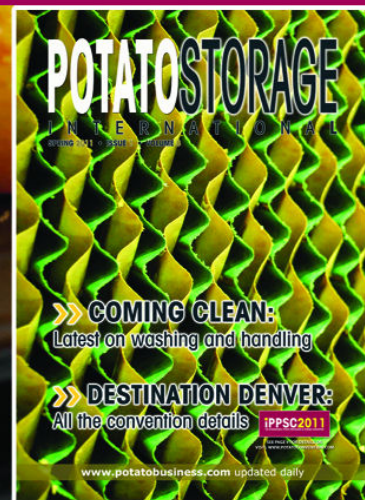
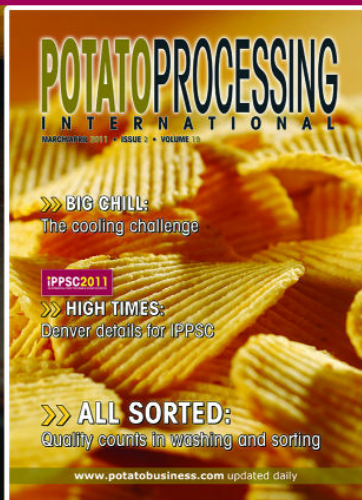


media data 2012



POTATO PROCESSING INTERNATIONAL

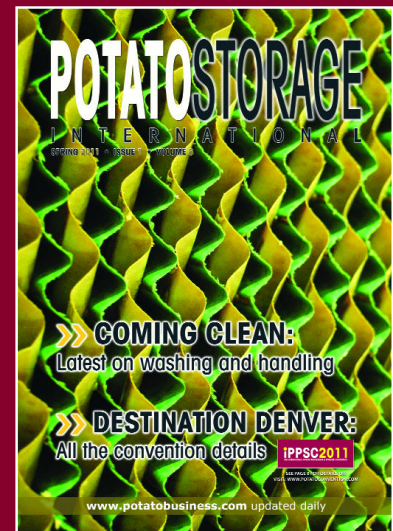
POTATO STORAGE INTERNATIONAL



POTATOSTORAGE

INTERNATIONAL

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 2012, we will produce two high-impact issues, for the international audience, in March/April and September/October.



ISSUES	PLANNED FEATURES INCLUDE	EDITORIAL	ADVERTISING
MARCH/APRIL 2012 EDITORIAL DEADLINE - 12 MARCH ADVERTISING DEADLINE - 26 MARCH	<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"/>
SEPTEMBER/OCTOBER 2012 EDITORIAL DEADLINE - 10 SEPTEMBER ADVERTISING DEADLINE - 24 SEPTEMBER	<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"/>

POTATO STORAGE INTERNATIONAL CIRCULATION BREAKDOWN

Europe – EU	1208
Europe – Other	149
North America	1301
Central & South America	223
Middle East & India	305
Asia & Far East	212
Australasia	109
Africa	68
Other	38
Promotional Average (Exhibitions, seminars, conventions, etc)	1200
TOTAL:	4813

(With a high pass-on factor, we estimate total readership at 9,000)

SOME SHOWS/EXHIBITS OUR MAGAZINES WILL BE AT

- **PotatoExpo** – 4-6 January, Orlando, Fl
- **NWFPA** – 15-18 January, Portland, Or
- **SNAXPO** – 16-19 March, Phoenix, Ar
- **Anuga Foodtec** – 27-30 March, Cologne
- **World Potato Congress** – 27-30 May, Edinburgh
- **PotatoEurope** – 12-13 September, France
- **PackExpo** – 28-31 October Chicago, Il
- **Interpom** – 25-27 November, Belgium

www.potatobusiness.com

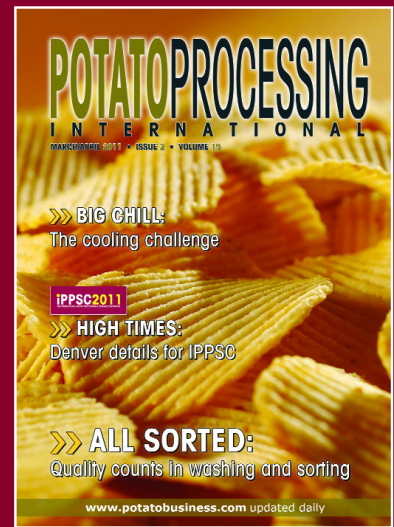
Potato Processing International and Potato Storage International have a unique web portal to serve the worldwide potato industry. It aims to bring up-to-date potato related news as well as business and market analyses, case studies, product updates and other relevant information for the modern potato industry management. The site, www.potatobusiness.com also hosts the online version of Potato Processing International which is updated between print issues of the magazine.

POTATOPROCESSING

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	PLANNED FEATURES INCLUDE	EDITORIAL	ADVERTISING
JANUARY/FEBRUARY 2012 EDITORIAL DEADLINE - 7/12/2011 ADVERTISING DEADLINE - 14/1/2012	<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 2012 EDITORIAL DEADLINE - 4/2/2012 ADVERTISING DEADLINE - 28/2/2012	<ul style="list-style-type: none"> • Volume Cutting • Cooling & Freezing • Grading, Destoning & Washing 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MAY/JUNE 2012 EDITORIAL DEADLINE - 5/4/2012 ADVERTISING DEADLINE - 2/5/2012	<ul style="list-style-type: none"> • Flakes & Dehydration Systems • Frying & Cooking • Flexibility 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
JULY/AUGUST 2012 EDITORIAL DEADLINE - 6/6/2012 ADVERTISING DEADLINE - 27/6/2012	<ul style="list-style-type: none"> • Blanching • Defoaming & Associated Treatments • Specialist/Niche Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SEPTEMBER/OCTOBER 2012 EDITORIAL DEADLINE - 5/8/2012 ADVERTISING DEADLINE - 29/8/2012	<ul style="list-style-type: none"> • Drying • Conveying, Weighing • Packaging Systems 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
NOVEMBER/DECEMBER 2012 EDITORIAL DEADLINE - 7/10/2012 ADVERTISING DEADLINE - 31/10/2012	<ul style="list-style-type: none"> • Peeling • Efficiency • 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)	1200
TOTAL:	4650

(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

ONLINE RATE CARD

Potatobusiness.com Website

Website Banner Price

Small advert is:

195pixels x 276 pixels = €600

Large advert is:

728pixels x 90 pixels = €800

Digital Magazine Advert Sizes

Full page advert:

249mm x 175mm = €500

Half page advert:

125mm x 175mm = €300

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If you need detailed advertisement specifications we can send you a pdf of all technical information. Please send an e-mail to production@crier.co.uk or telephone 00 44 1883 734582