

L.B. Associates (Pvt) Ltd, in association with Dr Harnish Publications of Nuremberg, Germany, produce and publish the Indian edition of the German publication entitled Food Marketing and Technology.

L.B. Associates is an integrated media house specialising in custom publishing; located in NOIDA in the state of Uttar Pradesh India.

Food Marketing and Technology Magazine may be classified as an industry specific Business to Business publication which reaches out to the processed food industry in general and in particular to technologists, R&D Heads and other specialists within the industry.

Food Marketing and Technology Magazine is circulated throughout the food processing segment and industry across India and selectively to the industry in South East Asia and in other parts of the world..



### Aims and Scope

Food Marketing & Technology is the international magazine for executives and specialists in the food industry. We report on new marketing strategies and trends, equipment and processing methods, innovative technologies, raw materials and additives, packaging systems, and other important topics of selling and purchasing marketing. In addition to factory managers and food technologists we also address the product and product developers in the food industry.

Food Marketing & Technology is published in English. Circulation of forty thousand copies is across India and the world with special emphasis on the most important growing markets.

## Media Information 2012

### Publishing Company

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## Eventful Milestones

### Events

#### (in which we have Participated)

1. International Summit on Food Processing, Agri Business & Dairy
2. FI India
3. MIFBEC
4. Food World India
5. Soy Innovation
6. India Packaging Show 2011

### Forthcoming Events

#### (in which we will participate)

1. Food Hospitality World
2. Food Pro
3. Food Pro & Hospitality
4. Food & Bev Tech
5. Nutra India 2012

## Reaching out to Industries

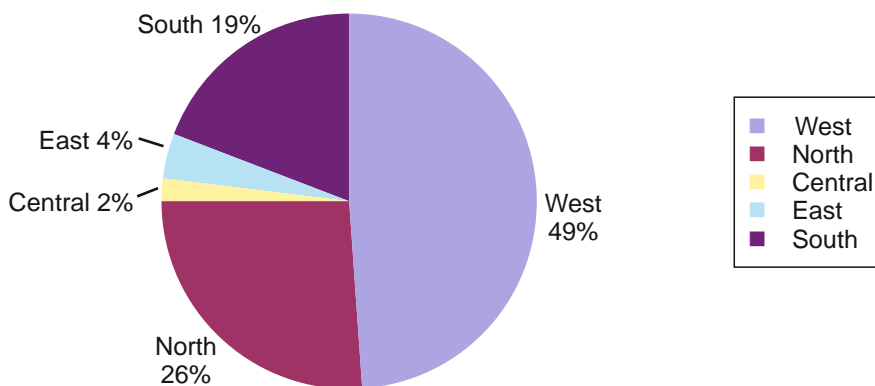
### Circulation among the following sectors

Milling products; Bakery products; Auxiliaries; Confectionery; Meat products/Meat extracts; Fish and fish products; Dairy products; ice-cream; Fruit and vegetable products; Beverages alcoholic and non-alcoholic; Other food manufacturers; Non-Food manufacturers; Packaging; importers; food and equipment distributors; Food and equipment associations; organizations; institutions and laboratories.

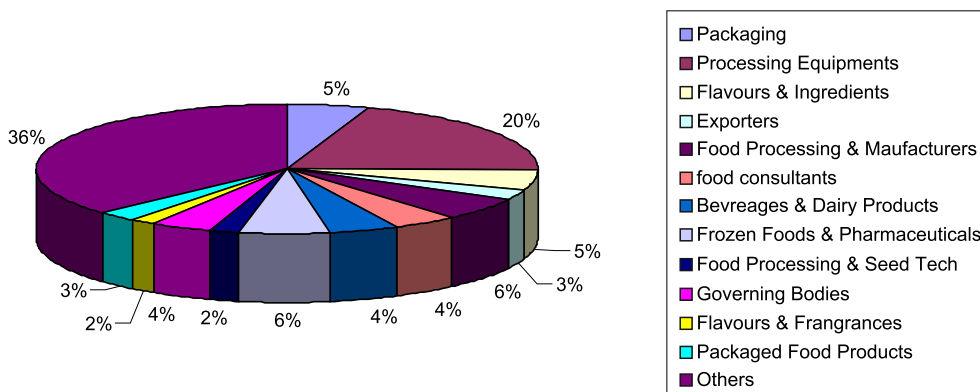
Total print run ..... 16,000 copies

Frequency ..... Monthly

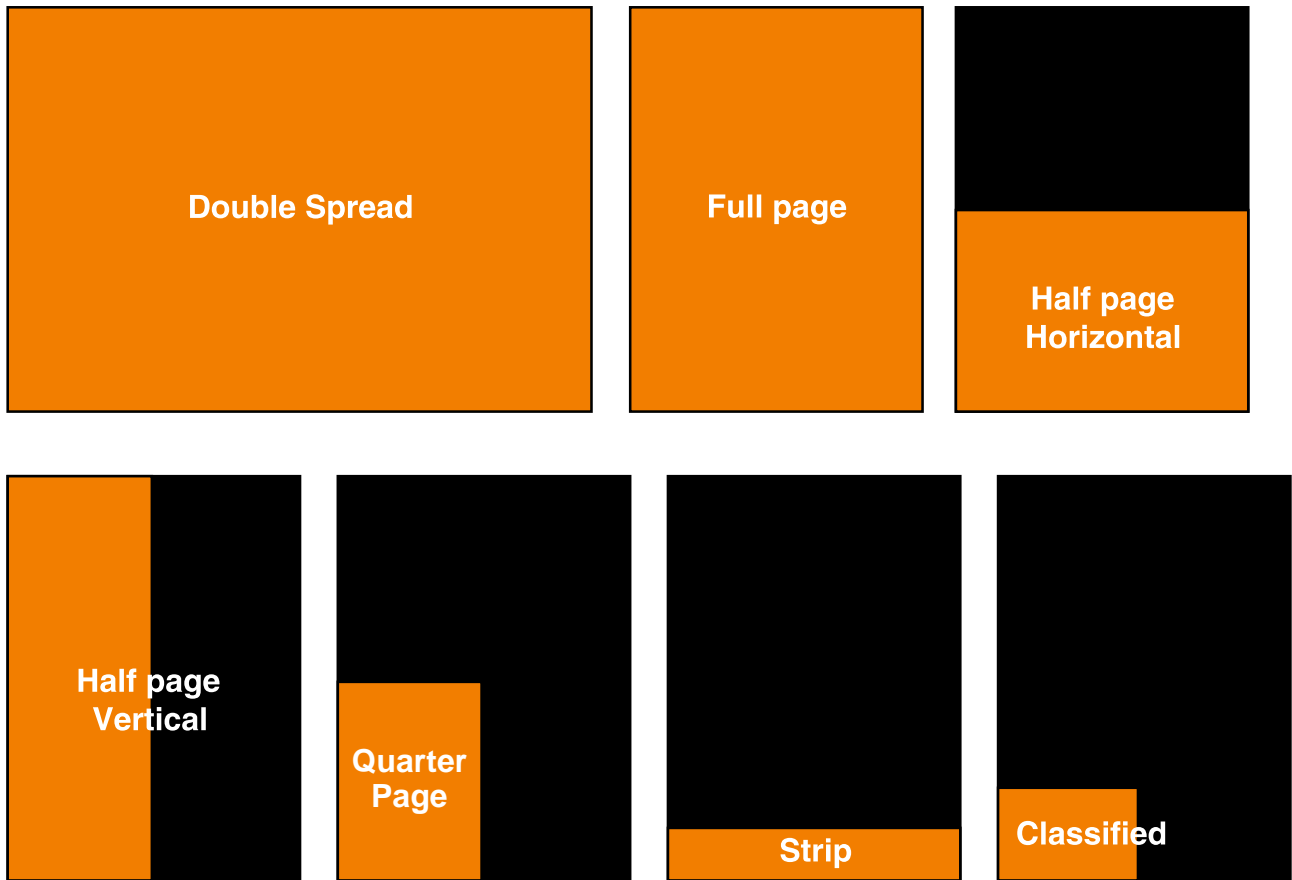
### Circulation According to Area



### Circulation Among Sectors

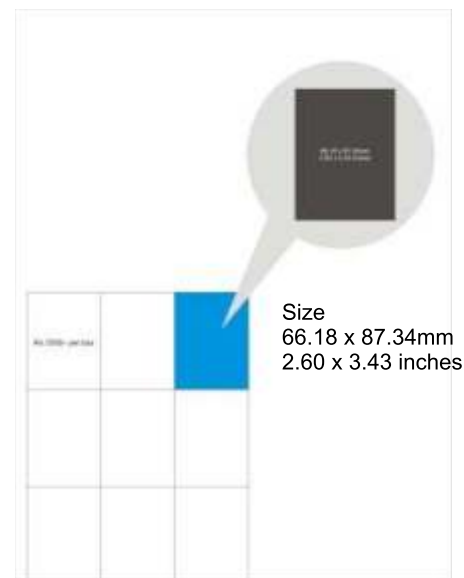


**Sizes**



**Advertising Dimensions**

Double Page Spread . . . . .	40.5x27 cm
Full Page (with bleed) . . . . .	20x27 cm
Full page (without bleed) . . . . .	18x25 cm
Half page (with bleed) . . . . .	20x13 cm
Half page (without bleed) . . . . .	18x11 cm
Vertical Half page . . . . .	9.5x27 cm
Quarter page . . . . .	9x12 cm
Strip (with bleed) . . . . .	20x5 cm
Vertical Strip . . . . .	5.5x27 cm



Rs. 5000/- per box

*Note: Materials for advertisement should be in TIFF format (300dpi) / PDF (high quality) or CorelDraw format*

**Colour**
**Advertisement Tariff**

Space Options	Amount Colour AD	Amount B&W AD	Size in Inches (Colour & B&W Ad) (Width X Height) in inches
Back Cover	Rs. 90,000/-		7.5 X 11.00
Inside Front Cover	Rs. 75,000/-		7.5 X 11.00 (without Bleed)
Inside Back Cover	Rs. 75,000/-		7.5 X 11.00
Two-Page Spread	Rs. 80,000/-		15.00 X 11.00
Premium Page	Rs 60,000/-		7.50 x 11.0
Full Page	Rs 45,000/-	Rs 30,000/-	7.50 x 11.0
Half Page	Rs 30,000/-	Rs 20,000/-	7.5 x 5.5
Quarter Page	Rs 18,000/-	Rs 12,000/-	3.75 x 5.5
Box Advertisement	Rs 5,000/-		3.2 x 2.3
Strip	Rs 9,000/-		7.5 x 2.0

Sponsorship Options for supplements	Amount	Entitlement
Title Sponsor - 1	Rs. 90,000/-	Logo on the cover page and on all text pages, back cover, two page write-up (interview may be accommodated)
Co-Sponsor (S)- 2	Rs. 75,000/-	Inside front or inside back cover, two page write-up (interview may be accommodated)

**Quarterly Supplements of 20 pages**

Food Ingredients	Bakery products	Diary products	Food Packaging
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**Food Marketing & Technology Publication Schedule 2012**

Issue no. Closing date Publication date	Ingredients	Processing & Food Lab	Packaging	Event Participation
Issue 1 – Jan/Feb December 27, 2012	Health Drinks Sugar free and Energy chocolates Organic food Hydrocolloids Food colouring and processing Confectionary	Testing Technology Quality Control Hygiene standards Dairy processing Plastic Engineering Lubrication	Bag-in-box packaging concept Innovative solutions Labelling Filling Recycling Storage + Handling	Food Pro 17-19 Feb, 2012, Hyderabad Food Pro & Hospitality 17-20 Feb, 2012 Bangalore Anuga FoodTec 2012 27 - 30 March, Cologne Food and Bev Tec 15-17 March, 2012, Mumbai

Issue no. Closing date Publication date	Ingredients	Processing & Food Lab	Packaging	Event Participation
Issue 2 – April March 25, 2012	Herbal products Ready-to-eat food Neutraceuticals Mutant rice varieties (MRVs) Healthy oils Fruits	Radiation Technology Juice equipment Dairy processing Snack Processing Weighing Equipment Logistics	Sustainable Innovation Hygienic filling Sealing Packaging formats Palletizing Skin packaging	Nutra India 2012 25-27 April, 2012, Bangalore
Issue 3 – May April 25, 2012	Marinating pastes Instant mixes Cereal bars Beverage flavours Sports Nutrition Dairy Desserts	Tissue culture technique Filtration Dot-ELISA technique Solid state fermentation Sheeting and cutting Cartons	Glass packaging Shelf-life extension Phosphine indicator paper Heat sealer Meat packaging Individual packaging system	
Issue 4 – June May 25, 2012	Syrup concentrates Fruit preserves and candies Dehydrated curry mixes Soya ingredients Starch Oil	Colour sorting Extrusion Mixing Lactic acid biosensor and production Quality control Meat packaging	Dispensers Index monitoring Labelling Reusable packaging Canning PET update	Pack Plus – 2012 July 2012, Hyderabad
Issue 5 – July June 25, 2012	Nutrient supplement Energy foods Spirulina Food colours Dietary fibers Soya products	Submerged fermentation Parboiling plant Pressing and drying Slicer + mixer Volumetric filler Shelflife extension	Modified atmosphere packaging Retail packs Vacuum packaging Hygienic filling Sealing Aseptic packaging	
Issue 6 – August July 25, 2012	Protein isolates Dehydrated vegetables Dipping oil Juice powders Spice oils Gelatine	Walnut processing Radical scavenging of tea leaves Deterpenation Coconut drier Pest proof emulsion Chopping + slicing	Paddy crack detector Glass packaging Shelf-life extension Palletizing Labelling Conveying	

Issue no. Closing date Publication date	Ingredients	Processing & Food Lab	Packaging	Event Participation
Issue 7 – September August 25, 2012	Quick cooking rice Processed foods Instant mixes for desserts Health drinks Meat flavours Fats + Oils	Staining technique for basmati rice Steam injection Mixing technology Dehusking machine Single effect evaporator Sorting equipment	Wrapping machine Labelling Filling Satchet packs PET update Storage	
Issue 8 – October September 25, 2012	Egg varieties Beverages Soya ingredients Hydrocolloids Dairy ingredients Super fruits	Pest Proof emulsion Pressing and drying Quality control Extrusion Colour sorting Lubrication	Phosphine indicator paper Heat sealer Meat packaging Packaging formats Palletizing Labelling	Drink Technology India 2012 6-8 Nov, 2012, Mumbai
Issue 9 – November October 25, 2012	Cereal products Convenience foods Energy foods Protein isolates Nutrition supplements Roughage + fibre	Hygiene standards Dairy processing Testing Technology Quality Control Plastic Engineering Extrusion	Glass packaging Shelf-life extension Sustainable Innovation Hygienic filling Sealing Patent info	
Issue 10 – December November 25, 2012	Sports beverages Sweeteners Starch Food colours Salt reduction Confectionary	Solid state fermentation Sheeting and cutting Tissue culture technique Filtration Dot-ELISA technique Weighing technology	Reusable packaging Canning Dispensers Index monitoring Labelling Cartons	