

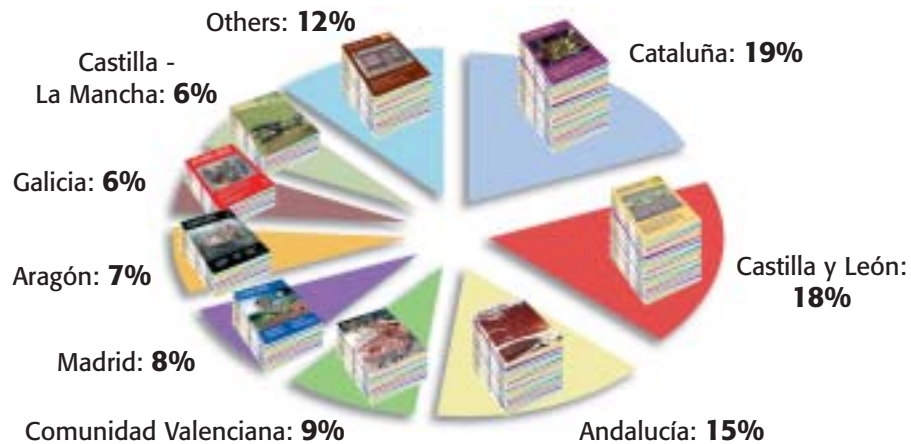
**5,000 issues / per number**

**Readers: 13,000\***

\*Each issue of EUROCARNE is read by at least 2.6 professionals

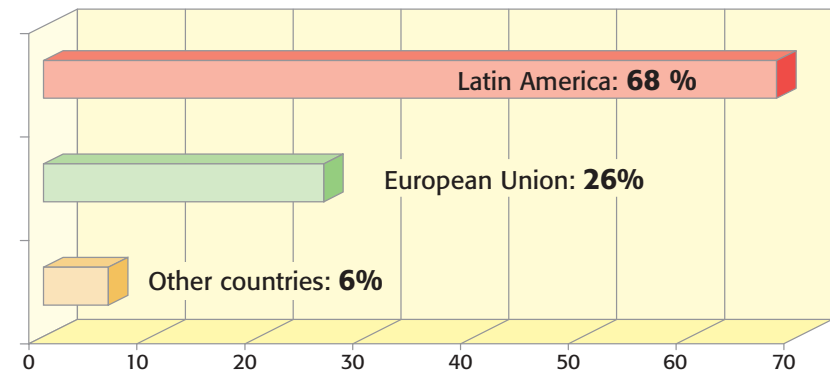
## Geographic distribution

**Spain: 4.450 issues**



**International: 550\* issues**

\* In 2008 almost 50% of the international subscriptions changed to become digital subscribers



## Distribution by job type

<b>General management</b> Directors, owners, managers	<b>41%</b>
<b>Quality technicians, R+D+i</b> Quality and food safety directors, R+D+i directors and health technicians*	<b>32%</b>
<b>Plant and production operators</b> Traffic and operating personnel and plant directors	<b>14%</b>
<b>Purchase department</b> Buyers of meat and meat products	<b>10%</b>
<b>Commercial directors and marketing personnel</b> Commercial department and marketing responsables	<b>3%</b>

\*The 300 associates of AVESA (The Spanish Association of Specialist Food Safety Vets) are EUROCARNE's subscribers.

## Distribution by sectors

	Issues
<b>Meat establishments</b> Slaughterhouses, cutting plants, meat industries cold and cooked meat producers, dry-cured ham producers, cold stores, packaging plants and ready-to-eat producers	<b>3.550</b>
<b>Channels of distribution</b> Shopping centres, hypermarkets, supermarkets, traditional shops, butchers and catering companies	<b>675</b>
<b>Machinery suppliers</b> Manufacturers and distributors of machinery, supplies and services	<b>425</b>
<b>Others</b> Associations, public administrations, R+D+i centres, PDO, PGI, TSG regulating councils, promoters, universities	<b>350</b>