



General presentation

Specialized distribution

- Circulation: **8000** copies, once at two months
- Estimated audience: **15000** readers

Readers

Every copy of the magazine **"Fabrica de carne"** goes straight to the professionals of the main meat processing companies and also in the additional domains.

"Fabrica de carne" is distributed to approx. 4200 processors, farmers retailers and distributors for pork,

beef, lamb and chicken. The magazine is addressed to a numerous target public: farmers, butchers, meat processors, distributors, equipments and staples suppliers, public administration, educational institutions, associations, etc.

Publicity

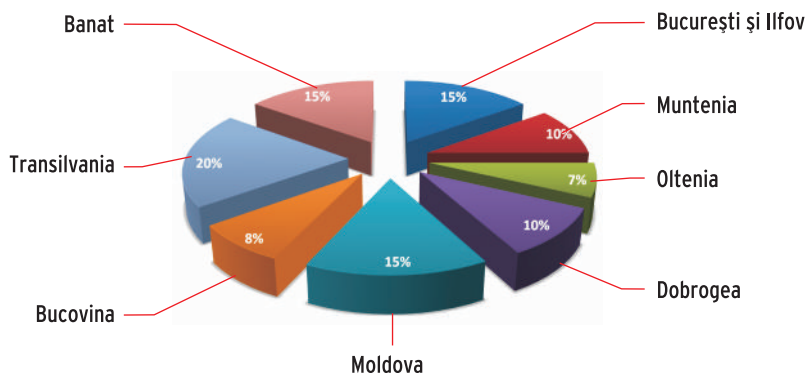
The distribution of the magazine **"Fabrica de carne"** represents the best ally to have access to the market you wish.

Also, we guarantee the ideal positioning of your advertising next to the appropriate editorial content in conformity with your necessities.

"Fabrica de carne" is the favorite advertising instrument for the equipments, staples and services suppliers:

- complete equipments
- feeds and medicines for raising animals
- tools and equipments used for animals
- machinery for butcheries, abattoirs and meat industry
- additives, ingredients and spices
- weighter and weighting systems
- hygiene, cleaning and labor protection
- refrigerating storage and drying systems
- packing and labeling
- logistics, storage and maintenance
- additional equipments and products services: consultancy, training, laboratories, software, traceability.

Geographical distribution



Content

- editorial
- news
- interview
- product presentation
- farm
- top market
- staples, spices
- technology
- hygiene
- legislation
- storage, transport, logistics
- story
- info web
- specialized networks
- siesta

Distribution considering the hierarchic position

General management	45%
Area Managers, owners and General Managers	
Production	12%
Production Managers	
Quality management and aliment safety	25%
Quality inspectors	
Purchasing department	10%
Purchasing managers for meat and processed food	
Sales and Marketing	8%
Sales&Marketing Managers	

Distribution on areas

Meat factories	2500 ex.
Butcheries, abattoirs, mixed food factories, frigorific warehouses, packing centers	
Farms	2000 ex.
Pig farm, dairy, poultry, snail farm, rabbits, chinchilla	
Distribution companies	1100 ex.
Supermarkets, distribution centers, butcheries and delicatessen stores	
Suppliers	1400 ex.
Producers and distributors of machinery, equipment and additional services for the meat industry	
Others	1000 ex.
Associations, public administration, research centers, universities, training centers, direct requests.	

Price quotations for issuance in the magazine

Advertorial formats and sales prices

1 page	185.9 x 249.4 mm	690€
1/2 page	92.9 x 124.7 mm	390€
1/4 page	215.9 x 124.7 mm	190€

Advertising formats and sales prices

cover 2	215.9 x 279.4 mm (+ 5 mm bleed)	2500€
cover 3	215.9 x 279.4 mm (+ 5 mm bleed)	2200€
cover 4	215.9 x 279.4 mm (+ 5 mm bleed)	3000€
open spread	431.8 x 279.4 mm (+ 5 mm bleed)	1890€
inside spread	431.8 x 279.4 mm (+ 5 mm bleed)	1490€
1 page	215.9 x 279.4 mm (+ 5 mm bleed)	790€
1/2 page	215.9 x 140 mm (+ 5 mm bleed)	490€
1/3 page	72 x 279.4 mm (+ 5 mm bleed)	390€
1/4 page	215.9 x 70 mm (+ 5 mm bleed)	290€

Additional to the sales prices:

- +10% design
- +10% preferential positioning
- The prices do not include VAT.

SPECIAL SPACES AND DISCOUNTS

- insertions
350 EURO/1000 buc.
- bonuses
for two consecutive showings,
paid integrally,
the third showing is free

TECHNICAL DATA

- letter format
- 215.9x279.4mm
- interior minimum 72 pages, 115g/mp
- cover 200g/mp
- 4 pages, 200g/mp
- mat breakdown
- broaching and foiling

Price quotations for issuance on the site www.fabricadecarne.ro



banner 800 x 73 px

290 € / month

banner 145 x 73 px

100 € / month

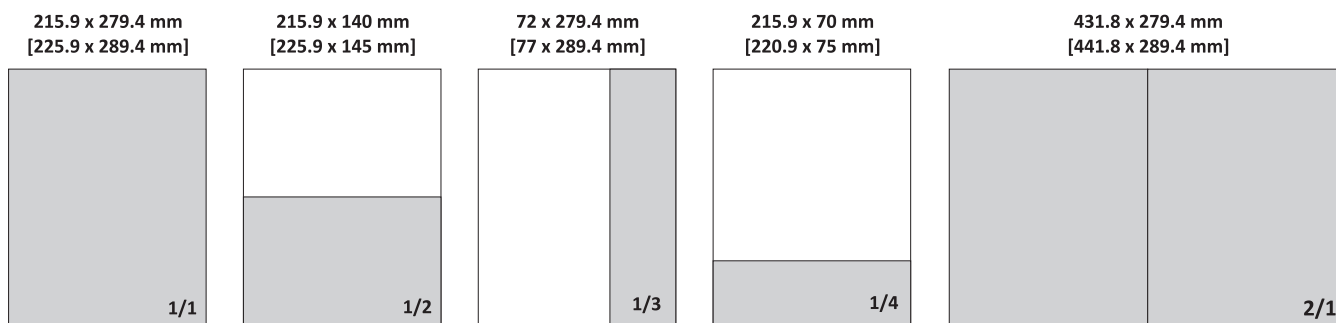
banner 145 x 240 px

150 € / month

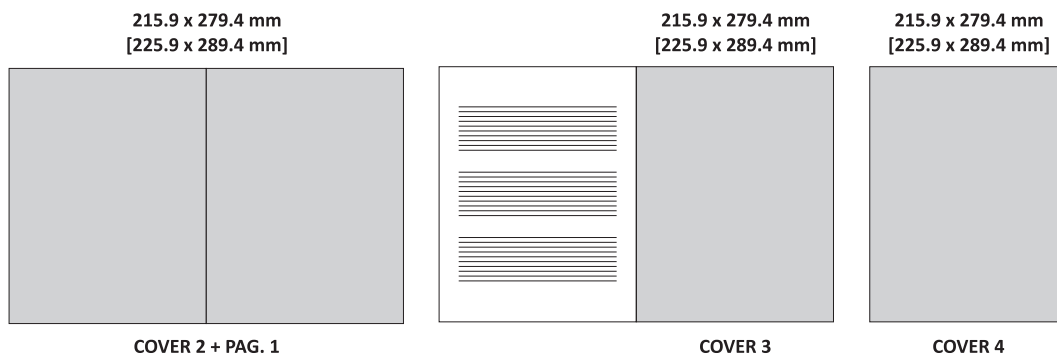
DISCOUNTS

- for posting
any type of banner
for 5 months
consecutively
the 6th month is
free

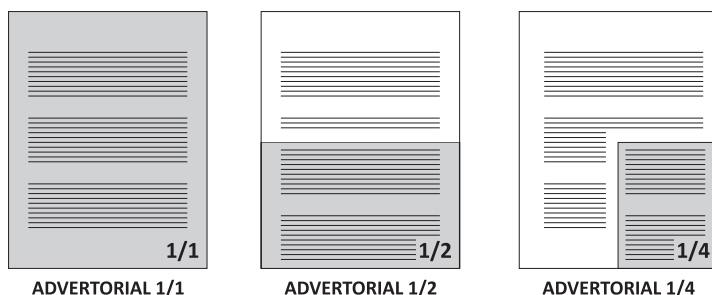
The dimensions of the advertising spaces



OPEN SPREAD / INSIDE SPREAD



Advertorials



Considering the contracted space and the number of issuances, the clients benefit of discounts, bonuses (news, interviews, product presentations, offers, etc.

Technical Characteristics

- the files sent towards us will be saved for the PC.
- the advertisements dimensions are given above. The values between the parentheses represent the bleed dimensions.
- **Files format:**
 - EPS (the illustrations need to have a minimum resolution of 300 dpi, the used fonts must be sent along with the file or transformed in curves).
 - PDF (the illustrations need to have a minimum resolution of 300 dpi, the used fonts must be embedded in file). The PDF files created only to be presented on screen, normally they don't have the optimal quality to be printed.
 - TIFF
- **Native formats**
We also accept files in the following formats:
 - Corel Draw (fonts sent separately or vectorized)
 - QuarkXPress (version 5, the pictures at a minimum resolution of 300 dpi, as well as the used fonts sent along)
- Adobe PhotoShop (.psd) (fonts rasterized)
- Adobe Illustrator
- **Unaccepted files**
Advertising realized in Microsoft Word, Excel or Power Point, they don't have the necessary quality to be printed.
- **Illustrations**
The picture resolution must be of minimum 300 dpi
the accepted color format is CMYK.
- **The fonts**
All used fonts must be vectorized or by the case rasterized.

If the application in which your advertising was made doesn't allow vectorization, the fonts must be sent separately.

Technical Characteristics (briefly)

- technical support:
CD + print mator
- programs: Quark, Adobe, Corel
- format files: TIFF, EPS or CDR, at 300 dpi, format CMYK with the correspondent fonts at curves
- cutting edges 5mm

FABRICA DE
CARNE
THE MAGAZINE OF THE SPECIALISTS IN THE MEAT INDUSTRY

Please send your advertising at:
**Bucharest, Sector 1
Comana street no. 46**

Or by the FTP address:
ftp://89.37.122.187
user: client
password: infoalimant

or by e-mail (if they aren't over 10MB)
at office@infoalimant.ro