

Media Kit

cofetarul®

brutarul

THE BAKERS', MILLERS', CONFECTIONERS' TECHNICAL JOURNAL



BBRUTARUL-Cofetarul is the first and only specialized business-to-business magazine in Romania, that is exclusively dedicated to professionals from the milling-baking-confectionery industry. Its ultimate objective is to deliver complete information to the specialists from the sector. The publication has been on the market since 2001, 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 successful business presentations, 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

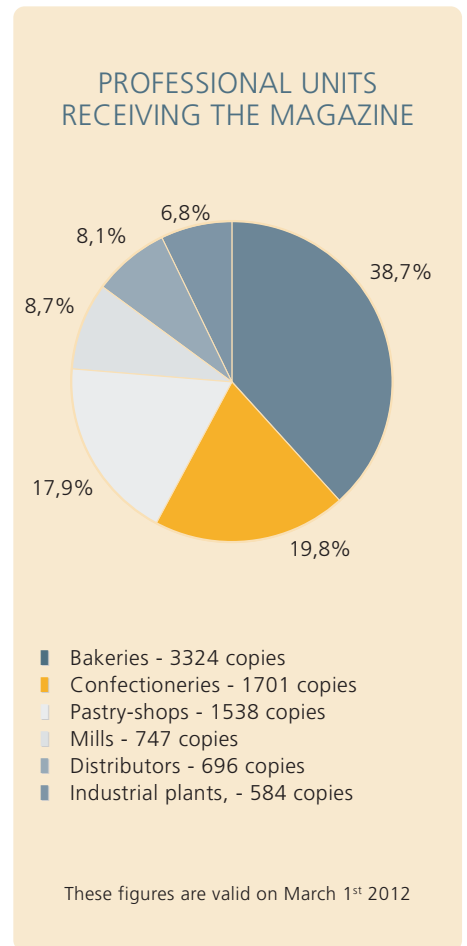
ADVANTAGE: At least 8,500 specialists in mills, bakeries, confectioneries, pastry shops and other units involved, receive the magazine monthly, for free!

BRUTARUL-Cofetarul magazine appears once a month, it is published in more than 8,500 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.

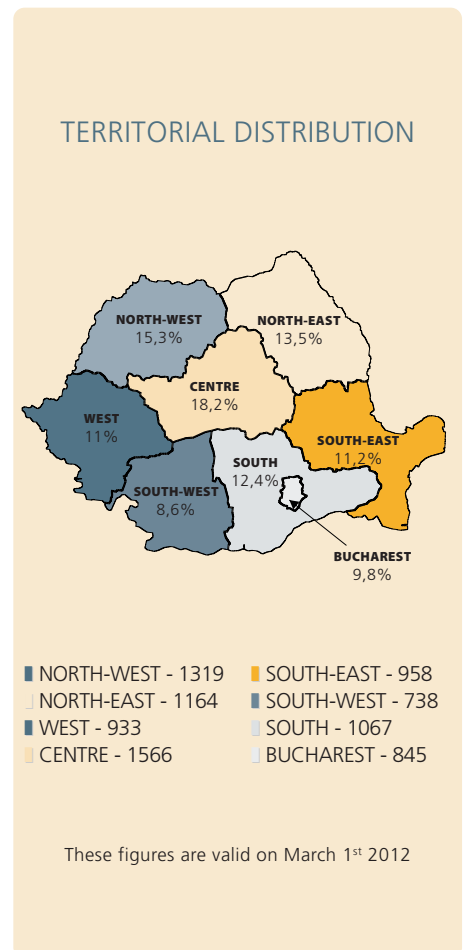
Readers of BRUTARUL-Cofetarul are generally represented by the management personnel of the bakeries and confectioneries. The results of a survey held among the readers on a sample of 347 respondents in October 2009, indicate that over 68% of the magazine's receivers are from the top-management of companies (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 the magazine very useful, going through its entire content and reading most of the articles.



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 ways 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, such as IBA, EUROPAIN, SIGEP, IBATECH, UKBA etc.

Our editorial team also supports the development of bakeries and confectioneries through specialized fairs and exhibitions. This commitment goes beyond simply distributing the magazine at the most important European trade fairs in the field. We have taken the best ideas we have experienced at the biggest international trade fairs and we shaped them to answer the needs of the local market and this is how the greatest international bakery exhibition in Romania was founded. **GastroPan** trade fair targets specialists, suppliers and entrepreneurs in the bakery, confectionery and food service industry and it is highly appreciated amongst visitors due to its dynamic program based on many live demo shows and competitions for skilled chefs, bakers and confectioners. The fourth edition of the event which is now considered a benchmark in Central-Eastern Europe will take place between **23-25th March 2012** in Târgu Mureş, ROMANIA.

editorial schedule

Month Issue	Main topic	The event of the year
January	PROFILE Production Unit: Confectionery with Chocolate Production	Expo GastroPan Târgu Mureş, Romania www.gastropan.ro
February	GELATERY Technological Innovations for Artisan Ice-cream Producing	
March	SUPPLIERS Equipments of the Year 2012 in Bakeries and Confectioneries	
April	PROFILE Production Unit: Bakery & Pastry Production	
May	TRENDS Interior Design and Fittings for Bakery Shops	
June	CREATIVITY Decorative Materials, Tools and Techniques in Confectioneries	
July	PROFILE Production Unit: Confectionery with Artisan Ice-Cream Production	
August	PROCESSING Innovative Ingredients for Dough Processing	
September	ANALYSIS: New Wheat Crop and the Impact on the Bakery Market	
October	PROFILE Production Unit: Wheat Mill	
November	PRODUCTION: Dough Processing Lines and Equipment	
December	SPECIAL: Ingredients and Recipes for the Holiday Season	

PERMANENT COLUMNS

- Editorial
- News/Events
- Interview/ Profile
- Around the World
- Technologie
- Recipes
- Business Model
- Creativity
- Funds & Financing
- Management/Advisory
- Food Safety
- Legal/Fiscal
- Advertorial
- Classified Ads
- Marketing
- Design/Fittings
- Investments
- Innovation
- Month's Special



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 give 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 6,200 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 8,800 newsletter subscribers from 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	90
Banner on www.brutarul.ro / 3 months 120 x 90 px	240
Banner on www.brutarul.ro / 6 months 120 x 90 px	400
Banner on www.brutarul.ro / 12 months 120 x 90 px	670
PR article posted on www.brutarul.ro / 7 day display + 1 newsletter sending	140

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

rate card

ADVANTAGE: An unlimited number of readers can access www.brutarul.ro. 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.



ONE PAGE

Trim: 210 mm x 297 mm
Bleed: 220 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

TECHNICAL 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.

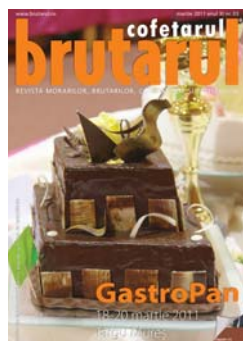
Advertising pages that are available to suppliers in the area are designed to increase the value of the magazine by providing the readers information about the best products and services available on the bakery and confectionery market. Depending on the needs of our partners, BRUTARUL-Cofetarul magazine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

Size and positioning	Price (EURO)
Full page* (A4)	600
Page 3 – next to the front cover inside (A4)	950
Page 5 – next to editorial (A4)	875
Page 7 – next to the table of contents (A4)	730
Spread middle pages (double)	1,420
Back cover outside (A4)	1,290
Inside of front or back cover (A4)	990
Last page – next to the back cover inside (A4)	710
2/3 page - vertical	570
1/2 page - horizontal	350
1/2 page - vertical	390
1/3 page - vertical	330
1/4 page - vertical	230
1/8 page - horizontal	150
PR article (A4)	480
Pre-printed inserts** max. 210 x 297 mm	0.1/piece
Small advertisement, of maximum 30 words	70

* 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.

FOR CUSTOMIZED OFFERS PLEASE CONTACT US!



FREQUENCY DISCOUNT

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

CONTACT

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