

# FOOD & BEVERAGE

Reporter

Strategy, technology,  
ideas & innovation  
for South Africa's  
foodbev industry

# PACKAGING Reporter



2017 Media Kit

# FOOD & BEVERAGE Reporter

Food & Beverage Reporter, which includes Packaging Reporter, is the widest-circulating printed magazine for the food, beverage and packaging industries in South Africa, according to statistics from the Audit Bureau of Circulations of Southern Africa (ABC).

With its clear, succinct journalistic style and layout, it is no wonder that the South African Association for Food Science and Technology (SAAFoST) has chosen Food & Beverage Reporter as its preferred media partner.

Food & Beverage Reporter's content covers all sub-sectors in value-adding of food including milling, baking, flavouring and processing of meat, sugar, beverages, fats and oils, fruits, vegetables, dairy and more.

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## PACKAGING Reporter

Packaging Reporter is an integral section of Food & Beverage Reporter, printed tumble turn with its own front cover. Editorial content is specifically directed towards packaging for the food and beverage processing sectors.

By advertising in Packaging Reporter you advertise to Food & Beverage Reporter's full readership.

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## fpa FOOD PROCESSING AFRICA

FoodProcessing Africa is a bi-monthly digital magazine focusing on business-assisting food applicable technologies and opportunities for small, medium and large enterprises in Africa.

The February/March; April/May; June/July; August/September; October/November and December/January editions feature the latest in agribusiness; preservation and processing; fruit and vegetable processing; oil, meat, dairy, beverage and sugar processing; filling systems; cooling and refrigeration; pumps; logistics and distribution developments; labelling and packaging innovations; energy savings and building systems and technologies.

Visit: [www.foodprocessingafrica.com](http://www.foodprocessingafrica.com)



## Frequency & circulation

Food & Beverage Reporter prints 10 issues each year: January/February, March, April, May, June, July, August, September, October, November/December.



Audited by the Audit Bureau of Circulations of Southern Africa.

Food & Beverage Reporter has a researched readership of 5.2 per copy, indicating a total readership of over 21 800.

According to two internal audits of Food & Beverage Reporter's subscribers, over 75% are in the top management category.

Food & Beverage Reporter is posted out to key decision-makers at South African foodbev companies associated with the specific sectors covered in each issue.

## Website

[www.fbreporter.co.za](http://www.fbreporter.co.za)

### Advertising Enquiries:

Wendy Breakey on

083 653 8116

[wendy@fbreporter.com](mailto:wendy@fbreporter.com)

## Mechanical requirements

Advertisement	Bleed	Trim	Type area
Full page	303H x 216W	297H x 210W	260H x 170W
Half page horizontal	151H x 216W	148H x 210W	130H x 170W
Half page vertical	303H x 108W	297H x 105W	260H x 85W
Third page horizontal	86H x 216W	83H x 210W	73H x 170W
Third page vertical	303H x 79W	297H x 73W	260H x 60W
Quarter page	N/A	N/A	126H x 80W
Belly band	60H x 282W	50H x 272W	Ask for guidelines to include glued overlap
Ear space (triangle top right)	90H x 90W triangle	80H x 80W triangle	72H x 72W triangle for top right corner

MATERIAL DEADLINE: 15th of the month prior to publication (Jan/Feb and June issues have earlier deadlines)

## Editorial features 2017

MONTH	F&B REPORTER	PACKAGING REPORTER
Jan-Feb	Beverages, meat; industry trends; ingredients; functional foods	Adhesive applications; case erect, pack and seal systems; dry filling and capping
FEB	ANNUAL SUPPLIERS' DIRECTORY	
March	Fresh produce and agriculture; baking/milling; dairy; food safety; convenience foods; flavours	Bag sealing; cooling and marking; form, fill and seal machinery; glass
April	Meat; ingredients; refrigeration; branding and marketing	Liquid filling and capping; blisters and clamshells; container handling
May	Dairy; beverages; hygiene; confectionery; testing, measuring and monitoring; milling/baking	Bulk packaging; controls, components and automation; closures
June	Fresh produce and agriculture; food safety; flavours; fats and oils; health and nutrition; refrigeration; meat	Cartoning; conveying; labelling; metal
July	Baking/milling; consumer trends; ingredients; snacks; green issues	Multipacking bundling; case tray packing; pouches sachet and bags
Aug	Meat; hygiene; distribution and logistics; ingredients	Flexibles; barriers; packaging innovations
Sept	Dairy; beverages; food safety; flavours; functional foods; baking/milling	PET; end-of-line equipment; extended shelf life; converting/converters
Oct	Fresh produce and agriculture; confectionery; branding and marketing; convenience foods; energy efficiency; meat	Robotics; inks; green issues
Nov-Dec	Milling; safety; distribution and logistics; health and nutrition; baking/milling	Palletising; printing; paper and cartons

# Advertising rates 2017

Advertising in Food & Beverage Reporter and Packaging Reporter is cost-effective and competitive. Your message will reach key decision-makers in the food and beverage sector.

Colour rates / insertion in rand (ex VAT)			
No. of insertions	6 - 10	2 - 5	1
*FBR front cover			R29 000
*Packaging Reporter front cover			R27000
Inside front cover	R16 500	R18000	R20 900
Inside front cover DPS	R22 500	R26 700	R31 000
DPS	R17 900	R22 000	R28 900
Full (A4) page	R13 700	R14 500	R18 600
Half (A5) page	R10 700	R11 700	R13 700
Third page	R 9 300	R 9 900	R12 500
Quarter (A6) page	R 7 600	R 8 100	R 9 100
Belly band	R 8 700	R 9 500	R11 700
Ear space (inside right top corner)	R 2 500	R 2 900	R 3 900

## \*Special positions:

Front cover rates include an A4 corporate feature within the publication

## Inserts:

Insert rates for mailing within South Africa (based on 80g paper)

1 - 2 sides	R 9 500
3 - 4 sides	R11 200
5 - 8 sides	R12 000

## Classified advertisements

Food & Beverage Reporter's classifieds are particularly designed for smaller enterprises, and for the many companies throughout Africa which receive Food & Beverage Reporter and want to access the South African market. Classified adverts are offered @ R20 per word (ex VAT). Insertions normally appear in two consecutive editions.

### FOOD PROCESSING AFRICA DIGIZINE

Want to reach key companies throughout the rest of Africa too?

Pay just 50% more for your booking in Food & Beverage Reporter/Packaging Reporter and your advert and editorial will also be placed in the FoodProcessing Africa digizine, also available at [www.fbreporter.com](http://www.fbreporter.com) and [www.foodprocessingafrica.com](http://www.foodprocessingafrica.com)

## Website advertising rates

### Suppliers' Directory

Suppliers to the food, beverage and packaging industries: don't miss out on an opportunity to showcase your brand in the Annual Suppliers' Directory. A searchable version of the directory is showcased on the website, [www.fbreporter.co.za](http://www.fbreporter.co.za) where you can list your company's offerings (in text, with logo) on the website for 12 months.

Suppliers' Directory advertisers will receive ongoing, valuable trade leads from Food & Beverage Reporter throughout the year.

Web entry plus printed edition:

- Published 3 x in printed edition R 4 500
- Published 10 x in printed edition R10 000

### Banners

Double your exposure with an advert on [www.fbreporter.co.za](http://www.fbreporter.co.za) website

Banner rates:

One month	R 1 900
Six months	R 7 700
One year	R12 000

Technical specifications:

Banner 385 pixels x 80 pixels high; JPEG format 72 dpi

### Email newsletter sponsorship

Food & Beverage Reporter emails out a fortnightly newsletter highlighting current news and events in the industry to over 5 500 recipients. According to MMR's (Marketing & Media Research) independent research, six people read every copy of the newsletter, indicating a readership of around 33 000.

Sponsorship: R1 750 (ex VAT) for 30 word placement (including contact details) at the top.