



TALLINN FOODFAIR MAGAZINE 2019

OFFICIAL FAIR MAGAZINE

TALLINN FOODFAIR

MAGAZINE is the biggest trade magazine for food professionals in Estonia. TFF magazine is the official publication of the Tallinn FoodFair. This magazine is unique and incomparable in Estonia both for its contents and print amounts. The TFF Magazine presents important topics and trends in food production and service, catering, sales and hospitality fields. The TFF Magazine includes a **FAIR CATALOGUE**, with detailed information about the participating companies and program. The Magazine is strongly targeted first and foremost for specialists in the field, however, it is also interesting reading for anyone with in-depth interest in food and service topics. The magazine is an opportunity to inform fair guests about news and special fair offers and campaigns. The magazine will benefit your company before, during and after the fair. The circulation of the magazine is 10 000 copies, of which 6000 will be mailed before the TFF to companies in the target group across Estonia, and 4000 distributed free of charge to professional visitors of the fair. Magazine will contain 124 pages.



TALLINN FOODFAIR IN NUMBERS

- Over 200 exhibitors
- Over 7,000 leaders and specialists from the food related businesses (food industry, retail and wholesale, HoReCa, delivery of equipment and machines)
- Over 300 food industry visitors from neighbouring countries
- 10 + professional competitions, seminars and presentations

ADVERTISING OFFER:

| | | FOR EXHIBITOR | FOR NON EXHIBITOR |
|----------------------------|--|---------------|-------------------|
| Back cover | 210 x 275 mm + 5 mm | 945 € | 1180 € |
| Front or back inside cover | 210 x 275 mm + 5 mm | 625 € | 730 € |
| Content marketing 2 pg | 420 x 275 mm + 5 mm | 810 € | 965 € |
| 1 pg | 210 x 275 mm + 5 mm | 495 € | 625 € |
| 1/2 pg | 210 x 135 mm + 5 mm 105 x 275 mm + 5 mm | 310 € | 415 € |
| 1/3 pg | 210 x 91 mm + 5 mm 70 x 275 mm + 5 mm | 255 € | 335 € |
| Product sidebar | Photo + text (up to 500 letters, designed by magazine editorial board) | 180 € | 230 € |

Advertising writing service** A4 200 €
A3 280 €

Advert design/layout service 5% of AD price

20% VAT is added to all prices

*price does not include writing service **price does not include ad space

INFO, AD SALES
Menu: **Ander Sibrik**
ander@menuk.ee
+372 565 1007
Profexpo: **Tiit Sarv**
info@profexpo.ee
+372 626 1347

Circulation: 10 000
Capacity: 120 + 4 pg
Format: 210 x 275 mm
Publisher: Profexpo OÜ,
Tallinn FoodFair organizers
Production: Menu

Deadlines:
The magazine will be published on October 15th
Advertising space confirmation by September 25th
Layout ready by September 30th



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TECHNICAL REQUIREMENTS FOR THE ADS:

- PDF format
- correct dimensions
- no colour separation (composite)
- the resolution of the images in the files (300 dpi) has to be equal to double the screen frequency (150 lpi)
- in colour adverts, all the objects and images have to be in the CMYK format (not SPOT, Lab, RGB or other)
- in designing adverts, please avoid using small black text and rich black for lines
- for large black surfaces, please do use rich black (for example C:40; M:30; K:100)
- the total ink limit for design and images is up to 300%
- in black and white adverts, all objects and images have to be either in grayscale or as black and white bitmaps (not SPOT, Lab, RGB or other)
- each print advert should have exactly 5 mm of bleed for each outer edge
- all fonts have to be embedded or converted to vectors.
- the file cannot have any signs of cutting, registration or other
- the file cannot be cropped in Acrobat with the crop tool, all crop margins have to have a 0 value
- we suggest using Photoshop for all photo transformations (zooming in and out, reflections, etc), not a design program

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Tallinn
23.-25.10.2019

 PROFEXPO

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DEADLINES:

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SEND COMPLETED ADS TO:

ftp.menuk.ee

User: menu

Password:
KIRJAMENU8

Folder:
TallinnFoodFair2019

* Files (up to 10mb)
can be e-mailed to
ander@menuk.ee