

Mundo Alimentario

(Food World)

Profile

Objective

Provide technical, comercial and market information, relevant and up-to-date, to food manufacturers and processors. Promote and positioning the products and services of the suppliers to ease the purchase decision of the manufacturers.

Readers' Position

Presidents, General Managers, Production Managers, Sales & Purchasing Managers, Plant Managers, QA and R&D Managers.

Readers' Industrial Subsector

Bakery & Cereals	Dairy
Carbonated beverages	Confectionery
Still beverages & water	Alcoholic Beverages
Meat	Juice & Fruit beverages
Prepared Foods	Seafood products
Preserves & canning	Snacks

Periodicity: Bimonthly

Circulation: 4000 issues

Distribution: Domestic (México)

Mechanical Sizes

	cm
	Width x Height
Full page or covers	21 x 27.5
2/3 page vertical	12 x 24
½ page horiz.	18 x 12
½ page vert.	9 x 24
1/3 page vert	6 x 24
1/3 page square	12 x 12
¼ page vert	9 x 12

Specifications:

Internal pages: couchè 135 g full color. Final size: 21 cm x 27.5 cm,
Covers: couchè 200 g full color. Finished: hot melt

We recommend the logos and text in your ad to be located at list 3mm from the end of any adge.

Fully paid contracts will have a fixed price. In case of a currency depreciation of more than 15% against USD with an open contract not fully paid, we may need to adjust prices.

Fixed positions, add 20%. Positions from page 1 to 5 only full page ads.

Artwork: Digital images at 300 dpi for PC in TIF, JPG orPDF with CMYK profile. All digital artwork should be provided by the client.

Mundo Alimentario is published by Delta Enfoque, SA de CV for the food industry..

Editorial Calendar 2008



Jan/Feb 2008

- CLA and cancer prevention
- Soy in Bakery
- PCR detection for *Salmonella*
- future Foods

Mar/Apr 2008

- Fiber Colonic Methabolism
- Sports Drinks
- ISO 22000 and HACCP
- Allergenic Potential of Novel Foods

May/Jun 2008

- Microencapsulated Flavors
- Fat Substitutes
- Packaging Novelties
- *Fresh Cut*

Jul/Aug 2008

- Thermo Resistant Spores Removal
- Spray Drying
- Edible Coating for Foods
- Energy Efficiency

Sep/Oct 2008

- Low Calories Sweeteners and Additives
- Omega-3 and Health
- Conventional Technologies for Extension of Shelf Life
- Beverages: Nutrition and Health

Nov/Dec 2008

- Sugar Free Chewing Gum
- Ozone: Safety of Vegetables
- New Process Technologiesfor Extension of Shelf Life
- Manipulating Flavor Perception in Functional Products