

Circulation: 6,000 issues/month

Estimated audience: 13,000 readers

Readers

Every issue of EUROCARNE goes directly to qualified professionals of the main meat companies. EUROCARNE is distributed to more than 4,200 meat industries, wholesalers and distributors of beef and veal, pork, lamb and chicken. It reaches a big audience: the slaughterhouses, the meat process industry, the traditional butcher, the distributors, manufacturers and machinery distributors, public administration, educational institutions, associations and others.

Advertisers

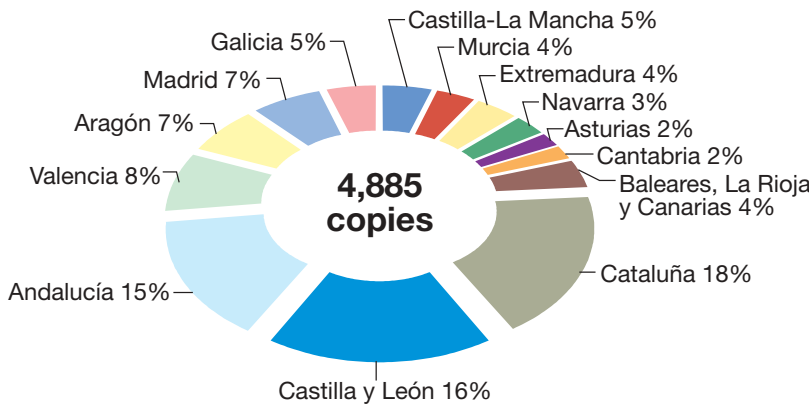
The distribution of EUROCARNE is the best ally to **reach the audience** that you are looking for. We also guarantee the ideal placement for your advertisement within the editorial content that will be the most suited to your necessities.

EUROCARNE is the machinery and services suppliers favourite advertising tool:

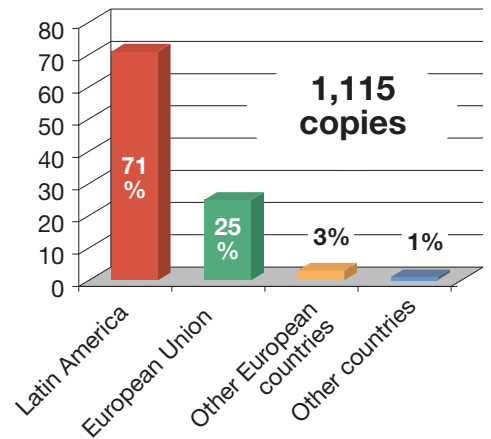
- Complete installations.
- Machinery and equipment for slaughterhouses, cutting plants and meat industries.
- Additives, ingredients and seasonings.
- Scales and weight systems.
- Hygiene, cleanliness and labor security.
- Cutting machinery and equipment.
- Cold storage and drying systems.
- Packaging and labelling.
- Logistics, storage and maintenance.
- Equipment and auxiliar products.
- Services: consultancies, training, laboratories, software companies, traceability.

Geographical distribution

Spain



Other countries



Distribution by position	
General management	40%
CEOs, owners and managers	
Plant operators and production	12%
Operation responsables and plan managers	
Technician, Quality, R+D+i	36%
Quality, food safety and R+D+i managers, health technical inspectors*	
Purchase Department	10%
Chief buyer of meat and meat products	
Sales & Marketing	2%
Marketing managers	

* The 298 members of AVESA (Association of Veterinaries Specialized in Food Safety) are subscribers of EUROCARNE.

Distribution by sectors	
Meat establishments	4.200 copies
Slaughterhouses, cutting plants, meat industries, sausages factories, ham drying places, cold storages, packaging centers, prepared foods	
Distribution companies	850 copies
Supermarkets, purchase centers, distribution platforms, butcheries and delicatessen shops	
Suppliers	615 copies
Machinery manufacturers and distributors, equipment and auxiliary services for the meat industry and slaughterhouses	
Others	335 copies
Associations, Public administrations, researching centres, regulatory Councils of POD, PGI, GTE, promotion organizations, universities, training centers,...	