

MEDIA INFORMATION 2020

EUROPE & MIDDLE EAST
foodservice



EDITORIAL QUALITY

THE MISSION OF FOODSERVICE EUROPE & MIDDLE EAST IS TO...



...bring transparency into foodservice markets

Benchmarking is en vogue. Key performance indicators, presented in a concise and easy to read format, are an important piece of information in our case studies and market portraits. Editorial highlights are our exclusive annual industry rankings. Highly appreciated, year after year, are our Top lists such as the Ranking of the Largest Foodservice Operators in Europe, our European Coffee Bar Ranking and many more.

...provide the industry with first hand management and marketing know-how

Which lessons can be learned from the huge success stories? What are the challenges the industry is facing? We are close to the market, constantly communicating with senior management, entrepreneurs and many more opinion leaders of the industry. Our thoroughly researched stories provide our readers with first hand insider answers to those questions.

...showcase the market's diversity – from Fast Food to Event-Catering

Our editorial topics cover all segments of the hotel, restaurant and catering industry. Portraying the large multi-unit chains and young innovative start up companies. Our editors are constantly watching out for new hot concepts. Their goal is not only to describe established concepts, but to spot new industry trends and innovations. The professional evaluation on the relevance and growth opportunities of those trends is highly appreciated. Our special reports on foodservice in emerging markets such as India, but also established markets such as Switzerland stimulate our readers with new insights they can use for their own business.

...offer an environment for high-export companies, multinational manufacturers, main suppliers of the foodservice and fast food industries, international trade fair organisers to present their international activities.

A glance at our editorial calendar pro-vides you with insight into the scope of our special sections on topics like new beverages, new visions in kitchen equipment or ethical sourcing.

TITLE CONCEPT

Title	foodservice Europe & Middle East
Brief Outline	<p>foodservice Europe & Middle East is a strong marketing partner who is recognized in all media arenas, providing you with media solutions that are unmatched in foodservice communication covering Europe and the Middle East.</p> <p>Due to its editorial driven style and journalistic proficiency foodservice Europe & Middle East stands out with its ability to deliver the information that operators want. In-depth analyses of international markets and trends as well as an array of management topics are the key for its high acceptance.</p> <p>Rankings: Top 99 European Foodservice Operators, Top 80 Coffee Bars in Europe.</p>
Target Group	<p>foodservice Europe & Middle East is distributed to high potential decision makers in the multi-unit foodservice industry in Europe, North America and the Middle East and a minor percentage in Asia/Africa/Australia.</p> <p>Readers of foodservice Europe & Middle East include operators and senior executives in brand and chain restaurants, institutional catering and chain hotels.</p> <p>In addition to the print version a complete e-paper is mailed to more than 9,000 subscribers.</p>
Publication Frequency	6 x per year
Format	DIN A 4
Volume	22. Volume 2020

Subscription Price	Annual subscription domestic: 167 € (incl. distribution fees, plus VAT) Abroad price: on request Individual copies: 26,00 € ISSN-Nr. 0936-1618
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Publisher	Gretel Weiss
Publishing Director	Christiane Pretz
Advertisement	Friederike Smuda, Head of advertisement Philipp Gellweiler, Birgit Gendritzki, Sabine Mück, Kerstin Schmidt
Editorial Department	Editor-in-Chief: Boris Tomic

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foodservice Europe & Middle East

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EDITORIAL TOPICS 2020 (6 ISSUES/BI-MONTHLY)

Edition Publishing Date: Ad Closing:	Edition I February 03, 2020 January 07, 2020	Edition II April 30, 2020 April 06, 2020	Edition III June 29, 2020 June 04, 2020
1. Pan-European Survey	Food is the new fashion	Ghost Kitchens	New Food Court Concepts
2. Interview	Aaron Allen, Foodservice Consultant & Summit Speaker, Chicago/USA	Rodrigo Arevalo, Head of Uber Eats EMEA, Amsterdam/Netherlands	Pano Christou, New CEO Pret a Manger, London/UK
3. Market Analyses / City Guides	European Airports: Foodservice strategies	Europe's Largest Coffee Bar Brands; Booming Berlin	Germany: Top 100; Spain: Market Update
4. Middle East	Jumeirah Food & Beverage Relaunch	Istanbul Airport	Expo Dubai (October 2020 – April 2021) – second time on the run
5. Trends (Food & Beverage, Equipment etc.)	Cruise lines and their F&B strategies	Digitalisation: Virtual Restaurants	Gourmet Festivals
6. Hotels / Design	Latest openings in Ski Resorts	New budget design hotels	Hotel Bars: Trendy Drinks
7. Case Studies (Companies / Subjects)	Bar Food Trends Berlin	Innovations in Contract Catering	Spain: Vapiano performing well
8. Suppliers	Company Portraits / Multi-Country Sales and Service Organisations – Overview Innovative Products		
9. Exhibitions / Congresses	Ambiente, Frankfurt; Gulfood, Dubai; Euro-Shop, Dusseldorf; Internorga, Hamburg; Hotelympia, London; GastroNord, Stockholm; GulfHost, Dubai; Alimentaria, Barcelona	NRA, Chicago; World of Coffee, Warsaw	

EDITORIAL TOPICS 2020 (6 ISSUES/BI-MONTHLY)

Edition Publishing Date: Ad Closing:	Edition IV August 17, 2020 July 27, 2020	Edition V October 16, 2020 September 24, 2020	Edition VI December 15, 2020 November 23, 2020
1. Pan-European Survey	Zero-Waste-Concepts	Modern Patisserie and Coffee Specialities	High-tech restaurants
2. Interview	Gianfranco Chiarini, Celebrity chef, Head of Chefs United, Ferrara/Italy	Talk with one of the Organizers of the 187. Oktoberfest, Munich/Germany	Kale Rogers, Founder of Roboter Restaurant Spycy in Boston/USA
3. Market Analyses / City Guides	France: Top 50; Netherlands: Top 20	Switzerland: Market Update; Sweden: Top 25 Fast Food; USA: Top Foodservice Chains	Europe: Top 99; Russia: Top 30
4. Middle East	Bars & Clubs in Middle East	Dubai rehearsal	Brunch Culture: Coffee & Tea concepts
5. Trends (Food & Beverage, Equipment etc.)	Coffee around the Clock	Hot in London	Social Media Communication
6. Hotels / Design	Case study: Europapark Rust, strong in hospitality	Selected New Resorts Worldwide	Restaurant & Bar Design Award Winners
7. Case Studies (Companies / Subjects)	Big Mama, France	Löwengrube, Italy	Food Pairing
8. Suppliers	Company Portraits / Multi-Country Sales and Service Organisations – Overview Innovative Products		
9. Exhibitions / Congresses	Gulfood Manufacturing, Dubai; 21st European Foodservice Summit, Zurich; SIAL, Paris; PIR, Moscow	Equip'Hotel, Paris; SIAL Middle East, Abu Dhabi; Allegra Coffee Symposium; euvend & coffeena, Cologne	Horecava, Amsterdam; Sirha, Lyon; Nafem, New Orleans

ADVERTISING RATES AND SIZES

Size	non-bleed width x height in mm	bleed* width x height in mm	final trim	Prices 4 colours
1/1 page 	190 x 260	218 x 305	210 x 297	9,380 €
1/2 page 	[Portrait] 90 x 260	104 x 305	100 x 297	6,110 €
	[Landscape] 190 x 130	218 x 153	210 x 149	

Size	4 colours
bound-in insert	8,460 €
back cover	10,350 €
loose insert up to 25g	6,700 €
loose insert up to 50g	7,220 €

*including 4mm bleed head, foot, face, gutter All prices plus statutory VAT

ADVERTISING RATES AND SIZES

Agency Commission:

15%

Special Position:

Plus 20%

Discount:

One insertion: 3%

Two insertions: 5%

Four insertions: 10%

Five insertions: 15%

Six insertions: 20%

(Supplementary technical costs are no subject to discount)

Print Process, Binding, Mechanical Data:

Web-Offset with adhesive binding

Colours:

European scale

Colour sequence:

Black, Cyan, Magenta, Yellow

Paper quality:

Cover: 170 g/m², woodfree, white, matt Content:

70 g/m², LWC, white, matt

Dot gain:

At 40%: 19% (Tolerance +/- 3%)

At 80%: 13% (Tolerance +/- 2%)

Slight variations in colour are possible due to the printing process.

Art work:

We require digital data files PDF/X-3 according to the guidelines of the Deutscher Fachverlag GmbH, with a colour accurate digital proof, respective PSO LWC Improved, measurement devices as well as a simulation of the foodservice Europe & Middle East's production paper.

Inserts:

Please supply bound-in inserts in untrimmed format 217mm wide and 307mm high and loose inserts in maximum size 205mm wide and 290mm high. Quantity required: 10,000

Delivery address for inserts:

WVD Westdeutsche Verlags- und Druckerei GmbH, Societätsdruck, Warenannahme Akzidenz, foodservice E&ME Ausgabe XX/2020
Kurahessenstraße 4-5
64546 Mörfelden/Walldorf
Germany

Terms of Payment:

All prices are without VAT. Payment is due within 30 days of invoice. Discount of 3% on advance payment, 2% on payment within 14 days.

Bank account details:

Frankfurter Sparkasse, D-Frankfurt/Main
Bank sorting code: 500 502 01
Account number: 34926
IBAN: DE 56 5005 0201 0000 0349 26
SWIFT BIC: HELA DE F 1822

Circulation print version

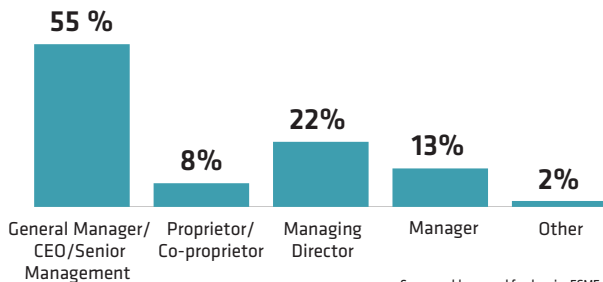
Total circulation:	10,000
Qualified address pool:	9,000
Additional distribution (trade fairs etc.)	1,000

Circulation e-paper

Total circulation:	9,000
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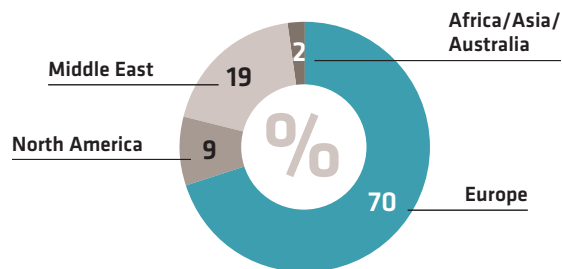
Breakdown by positions

Job-titles vary from country to country.



Source: address pool foodservice EGME

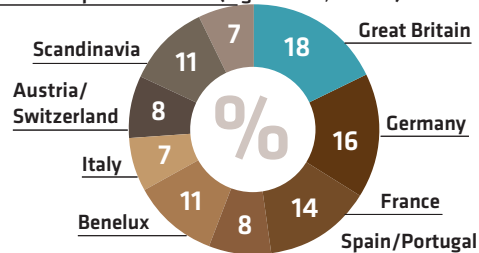
Breakdown/Continents



Source: address pool foodservice EGME

Breakdown/Europe

other European countries (e.g. Poland, Russia)



Source: address pool foodservice EGME

EUROPEAN FOODSERVICE SUMMIT 21ST EDITION

EUROPE & MIDDLE EAST
foodservice



The Summit is the number one European platform for the restaurant Industry. Issues we discuss are trendsetting and on tomorrow's agenda. Together we have created a think tank to analyze the most important changes in the industry as well as an annual forum where we may all share our thoughts on a regular basis. The people who join us are the industry leaders who shape the European restaurant landscape for the future.

Participants are main players (entrepreneurs/ senior management) of the multi-unit restaurant and catering industry as well as suppliers and consultants from 20+ nations. Be a part of the best community and help create a strong Pan-European network!

Let's celebrate the 21st edition:

September 23-25, 2020
Lake Side, Zurich/Switzerland

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EUROPE & MIDDLE EAST
foodservice

BOSTON
UNIVERSITY

'foodservice Bites', our weekly aggregated newsletter in English, is aimed at the international readership of foodservice Europe & Middle East trade magazine and all specialists and experts from the foodservice sector and related disciplines.

To supplement the analyses of the bi-monthly printed edition, we now present a weekly selection of interesting articles about the entire out-of-home market – compiled from topical online publications from Europe and the global market.

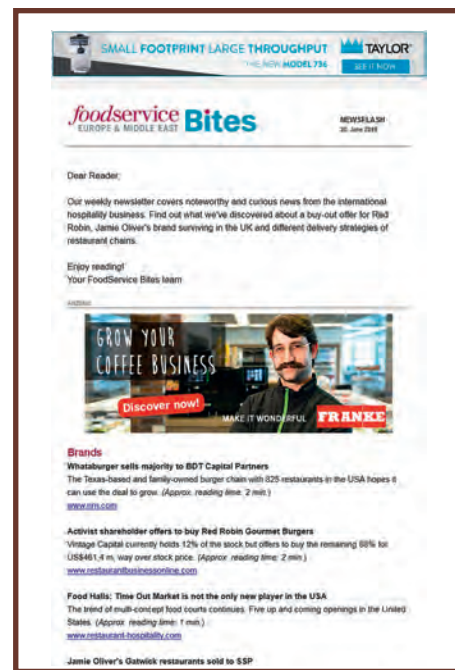
In addition to information on important new openings, M&A, corporate results and the strategic approaches of major international foodservice players, 'foodservice Bites' will provide relevant background knowledge for top decision makers. In the spotlight: well-founded contributions on subjects such as F&B and technological trends and innovations, as well as consumer preferences and

eating habits. We aim to give our readers useful inspiration!

Moreover, thanks to a collaboration with the npdgroup deutschland market research company, each newsletter will feature a 'weekly research bite' with interesting, up-to-the-minute facts and figures about away-from-home consumption in Europe's leading markets, edited exclusively for 'foodservice Bites'.

The main topics to be covered by 'foodservice Bites':

- Food & Beverages
- Consumer Trends
- Operators / New Openings
- Regions
- Marketing / Human Resources
- Digitization, Social Media & Co.
- Weekly Research Bite



Advertising Rates

period	price in €
4 weeks	3,300
8 weeks	5,750
12 weeks	8,000
48 weeks	26,000

Discounts

over 5,000 €	3%
over 7,000 €	5%
over 10,00 €	10%
over 15,000 €	15%
over 20,000 €	20%

for publishing advertisement within one insertion year (12 months)

General Information

Publication frequency:
every Thursday

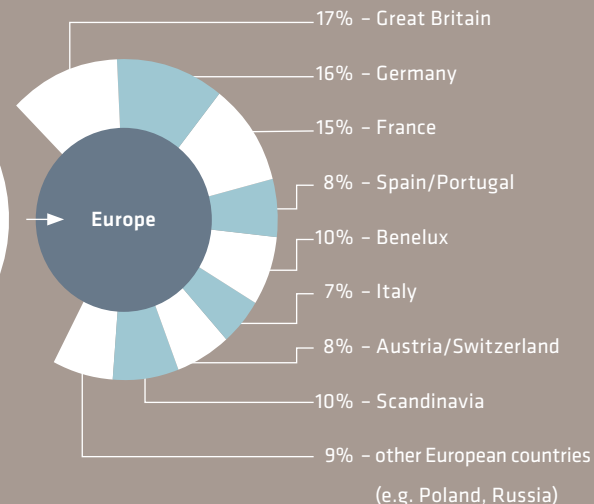
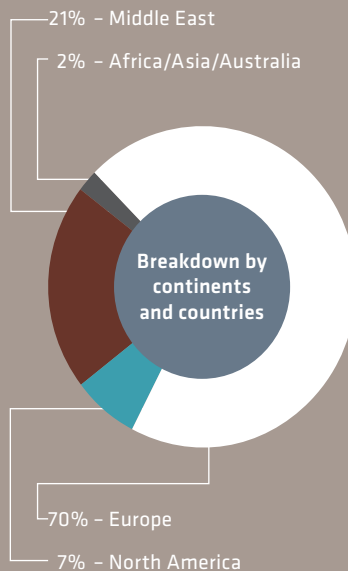
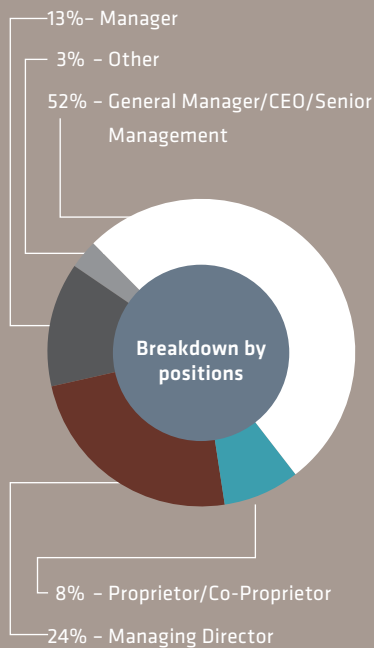
Banner format:
Top-Banner: 630x75 pixels,
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Banner: 520x200 or
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Maximum file size: 150 KB

Agency Commission: 15%

Terms of Payment and Bank account details:
same as foodservice Europe & Middle East

Circulation: 9,000



ADVERTISING POWER FOR THE GERMAN-SPEAKING OOH INDUSTRY

**Business
Care
Education**



The b2b-magazine **gv-praxis** analyses the whole institutional catering industry (business/care/education) targeting Germany, Austria and Switzerland. Editorial Highlights are: industry rankings, case studies, international reports & future trend reports.



**Markets
People
Brands**

The b2b-magazine **foodservice** analyses the whole professional (chain-) restaurant industry in Germany, Switzerland and Austria. Editorial Highlights are exclusive industry rankings (i.e. the top operators in the industry, the top coffee bar chains), case studies as well as trend and future analyses.

MARKET EXPERTS

**Hotel
Restaurant
Catering
Industry**



foodservice Europe & Middle East is the top-level international business-to-business communication platform for the professional foodservice sector, catering and hotel chains in Europe and the Middle East - an invaluable source of information about events on the international market.



**Platform
for the
OOH-
Market**

FOOD SERVICE digital The b2b-Onlineportal for the professional hospitality industry. FOOD SERVICE digital combines the expertise of our editorial staff from gv-praxis, foodservice and foodservice Europe and Middle East. This is in-depth knowledge at its best!

SHOW DATES 2020

Date	Month	Trade Show	City
13.-16.	January	Horecava	Amsterdam/Netherlands
7.-11.	February	Ambiente	Frankfurt/Germany
15.-19.	February	Intergastra	Stuttgart/Germany
16.-20.	February	Gulfood	Dubai/UAE
12.-17.	March	Internorga	Hamburg/Germany
28.-1.	March/April	Hotelex	Shanghai/China
31.-2.	March/April	GastroNord	Stockholm/Sweden
6.-8.	April	GulfHost	Dubai/UAE
20.-23.	April	Alimentaria	Barcelona/Spain
16.-19.	May	NRA	Chicago/USA
18.-20.	June	World of Coffee	Warsaw/Poland
18.-22.	October	SIAL	Paris/France
15.-19.	November	Equip'Hotel	Paris/France
tba	December	SIAL Abu Dhabi	Abu Dhabi/UAE

Allgemeine Geschäftsbedingungen

FOOD SERVICE

Die auf FOOD SERVICE digital und in foodservice, gv-praxis- und/oder foodservice Europe & Middle East (nachfolgend Gastronomische Fachzeitschriften) veröffentlichten Artikel, Daten, Grafiken und Prognosen sind mit größter Sorgfalt recherchiert. Dennoch können wir keine Gewähr für die Richtigkeit übernehmen. Nachrichten Artikel und Grafiken werden teilweise von Dienstleistern zur Verfügung gestellt. Für deren Richtigkeit übernehmen wir keine Haftung.

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Das Abonnement gilt zunächst für 1 Jahr und verlängert sich jeweils u

Für alle anderen Lesemöglichkeiten wie Miniabo, Probelesen, Schüler

Das Recht zur außerordentlichen Kündigung bleibt hiervon unberührt

§ 4 Abonnement

Das foodservice- und gv-praxis Abonnement enthält 11 Ausgaben pro Jahr, das foodservice Europe & Middle East-Abonnement enthält 6 Ausgaben pro Jahr. Ein E-Paper sowie ein Onlinezugang zu den kostenpflichtigen Seiten auf FOOD SERVICE sind mit einem zusätzlichen Onlineabonnement erhältlich. Die Onlineregistrierung für dieses Angebot erfolgt über www.food-service.de/anmelden. Die Verifizierung erfolgt über die dortige Eingabe der individuellen Auftragsnummer.

Der Abonnent erhält innerhalb von 2 Wochen der Bestellung der Gastronomischen Fachzeitschriften eine Abrechnung. Die Preise sind der jeweiligen Aboinformationsseite Verlinkung zu entnehmen. Der Abonnent ist verpflichtet, das vereinbarte Nutzungsentgelt sofort und ohne Abzug zu bezahlen.

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§ 7 Online-Streitbeilegungsverfahren

Die Europäische Kommission stellt unter <http://ec.europa.eu/consumers/odr/> eine Plattform zur außergerichtlichen Online-Streitbeilegung (sog. OS-Plattform) bereit.

Wir sind zur Teilnahme an einem Streitverfahren vor einer Verbraucherschlichtungsstelle weder bereit noch verpflichtet.

**For our general terms and conditions go to:
www.food-service.de/service/agb**

s schriftlich (Brief, E-Mail, Fax) gekündigt wird.
linken

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