

FOODTECHLINE

MEDIA KIT



BRIEF DESCRIPTION OF THE PUBLICATION

Store Insider (food industry) and GyártásTrend (technology), two magazines of PPH Media will release FoodTechLine, a joint publication unique on the domestic market.

The purpose of the publication is to present the digitalised production processes and the technology behind the industry 4.0 in a way that is specifically useful for the domestic food industry.

In our professional publication of manufacturing technology, we present how different technological solutions can help food production going through its individual processes.

From the production, procurement and processing of the raw material, through the manufacturing procedure to quality control, final product packaging and logistics, we offer solutions and technologies available for each subprocess on every field.

TARGET AUDIENCE

All market participants and experts who take part in the production of food and drink on the technological side.

- **Manufacturers**
- **Processing industry**
- **Raw material producers**
- **Retailers and wholesalers**

CONTACT



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STORE
insider

GYARTAS
TREND

TOPICS

- raw material production and procurement, supplier relations, orders, etc., and the related digital and technological solutions
- handling, transport, logistics, warehousing, commissioning, stock record and the related digital and technological solutions
- raw material processing, manufacturing processes and the related digital and technological solutions
- food safety, quality control, certification, measuring technology, identification and marking technology and the related digital and technological solutions
- packaging and the related digital and technological solutions
- digitalisation and industry 4.0 in the processing industry - how can it help and what kind of aids are available.
- practical examples of best practice

DISTRIBUTION DATA

● **18 000** copies

● **Publication:** 28 November 2022

● **Closing date:** 07 November 2022

The FoodTechLine publication will be distributed together with the Store Insider magazine in form of a supplement and it will reach its readers (i.e. the food business operators) by post, according to a controlled mailing list.

editor-in-chief:

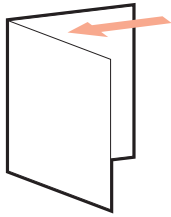
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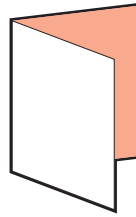
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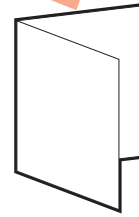
ADVERTISING SPACES



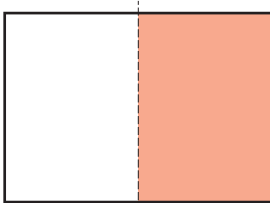
Cover II.
 + free specialist article
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2700 EUR



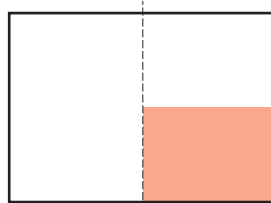
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2600 EUR



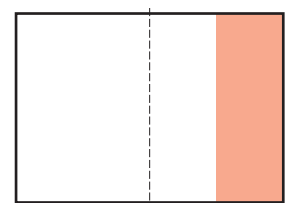
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2850 EUR



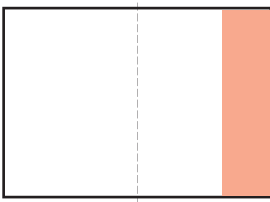
1/1 advertisement
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2400 EUR



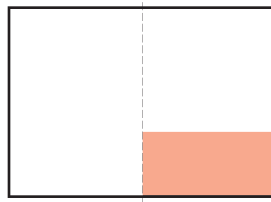
1/2 horizontal advertisement
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 bleed: 5-5 mm
1350 EUR



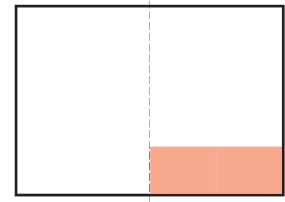
1/2 vertical advertisement
 + free specialist article
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 trim box: 102 × 297 mm
 bleed: 5-5 mm
1350 EUR



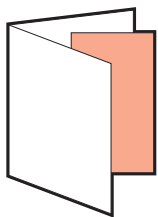
1/3 vertical advertisement
 + free specialist article
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 bleed: 5-5 mm
1350 EUR



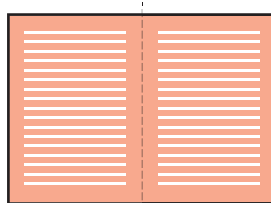
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1100 EUR



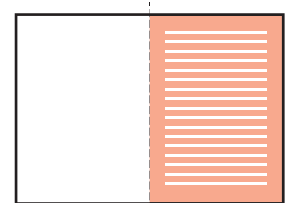
1/4 horizontal advertisement
 + free specialist article
 type area: 175 × 60 mm
 trim box: 210 × 73 mm
 bleed: 5-5 mm
830 EUR



loose insert (flyer, catalogue, etc.)
 <25 g: **0,25 EUR / pc**
 25-50 g: **0,3 EUR / pc**
 50-100 g: **0,4 EUR / pc**
 100 g<: **by agreement**



Only specialist article
 2 pages without advertisement
1500 EUR



Only specialist article
 1 page, without advertisement
1000 EUR



EXTRA CHARGES: The publisher reserves the right to count extra charge above the listed price for placement or tender requirements.

In regards of the print advertisement, 100% of the agreed price will be invoiced if cancellation happens after the submission deadline.