

# Readers and circulation

**5,000** copies are sent to the meat decision-makers professionals

**15,000** readers per month

## Geographic distribution

<b>Spain</b>	<b>4,585</b>
Cataluña	19 %
Castilla y León	18 %
Andalucía	15 %
Comunidad Valenciana	10 %
Madrid	8 %
Aragón	6 %
Castilla-La Mancha	6 %
Galicia	5 %
Others	13 %
<b>International</b>	<b>415</b>
Latin America	68 %
European Union	26 %
Other countries	6 %

## Distribution by sectors

	Spain	Intern.
<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 meal producers	<b>3,190</b>	<b>300</b>
<b>Channels of distribution</b> Shopping centers, hypermarkets, supermarkets, traditional shops, butchers and catering companies	<b>475</b>	<b>25</b>
<b>Machinery suppliers</b>	<b>360</b>	<b>50</b>
<b>Food safety professionals</b>	<b>350</b>	<b>10</b>
<b>Associations, public administrations, R+D+i centres, technical schools, universities and exhibitions</b>	<b>210</b>	<b>30</b>
<b>Total copies</b>	<b>4,585</b>	<b>415</b>

## Distribution by job type

<b>Directors, owners and general managers</b>	<b>42 %</b>
<b>Quality, food safety, R+D+i directors, and health technicians</b>	<b>29 %</b>
<b>Plant and production operators</b>	<b>15 %</b>
<b>Buyers of meat and meat products</b>	<b>11 %</b>
<b>Sales directors and marketing responsables</b>	<b>3 %</b>

The 300 AVESA (Food Safety Specialists Veterinary Association) associates are euocarne subscribers