

zeus  
editrice



**MEDIAKIT**  
2016

[www.editricezeus.com](http://www.editricezeus.com)

Editrice ZEUS Editrice Zeus is one of the most prestigious publishers in the field of machines and technology for the food and drink industry.

A point of reference for the food industry for more than thirty years thanks to its magazines, Editrice Zeus also publishes Itfoodonline.com, the most frequently visited industry portal in the world.

Editrice Zeus reaches hundreds of thousands of readers every year with:

- six magazines published for three different geographical areas;
- the 10-language, most-visited portal in the world, Itfoodonline.com;
- a database of thousands of direct email addresses of industry professionals.

The businesses that publish with Editrice Zeus have an exceptional range of resources at their disposal for communicating to markets and reaching new clients.



**Editrice Zeus**

Publishes magazines and websites serving the most important food and drink industries in all markets

**MAGAZINES**



**MAGAZINES**



**WEB**



# FOOD PROCESSING

**MEDIAKIT**  
**2016**



An international magazine, one of the most important in Europe and North America about the machines, technology, packaging and automation for the food & beverage industry. It has printed and digital editions, and it reaches thousands of food and beverage industries and all the major OEMs: it is the most known magazine of the sector in Europe.\*

## Media partner:



\* Source: Issuu.com

## Who reads it

Food industries, beverage industries, OeMS.

**SECTORS:** preserving industry, bread, confectionery, pasta, wheat, dairy, vegetables, fruit, meat, beverages, wine, liquors, soft drinks, oil, ingredients, sauces, chocolate, coffee, frozen foods.



## Who advertises in it

Manufacturers and suppliers of machines, technology, packaging and automation for the food and beverage industry.

**SECTORS:** machines, plants, equipment, components for processing, packaging, labelling, packing, automation, traceability, bottling, storage, logistics, packaging suppliers and raw materials.

## Distribution area



## How many readers

16.423 Food and beverage industries






8.531 OEMs

### DIGITAL READINGS

223.740 Last year certified readings

# FOOD PROCESSING EDITORIAL PLANNING

Every issue of Food Processing contains a special feature and a number of in-depth articles. In addition to the in-depth articles, all of the issues include regular features dedicated to machines and technology in the following industries: packaging - bakery - pastry - preserving industry - beverage industry - bottling - automation - components.

Issues	Specials	Exhibitions	Focus
<b>February</b>	<ul style="list-style-type: none"> <li>■ Machines for bakery, confectionery and bread</li> <li>■ Technology for preserving industry</li> </ul>	  	<ul style="list-style-type: none"> <li>■ Technology for the food and beverage industry</li> <li>■ Fruit and vegetables processing</li> <li>■ Ovens</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>■ Machines and technology for the meat industry</li> <li>■ Meat, sausages and cured meat processing</li> </ul>		<ul style="list-style-type: none"> <li>■ Packaging, labelling</li> <li>■ Bottling</li> <li>■ Technology for the preserving industry</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>■ Machines for bakery, confectionery and bread</li> </ul>	 	<ul style="list-style-type: none"> <li>■ Bread industry</li> <li>■ Ovens</li> <li>■ Confectionery and baked goods packaging</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>■ Technology for the preserving industry</li> <li>■ Dairy technology</li> </ul>	 	<ul style="list-style-type: none"> <li>■ Packaging</li> <li>■ Labelling</li> <li>■ Energy and cogeneration</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>■ Packaging</li> </ul>	 	<ul style="list-style-type: none"> <li>■ Technology for the food industry</li> <li>■ Labelling</li> <li>■ Weighing</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>■ Machines for the confectionery industry</li> </ul>		<ul style="list-style-type: none"> <li>■ Logistics and handling systems</li> <li>■ Pasta</li> <li>■ Grain food processing</li> </ul>

# RASSEGNA ALIMENTARE

**MEDIAKIT**  
**2016**



Since 1981, it's the most important magazine in Italy about machines, technology, packaging and automation for the food and beverage industry. It has both printed and digital editions, it reaches thousands food and beverage industries and all the main OEMs; it's the most read magazine of the sector in Italy.\*

## Media partner:



\* Source: Issuu.com

## Who reads it

Food industries, beverage industries, OEMs.

**SECTORS:** preserving industry, bread, confectionery, pasta, wheat, dairy, vegetables, fruit, meat, beverages, wine, liquors, soft drinks, oil, ingredients, sauces, chocolate, coffee, frozen foods.



## Who advertises in it

Manufacturers and suppliers of machines, technology, packaging and automation for the food and beverage industry.

**SECTORS:** machines, plants, equipment, components for processing, packaging, labelling, packing, automation, traceability, bottling, storage, logistics, packaging suppliers and raw materials.

## Distribution area



## How many readers

5.124 Food and beverage industries  
 4.215 OEMs

## DIGITAL READINGS








186.807 Last year certified readings

# RASSEGNA ALIMENTARE

Every issue of Rassegna Alimentare contains a special feature and a number of in-depth articles.

In addition to the in-depth articles, all of the issues include regular features dedicated to machines and technology in the following industries: packaging - bakery - pastry - preserving industry - beverage industry - bottling - automation - components.

## PUBLISHING PROGRAMME 2016

Issues	Specials	Exhibitions	Focus
<b>February</b>	<ul style="list-style-type: none"> <li>■ Energy</li> <li>■ Cogeneration</li> </ul>		<ul style="list-style-type: none"> <li>■ Cereal processing</li> <li>■ Cereal storage</li> <li>■ Pellet snack production</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>■ Industrial automation</li> <li>■ Components, systems</li> </ul>		<ul style="list-style-type: none"> <li>■ Packaging</li> <li>■ Weighing</li> <li>■ Microelectronics</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>■ Machines and plants for fruit and vegetables processing</li> </ul>		<ul style="list-style-type: none"> <li>■ Dried fruit processing</li> <li>■ Sorters</li> <li>■ Pumps</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>■ Technology for preserving industry</li> <li>■ Packaging</li> <li>■ Dairy</li> <li>■ Meat processing</li> </ul>	 	<ul style="list-style-type: none"> <li>■ Pasta technology</li> <li>■ Ingredients production</li> <li>■ Beverage technology</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>■ Automation</li> </ul>		<ul style="list-style-type: none"> <li>■ Beverage technology</li> <li>■ Snack technology</li> <li>■ Energy and cogeneration</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>■ Technology for pastry, confectionery, bread and gelato</li> <li>■ Baked goods</li> </ul>		<ul style="list-style-type: none"> <li>■ Chocolate and cocoa machines</li> <li>■ Sugar production</li> <li>■ Technology for coffee</li> </ul>

# ITALIAN FOOD MACHINES



It's the first Russian magazine about machines, technology, packaging and automation for the food and beverage industry.

It has both printed and digital editions, it reaches thousands of food and beverage industries; it's the most read magazines of the sector in Russia.\*

## Media partner:

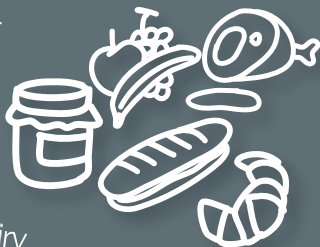


\* Source: Issuu.com

## Who reads it

Food industries, beverage industries, OeMS.

**SECTORS:** preserving industry, bread, confectionery, pasta, wheat, dairy, vegetables, fruit, meat, beverages, wine, liquors, soft drinks, oil, ingredients, sauces, chocolate, coffee, frozen foods.



## Who advertises in it

Manufacturers and suppliers of machines, technology, packaging and automation for the food and beverage industry.

**SECTORS:** machines, plants, equipment, components for processing, packaging, labelling, packing, automation, traceability, bottling, storage, logistics, packaging suppliers and raw materials.

## Distribution area



## How many readers

**4.373** Food and beverage industries

**80.380** DIGITAL READINGS  
Last year certified readings

# ITALIAN FOOD MACHINES

Published since 1989, quarterly, it is the first and only Italian publication in Russian in the area of technologies for the food and drink industry. It is distributed to the Eastern markets, and is targeted to Russian food industries interested in acquiring technology for food and drink production and processing. It is also distributed at all of the major industry fairs held in Russia and has recourse to the support of the Zeus headquarters in Moscow, which also provide assistance to Italian advertisers for their business in the East. The magazine also features “Specials” that are usually published in correspondence with special fair events.

Some of the themes:

- Packaging, packing, labelling - Filling, dosing - Sanitizing, cleaning - Meat preserving - Vegetables and fruit preserving - Dairy technology - Vegetables oil technology - Bakery, pastry, pasta and pizza technology - Bottling, beverage and wine technology - Ingredients and flavours - Handling and logistics - Refrigeration - Automation and components.

## PUBLISHING PROGRAMME 2016

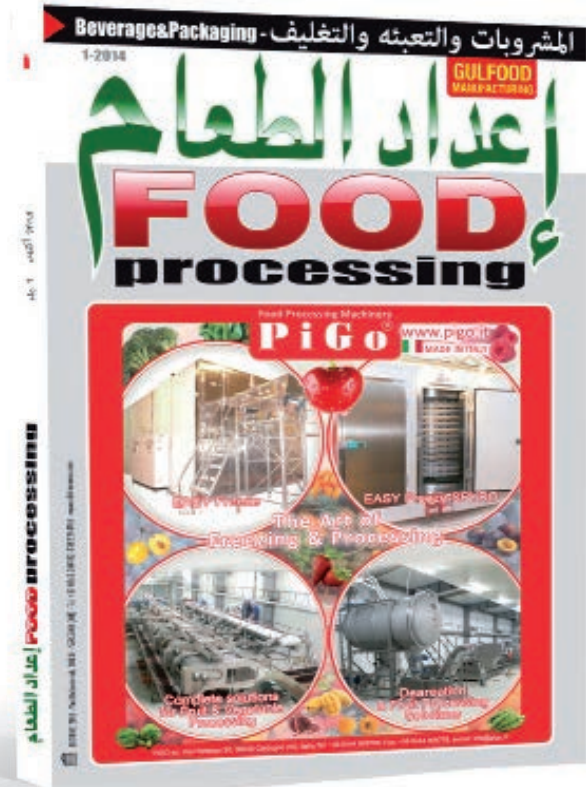
Issues	Specials	Exhibitions	Focus
1/2016	<ul style="list-style-type: none"> <li>■ Machines and technology for bakery, pastry and confectionery</li> </ul>		<ul style="list-style-type: none"> <li>■ Packaging lines for baked goods</li> <li>■ Confectionery processing machines</li> </ul>
2/2016	<ul style="list-style-type: none"> <li>■ Technology for pre serving industry</li> <li>■ Dairy</li> <li>■ Technology for packaging, labelling and filling</li> </ul>		<ul style="list-style-type: none"> <li>■ Packaging lines</li> <li>■ Labeling</li> <li>■ Filling</li> <li>■ Machines for the beverage industry</li> </ul>
3/2016	<ul style="list-style-type: none"> <li>■ Technology for pre serving industry</li> <li>■ Dairy</li> <li>■ Technology for packaging, labelling and filling</li> </ul>		<ul style="list-style-type: none"> <li>■ Packaging lines</li> <li>■ Labeling</li> <li>■ Filling</li> <li>■ Machines for the beverage industry</li> </ul>



# FOOD PROCESSING

*arabic issue*

**MEDIA KIT**  
2016



It's an Arabic magazine in Arabic and in English, the most important magazine for the Middle East about machines, technology, packaging and automation for the food and beverage industry. It is displayed in 13 exhibitions and it reaches thousands of food and beverage industries in Middle East.

**Media partner:**



## Who reads it

Food industries, beverage industries, OeMS.

**SECTORS:** preserving industry, bread, confectionery, pasta, wheat, dairy, vegetables, fruit, meat, beverages, wine, liquors, soft drinks, oil, ingredients, sauces, chocolate, coffee, frozen foods.



## Who advertises in it

Manufacturers and suppliers of machines, technology, packaging and automation for the food and beverage industry.

**SECTORS:** machines, plants, equipment, components for processing, packaging, labelling, packing, automation, traceability, bottling, storage, logistics, packaging suppliers and raw materials.

## Distribution area



Middle East

## How many readers

**4.719** Food and beverage industries

**80.253** Last year certified readings

DIGITAL READINGS

# FOOD and BEVERAGE TECHNOLOGY catalogue



The catalogue of machines, technology, packaging and automation for the food and beverage industry.

First edition on occasion of EXPO 2015, it's distributed in all the events and exhibitions of the sector in the world, and it reaches tens of thousands food and beverage producers and OEMs.

It's organized into categories and it displays all the most important OEMs and technology suppliers.

## Media partner:



## Who reads it

Food industries, beverage industries, OEMs.

**SECTORS:** preserving industry, bread, confectionery, pasta, wheat, dairy, vegetables, fruit, meat, beverages, wine, liquors, soft drinks, oil, ingredients, sauces, chocolate, coffee, frozen foods.



## Who advertises in it

Manufacturers and suppliers of machines, technology, packaging and automation for the food and beverage industry.

**SECTORS:** machines, plants, equipment, components for processing, packaging, labelling, packing, automation, traceability, bottling, storage, logistics, packaging suppliers and raw materials.

## Distribution area



## How many readers

IT REACHES MORE THAN  
40.000 COMPANIES

# DRINK TECHNOLOGY

MEDIA KIT  
2016



Drink Technology is an international digital magazine about machines, plants, technology and packaging for the beverage industry.

## Media partner:



## Who reads it

Beverage industries, OEMs.

**SECTORS:** Natural water, sparkling water, soft drinks, wine, oils, vinegar, soups, distillates, liquors, beer, coffee, tea, sauces, milk, fruit juices- Costruttori.



## Who advertises in it

Manufacturers and suppliers of machines, technology, packaging and automation for the beverage industry.

**SECTORS:** machines, plants, equipment, components for processing, packaging, labelling, packing, automation, traceability, bottling, storage, logistics, packaging suppliers and raw materials.

## Distribution area

- |         |               |                |           |
|---------|---------------|----------------|-----------|
| ALGERIA | DENMARK       | GERMANY        | ITALY     |
| BELGIUM | EGYPT         | UNITED KINGDOM | LITHUANIA |
| BRAZIL  | EMIRATES U.A. | INDIA          | MOROCCO   |
| CHINA   | RUSSIA        | IRAN           | HOLLAND   |
| KOREA   | FRANCE        | ISRAEL         | POLAND    |
| SPAIN   | THAILAND      | TURKEY         | UKRAINE   |
| USA     |               |                |           |

Worldwide

22.392  
beverage producers

3.051  
technology suppliers for  
the beverage industry

# DRINK TECHNOLOGY

Drink Technology Magazine is an international online magazine focusing on machines, plants, technology and packaging for the beverage industry. Quarterly, it reaches 22.392 beverage producers and 3.051 technology suppliers for the beverage industry e magazine has an extra launch before all the exhibitions of the sector. The number of views is guaranteed by an electronic system: the advertisers know the number of readers and the contacts of the readers.

## THE FOUR 2015 ISSUES THAT MORE THAN 30.000 COMPANIES RECEIVED WORLDWIDE



Readers sectors	Number of companies
<b>Water - still and sparkling</b>	1.088
<b>Soft drinks</b>	1.408
<b>Wine</b>	2.804
<b>Oil - fats - vinegar</b>	3.322
<b>Cawls</b>	1.703
<b>Distillates</b>	1.079
<b>Spirits and liquors</b>	834
<b>Beer</b>	1.036
<b>Coffee</b>	1.299
<b>Tea</b>	738
<b>Sauces and dressings</b>	1.644
<b>Milk</b>	3.591
<b>Fruit juices</b>	1.786
<b>Technology suppliers</b>	3.051

# ITFOODONLINE.COM

Itfoodonline.com, online since 2001, it's the web portal about machines and technology for the food and beverage industry.

SINCE JANUARY 2015 ITFOODONLINE.COM IS OFFICIALLY THE MOST VISITED WEBSITE IN THE WORLD ABOUT MACHINES AND TECHNOLOGY FOR THE FOOD AND BEVERAGE INDUSTRY.

Last year's data:

**507.268** VISITS

**263.784** UNIQUE VISITORS

**193** COUNTRIES VISITING

**7.512** COMPANIES

**2.015** OFFER REQUESTS TO OUR CUSTOMERS

ITFOODONLINEBLOG.COM IS THE INTERNATIONAL BLOG ABOUT MACHINES AND TECHNOLOGY FOR THE FOOD AND BEVERAGE INDUSTRY.

Last year's data:

**246.668** READERS

ITFOODONLINE08 IS THE YOUTUBE CHANNEL

**302.784** VIEWS

 YouTube

SOCIAL NETWORK CONTACTS

**24.827** FOLLOWERS



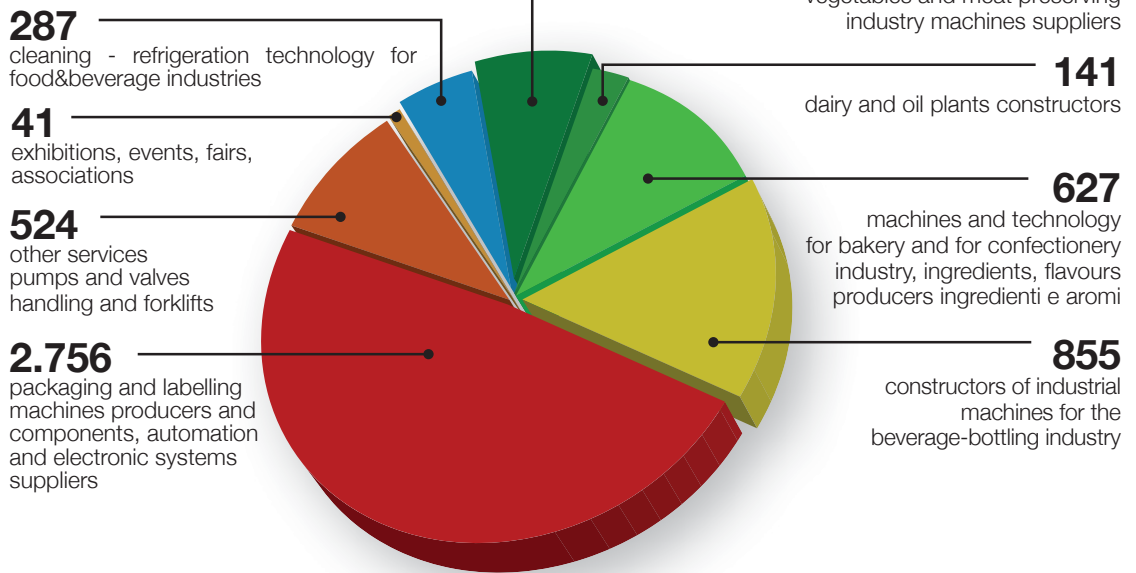
RIVISTE ONLINE

**135.295** UNIQUE READERS **831.133** PAGE VIEWS

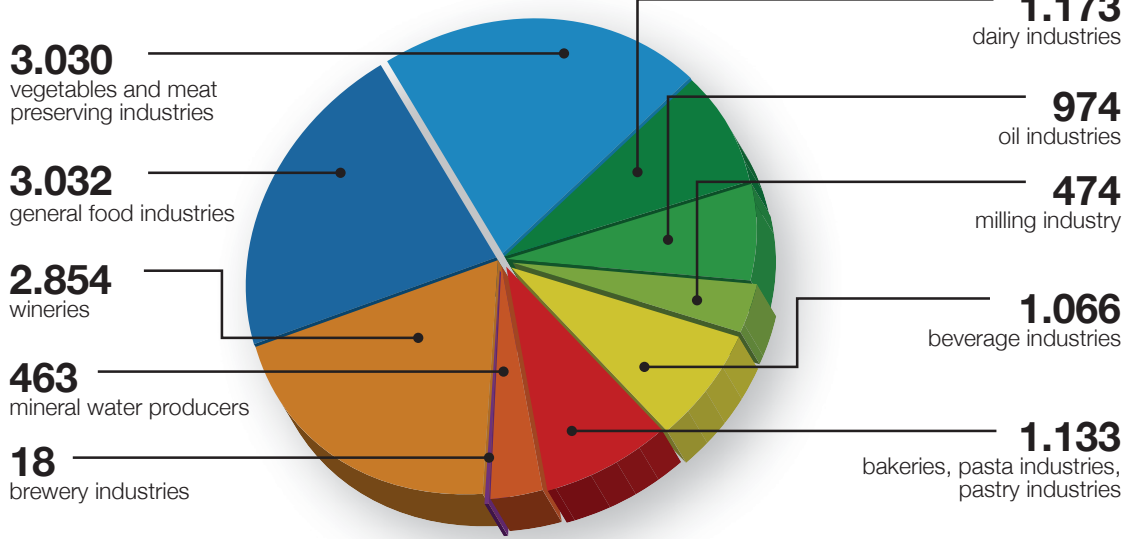


## RASSEGNA ALIMENTARE

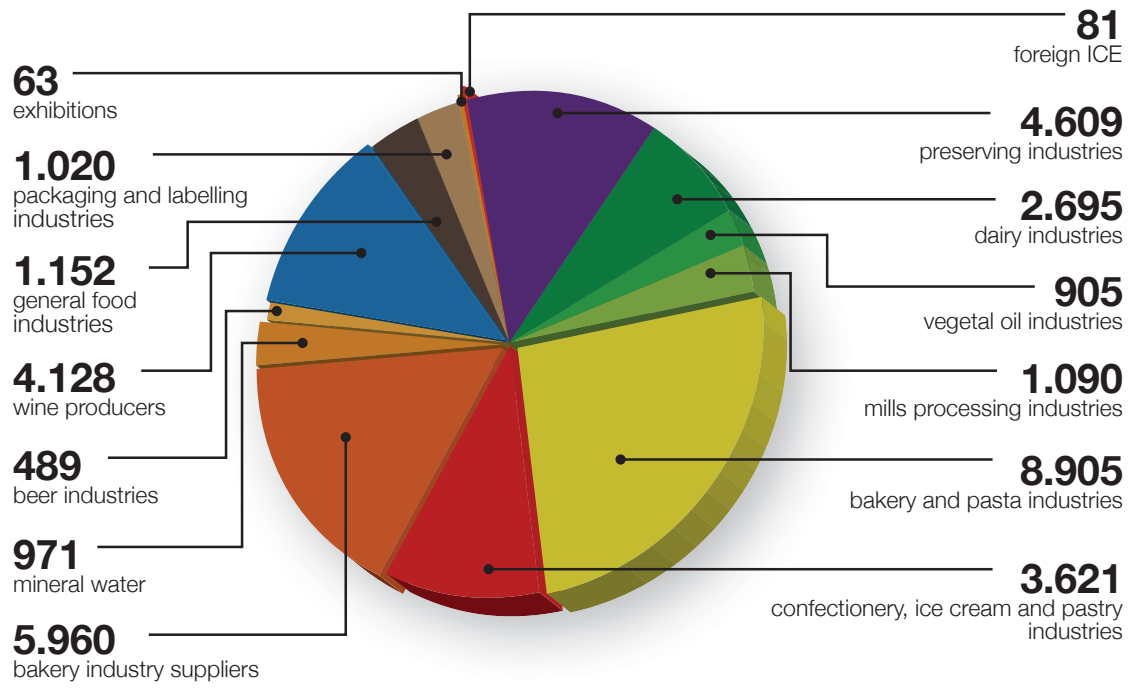
### ANNUAL CIRCULATION: CONSTRUCTORS



### ANNUAL CIRCULATION: PRODUCERS



### ANNUAL CIRCULATION



## FOOD PROCESSING