



# MEDIA INFORMATION: FMCG NEWS



## INSPIRE NEW BUSINESS

From packaging professionals to purchasing managers, FMCG News helps key decision makers in the FMCG industry make informed decisions regarding stock, machinery, packaging and services. The FMCG News team is dedicated to bringing readers the best industry advances combined with topical features and news. By partnering with suppliers of products and services to the industry, FMCG News, with its colourful and striking design, ensures products are showcased in the best way to the people who matter, delivering the best in technology, tools, services and trends.

### TARGET READERSHIP PROFILE

FMCG News is targeted to the **senior decision makers**, specifiers and buyers throughout Britain's food & drink and FMCG manufacturing sectors. With a collective annual turnover in excess of £70 billion, our influential readership is active in specifying new technology, designs and equipment.

Cadbury Schweppes  
Associated British Foods  
Tate & Lyle  
Nestle  
Grampian Food  
Mars UK  
Coca Cola  
United Biscuits  
Dairy Crest

Premier Foods  
Greencore  
Geest  
Kellogg's  
Kraft Foods  
HJ Heinz  
GlaxoSmithKline  
Diageo GB  
SC Johnson  
RHM Group

41% FOOD AND DRINK MANUFACTURERS  
19% WRAPPERS AND WRAPPING SPECIALISTS  
13% PAPER & BOARD PACKAGING SPECIALISTS  
11% PACKAGING MATERIAL SPECIALISTS  
10% NON FOOD FMCG GOODS MANUFACTURERS  
6% OTHERS



### FMCG NEWS

With a reputation of being the first place to source new products, FMCG News is perfect for building brand awareness at a company's individual pace. Its fresh approach, in both design and editorial content, provides effective communication in a market that changes fast. Advertisers and readers alike can have confidence in our experience to match our product to the needs of the marketplace.



### DISPLAY ADVERTISING

As a premier source of product information, FMCG News develops relationships with its advertisers to provide strategic planning with regards to a successful sales campaign, co-ordinating relevant editorial features alongside a sharp sales message. Through our pages, companies large and small can develop a brand profile and reach key decision makers throughout the market place.

# EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include industry news, exhibition show guides and reviews, new products, interviews and much more.

■ Please send your general press releases to [fmcg@onecoms.co.uk](mailto:fmcg@onecoms.co.uk), and feature specific releases (see below) to [vicky.bullivant@onecoms.co.uk](mailto:vicky.bullivant@onecoms.co.uk)

## December - January

- Quality Control
- Processing & Machinery

## April - May

- Shrink, Stretch & Packaging Machinery
- Bottles, Caps & Closures

## August - September

- Labels & Labelling
- Recycling, Energy, & Environment

## February - March

- Robotics & Automation
- Ovens & Cookers

## June - July

- Logistics & Supply Chain
- Food, Safety & Hygiene

## October - November

- Branding, Marketing & Design
- Ingredients, Refrigeration & Cooling

### ADVERTISING RATES (EFFECTIVE AS OF 2011)

Display	1	3	6
Colour DPS	£1300	£1250	£1200
Full page colour	£750	£700	£650
Full page mono	£720	£670	£620
Half page colour	£450	£420	£390
Half page mono	£430	£400	£380
Quarter page	£290	£270	£250

### Product placement (colour separation charge)

Picture and 50-200 word	£130
+ Logo	£30

### Product showcase directory

Picture and 50-200 words (3 issue minimum)	£165
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Classified	1	3	6	12
Single colour centimeter	£15	£12	£10	£8

### Web guide

6 Issues	£270	£45 Per Issue
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### TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

MECHANICAL DATA (mm)	Bleed	Trim	Type
DPS	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

### ARTWORK

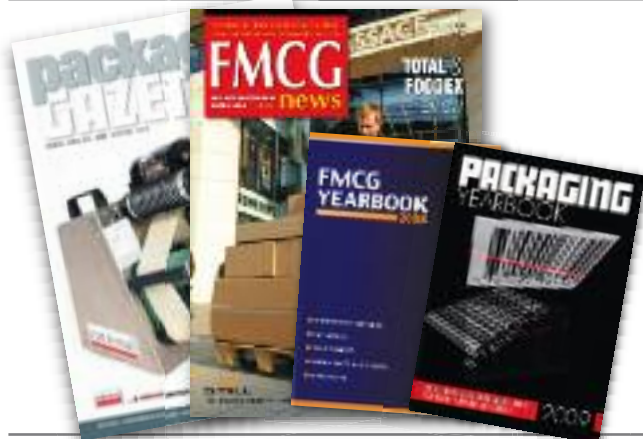
Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

### CANCELLATION POLICY

■ Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

■ A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.

■ A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of products in the FMCG and packaging markets, including FMCG News, Packaging Gazette, the Packaging Yearbook and [fmcgnews.co.uk](http://fmcgnews.co.uk), Media One Communications has expanded year-on-year. Its evolution in the publishing sector, including its strengthening position online, has led to its wide recognition as an industry leader in the product marketplace with a loyal customer base and dedicated readership who return time and time again for knowledgeable, intelligent information.



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