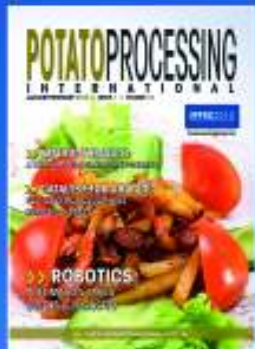
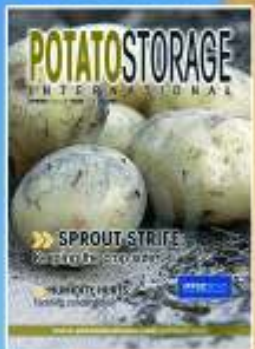


media data 2011

POTATO PROCESSING INTERNATIONAL



POTATO STORAGE INTERNATIONAL



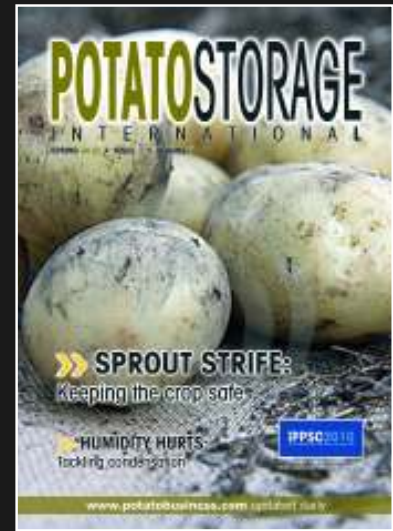
International Potato Processing and Storage Convention 2011,
Denver, Colorado, USA - June 21-23 2011,
for more information visit

www.potatoconvention.com

For exhibiting possibilities please contact Ivana Hromin - ivana@crier.hr

POTATOSTORAGE INTERNATIONAL

Potato Packhouse International, published with Potato Storage International, is focused on the developing trends and product innovations in the handling, packaging and storage of potatoes. The quarterly magazine has a readership of store managers and decision makers involved in the large volume storage of potatoes. These include major growers, dealers, packers and processors. For 2011, we will produce four high-impact issues, for the international audience, in March, May, September and December.

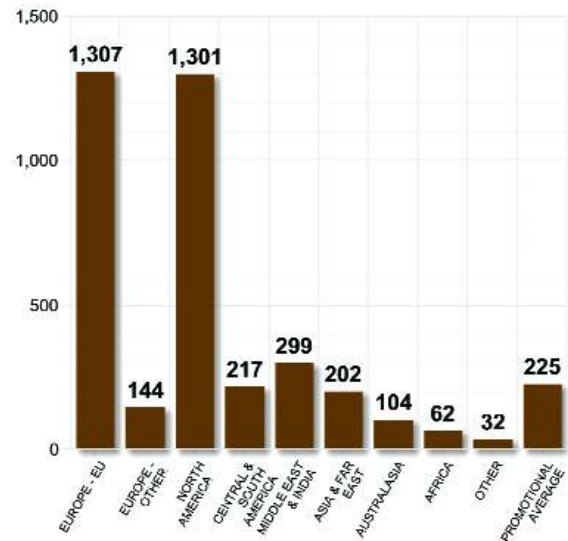


ISSUES	BONUS DISTRIBUTION	FEATURE FOCUS	EDITORIAL	ADVERTISING
MARCH 2011 <small>EDITORIAL DEADLINE - 2 FEBRUARY 2011 ADVERTISING DEADLINE - 25 FEBRUARY 2011</small>		<ul style="list-style-type: none"> Storage Structures Washing & Handling Weighing & Packing New Technology 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MAY 2011 <small>EDITORIAL DEADLINE - 16 APRIL 2011 ADVERTISING DEADLINE - 11 MAY 2011</small>				
SEPTEMBER 2011 <small>EDITORIAL DEADLINE - 3 AUGUST 2011 ADVERTISING DEADLINE - 20 AUGUST 2011</small>		<ul style="list-style-type: none"> Robotic technology Sorters & Graders Sprout Control Quality Monitoring Systems 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
DECEMBER 2011 <small>EDITORIAL DEADLINE - 15 OCTOBER 2011 ADVERTISING DEADLINE - 19 NOVEMBER 2011</small>				

POTATO STORAGE INTERNATIONAL CIRCULATION BREAKDOWN

Europe – EU	1307
Europe – Other	144
North America	1301
Central & South America	217
Middle East & India	299
Asia & Far East	202
Australasia	104
Africa	62
Other	32
Promotional Average (Exhibitions, seminars, conventions, etc)	225
TOTAL:	3893

(With a high pass-on factor, we estimate the full readership figure to be over 9,000)



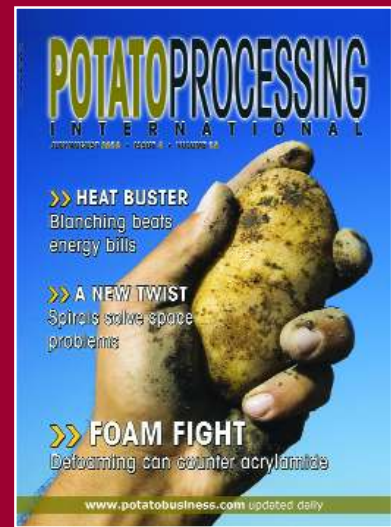
www.potatobusiness.com

Potato Processing International and Potato Storage International have a unique web portal to serve the worldwide potato industry. The website aims to bring up-to-date potato related news as well as business and market analyses, case studies, product updates and other relevant information for the modern potato industry management. The site, www.potatobusiness.com offers the opportunity to promote your products and company in a modern, interactive method and to keep contact with your customers 24/7.

POTATO PROCESSING INTERNATIONAL

Published six times a year, Potato Processing International provides readers with news, commentary on topical matters, new products, interviews, factory visit reports, case studies and a pre-planned, annual programme of industry-important special editorial features. All are designed to keep our readers informed and interested in developments worldwide.

Our readers are **key decision makers** involved in volume potato processing, including **senior management, production and engineering directors, R&D executives – worldwide.**

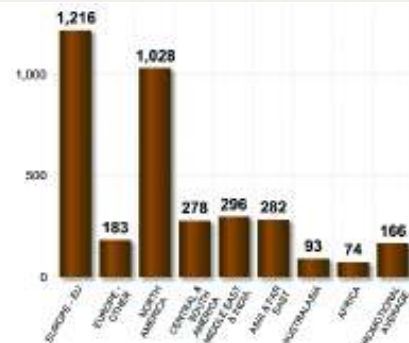


ISSUES	BONUS DISTRIBUTION	FEATURE FOCUS	EDITORIAL	ADVERTISING
JANUARY/FEBRUARY 2011 <small>EDITORIAL DEADLINE - 7 DECEMBER 2010 ADVERTISING DEADLINE - 14 JANUARY 2011</small>	NWFPA - Portland, USA 16-19 January	<ul style="list-style-type: none"> • Electronic Inspection • Oils & Filtration • Specialist/Niche Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MARCH/APRIL 2011 <small>EDITORIAL DEADLINE - 4 FEBRUARY 2011 ADVERTISING DEADLINE - 20 FEBRUARY 2011</small>	SNAXPO - Florida, USA 20-23 March INTERPACK Germany, 12-18 May	<ul style="list-style-type: none"> • Volume Cutting • Cooling & Freezing • Grading, Destoning & Washing Operations 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MAY/JUNE 2011 <small>EDITORIAL DEADLINE - 5 APRIL 2011 ADVERTISING DEADLINE - 2 MAY 2011</small>	IPPSC CONVENTION <i>Denver, USA, 21-23 June</i>	<ul style="list-style-type: none"> • Flakes & Dehydration Systems • Frying & Cooking • Pasteurising & Sterilisation Systems 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
JULY/AUGUST 2011 <small>EDITORIAL DEADLINE - 6 JUNE 2011 ADVERTISING DEADLINE - 27 JUNE 2011</small>	POTATO EUROPE 2011 <i>Belgium, 7-8 September</i>	<ul style="list-style-type: none"> • Blanching • Defoaming & Associated Treatments • Wastewater Treatment 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SEPTEMBER/OCTOBER 2011 <small>EDITORIAL DEADLINE - 5 AUGUST 2011 ADVERTISING DEADLINE - 29 AUGUST 2011</small>		<ul style="list-style-type: none"> • Drying • Conveying, Weighing • Packaging Systems • Specialist/Niche Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
NOVEMBER/DECEMBER 2011 <small>EDITORIAL DEADLINE - 7 OCTOBER 2011 ADVERTISING DEADLINE - 31 OCTOBER 2011</small>		<ul style="list-style-type: none"> • Peeling • Defatting Systems • Flavours & Flavouring 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

POTATO PROCESSING INTERNATIONAL CIRCULATION BREAKDOWN


Europe – EU	1216
Europe – Other	183
North America	1028
Central & South America	278
Middle East & India	296
Asia & Far East	282
Australasia	93
Africa	74
Promotional Average (Exhibitions, seminars, conventions, etc)	166

TOTAL: 3616



(With a high pass-on factor, we estimate the full readership figure to be over 9,000)

RATE CARD

		6	4	2	1
FULL PAGE 	BLEED: 306 x 216mm TRIMS TO: 297 x 210mm	€ 2,250	€ 2,350	€ 2,650	€ 2,750
SOLUS 	SIZE: 180 x 135mm	€ 1,930	€ 2,000	€ 2,130	€ 2,230
HALF PAGE 	BLEED: 148 x 216mm TRIMS TO: 145 x 210mm	€ 1,360	€ 1,450	€ 1,750	€ 1,860
QUARTER PAGE 	SIZE: 90 x 130mm (upright) or 186 x 65mm (horizontal)	€ 1,080	€ 1,200	€ 1,300	€ 1,380
FRONT COVER 	BLEED: 306 x 216mm TRIMS TO: 297 x 210mm (Image must allow for magazine title)				€ 3,000
COVER STORY PACKAGE FC + 3 PAGES 					€ 6,000

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