

GRAIN & FEED
milling technology

Mediafile 2010

Grain & Feed Milling Technology

Overview

We are the longest established grain milling trade magazine in our industry. We were established in 1891 and have been published regularly ever since. We are extremely proud of our heritage. Having been successfully published in three different centuries, we are aware how we must change with the times to meet the needs of our readers and advertisers alike. We have introduced several exciting developments over the past 12 months that will significantly impact our reach and effectiveness in 2010.

Commitment

In recessionary times publications that serve industry must be prepared to look at innovative ways of engaging with and expand readership. GFMT has taken up this challenge, which is reflected in our Mission Statement. Our commitment is to position GFMT as the most effective and targeted medium through which to reach prospective buyers of milling equipment and milling services within our industry globally.

Mission Statement

GFMT's mandate is to engage, inform and empower its readers through print and online. GFMT is a trusted industry publication and has been for 120 years, and will continue to provide its readers with essential insights, analysis and understanding to compete in today's economic climate.

GFMT does this through its content that focuses on top technological trends, company developments, issues of the day and sound technical advice written by some of the industry's leading experts.

GFMT is global in scope and reaches a dedicated readership around the world through a fully integrated combination of print and online activities.

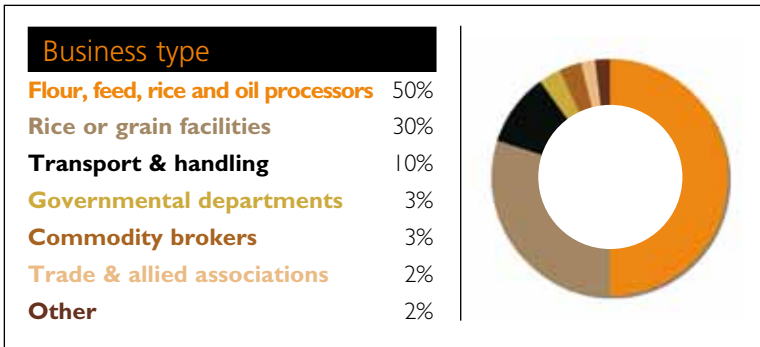
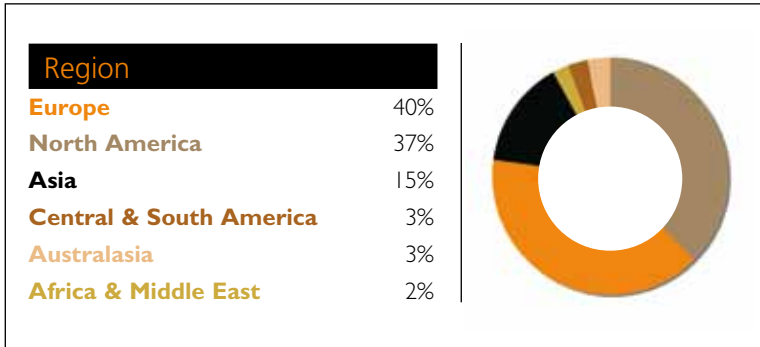
Based on its trusted editorial foundation outlined above, and combined with a creative driven sales force, GFMT provides opportunities for marketers to reach an informed, decision-making audience of senior managers and professionals around the world.

Circulation Target Audience

Historically, GFMT (in common with other Perendale trade or industry publications), reaches a carefully research and targeted audience. We understand marketing and advertising requirements and strive constantly to achieve an industry-relevant circulation. To this end GFMT reaches globally over 70 percent of all the business decision makers in the grain and milling industry; a figure that rises to almost 90% in North America and the United Kingdom. We pride ourselves on reaching almost all our readership by an individual's name and not an anonymous department.

GFMT is mailed and/or delivered to over 5000 individuals within the grain and milling industries. Typical recipients are owners, managers or marketing directors.

GFMT reaches a carefully researched and targeted audience via its E-Newsletters, online and print editions. Total readership is calculated at 35,000 per edition.



Editorial Profile

Each issue of Grain & Feed Milling Technology contains: **News:** Developments in milling technology & equipment from around the world - **Commodities:** Trends and developments in world grain markets - **Events listings**

Issue 1
January-February 2010

Deadlines: Editorial 18/12/10
Advertising 22/01/10

Feed milling technology focus:
Extrusion technology

Flour milling technology focus:
Cleaning, conditioning & colour sorting

Raw material focus:
Oilseeds & protein meals

Issues focus:
Training & education

Regional focus:
Asia & Australasia

Issue 2
March-April 2010

Deadlines: Editorial 19/2/10
Advertising 26/3/10

Feed milling technology focus:
Conveying and bagging

Flour milling technology focus:
Roller mills, sieves, flaking

Raw material focus:
Corn and sorghum

Issues focus:
Mill control systems

Regional focus:
South America

Issue 3
May-June 2010

Deadlines: Editorial 23/4/10
Advertising 21/5/10

Feed milling technology focus:
Grinding & mixing

Flour milling technology focus:
Flour mill design
Peripheral mill machinery & effect on extraction

Raw material focus:
Wheat

Issues focus:
Biotechnology

Regional focus:
Europe

Issue 4
July-August 2010

Deadlines: Editorial 25/6/10
Advertising 23/7/10

Feed milling technology focus:
Pelleting for profit

Flour milling technology focus:
Flour treatment, fortification & organic milling
Spelt milling

Raw material focus:
Barley, oats, rye

Issues focus:
Mycotoxins

Regional focus: Africa

Issue 5
September-October 2010

Deadlines: Editorial 27/8/10
Advertising 24/9/10

Feed milling technology focus:
Drying & cooling

Flour milling technology focus:
Extruded cereals, rice noodles, pasta
Screen room trends

Raw material focus:
Micro-ingredients

Issues focus:
Logistics, transport

Regional focus: North America

Issue 6
November-December 2010

Deadlines: Editorial 22/10/10
Advertising 26/11/10

Feed milling technology focus:
Feed formulation, quality control & laboratory equipment

Flour milling technology focus:
Transport
Packaging & warehousing trends

Raw material focus:
By-products

Issues focus:
Feedmill management

Regional focus: Middle East

Display Advertising Greatest Impact



Caroline Wearn
International
Marketing Manager

Getting your promotional materials in front of key business decision makers is key to driving a successful sales program. Placing display advertisements in GFMT reinforces your sales efforts. We offer several different channels to reach those business decision makers with every advertisement you place: 1) your advertisement appearing in our monthly E-Newsletter announcing the publication of GFMT; 2) your display advertisement as it appears in GFMT; 3) your advertisement appearing within one of our 'digital reprints'; 4) your advertisement remaining within our two archives.

More than just in print

Display - This form of advertising has the greatest impact on our readers. You can choose from a range of sizes, from a full-page advert to an eighth of a page. Display advertising is highly beneficial and is very affordable. The price per advert gets lower, the more issues you advertise in, so in terms of value for money, it benefits you to do more. You will also receive a complimentary copy of GFMT, for each advert you place.

Classified - We offer a section at the back of each issue, with a specific focus on business advertising. Classified is low-cost and very effective. You can choose to place your advert under an existing heading or request a new heading which is more appropriate to your business. Classified adverts run for the duration of one year, and will appear in every issue. You will receive a free subscription of GFMT, for the length of your advert.

E-Newsletters

When you place a display advertisement with GFMT you automatically have your material published in our online E-Newsletter with links to your website. Each of our 7000 named individuals on our emailing list will see your advertisement TWICE.

Digital Reprints

If you have selected to advertise against one of our key features in an issue, your advertisement will be included in a 'digital reprint' which is distributed to readers and others with a direct interest in the feature subject. Our 'digital reprints' are forwarded on and have significant reach, carrying your advertising material with them. Strategically placing your display advertising within our features maximises your impact.

Technical Archives

Your advertisement will remain in our issue-by-issue online archive which is free to readers and can be found on the GFMT website. GFMT 'digital reprints' form the backbone of our technical archive which is located on www.docstoc.com. Your advertisement remains 'active' indefinitely to be seen by anyone viewing the feature or downloading it for reference.

Online & E-Newsletter *Opportunities*

Every issue of GFMT is available to view in full on our website. Having our magazine available online has increased our circulation significantly, and in turn has increased our website traffic. Subsequently, we feel there is no better time to advertise online.

Web banners

Web banners are high impact and we currently offer three types of banners. All web banners are deep-linked to your website, helping to increase traffic to specific pages of your website. Please be aware banner space is subject to availability.

Online edition logo

Online edition logo's can be placed on our online edition page of our website when your company is featured within the current printed issue. This will allow our online readers to see that your company is featured within the issue before even viewing the magazine.

Press release and logo packages

Press release and logo packages can be bought specifically to go on our press release page of our website. Your company logo will be deep-linked to your company website, helping to drive traffic to your website.

E-Newsletter advertising

E-Newsletter advertising is a great way to reach a big audience at such low-cost. Our E-Newsletter is currently distributed to over 7000 key industry individuals who could potentially be looking for your product.

Rate Card

Print & Online

Print Advertising (Display)

Display advertising (UK£)	Issues	1	2	3	4	5	6
	Double Page	2841	2556	2301	2071	1863	1678
A - Full Page	2036	1969	1890	1764	1703	1637	
B - Mini Page	1504	1437	1304	1238	1238	1104	
C,D - Half Page	1139	1098	1032	968	932	865	
E,F - Third Page	772	671	611	598	539	484	
G,H,I - Quarter Page	625	574	514	465	424	385	
J - Eighth Page	457	439	399	372	345	306	

Web Advertising

	6 months	12 months	6 months	12 months	6 months	12 months
Site Banner (520px by 69px)			Quad (261px by 75px)		Tower (260px by 430px)	
Home Page	UK£1186	UK£2033	UK£822	UK£1549	UK£1154	UK£2048
Normal Page	UK£1065	UK£1610	UK£702	UK£1186	UK£1085	UK£1863

Online edition logo

UK£25, placed on our website for approximately two months.

Press release and logo packages

UK£50. Your company logo will be deep-linked to your company website, helping to drive traffic to your website.

E-Newsletter advertising

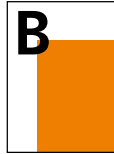
UK£240 per year.

Mechanical Details & Page Sizes

Full Page	
A	Full area: 210mm x 297mm
	Type area: 190mm x 270mm
	(X2 for double page spread)



Mini Page - Island <i>(Reduced full-page)</i>	
B	Full area: 140mm x 197mm
	Type area: 130mm x 180mm



Half Page	
C	Full area: 210mm x 147mm
	Type area: 190mm x 132mm
D	Full area: 105mm x 297mm
	Type area: 90 mm x 270mm



One-Third Page	
E	Full area: 210mm x 90mm
	Type area: 190mm x 73mm
F	Full area: 70mm x 297mm
	Type area: 60 mm x 270mm



One-Quarter Page	
G	Full area: 210mm x 75mm
	Type area: 190mm x 58mm
H	Full area: 105mm x 147mm
	Type area: 90mm x 132mm
I	Full area: 53mm x 297mm
	Type area: 47mm x 270mm



One-Eighth Page	
J	Full area: 105mm x 75mm
	Type area: 90mm x 58mm



Need help with your budget?

We understand how important it is to get the most out of your advertising budget. If you have a set figure in mind for advertising spend with our publication, why not let us take some of the heat off you, by offering you our best deal, based on your available spend.

Contact our Marketing Manager for further details.

Mechanical details

Advertising materials can be supplied on cd or email in digital formats such as InDesign, Photoshop or as a high-resolution pdf.

- All fonts and graphics must be included with open files
- Embedded fonts in pdfs
- All images in CMYK (spot colour can be arranged at extra cost)
- Request our print preferences for creating pdf files
- We can not guarantee colour calibration
- All images must be supplied at 300 dpi

If full area is used, then please allow a 3mm Bleed around all outside edges.

We can also design advertisements in house, for an agreed fee.

Loose inserts

For loose or bound inserts please contact Caroline Wearn for a personal quotation

www.gfmt.co.uk

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www.internationalmilling.com