

# eurocarne

La revista profesional del sector cárnico

1991-2011  
20 años  
informando

Número 200  
Octubre 2011

www.eurocarnedigital.com



**eurocarne**  
**20° aniversario**  
Edición especial n° 200

200 portadas con arte  
200 claves del sector  
200 carnes y productos  
cárnicos

## eurocarne

The media chosen  
by major companies  
of machinery and services  
for the meat industry for advertising

Editorial program,  
circulation, special  
editions and rates

# 2012

## eurocarne

**eurocarne**, the leading magazine for information in Spanish meat industry, is published monthly for a demanding public, managing directors, quality managers, plant managers, veterinarians, researchers, teachers and other professionals in the industry and the meat business.

**eurocarne** is a very effective means of advertising your product or service. Your message will reach an influential audience.

FREQUENCY: 10 issues / year  
Circulation: 4,500 copies / month  
READERS: 15,000 per month



## eurocarnedigital

We have very prominent sites for advertising on our website.  
If you are looking for the leading medium to reach the top companies www.eurocarnedigital.com meat sector is your best ally.

FREQUENCY: Updated daily  
Page Views: 1,301,344\*  
READERS: 286,300 visits\*  
\* period 01/01/2010 - 30/11/2011

## eurocarneboletín

Our electronic newsletters are the most direct way to send your message to the meat industry.  
The Friday meeting at a news bulletin highlights of the week.

FREQUENCY: Weekly.  
Posting Date: Friday  
SUBSCRIBERS: 4,833\*  
\* Data as at 30/11/2011

## eurocarnealerta

This monthly newsletter announces the publication of the latest issue of **eurocarne**. Our current and potential readers, will find a link to the latest issue of the magazine.

FREQUENCY: Monthly  
SUBSCRIBERS: 9,382\*  
\* Data as at 30/11/2011

# Leaders in information to the meat industry

eurocarne is at the forefront of the press for the meat industry in Spanish language since 20 years.

The magazine covers all sectors of modern industry with vibrant and dynamic information from the slaughterhouse to the point of sale. It is a key tool for anyone involved in the meat industry who is looking for essential information for his business.

- **20 years of leadership** in the Spanish meat sector, with great benefits to advertisers.
- At the forefront. The latest news (supported by the news daily update of [www.eurocarne.com](http://www.eurocarne.com)) and indepth analysis of key industry issues.
- Offers the widest circulation in meat companies in Spain: **4,500 copies** are sent every month to key professionals in the meat sector (slaughterhouses, cutting plants, meat processing business), qualified professionals, responsables for purchases, distribution leading groups and supermarkets, butchers with innovative vision.
- **Free distribution** in industry Associations and Public Administrations.
- We have an extensive network of prestigious contributors. Organizations, academics, professionals and major research centers.
- **eurocarne** is available in electronic format. More than **15,000 readers** per month.
- Permanent advertising. All issues of **eurocarne** are stored on our website [www.eurocarne.com](http://www.eurocarne.com) and are available for our readers at any time.



We also publish the magazine in electronic format: PDF & Flash  
 With no additional cost, the ads appear in the print edition linked to the e-mail and the advertiser's website!  
**Meet the online magazine >>>**

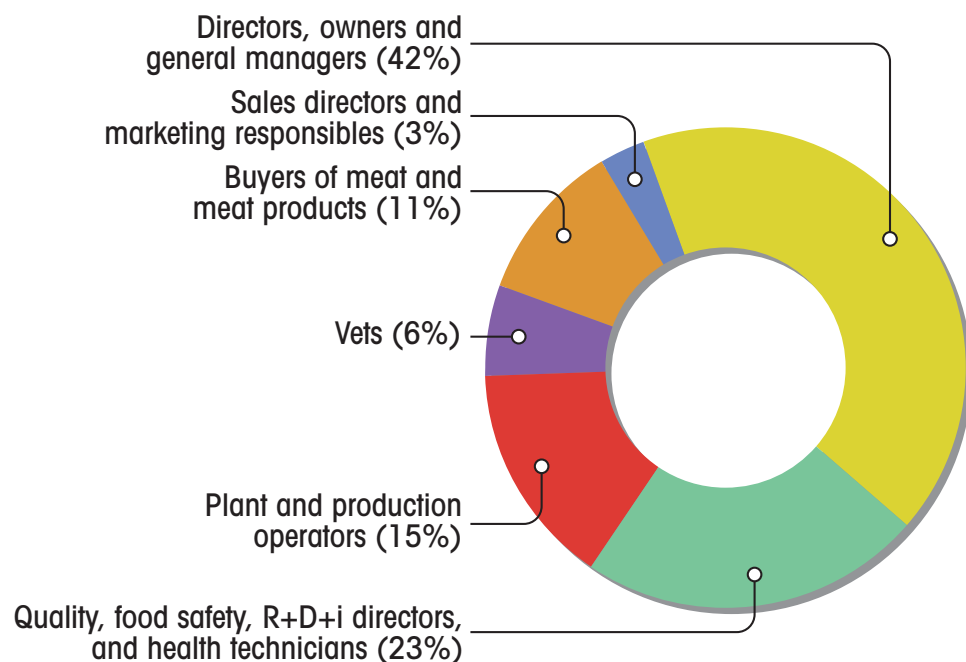
Edition	Main topics	Special circulation	Edition	Main topics	Special circulation
<b>203</b> <b>January-February</b> Deadline: 2/15/2012	Food safety Cleaning and hygiene Food marketing Slaughterhouses <b>Alimentaria 2012 previous edition</b>	<b>12<sup>th</sup> AECOC Congress of Meat Products</b> Lleida. February, 21 - 22  <b>Anuga Food Tec 2012</b> Colonia. Alemania. 27 al 30 de marzo	<b>208</b> <b>July-August</b> Deadline: 7/29/2012	Packaging and labelling Microbiology Analysis and control Quality and certification	
<b>204</b> <b>March</b> Deadline: 3/15/2012	<b>Alimentaria 2012 special edition: maps, novelties, exhibitors</b> Meat sector report Quality meat and meat products RTE meals <b>BTA &amp; Hispack 2012 previous edition</b>	<b>Alimentaria 2012</b> Barcelona. March, 26 - 29	<b>209</b> <b>September</b> Deadline: 9/21/2012	Consumption Distribution Quality meat and meat products Additives and ingredients	<b>Empack Madrid 2012</b> October, 17 - 18  <b>Ipa and Sial 2012</b> Paris. October, 21 - 25
<b>205</b> <b>April</b> Deadline: 4/13/2012	<b>BTA &amp; Hispack 2012 special edition: maps, novelties, exhibitors</b> Food machinery report Packaging and labelling New technologies <b>Alimentaria 2012 later edition</b>	<b>BTA 2012</b> Barcelona. May, 15 - 18	<b>210</b> <b>October</b> Deadline: 10/19/2012	Hygiene and disinfection Iberian meat products sector Meat products Preservation technologies	<b>Avesa Anual Meeting</b> Date to be confirmed
<b>206</b> <b>May</b> Deadline: 5/18/2012	Food safety Dry-cured ham Additives, spices and ingredients <b>BTA &amp; Hispack later edition</b>	<b>16<sup>th</sup> Guijuelo Meat Industry Exhibition</b> Guijuelo (Salamanca). June, 6 - 9	<b>211</b> <b>November</b> Deadline: 11/16/2012	Food safety Inspection and public health Slaughterhouses Logistic	
<b>207</b> <b>June</b> Deadline: 6/20/2012	Slaughterhouses Environment Fresh meats Meat products		<b>212</b> <b>December</b> Deadline: 12/14/2012	<b>The meat sector TecnoloGuía 2012</b> Edition devoted exclusively to the meat technology: <ul style="list-style-type: none"> <li>• New technology articles.</li> <li>• 2012 technology offer: new developments in equipment.</li> <li>• Products and services highlights of the year.</li> <li>• Suppliers directory.</li> </ul>	

This programme may be modified depending on current news. Editorial team reserves the right to make the changes it deems necessary. Advertisers will be informed in advance.

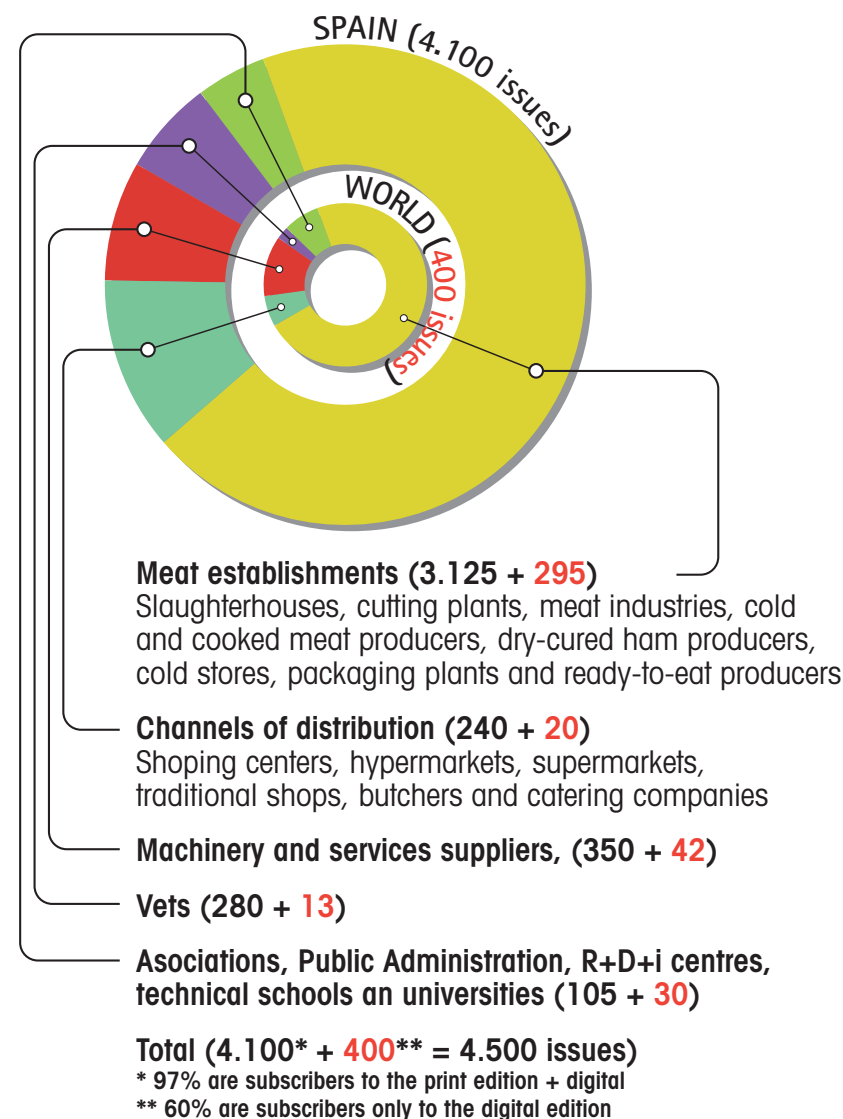
**4.500** copies are sent to the decision-makers in the meat sector

**15.000** readers per month  
Each issue of **eurocarne** is read by 2.6 professionals

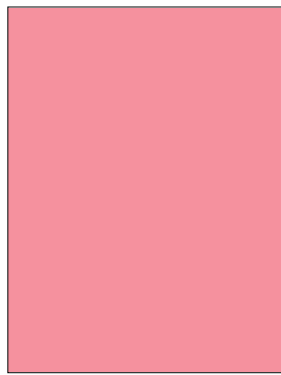
## Distribution by job type (percentage)



## Distribution by sectors (number of copies)

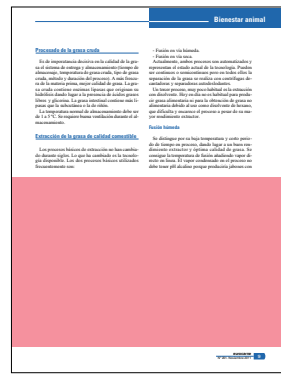


# eurocarne ADVERTISING FORMATS AND RATES

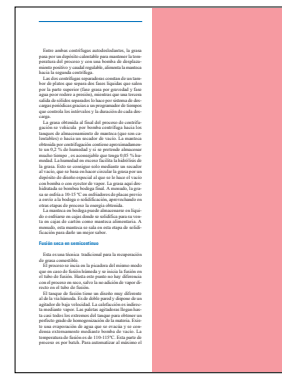


**Full page**  
 Size\*: 210 x 280 mm  
 Rate: **1.170 €**

Extra charge for right page 10%



**1/2 horizontal page**  
 Size\*: 210 x 130 mm  
 Rate: **795 €**



**1/2 vertical page**  
 Size\*: 105 x 280 mm  
 Rate: **795 €**



**1/3 horizontal page**  
 Size\*: 210 x 90 mm  
 Rate: **610 €**



**1/3 vertical page**  
 Size\*: 75 x 280 mm  
 Rate: **610 €**



**Large island**  
 Size: 120 x 160 mm  
 Rate: **710 €**



**1/4 horizontal page**  
 Size\*: 210 x 70 mm  
 Rate: **475 €**



**Showcase**  
 Size: 105 x 280 mm  
 Rate: **880 €**

Placed in Novelties section



**Strip**  
 Size: 182 x 40 mm  
 Rate: **340 €**

Placed in all sections excepting News



**Small island**  
 Size: 83 x 83 mm  
 Rate: **340 €**

Covers	
Back cover	2.020 €
Inside front cover	1.525 €
Inside back cover	1.325 €

VAT 18% not included

**Consult for**  
 Fixed and loose inserts

\* Do not forget to add 3mm. bleed to the outstanding side.

**More information on technical data:**  
[www.eurocarne.com/info/technicaldata-en.pdf](http://www.eurocarne.com/info/technicaldata-en.pdf)

**Cover page:**  
 Hallmark of the magazine. Every cover page reproduces a work of art where the meat is the main protagonist.

**Commercial department**  
 Telephone: +34 91 378 09 22  
[publicidad@eurocarne.com](mailto:publicidad@eurocarne.com)

# The most consulted buying guide by the meat industry



- Annual advertisement (10 issues). The Guide is published every issue of **eurocarne**.
- Effective circulation. Your message will reach over **3.500** purchasing managers of the industry companies.
- More than **100** categories. Your company will be easily found by product and service, by name or by brand.
- On-line magazine. The Guide is reproduced in full in **eurocarne** on-line edition.
- Subscription: You will receive free of charge **eurocarne** during 1 year.
- **eurocarne**digital. You can consult all the restricted channels in our website.

The ads are shown like in the print edition with link to your e-mail and website, with no additional cost!



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+ Save money placing your ad in multiple categories

Annual	Price	Final price
1 box	475 €	475 €
2 boxes	325 € / each	650 €
3 boxes	275 € / each	825 €
4 boxes	250 € / each	1.000 €
5 boxes	235 € / each	1.175 €
6 boxes	220 € / each	1.320 €
7 boxes	200 € / each	1.400 €
8 boxes	190 € / each	1.520 €
9 boxes	180 € / each	1.620 €
10 boxes or more	160 € / each	

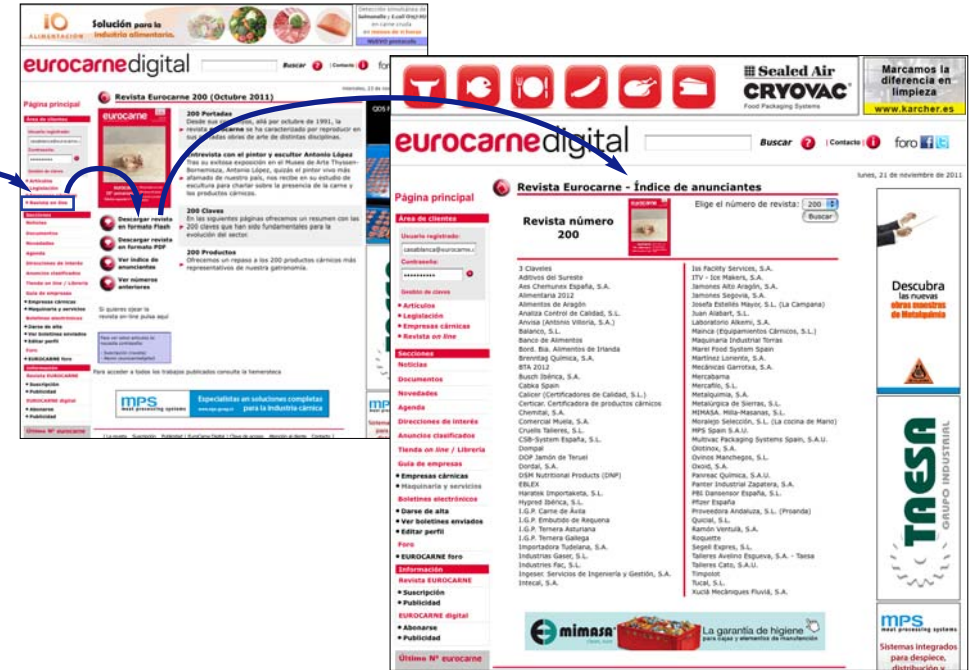
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Free of charge ad at the **eurocarne**digital Suppliers Guide

# ADVANTAGES FOR OUR CLIENTS

Free services for advertisers in **eurocarne**:

- Free of charge publication of the **advertisements in the eurocarne on line edition** with link to the website and e-mail.
- Link to the ad from the **advertisers index** of the electronic magazine.
- Ad in the **Suppliers Guide** in **eurocarne digital**.
- Personal passwords** to access to the restricted area of **eurocarne digital**: Articles, On-line Magazine, Legislation, Meat Industries Guide...
- Free subscription to eurocarne** for 1 year.



- Press releases:** If you have launched a new product, you participate as an exhibitor in events during 2012 or you want to communicate some features of your company, we invite you to use **eurocarne** and the digital media to issue your press releases.

LNews published on **eurocarne digital** are indexed by Google News Search, increasing their impact.

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Spain: 135 € EU: 175 € Rest of the world: 255 €

Annual subscription, on-line edition: 70 €

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**eurocarne** is member of:



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