



brutarul[®] cofetarul

THE BAKERS', MILLERS', CONFECTIONERS' TECHNICAL JOURNAL



CELEBRATING
10
YEARS



the magazine

B BRUTARUL-Cofetarul is the first and only specialized business-to-business magazine in Romania, that is exclusively dedicated to professionals from the milling-baking industry. Its ultimate objective is to deliver complete information to the specialists from the sector. The publication has been on the market for 10 years, representing the main source of information for the decision makers and technical staff of the mills, craft and industrial bakeries, pastries and confectioneries.

The content of the magazine is structured according to the readers' needs, including news and reports from the events in the industry, interviews and presentations of successful businesses, details about raw materials and equipments used in the sector. Another important goal of the magazine is publishing recipes, providing technologic, legal, management and marketing details and also presenting practical solutions for specialists involved.



circulation and distribution

ADVANTAGE: At least 7,500 specialists in mills, bakeries, confectioneries, pastry shops and other units involved, receive the magazine monthly, for free!

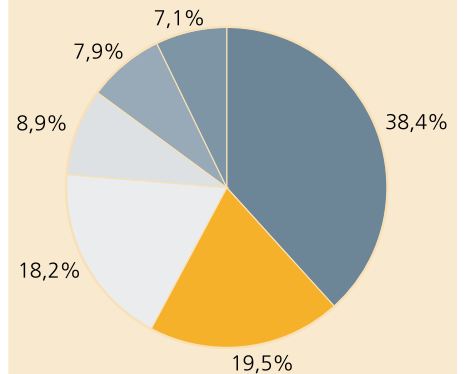
BRUTARUL-Cofetarul magazine appears once a month, it is published in more than 7,500 copies and distributed free nationally, by post mail, to decision makers in the industry (bakeries, confectioneries, pastry shops, industrial manufacturers, distributors, hypermarkets, etc.). Our subscribers' database is constantly monitored and updated to ensure a high degree of the readers' interest about the content of the publication.

readers' profile

ADVANTAGE: One copy of the magazine is read by an average of 3.6 employees of a business destination, most of them holding decision-making power within companies.

Readers of BRUTARUL-Cofetarul are generally represented by the management personnel of the bakeries and confectioneries. The results of a survey held among the readers on a sample of 347 respondents in October 2009, indicate that over 68% of the magazine's receivers are from the top-management of companies (general manager, sales manager, marketing manager), while 26% of them work in middle-management structures (engineering technician, sales agent, baker, confectioner, etc.). The same study shows that 88% of the readers find magazine very useful, going through its entire content and reading most of the articles.

PROFESSIONAL UNITS RECEIVING THE MAGAZINE



- Bakeries - 2894 copies
- Confectioneries - 1469 copies
- Pastry-shops - 1372 copies
- Mills - 671 copies
- Distributors - 595 copies
- Other (industrial plants, hypermarkets etc.) - 535 copies

These figures are valid on November 5th 2009

what benefits do we offer to suppliers?

"Our success is based on the seriousness and impartiality with which we treat our partners and also on the confidence gained among the readers in over 10 years of existence, both through the magazine and through our active involvement in organizing specialized events for the industry." - BRUTARUL-Cofetarul publishers' staff.

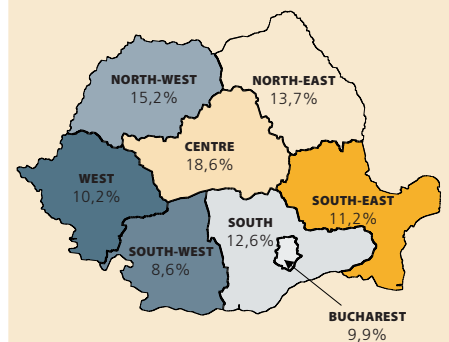
The advertising pages in BRUTARUL-Cofetarul magazine provide one of the most efficient and cost-effective way to promote products and services for mills, bakeries, confectioneries and pastries. Working with our magazine means low advertising rates, well-defined class of readers-specialists, discounts and bonuses, depending on the length of collaboration.

our role in promoting the industry

ADVANTAGE: We distribute the magazine at all fairs, exhibitions and major events of the local and international milling-baking industry.

The editorial crew of the magazine is extensively involved in developing solutions and supporting the Romanian bakery and confectionery sector, in order to achieve its alignment to the current European trends. One of our key concerns is the promotion of the magazine at the most important local and international, specialized fairs and exhibitions, seminars and conferences. Among the results of this involvement we mention the organization of **GastroPan Expo** - international exhibition organized in Romania, for the milling-baking, confectionery and HoReCa sectors. We are also present at the biggest international exhibitions, such as IBA - Düsseldorf, Europain - Paris, Sigep - Rimini or Ibatech - Istanbul. At these events not only we promote, through our magazine the Romanian bakery and milling sector, but we also bring the newest business solutions to the local specialists' attention.

TERRITORIAL DISTRIBUTION



- NORTH-WEST - 1145
- NORTH-EAST - 1032
- WEST - 769
- CENTRE - 1402
- SOUTH-EAST - 844
- SOUTH-WEST - 648
- SOUTH - 950
- BUCHAREST - 746

These figures are valid on November 5th 2009

OTHER TOPICS

Financing solutions and investing projects

Green energy - cost efficient solutions

Innovation and product development

Marketing and advertising: the product-brand-sales intercourse

Fast food vs slow food: convenience and şi pre-processed frozen products

Design and shop fittings

PERMANENT COLUMNS

- Editorial
- News/Events
- Interview/Profile
- Focus
- Technology
- Recipes
- Financing
- Management/Consultacy
- Food safety
- Legal adviser
- Advertorial
- Small ad

editorial schedule 2010

Month Issue	Main topic	The event of the month
January	Niche: Producing lines for fancy cakes, wafers, biscuits	SIGEP - Rimini, Italy
February	PROFILE: Bakery business type	UKBA - Budapest, Hungary
March	Indispensable: Basic equipments in bakeries and confectioneries	GastroPan - Târgu Mureş, Romania EUROPAIN - Paris, France
April	PROFILE: Confectionery business type	Ibatech - Istanbul, Turkey Diegenuss - Wels, Austria
May	Dynamism: Transporting and depositing solutions, mobile shops	SIAB - Verona, Italy
June	PROFILE: Pastry-shop business type with the producing facilities	
July	Substitution: Automatic producing lines, alternatives to the human labour	
August	PROFILE: Milling business type	
September	Progressing: Basic and auxiliar raw materials. Where to cross the border?	SachsenBack - Dresden, Germany
October	PROFILE: Bakery business type	AB Tech EXPO - Milano, Italy Modern Bakery - Moscow, Russia Südback - Stuttgart, Germany
November	Trend: Interior design and fittings for specialized shops	Indagra Food - Bucharest, Romania
December	PROFILE: Confectionery business type	

on-line opportunities: www.brutarul.ro

Wishing to meet the new demands of readers - which rely on the increasing need of on-line information, the editors of magazine BRUTARUL-Cofetarul magazine gives a great importance to developing the www.brutarul.ro web page. The site is designed as a continuously updated interactive portal that offers fresh news, expert articles, details of events in the field to the visitors, and also gives the suppliers opportunities for promoting their products and services. The offer is completed by the on-line newsletter service, through which over 4,200 Romanian subscribers and more than 2,600 foreign on-line readers receive weekly in their e-mail inboxes, fresh information about developments in the sector, and their number is growing. The www.brutarul.ro interface is also a support for the suppliers of the milling, baking and confectionery industries, offering more efficient and profitable ways of advertising through banners or PR articles published on the website or in the newsletter's content.

ADVANTAGE:
About 6,800 newsletter subscribers form Romania and from abroad, receive weekly in their e-mail inbox the latest news and information from the industry!



On-line advertising	Price (EURO)
Banner on www.brutarul.ro / 1 month 120 x 90 px	For rates, contact us!
Banner on www.brutarul.ro / 3 months 120 x 90 px	
Banner on www.brutarul.ro / 6 months 120 x 90 px	
Banner on www.brutarul.ro / 12 months 120 x 90 px	
PR article posted on www.brutarul.ro / 7 day display + 1 newsletter sending	
Banner on the Brutarul newsletter / 1 sending	

For requesting other sizes or other forms of on-line collaboration, please contact us!

rate card



ONE PAGE

Trim: 210 mm x 297 mm
Bleed: 215 mm x 307 mm



2/3 PAGE

Trim: 137 mm x 297 mm
Bleed: 142 mm x 307 mm



1/2 PAGE (horizontal)

Trim: 193 mm x 134 mm



1/2 PAGE (vertical)

Trim: 93 mm x 275 mm



1/3 PAGE (vertical)

Trim: 73 mm x 297 mm
Bleed: 78 mm x 307 mm



1/4 PAGE (vertical)

Trim: 93 mm x 134 mm



1/8 PAGE (vertical)

Trim: 93 mm x 65 mm

MECHANICAL REQUIREMENTS

We accept advertisements in vector-graphic format (CorelDraw, Photoshop etc.) and picture format (*.jpg.). The pictures' resolution must be of a minimum 300 dpi and they must be in four colors (CMYK). At our clients' request we're offering full graphic and creative support in the making of the advertising material, regardless of the partnership's length.

Advertising material deadline is 18th of month prior to publication. The magazine goes out to its readers in the first week of each month.

Advertising pages that are available to suppliers in the area are designed to increase the value of the magazine by providing the readers information about the best products and services available on the bakery and confectionery market. Depending on the needs of our partners, BRUTARUL-Cofetarul magazine provides the most efficient, profitable and versatile ways to interact with the specialists through advertising models of different sizes and placement.

ADVANTAGE: An unlimited number of readers can view the advertisements published in BRUTARUL-Cofetarul journal on-line, on www.brutarul.ro by browsing the digital version of the magazine! In addition, companies with advertisements published in the journal will be listed for free on the site, in the "Partner Companies" section, with direct link to that each firm's website.

Size and positioning	Price (EURO)
Full page* (A4)	For rates, contact us!
Page 3 – next to the front cover inside (A4)	
Page 5 – next to editorial (A4)	
Page 7 – next to the table of contents (A4)	
Spread middle pages (double)	
Back cover outside (A4)	
Inside of front or back cover (A4)	
Last page – next to the back cover inside (A4)	
2/3 page - vertical	
1/2 page - horizontal	
1/2 page - vertical	
1/3 page - vertical	
1/4 page - vertical	
1/8 page - horizontal	
PR article (A4)	
Pre-printed inserts** max. 210 x 297 mm	
Small advertisement, of maximum 30 words	

* For choosing specific locations for the advertisement, we apply an additional fee of 10% of the list price

** Maximum size of the pre-printed inserts is one A4 page.
Total weight: 15 g.



FREQUENCY DISCOUNT

3 issues	7 issues	12 issues
5%	7%	10%

CONTACT

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