

# Aditivos Ingredientes



**Laticínios**



**Pães**



**Funcionais**



**Embutidos**



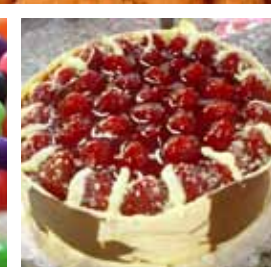
**Empanados**



**Carnes**



**Doces**



**Fibras**



**Bebidas**

# Media Kit 2012

# Our compromise: editorial quality

Since 1997, the magazine **Aditivos & Ingredientes** is the main source of information for decision-makers of the food and beverage sector and is the only Brazilian magazine 100% dedicated to food and beverages ingredients. Since 2007, **Aditivos & Ingredientes** is the only South American magazine to publish annually three issues fully dedicated to nutraceuticals and functionals products. These three **Funcionais & Nutracêuticos** issues heavily support international events like the Health Ingredients and Vitafoods trade shows.

Our publishing staff, formed by engineers, economists and businessmen with experience in the food and beverage sector, receives support and contribution from international specialists and consultants who perform assistance in its specific fields of activity. The entire editorial matters are written by our company's experts avoiding the advertorial character of the articles and propitiating a bigger credibility to the whole magazine.

Due to its ample and diversified publishing calendar **Aditivos & Ingredientes** is recognized as the magazine that best serves the necessities of the Brazilian food and beverage industry.

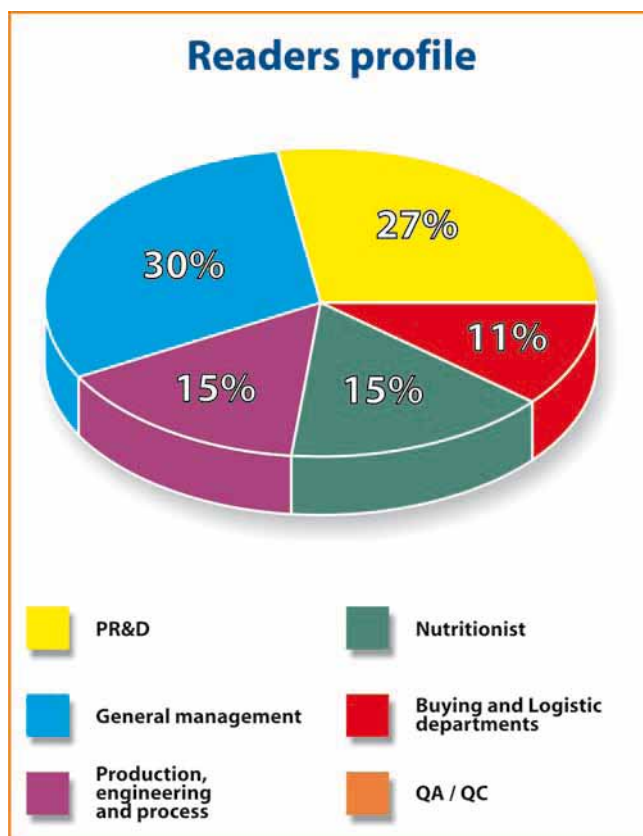
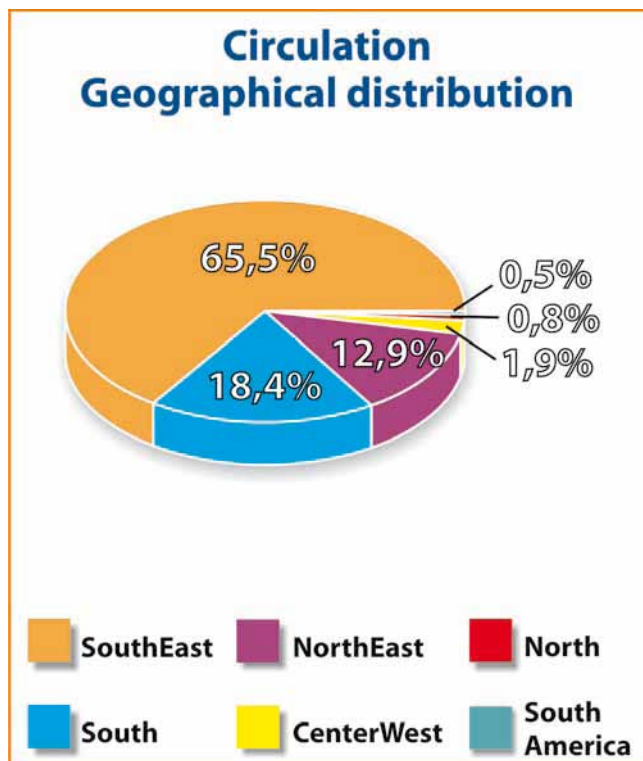
The reliableness and quality of the information delivered by the magazine **Aditivos & Ingredientes** are the reasons why it becomes the partner of choice to promote and cover the meaning local and international events of the sector.

**Aditivos & Ingredientes** also maintain its focus on unique, relevant editorial in the form of breaking news, product reviews, research updates and feature articles covering the latest trends and developments.

It has been our mission at **Aditivos & Ingredientes** from the very beginning to provide our readers with the most relevant information as it relates to food and beverage ingredients marketplace. Our editorial coverage will keep worldwide subscribers up to date on all issues affecting the industry, so they can plan future growth strategies.

Advertising in **Aditivos & Ingredientes** is a sure and effective publicity investment with guaranteed results!

Our compromise: editorial quality!



# Show coverage

- **Natural Products Expo West 2012**

Anaheim, CA – USA, March 09 -11, 2012

- **FIC – China 2012**

Shanghai – China, March 28-30, 2012

- **Vittafoods International 2012**

Genebra – Switzerland, May 22-24, 2012

- **Fipan 2012**

São Paulo – Brazil, July 17-20, 2012

- **FI South America 2012**

São Paulo – Brazil, September 18-20, 2012

- **Nutraceuticals Expo 2012**

São Paulo – Brazil, September 18-20, 2012

- **Natural Products Expo East 2012**

Baltimore, MD – USA, September 20-22, 2012

- **Health Ingredients Europe & Natural Ingredients**

Frankfurt – Germany, November 13-15, 2012

# Circulation

**Aditivos & Ingredientes** is a bimonthly, four-color magazine published in 10.600 issues and distributed only to qualified readers. One special annual edition, the Buyer's Guide, always distributed during the Fi South America event, is published in 15.600 issues.

**Aditivos & Ingredientes** is distributed to companies and professionals directly connected with the food and beverage

processing industry (small, middle and big companies) in Brazil and Mercosul.

The subscription is free to all qualified professionals. These recipients include decision-makers at food and beverage processing companies.

For interested people that does not fulfill requirements above, it is possible to acquire an annual subscription for a total payment of US\$ 150.00.

# Editorial 2012

Each issue of **Aditivos & Ingredientes** includes regular departments and columns like:

- **Editorial**

- **Two articles**, per issue, with an in-depth analysis emphasizing relevant topics about additives and ingredients, important for the suppliers and of special interest for the manufacturers of foods and drinks.

- **Market, Companies, etc:** news about food and beverage producers and suppliers, investments, new projects and products,

innovations, etc. Interesting facts or aspects of food and beverage industrial, marketing and technological areas.

- **X-Ray of a Giant:** history, evolution and performance analysis of an important or successful global or regional ingredient supplier.

- **Special Supplement:** always focusing one segment of the food industry, with technical articles from the point of view of the supplier.

- **ABIAM Bulletin** (Brazilian Additives and Ingredients Association). Sector news, legislation, and a prominent associate in focus.

# Editorial Calendar 2012

The main articles to be presented through the year 2012 are:

	Editorial matter 1	Editorial matter 2	Special reports
<b>February</b> n° 85	Sorbates in the preparation and processing of foods	Dehydrated ingredients	Corporate Profile
<b>March</b> n° 86	Microorganisms in processed meat products	Pectins in the preparation and processing of foods	Processed meat products
 <b>April</b> n° 87	Folic acid: more than just a vitamin	Nutrition and cognitive function	Amino Acids
<b>May</b> n° 88	The fermentation process and fermented milk products	Hidrocolloids: functions and applications	Dairy products
<b>June</b> n° 80	Mycotoxins in food	Carrageenans: types and food applications	Bread and bakery (Special FIPAN)
 <b>July</b> n° 90	Polyunsaturated fatty acids (PUFAs) - Physiological and therapeutic roles	Phytochemicals and the prevention of some degenerative diseases	Vitamins and minerals
<b>Buyer's Guide 2012</b> <b>August n° 91</b>	<b>Additives &amp; Ingredients Buyer's Guide 2012</b> <ul style="list-style-type: none"> <li>• Complete listings of manufacturers, distributors and representatives</li> <li>• Complete listings of raw-materials</li> </ul>		
<b>September</b> n° 92	Texture agents in food products development	The chemistry of flavors	Special: The FiSA Stars and Herbs, spices and flavourings
<b>October</b> n° 93	Food grade acids	Natural herbal ingredients and extracts in the food industry	Beverages
 <b>Guide Funcionais 2013</b> <b>Novembro n° 94</b>	Health Implications of dietary fiber	Nutrition and neurological diseases	Functional fibers
	<b>Functionals and Nutraceuticals Buyer's Guide 2013</b>		

# Avertising rates 2012

Values for one single insertion

1 Page	1	x	US\$ 4,500		
	4	x	US\$ 3,200		
	7	x	US\$ 2,800		
	10	x	US\$ 2,600		

22 X 29cm  
(com sangria)

19 X 26cm  
(sem sangria)

1/2 Page	1	x	US\$ 2,580	
	4	x	US\$ 1,900	
	7	x	US\$ 1,600	
	10	x	US\$ 1,450	

19 X 13cm

1/3 Page	1	x	US\$ 1,920		
	4	x	US\$ 1,350		
	7	x	US\$ 1,200		
	10	x	US\$ 1,080		

6 X 26cm

19 X 9cm

1/4 Page	1	x	US\$ 1,620	
	4	x	US\$ 1,140	
	7	x	US\$ 1,000	
	10	x	US\$ 920	

19 X 6cm

1/6 Page	1	x	US\$ 900	
	4	x	US\$ 630	
	7	x	US\$ 560	
	10	x	US\$ 510	

19 X 4cm

FIRST COVER: US\$ 5,640  
 SECOND COVER: US\$ 4,920  
 THIRD COVER: US\$ 4,920  
 FOURTH COVER: US\$ 5,280  
 PAGE 3: US\$ 5,040  
 SPECIFIED POSITION: + 10%

- All artwork must be 300 dpi at 100% repro size except for vector art saved in EPS format;
- All ads must be in CMYK format;
- Acceptable file formats include: .pdf, .tif, .eps, .jpg or .psd; pdf's files must be exported in PDF/X1-a i.e. the world industry standard;
- Acceptable application files include: Adobe Photoshop, Adobe In-Design, Adobe PageMaker, Adobe Illustrator and Corel. We DON'T use nor accept Mac-based files, only PC compatible files.
- When using non-standard fonts please include fonts as well as embedded and linked images (not necessary if the files are in pdf format);
- Contract proofs are not necessarily required but we cannot guarantee a 100% color accuracy if the advertiser has not sent a contract proof;
- Files smaller than 10 MBs in size can be sent by e-mail; larger files can also be sent on CDs or via FTP;
- Trim size 21 x 28cm. Keep live matter at least 1cm from trim edges. For bleeded page exceeds the trim edges in 0,5cm. (bleeded page area 22 x 29cm).

Send all materials to:

Michel Wankenke, publisher,  
**ADITIVOS & INGREDIENTES**  
 Av. Sargento Geraldo Santana, 567 - 1º  
 CEP 04674-225 - São Paulo, SP - Brasil  
 E-mail: [wankenke@terra.com.br](mailto:wankenke@terra.com.br)

FTP INFORMATION:

Our FTP site can be accessed normally for uploading large files.

[ftp.insumos.com.br](http://ftp.insumos.com.br)  
 username: \*\*\*\*\*  
 password: \*\*\*\*\*

\*\*\*\*\*: *supplied upon request, in due time*