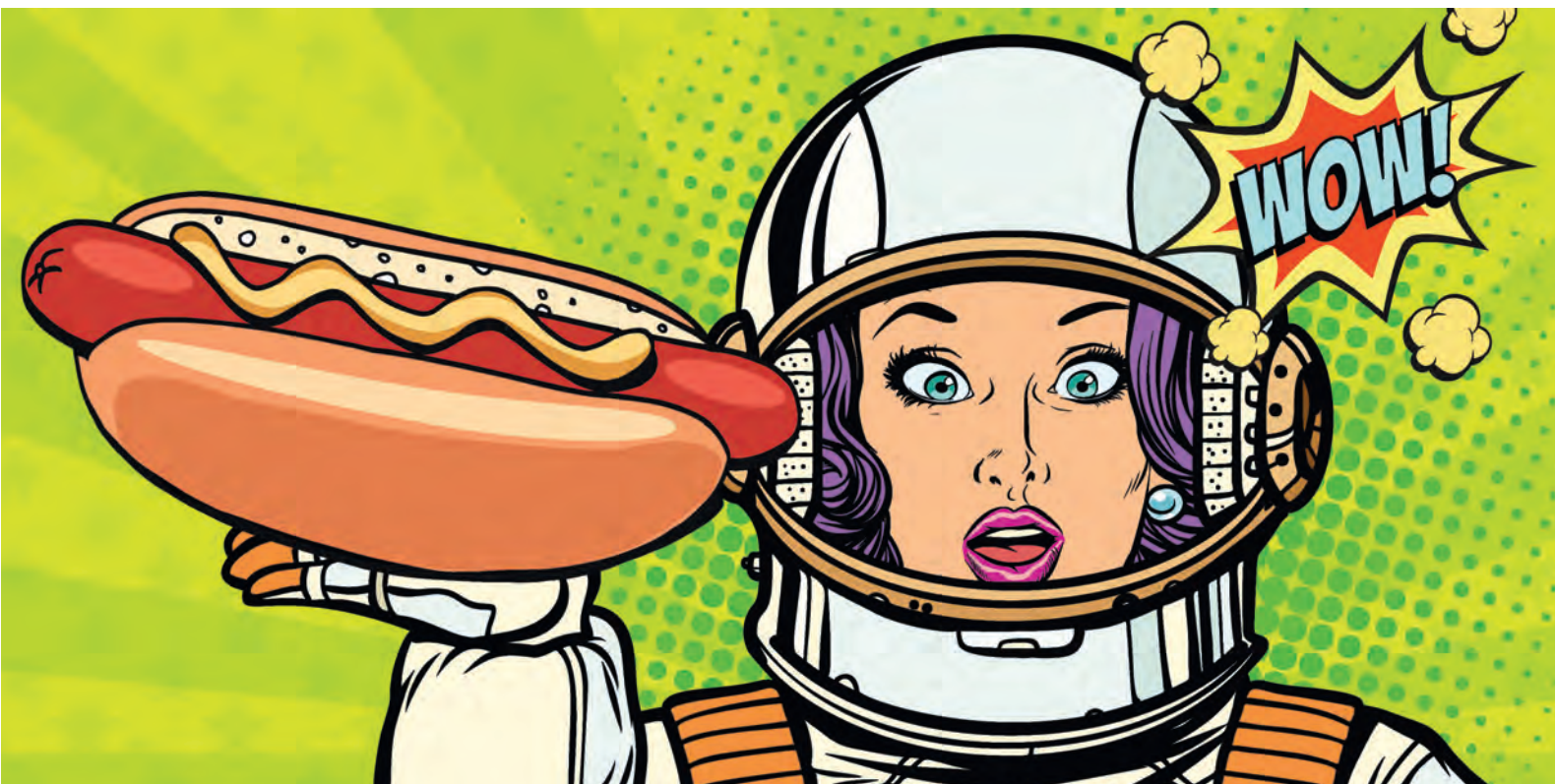


MEDIA INFORMATION 2019

EFood Service
Europe
@ Middle East



...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. 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 provides 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. 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	21. Volume 2019

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Advertisement	Friederike Smuda, Head of advertisement Philipp Gellweiler, Birgit Gendritzki, Sabine Mück
Editorial Department	Editor-in-Chief: Boris Tomic

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FoodService Europe & Middle East

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EDITORIAL TOPICS 2019 (6 ISSUES/BI-MONTHLY)



Edition Publishing Date: Ad Closing:	Edition I February 01, 2019 January 10, 2019	Edition II April 30, 2019 April 04, 2019	Edition III June 28, 2019 June 04, 2019
1. Pan-European Survey	New Vegan & Vegetarian Concepts	Foodservice & C-Stores at Petrol and Service Stations	Top Chefs going Casual
2. Hot Trend / Concepts to Watch	New Ideas for Breakfast	Concepts from Switzerland, Italy, France, Germany	Foodservice in Bars
3. Interview	Clive Schlee, CEO Pret a Manger, London/UK	Jörg Hofmann, Director Culinary Excellence at LSG Group, Frankfurt/Germany	Pierluigi Collina, Bologna/Italy: Success on the Field of Play
4. Market Analyses / City Guides	Booming Berlin	Europe's Largest Coffee Bar Brands; City Guide: London	Germany: Top 100; Ukraine: Top 50
5. Middle East	Emaar Hospitality Group: Rove Hotels, Dubai	Jumeirah F&B Relaunch	Al Bait, Sharjah (1st Heritage Hotel UAE)
6. Trends (Food & Beverage, Equipment etc.)	Levantine Cuisine on the Rise	Trend Outlook USA	Digitalisation: Virtual Restaurants
7. Hotels / Design	New Budget Design Hotels	Hotel Bars: Trendy Drinks	New budget design hotels
8. Case Studies (Companies / Subjects)	Happy Italy, The Netherlands	Innovations in Contract Catering	Spain: Casual Concepts by Starred Chefs
9. Worldwide	Leaders Club International	Cruise lines and their F&B strategies	Hot Spot Singapore
10. Suppliers	Company Portraits / Multi-Country Sales and Service Organisations – Overview Innovative Products		
11. Exhibitions / Congresses	Ambiente, Frankfurt; Gulfood, Dubai; Internorga, Hamburg; Hotelex, Shanghai	NRA, Chicago; World of Coffee, Berlin	

EDITORIAL TOPICS 2019

(6 ISSUES/BI-MONTHLY)

Edition Publishing Date: Ad Closing:	Edition IV August 19, 2019 July 26, 2019	Edition V October 11, 2019 September 18, 2019	Edition VI December 02, 2019 November 08, 2019
1. Pan-European Survey	Modern Patisserie and Coffee Specialities	Instore-foodservice in Food Retail	Foodservice on trains
2. Hot Trend / Concepts to Watch	Concepts from UK, Denmark, The Netherlands, Spain	Restaurants on Mountain Tops	Concepts from Poland, Austria, Sweden, Russia
3. Interview	20th Foodservice Summit Zurich: Dr. Christopher C. Muller, Professor at Boston University	Talk with one of the Organizers of the 186. Oktoberfest, Munich/Germany	Kale Rogers, Founder of Roboter Restaurant Spyce in Boston/USA
4. Market Analyses / City Guides	France: Top 50; USA: Top Foodservice Chains; Netherlands: Top 20	Spain: Market Update; Sweden: Top 25 Fast Food; Poland: Top 20	Europe: Top 99; Russia: Top 30
5. Middle East	Edition Hotels in Abu Dhabi and Bodrum	Opening Al Maryah Central, Abu Dhabi	Tashas boutique lifestyle café in UAE and South Africa
6. Trends (Food & Beverage, Equipment etc.)	Getting closer - Kitchen-only formats	Social Media Communication	Home Delivery
7. Hotels / Design	Case study: Europapark Rust, strong in hospitality	Trends in Hotel Design	Restaurant & Bar Design Award Winners
8. Case Studies (Companies / Subjects)	Roadhouse Grill/Cremonini Group, Italy	KellyDely, France	Food Pairing
9. Worldwide	Hot Concepts in USA	Eating Out in Auckland, NZ	Best Restaurants Worldwide
10. Suppliers	Company Portraits / Multi-Country Sales and Service Organisations – Overview Innovative Products		
11. Exhibitions / Congresses	Anuga, Cologne; Gulfood Manufacturing, Dubai; 20th European Foodservice Summit Zurich; PIR, Moscow	Host, Milano; SIAL Middle East, Abu Dhabi; Allegra Coffee Symposium	Horecava, Amsterdam

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	9.115 €
1/2 page 	90 x 260	104 x 305	100 x 297	5.940 €
	190 x 130	218 x 153	210 x 149	
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loose insert up to 50g				7.000 €

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

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15%

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(Supplementary technical costs are no subject to discount)

Print Process, Binding, Mechanical Data:

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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.

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Kurhessenstraße 4-5
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Circulation print version

Total circulation: 14,000
 Qualified address pool: 12,500
 Additional distribution (trade fairs etc.): 1,500

Circulation e-paper

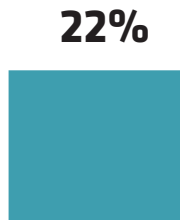
Total circulation: 9,000



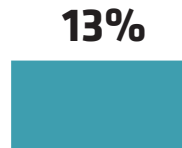
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Proprietor/
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Managing
Director



Manager



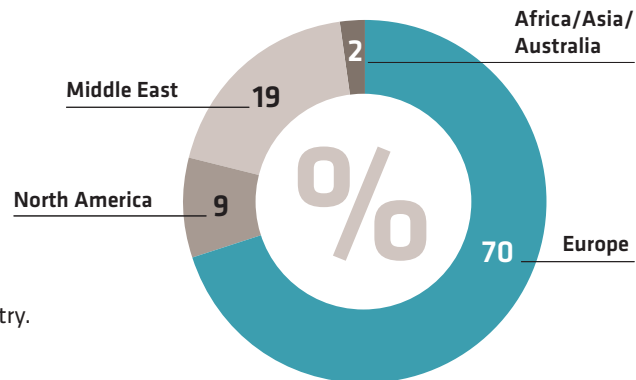
Other

Source: address pool FoodService EGME

Breakdown by positions

Job-titles vary from country to country.

Breakdown/Continents



Source: address pool FoodService EGME

EUROPEAN FOODSERVICE SUMMIT 20TH EDITION



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 20th edition:

September 23-25, 2019
Lake Side, Zurich/Switzerland



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FS Bites – our ‘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 innovati-

ons, 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 €
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12 weeks	7,800
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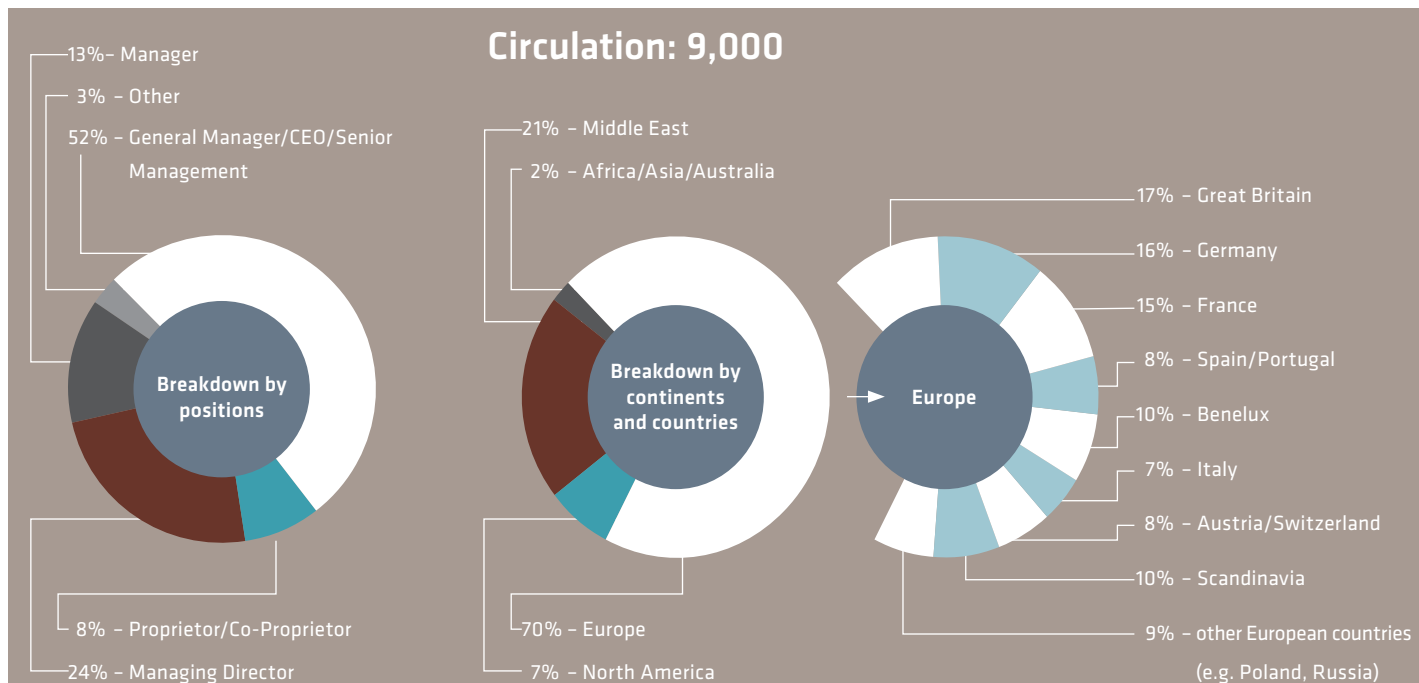
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Banner: 520x200 or
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Agency Commission: 15%

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**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. cafe-future.net combines the expertise of our editorial staff from gv-praxis, food-service and FoodService Europe and Middle East. This is in-depth knowledge at its best!

SHOW DATES 2019

Date	Month	Trade Show	City
7.-10.	January	Horecava	Amsterdam/Netherlands
26.-30.	January	Sirha	Lyon/France
7.-9.	February	Nafem	Orlando/USA
8.-12.	February	Ambiente	Frankfurt/Germany
17.-21.	February	Gulfood	Dubai/UAE
15.-19.	March	Internorga	Hamburg/Germany
18.-21.	May	NRA	Chicago/USA
1.-4.	April	Hotelex	Shanghai/China
6.-8.	June	World of Coffee	Berlin/Germany
2.-3.	September	GastroNord	Stockholm/Sweden
5.-9.	October	Anuga	Cologne/Germany
18.-22.	October	Host	Milano/Italy
5.-7.	November	Gulfood Manufacturing	Dubai/UAE
tba	December	SIAL Abu Dhabi	Abu Dhabi/UAE

Allgemeine Geschäftsbedingungen

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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.

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