA 2010 - Italy	• Horeca 2010 - Lebanon • Alimentaria 2010 - Spain	• The Hotel Show 2010 - UAE • Djazagro 2010 - Algeria
Editorial Material Due	Saturday, December 05, 2009	Tuesday, January 05, 2010	Friday, February 05, 2010	Friday, March 05, 2010
Advertising Material Due	Thursday, December 10, 2009	Monday, January 11, 2010	Wednesday, February 10, 2010	Wednesday, March 10, 2010
Publishing Date**	Monday, December 21, 2009	Wednesday, January 20, 2010	Saturday, February 20, 2010	Saturday, March 20, 2010
Issue	May	June	July	August
Ingredients & Additives	• Juice Concentrates	• Spices & Herbs	• Emulsifiers & Stabilizers	• Sweeteners
Packaging	• Wrapping	• Conveyors	• Packing	• Grading
Feature	• Bakery	• Catering & Hospitality	• Halal Food	• Poultry
Industry Spotlights	• Bottled Water • Organic Food • Snacks & Fast Food	• Coffee & Tea • Confectionery & Sweets • Frozen Food	• Dairy Processing • Energy & Non Alcoholic Drinks • Grocery	• Food hygiene • Ice Cream & Sorbets • Soya Products
Country Reports	• Iran • Malaysia • Saudi Arabia • Turkey	• Scandanavia • Syria • Tunisia	• Algeria • Germany • UAE • U.K.	• China (P.R.) • Egypt • India • Kuwait
Bonus Distribution*	• Iran Food + Bev Tec + Hospitality 2010 - Iran • Food & Hotel Propac Arabia 2010 - Saudi Arabia • BTA 2010 - Spain • Olivex 2010 - Syria	• Foodexpo Exhibition 2010 - Syria		• Africa's Big Seven 2010 - South Africa
Editorial Material Due	Monday, April 05, 2010	Wednesday, May 05, 2010	Saturday, June 05, 2010	Monday, July 05, 2010
Advertising Material Due	Saturday, April 10, 2010	Monday, May 10, 2010	Thursday, June 10, 2010	Saturday, July 10, 2010
Publishing Date**	Tuesday, April 20, 2010	Thursday, May 20, 2010	Monday, June 21, 2010	Tuesday, July 20, 2010
Issue	September	October	November	December
Ingredients & Additives	• Yeasts & Enzymes	• Colorings	• Starch	• Bakery Ingredients
Packaging	• Seaming & Sealing	• Canning	• Group Packaging	• Palletizing
Feature	• Fish & Seafood	• Coffee & Tea	• Grocery	• Beverages & Drinks
Industry Spotlights	• Catering Equipment • Grains & Cereals • Hypermarkets	• Chocolate & Confectionery • Food Franchise • Halal Food	• Food Hygiene • Poultry & Eggs • Refrigeration	• Dairy Processing • Fruits & Vegetables • Oils & Fats
Country Reports	• Iran • Jordan • Taiwan • U.S.A	• Canada • Italy • Thailand • UAE	• Germany • Netherlands • Qatar • UAE	• Bahrain • Brazil • Russia • UK
Bonus Distribution*	• Gida 2010 - Turkey	• Saudi Agro-Food Industries 2010 - Saudi Arabia • IHF Amman 2010 - Jordan • SIAL 2010 - France	• Sweets Middle East 2010 - UAE	• Halal World Expo 2010 - UAE • Dubai Drink Technology Expo 2010 - UAE
Editorial Material Due	Thursday, August 05, 2010	Monday, September 06, 2010	Tuesday, October 05, 2010	Friday, November 05, 2010
Advertising Material Due	Tuesday, August 10, 2010	Friday, September 10, 2010	Monday, October 11, 2010	Wednesday, November 10, 2010
Publishing Date**	Friday, August 20, 2010	Monday, September 20, 2010	Wednesday, October 20, 2010	Saturday, November 20, 2010

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

** 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.

+ An «Event Edition» of this issue will be published; it will include a special supplement highlighting the indicated event.

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

مأكولات الشرق الأوسط البرنامج التحريري ٢٠١٠

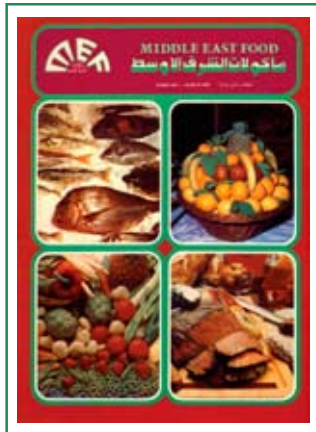
عدد	كانون الثاني / يناير	شباط / فبراير +	آذار / مارس	نيسان / أبريل
المكونات والمضافات	• المنكهات	• المكونات الوظيفية	• المكونات القوتية و الغذائية	• المواد الحافظة
التوضيب	• عملية الوزن	• الترقيم و التوسيم	• صناعة وتعبئة القناني	• التعبئة
موضوع خاص	• الحلويات والسكريات	• مشتقات الحليب	• المتلجعات والبطوة	• اللحوم
اخبار صناعية	• المأكولات المجففة	• معدات المختبرات والإختبارات	• المأكولات المعلبة	• طعام الأولاد والأطفال
	• الأفران	• تصنيع اللحوم	• سلامة المأكولات	• الخضار والفاكهة
	• الشرروبات الخفيفة	• معالجة المياه	• الضيافة	• القلوبات واللوز
تقارير البلدان	• مصر • إيطاليا • الولايات المتحدة الأمريكية	• المانيا • تايبان • تركيا • الإمارات العربية المتحدة	• بنلوكس • قبرص • فرنسا • لبنان	• أستراليا • المملكة العربية السعودية • إسبانيا
توزيع إضافي*	• Sigep 2010 – إيطاليا • Gulfood 2010 – الإمارات العربية المتحدة	• HORECA 2010 – الكويت • Gulffood 2010 – الإمارات العربية المتحدة • Foodpack Istanbul 2010 – تركيا • Food Technology 2010 – تركيا • MIA 2010 – إيطاليا	• HORECA 2010 – لبنان • Alimentaria 2010 – إسبانيا	• The Hotel Show Exhibition • 2010 – الإمارات العربية المتحدة • Djazagro 2010 – الجزائر
تاريخ توقف إستلام المواد التحريرية	السبت ٥ كانون الأول/ديسمبر ٢٠٠٩	الثلاثاء ٥ كانون الثاني/يناير ٢٠١٠	الجمعة ٥ شباط/فبراير ٢٠١٠	الجمعة ٥ آذار/مارس ٢٠١٠
تاريخ توقف إستلام المواد الإعلانية	الخميس ١٠ كانون الأول/ديسمبر ٢٠٠٩	الإثنين ١١ كانون الثاني/يناير ٢٠١٠	الأربعاء ١٠ شباط/فبراير ٢٠١٠	الأربعاء ١٠ آذار/مارس ٢٠١٠
تاريخ الصدور**	الإثنين ٢١ كانون الأول/ديسمبر ٢٠٠٩	الأربعاء ٢٠ كانون الثاني/يناير ٢٠١٠	السبت ٢٠ شباط/فبراير ٢٠١٠	السبت ٢٠ آذار/مارس ٢٠١٠
عدد	أيار / مايو	حزيران / يونيو	تموز / يوليو	آب / أغسطس
المكونات والمضافات	• مركّزات العصير	• البهارات والأعشاب	• المستحلبات والمثبتات	• المحليات
التوضيب	• التغليف	• الأحرمة الناقلة	• التحزيم	• التصنيف
موضوع خاص	• المخبوزات	• التعمين و الضيافة	• المأكولات الحلال	• الدواجن
اخبار صناعية	• المياه المعبأة	• القهوة والشاي	• تصنيع الحليب	• نظافة المأكولات
	• المأكولات العضوية	• الحلويات و السكريات	• مشروبات الطاقة وغير الكحولية	• البطوة والمتلجعات
	• الوجبات الخفيفة والسريعة	• المأكولات المجلدة	• البقالة	• منتجات الصويا
تقارير البلدان	• إيران • ماليزيا • المملكة العربية السعودية • تركيا	• إسكندنافيا • سوريا • تونس	• الجزائر • ألمانيا • الإمارات العربية المتحدة • المملكة المتحدة	• الصين • مصر • الهند • الكويت
توزيع إضافي*	• Iran Food + Bev Tec + Hospitality • 2010 – إيران • Food & Hotel Propac Araba 2010 • – المملكة العربية السعودية • BTA 2010 – إسبانيا • Olivex 2010 – سوريا	• Foodexpo Exhibition 2010 – سوريا	• – Africa's Big Seven 2010 • جنوب أفريقيا	
تاريخ توقف إستلام المواد التحريرية	الإثنين ٥ نيسان/أبريل ٢٠١٠	الأربعاء ٥ أيار/مايو ٢٠١٠	السبت ٥ حزيران/يونيو ٢٠١٠	الإثنين ٥ تموز/يوليو ٢٠١٠
تاريخ توقف إستلام المواد الإعلانية	السبت ١٠ نيسان/أبريل ٢٠١٠	الإثنين ١٠ أيار/مايو ٢٠١٠	الجمعة ١١ حزيران/يونيو ٢٠١٠	السبت ١٠ تموز/يوليو ٢٠١٠
تاريخ الصدور**	الثلاثاء ٢٠ نيسان/أبريل ٢٠١٠	الخميس ٢٠ أيار/مايو ٢٠١٠	الإثنين ٢١ حزيران/يونيو ٢٠١٠	الثلاثاء ٢٠ تموز/يوليو ٢٠١٠
عدد	أيلول / سبتمبر	تشرين الأول / أكتوبر	تشرين الثاني / نوفمبر	كانون الأول / ديسمبر
المكونات والمضافات	• الخمائر والأنزيمات	• اللبونات	• النشاء	• مكونات الخبز
التوضيب	• التلحيم والختم	• التعليب	• التوضيب الجماعي	• التوضيب على منصات التحميل
موضوع خاص	• الأسماك وثمار البحر	• القهوة والشاي	• البقالة	• المرطبات والمشروبات
اخبار صناعية	• معدّات التعمين	• الشوكولا والحلويات	• نظافة المأكولات	• المشروبات والمرطبات
	• الحبوب	• حقوق الإمتياز في إنتاج المأكولات	• الدواجن والبيض	• تصنيع الحليب
	• الأسواق الكبرى	• المأكولات الحلال	• التبريد	• الزيوت والدهون
تقارير البلدان	• إيران • الأردن • تايبان • الولايات المتحدة الأمريكية	• كندا • إيطاليا • تايلاندا • المملكة العربية السعودية	• هولندا • قطر • ألمانيا • الإمارات العربية المتحدة	• البحرين • البرازيل • روسيا • المملكة المتحدة
توزيع إضافي*	• Gida 2010 – تركيا	• Saudi Agro-Food Industries • 2010 – المملكة العربية السعودية • IHF Amman 2010 – الأردن • Sial 2010 – فرنسا	• Sweets Middle East 2010 – الإمارات العربية المتحدة	• Halal World Expo 2010 – الإمارات العربية المتحدة • Dubai Drink Technology • Expo 2010 – الإمارات العربية المتحدة
تاريخ توقف إستلام المواد التحريرية	الخميس ٥ آب/أغسطس ٢٠١٠	الإثنين ٦ أيلول/سبتمبر ٢٠١٠	الخميس ٥ تشرين الأول/أكتوبر ٢٠١٠	الجمعة ٥ تشرين الثاني/نوفمبر ٢٠١٠
تاريخ توقف إستلام المواد الإعلانية	الثلاثاء ١٠ آب/أغسطس ٢٠١٠	الجمعة ١٠ أيلول/سبتمبر ٢٠١٠	الإثنين ١١ تشرين الأول/أكتوبر ٢٠١٠	الأربعاء ١٠ تشرين الثاني/نوفمبر ٢٠١٠
تاريخ الصدور**	الجمعة ٢٠ آب/أغسطس ٢٠١٠	٢٠ أيلول/سبتمبر ٢٠١٠	الأربعاء ٢٠ تشرين الأول/أكتوبر ٢٠١٠	السبت ٢٠ تشرين الثاني/نوفمبر ٢٠١٠

* قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة مأكولات الشرق الأوسط، قد يتم تعديلها بحسب المنظمين.
** تبين تاريخ صدور المجلد من الطبعة. يحتاج العدد إلى حوالي أسبوعين أو ثلاثة للوصول اليكم عبر البريد.

+ يتم إصدار نسخة خاصة من هذا العدد تتضمن ملحق خاص بالمعارض المذكور.

Advertising Benefits

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



MEF's Very First Issue - March 1985

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 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, event promotions to pricing programs, we've got it all!

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

Our Vision



October 2009

- 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 business to business publication in the MENA region.
- MEF is circulated in hardcopy to over 8,450 private and public sector firms. In terms of digital circulation, each issue of MEF magazine reaches over 15,850 firms through a direct link to download the PDF version or view the HTML edition, delivered via email to their inbox.
- A broad set of benefits is placed at the immediate reach of our worldwide readership.
- Since 1985, MEF has 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, providing value-added exposure to our clients.

Our yearly targeted survey revealed that:

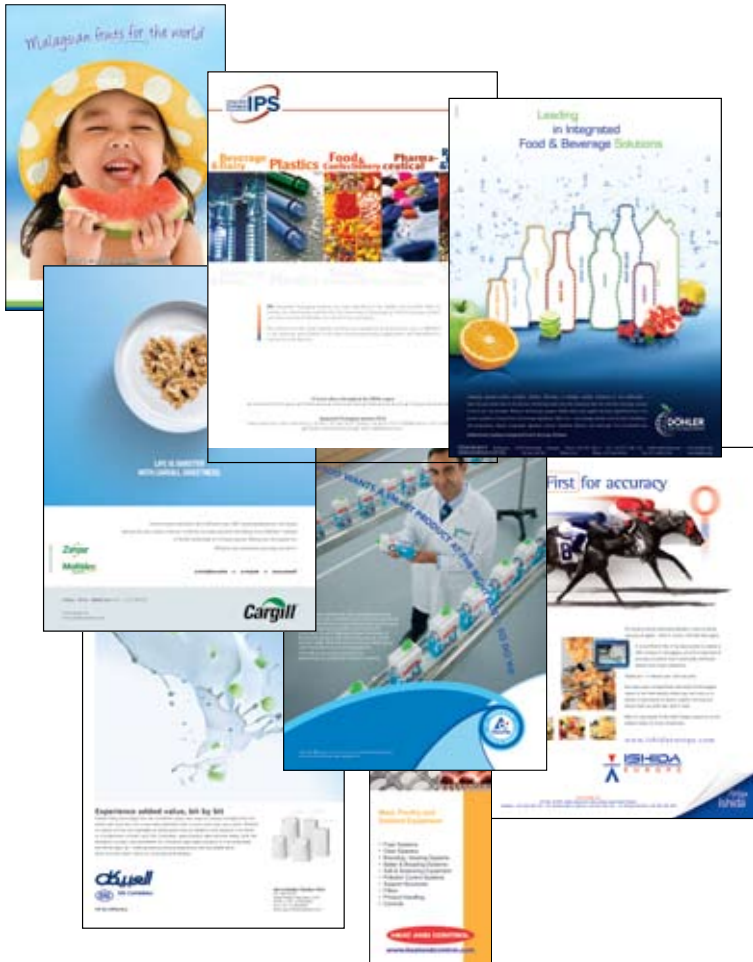
- 87% consider MEF as an accredited source for the latest information related to the Food Industry, nourished by its high-quality editorial content;
- 71% find MEF Promotional Offers competitive and motivating.
- 74% are satisfied with the Return on Investment they had witnessed from the diverse exposure 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.142 – Fax: +961 -1- 352419; e-mail: marketing@metmag.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 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.

www.mefmag.com

Online Options

For ultimate exposure, place your web banner hyperlinked 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



Advertising Rates & Specifications

Display Ads	Full Color (4C)		
Frequency	One - Three Time (s)	Four - Seven Times	Eight - Twelve Times
Currency	US \$	US \$	US \$
Gatefolder	9075	8485	7395
Spread	5390	5040	4390
1/2 Page Spread	3685	3450	3010
2nd Cover IFC	3190	2985	2600
3rd Cover IBC	3190	2985	2600
4th Cover OBC	3520	3290	2870
Full page	2750	2575	2245
2/3 Page	2310	2160	1885
1/2 Page	1870	1750	1525
1/3 Page	1650	1545	1350
1/4 Page	1320	1235	1075

Display Ads	Black & White (B&W)		
Frequency	One - Three Time (s)	Four - Seven Times	Eight - Twelve Times
Currency	US \$	US \$	US \$
Full Page	2200	2055	1795
2/3 Page	1760	1640	1435
1/2 Page	1320	1235	1080
1/3 Page	1045	975	855
1/4 Page	825	775	675

Banner / Online Advertising				
Period	One Month	Three Months	Six Months	Twelve Months
Currency	US \$	US \$	US \$	US \$
Top Banner 470 x 60 px (Each Month)	155	140	120	95
Side Banner 120 x 160 px (Each Month)	120	110	95	80

Classified Ads (Buyers' Guide)	
Currency	US \$
One Time	495
Two - Six Times (Each)	415
Seven - Twelve Times (Each)	310
Twelve Times (All Prepaid)	2970

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. TIFF, PDF, JPEG
4. Document size should be created to the final trim size of the page / ad.
5. We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Types:

1. Adobe Indesign CS or later.
2. Adobe Illustrator CS or later.
3. Adobe Photoshop CS or later.

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

Cancellation, Modification, and Late Booking Policies:

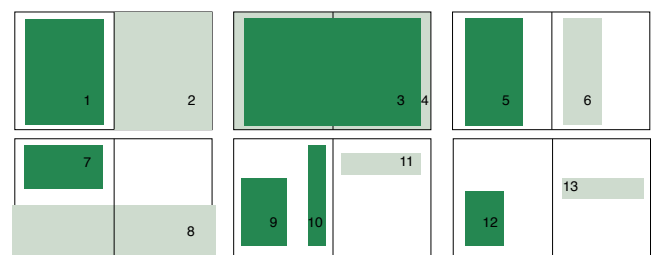
All relevant orders are to be issued to CPH World Media in a written format via email or fax.

- For Cancellations, orders must be received at least 15 days prior to the Publishing Date*. Any order received within the 15-day notice would not be accepted and the advertiser should still settle the cost of the reserved space.
- For Modifications, orders must be received at least 7 Days prior to the Publishing Date*. Any order received within the 7-day notice would not be accepted and CPH World Media reserves the right to use previously published material.
- For Late Bookings, the Insertion Order and ad material should be received 5 Days prior to the Publishing Date*.

* As indicated in the 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@cphworldmedia.com).

ADS MECHANICAL DATA



Space	Dimensions	(W x H) mm
1. Simple Page	Print Size	185 x 245
2. Bleed Page*	Trim Size	215 x 285
3. Double Page	Print Size	400 x 245
4. Double Page (Bleed)*	Trim Size	430 x 285
5. Vertical 2/3 Page	Print Size	120 x 245
6. Vertical 1/2 Page	Print Size	90 x 245
7. Horizontal 1/2 Page	Print Size	185 x 125
8. Horizontal 1/2 page (Spread)*	Print Size	430 x 145
9. Island 1/2 Page	Print Size	120 x 185
10. Vertical 1/3 Page	Print Size	58 x 245
11. Horizontal 1/3 Page	Print Size	185 x 82
12. Vertical 1/4 Page	Print Size	90 x 125
13. Horizontal 1/4 Page	Print Size	185 x 60
12. Vertical 1/4 Page	Print Size	88 x 127
13. Horizontal 1/4 Page	Print Size	188 x 60

* Bleed ads must be sent with 4mm added to each side of the ad

Circulation Figures

Middle East Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
U.A.E.	2340	32.58%	4240	31.92%
Saudi Arabia	1321	18.39%	2076	15.63%
Turkey	943	13.13%	2047	15.41%
Lebanon	543	7.56%	1000	7.53%
Syria	366	5.09%	881	6.63%
Jordan	297	4.13%	498	3.75%
Iran	266	3.70%	704	5.30%
Oman	261	3.63%	395	2.97%
Kuwait	243	3.40%	456	3.43%
Bahrain	215	3.00%	384	2.89%
Qatar	180	2.50%	244	1.84%
Cyprus	96	1.33%	169	1.27%
Yemen	88	1.23%	153	1.15%
Iraq	17	0.24%	29	0.22%
Palestine	6	0.09%	8	0.06%
Total	7182	100.00%	13284	100.00%

North Africa Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Egypt	585	45.99%	1176	45.84%
Tunisia	289	22.74%	702	27.34%
Morocco	228	17.92%	391	15.25%
Algeria	83	6.63%	141	5.48%
Libya	45	3.53%	79	3.08%
Sudan	41	3.19%	77	3.01%
Total	1271	100.00%	2566	100.00%

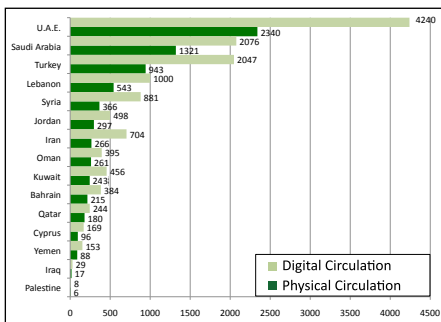
Total Circulation				
Region	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Middle East Circulation	7182	84.96%	13284	83.81%
North Africa Circulation	1271	15.04%	2566	16.19%
Total	8453	100.00%	15850	100.00%

Circulation by Activity				
Activity	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Additives & Ingredients	1850	21.88%	1998	12.61%
Packaging Equipment	1446	17.11%	1897	11.97%
Catering	816	9.66%	1044	6.58%
Fruits & Vegetables	721	8.53%	2524	15.93%
Confectionery, Pastry & Sweets	544	6.43%	1476	9.32%
Beverages & Drinks	528	6.25%	1993	12.57%
Dairy	455	5.38%	761	4.80%
Fish & Seafood	359	4.25%	590	3.73%
Poultry	318	3.77%	604	3.81%
Oils & Fats	311	3.67%	707	4.46%
Bakery	251	2.97%	625	3.94%
Meat	242	2.86%	556	3.51%
Cereals & Pulses	239	2.83%	424	2.67%
Specialized Food	235	2.79%	397	2.50%
Safety & Hygiene	138	1.62%	254	1.60%
Total	8453	100.00%	15850	100.00%

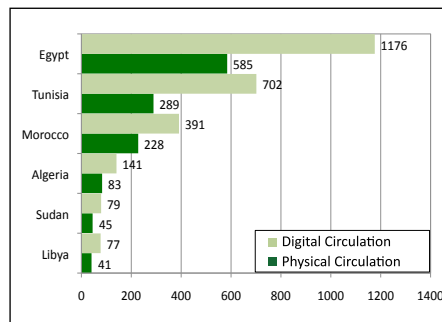
Circulation by Category				
Category	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Industrial Establishments	6700	79.26%	12437	78.47%
Commercial Bodies	837	9.90%	984	6.21%
Media Services	379	4.48%	1436	9.06%
Touristic Facilities	271	3.21%	502	3.16%
Governmental Bodies	147	1.74%	190	1.20%
Research & Development	83	0.98%	195	1.23%
Financial Institutions	36	0.43%	106	0.67%
Total	8453	100.00%	15850	100.00%

Circulation by Job Position				
Job Position	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
General Managers / Managing Directors	3811	45.09%	6542	41.28%
Sales / Marketing Managers	2075	24.55%	5906	37.26%
Purchasing Managers	1021	12.08%	2254	14.22%
Owners / CEOs	926	10.95%	1080	6.81%
Import / Export Managers	401	4.74%	35	0.22%
Production Managers	163	1.93%	25	0.16%
Professors	56	0.66%	8	0.05%
Total	8453	100.00%	15850	100.00%

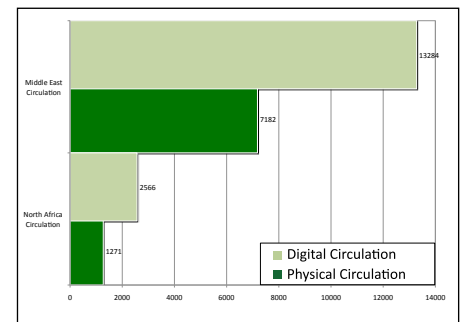
Middle East Circulation



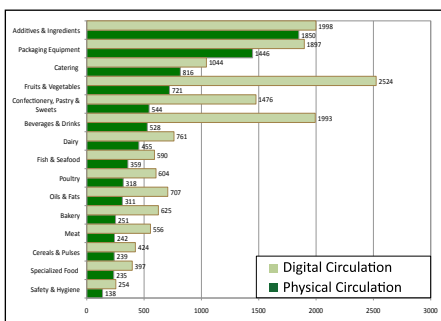
North Africa Circulation



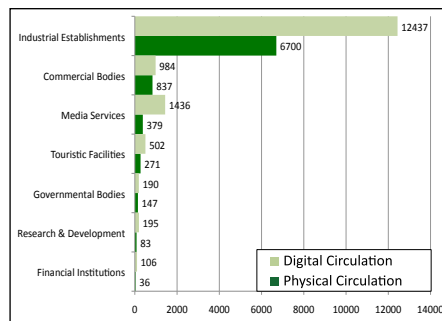
Total Circulation



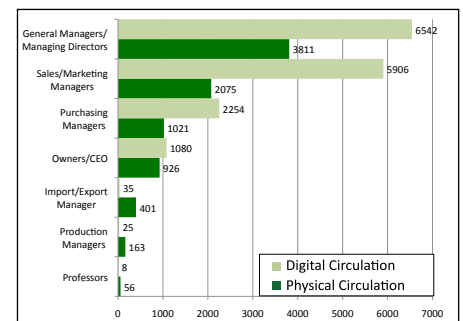
Circulation by Activity



Circulation by Category



Circulation by Job Position



CPH Services

CPH World Media s.a.r.l. offers five services dedicated to decision-makers, professionals, and experts in the Food-related fields.

Business Links



- **Industry Links:** Section announcing international and regional manufacturers, and suppliers of particular equipment and products.
 - **Agents & Distributors Available in MENA:** 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:** Service that provides companies seeking representation in the MENA Food market with the opportunity to be out there. Complete contact details are listed as well as region(s) of interest.
Email: businesslinks@cphservices.net
-

Career Center



Career builder: Area opening up doors before employers to find the right candidate for the right job.
Email: careercenter@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

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 to make proposals, noting the deadline to do so;
- Biddings presented by the different interested parties;
- Awarded contracts with info about the company; and
- Latest updates about the project's status along with work progress

Email: projectmonitor@cphservices.net

Promo Shots



Promo Shots is a new service that aims to promote a company's products and/or services through direct e-mail. A mail merge is sent to a vast number of regional and international decision-makers found in MEF's database.
Email: promoshots@cphservices.net



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>SCANDINAVIA Mr. Bent Wissing BSW International Marketing Tel: +45 3538 5255 Email: bswissing@webspeed.dk</p>
<p>CHINA Mr. Weng Jie Hangzhou Oversea Advertising Ltd Tel: +86 571 87063843 Fax: +1 928 752 6886(Retrieveable Worldwide) Email: silkroad@mail.hz.zj.cn</p>	<p>SOUTH KOREA Mr. C.H.Park Far East Marketing Inc. Tel: +82 2 730 1234 Fax: +82 2 732 8899 E mail: femads@unitel.co.kr or chpark@unitel.co.kr</p>
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<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. 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>

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/



The Middle East Food magazine is a 'must-read' for those wanting to keep abreast of the latest trends in the Middle East's food, processing and packaging industry. It brings together important views and insights relevant to our business, that of our customers and our partners. Tetra Pak is particularly pleased with the quality of the magazine which covers a wide spectrum of topics on technological advances, statistical data and developments.

*Rauf Hameed
Communications Manager
Tetra Pak Arabia*



I have no doubt that companies can use Middle East Food Magazine as a means to gain brand awareness and increase sales opportunities for their products in the Middle East and North African region. The industry wide coverage and the geographical reach of the magazine certainly improve our ability to communicate with this growing region plus the magazine has a long history in the industry and is widely known as a quality publication.

*Leigh Stegemann
Marketing Manager
Heat and Control, Pty Ltd.*



Middle East Food reaches important segments of the food processing and packaging industry. It is an excellent source of information on the industry, its partners and products. MEF's comprehensive coverage and well rounded reports make it a must read for the region.

*Shayne De La Force
Group Marketing Manager
TNA Australia Pty Ltd.*



MEF is the top food and packaging publication for the Middle East Region. I have always found it easy to read, easy to browse ad with a wealth of regional and sector-specific information so that I could not do without it. This year, and like past years, MEF will be on our 'must do' list for advertising placements.

*Torsten Giese
Marketing Manager - PR & Exhibitions
Ishida Europe Limited*

CLIENTS

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



Contact Us

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Middle East Food (MEF) magazine
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Postal Code: 1102-2802
Beirut - Lebanon

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Published By:



www.cphworldmedia.com

إتصل بنا

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ص.ب: ١٣-٥١٢١ شوران
الرمز البريدي: ٢٨٠٢-١١٠٢
بيروت - لبنان

عنوان البريد السريع:
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الحمرا، الكومودور، شارع الباروك،
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Middle East Food (MEF) magazine is a CPH World Media s.a.r.l. publication