

MEDIA INFORMATION: FMCG NEWS



INSPIRE NEW BUSINESS

From packaging professionals to purchasing managers, FMCG News helps key decision makers in the FMCG industry make informed decisions regarding stock, machinery, packaging and services. The FMCG News team is dedicated to bringing readers the best industry advances combined with topical features and news. By partnering with suppliers of products and services to the industry, FMCG News, with its colourful and striking design, ensures products are showcased in the best way to the people who matter, delivering the best in technology, tools, services and trends.

TARGET READERSHIP PROFILE

FMCG News is targeted to the **senior decision makers**, specifiers and buyers throughout Britain's food & drink and FMCG manufacturing sectors. With a collective annual turnover in excess of £70 billion, our influential readership is active in specifying new technology, designs and equipment.

Cadbury Schweppes
Associated British Foods
Tate & Lyle
Nestle
Grampian Food
Mars UK
Coca Cola
United Biscuits
Dairy Crest

Premier Foods
Greencore
Geest
Kellog's
Kraft Foods
HJ Heinz
GlaxoSmithKline
Diageo GB
SC Johnson
RHM Group

41% FOOD AND DRINK MANUFACTURERS
19% WRAPPERS AND WRAPPING SPECIALISTS
13% PAPER & BOARD PACKAGING SPECIALISTS
11% PACKAGING MATERIAL SPECIALISTS
10% NON FOOD FMCG GOODS MANUFACTURERS
6% OTHERS



FMCG NEWS

With a reputation of being the first place to source new products, FMCG News is perfect for building brand awareness at a company's individual pace. Its fresh approach, in both design and editorial content, provides effective communication in a market that changes fast. Advertisers and readers alike can have confidence in our experience to match our product to the needs of the marketplace.



DISPLAY ADVERTISING

As a premier source of product information, FMCG News develops relationships with its advertisers to provide strategic planning with regards to a successful sales campaign, co-ordinating relevant editorial features alongside a sharp sales message. Through our pages, companies large and small can develop a brand profile and reach key decision makers throughout the market place.

EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include industry news, exhibition show guides and reviews, new products, interviews and much more.

■ Please send your press releases to fmcg@onecoms.co.uk

December - January

- Quality Control
- Processing & Machinery

April - May

- Shrink, Stretch & Packaging Machinery
- Bottles, Caps & Closures

August - September

- Labels & Labelling
- Recycling, Energy, & Environment

February - March

- Robotics & Automation
- Ovens & Cookers

June - July

- Logistics & Supply Chain
- Food, Safety & Hygiene

October - November

- Branding, Marketing & Design
- Ingredients, Refrigeration & Cooling

ADVERTISING RATES

Display	1	3	6
Colour DPS	£1300	£1250	£1200
Full page colour	£750	£700	£650
Full page mono	£720	£670	£620
Half page colour	£450	£420	£390
Half page mono	£430	£400	£380
Quarter page	£290	£270	£250

Product placement (colour separation charge)

Picture and 50-200 word	£130
+ Logo	£30

Product showcase directory

Picture and 50-200 words (3 issue minimum)	£165
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Classified	1	3	6	12
Single colour centimeter	£15	£12	£10	£8

Web guide

6 Issues	£270	£45 Per Issue
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TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

MECHANICAL DATA (mm)

	Bleed	Trim	Type
DPS	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

CANCELLATION POLICY

■ Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

■ A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.

■ A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.

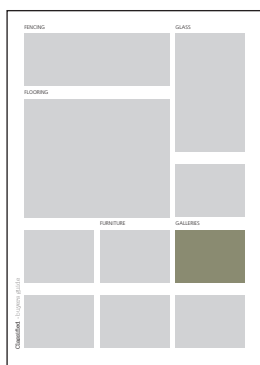


With a range of products in the FMCG and packaging markets, including FMCG News, Packaging Gazette, the Packaging Yearbook and fmcgnews.co.uk, Media One Communications has expanded year-on-year. Its evolution in the publishing sector, including its strengthening position online, has led to its wide recognition as an industry leader in the product marketplace with a loyal customer base and dedicated readership who return time and time again for knowledgeable, intelligent information.



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CLASSIFIED RATES & DATA

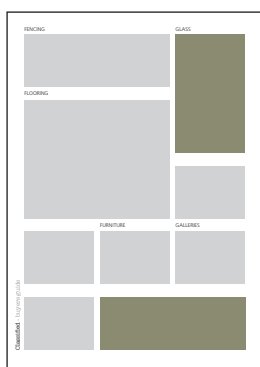


Single Panel

- 1 insertion £85
- 3 insertions £75
- 6 insertions £65
- 9 insertions £55
- 12 insertions £40

Active specifiers use our classified buyers guide to source products. Ensure your brands and products are included every issue! - Don't miss out! Call 01733 385300 today to discuss your requirements.

 56mm wide x 43mm high




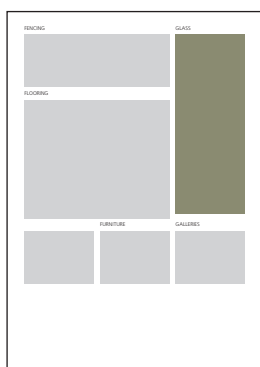
Double Panel

- 1 insertion £150
- 3 insertions £135
- 6 insertions £115
- 9 insertions £100
- 12 insertions £75

 56mm wide x 97mm high

or

 118mm wide x 43mm high



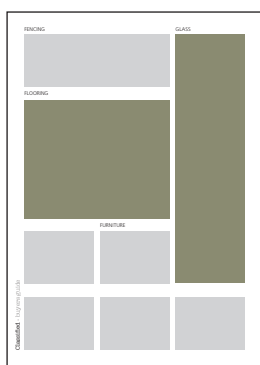
Triple Panel

- 1 insertion £200
- 3 insertions £180
- 6 insertions £155
- 9 insertions £135
- 12 insertions £100

 56mm wide x 150mm high

or


 180mm wide x 43mm high



Quad Panel

- 1 insertion £240
- 3 insertions £215
- 6 insertions £185
- 9 insertions £160
- 12 insertions £120

 56mm wide x 150mm high

 180mm wide x 43mm high