



the magazine

GASTROMEDIA is a business to business publication sent freely to leaders and specialists working in the gastronomy and hospitality industry. The magazine has been present for over 6 years in the field, and it's aiming to provide the specialists with fresh and relevant information from the HoReCa sector, helping them to develop their business in step with the latest local and international trends. Readers can find in the pages of GASTROMEDIA all kinds of solutions for the hotel, gastronomy and catering businesses. Whether it's furniture, equipment and furnishings, accessories and supplies, be-

verages, raw materials or professional recipes, the magazine is a useful and effective support in the work of hospitality and food service specialists. The editorial content is enriched with news about the events that take place in Romania and abroad, and also with a series of thematic articles on management and marketing strategies, legal details, investment ideas and advices, food safety issues etc. The publication also provides analysis of products and services available on the market, and at the same time some articles are showing profiles of successful businesses in the industry.



circulation and distribution

GASTROMEDIA magazine appears every two months, and it is distributed free by post, in over 11,500 copies, to the decision makers and experts in the industry (hotels, restaurants, fast foods, catering companies, confectioneries, coffee-shops, terraces, bars, clubs, distributors and retailers of food products). The subscribers' database is constantly monitored and updated to ensure a high degree of the readers' interest concerning the publication's content.

who reads gastromedia?

Readers of the magazine generally belong to the management and administration structures of the companies, including personnel from the upper management (managers or owners of hotels, motels and restaurants, purchasing managers, marketing executives, etc.) and also the middle management (chief receptionists, banqueting managers, master chefs, restaurant managers, bartenders etc.).

the benefits of advertising

GASTROMEDIA Magazine is a product with double features. In terms of its content, it is a useful support for the specialists working in the HoReCa industry. In the meantime, the decision making power of its targeted readers, transforms the publication into an effective way of promoting and selling products and services offered by providers in this area.

Advertising spaces are dedicated to suppliers of all kinds of solutions for the HoReCa sector (raw materials, beverages, machinery, equipment, furniture, accessories, IT & C solutions, consultancy services, etc.).

ADVANTAGE: Working with our magazine means an optimal combination between the lowest ad rates in the market and the effective media impact of the advertising message sent.

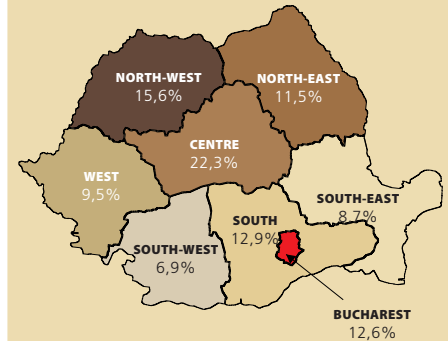
why choose gastromedia?

GASTROMEDIA is the interface between the supplier and the specialist, it is the way of the demand to meet the offer on the HoReCa channels. It is an efficient way of transmitting the providers' messages directly to the target. Our success is based on the thoroughness and impartiality which we treat our partners with, and also on the confidence gained amongst our readers over the 6 years of existence, both through the magazine and through the active involvement of our editors in organizing specialized events for the industry.

contributing to development

GASTROMEDIA editorial team is extensively involved in various events promoting the values and trends of Romanian and international cuisine. Through our close collaboration with the National Association of Chefs and Confectioners from Tourism (ANBCT), readers are kept up to date with all the culinary events taking place in the country or abroad. The publication is distributed and promoted at all major events in the sector, at various conferences, symposiums and demonstrations in the hospitality industry. We are present at the most representative specialized fairs and exhibitions, both in Romania and in Europe, some of which we promote as media partners (Romhotel - Bucharest, Diegenuss - Wels, IFE - Budapest, SIGEP - Rimini, HOVENTA - Budapest, SIAB - Verona, HOST - Milan, PABOGEL - Rome, etc.). We're also the organizers of GASTROPAN international exhibition, an event that takes place in Romania, being dedicated exclusively to the milling-bakery-confectionery industry and HoReCa sector.

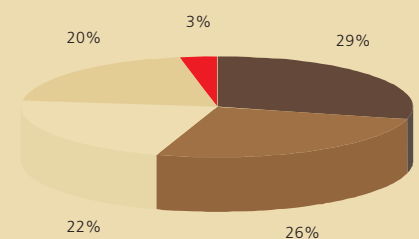
TERRITORIAL DISTRIBUTION



■ NORTH-WEST - 1827	■ SOUTH-EAST - 1019
■ NORTH-EAST - 1347	■ SOUTH-WEST - 808
■ WEST - 1112	■ SOUTH - 1511
■ CENTER - 1402	■ BUCHAREST - 1475

Figures are valid on November 9th, 2009

READERS' PROFILE



- Hotel, Motel, Pension - 3396 pcs.
- Restaurant - 3045 pcs.
- Fast-Food, Catering, Pizzeria, Confectionery - 2576 pcs.
- Bar, Coffee-shop, Club, Pub, Terrace - 2342 pcs.
- Other (Hypermarket, Supermarket, Civil Institutions etc.) - 351 pcs.

Figures are valid on November 9th, 2009

editorial schedule 2010

OTHER TOPICS

- Green alternatives - environmental solutions for cost effectiveness
- Investment - funding resources and business developing trends
- Marketing: new effective ways to attract customers
- Innovation and product development
- Marketing and advertising: product-brand-sales relationship
- Fast Food Vs. Slow Food: convenience and frozen food products

Issues	Main Topic	Events of the month
February - March	Design and fittings: functionality vs. design in HoReCa locations	<i>GastroPan</i> - Târgu Mureş, Romania <i>Hotel & Catering</i> - Cluj Napoca, Romania <i>EUROPAIN</i> - Paris, France <i>UKBA</i> - Budapest, Hungary
April - May	Beverages in HoReCa: customer preferences vs. providers offer	<i>Alles für den Gast Wien</i> - Vienna, Austria <i>Hotel & Gastroteh</i> - Zagreb, Croatia
June - July	Trends in table arrangements: textiles, decorations, cutlery and porcelains	<i>Bocuse d'Or Europe</i> - Lyon, France
August - September	The cooks' arsenal: raw materials, sauces and spices	<i>Sachenback</i> - Dresden, Germany <i>Polagra Food</i> - Poznan, Poland
October - November	Modern technology: security solutions, wireless Internet, telephone, TV	<i>Romhotel</i> - Bucharest, Romania <i>PABOGEL</i> - Rome, Italy
December - January	Professional Features: furniture, equipment and accessories	

PERMANENT TOPICS

- Editorial • News/Events • Financing • Professionals' advices • Design/Fittings • Profile • Focus • Hotel/Pension • Restaurant • Bar Beverages • Sommelier • Creative culinary art • Equipment • Marketing/Management • Legal • Food Safety • Promotions

on-line opportunities: www.gastromedia.ro

To keep up with the more increasing need for fresh information of the GASTROMEDIA magazine readers, we give great importance to on-line information resources, which is why we are offering our readers a dynamic and useful specialized website: www.gastromedia.ro. The offer is completed by an on-line newsletter service, through which over 6,500 Romanian subscribers and more than 2,600 foreign users receive weekly in their inboxes, current information about the developments in the industry ... and their number is growing. www.gastromedia.ro interface also gives the providers of hospitality and gastronomy industry solutions, efficient and profitable advertising ways, by publishing banners or PR articles on the website or in the newsletter content.

ADVANTAGE: Companies with advertisements published in the magazine will be listed free on the website, in the „Partner Companies” section, with direct link to the companies' websites.



ON-LINE ADVERTISING OFFER

Ad type	Size	Displaying time	No. of sendings	Price (EUR)
Banner on www.gastromedia.ro	120 x 90 px	1 month	1 sending	
		2 months		
		3 months		
Banner on GASTROMEDIA NEWSLETTER	120 x 90 px	7 days	2 sendings 4 sendings	
Article publishing on www.gastromedia.ro front page	2000 characters text + PHOTO	7 days	FREE sending through NEWSLETTER	
Article sending through NEWSLETTER service with link to another site	400 characters text + PHOTO		1 sending 2 sendings 4 sendings	

For rates, contact us!

For requesting any other sizes or on-line advertising ways please contact us!
All banners are displayed on every page of www.gastromedia.ro website

rate card

ONE PAGE

Trim: 210 mm x 297 mm
Bleed: 215 mm x 307 mm

2/3 PAGE

Trim: 137 mm x 297 mm
Bleed: 142 mm x 307 mm

1/2 PAGE (horizontal)

Trim: 193 mm x 134 mm

1/2 PAGE (vertical)

Trim: 93 mm x 275 mm

1/3 PAGE (vertical)

Trim: 73 mm x 297 mm
Bleed: 78 mm x 307 mm

1/4 PAGE (vertical)

Trim: 93 mm x 134 mm

1/8 PAGE (vertical)

Trim: 93 mm x 65 mm

ADVANTAGE:

Ads that are published in GASTROMEDIA can be viewed on-line by an unlimited number of readers, by browsing the digital version of the magazine available on www.gastromedia.ro

An important feature of GASTROMEDIA magazine is its ability to transmit, through the advertising pages, useful information about products and services of the HoReCa industry's suppliers. We offer valuable and versatile ways of advertising. Also, depending on the chosen size and frequency of the campaign, we give several bonuses and savings, so that any provider – regardless of its business size or domain of activity – can benefit of intensive and efficient advertising campaigns.

Size and positioning	Price EUR
Full page* (A4)	For rates contact us!
Page 3 – next to the front cover inside (A4)	
Page 5 – next to editorial (A4)	
Page 7 – next to the table of contents (A4)	
Spread middle pages (double)	
Back cover outside (A4)	
Inside of front or back cover (A4)	
Last page – next to the back cover inside (A4)	
2/3 page - vertical	
1/2 page - horizontal	
1/2 page - vertical	
1/3 page - vertical	
1/4 page - vertical	
1/8 page - horizontal	
PR article (A4)	
Pre-printed inserts** max. 210 x 297 mm	

* For choosing specific locations for the advertisement, we apply an additional fee of 10% of the list price

** Maximum size of the pre-printed inserts is one A4 page. Total weight: 15 g.

TECHNICAL REQUIREMENTS

We accept advertisements in vector-graphic format (CorelDraw, Photoshop etc.) and picture format (*.jpg.). The pictures' resolution must be at minimum 300 dpi and they must be in four colors (CMYK). At our clients' request we're offering full graphic and creative support in the making of the advertising material, regardless of the partnership's length.

The deadline for providing the advertising material is the first working day of the first publication month.

The magazine goes out to its readers on the second week of the first month of publication.



Frequency discounts and bonuses

No. of issues	Discount	Print BONUS	On-line BONUS
3	5%	1 FREE PR article	Banner 120 x 60 px 6 months
6	10%	2 FREE PR articles	Banner 120 x 60 px 12 months

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