

Mundo Alimentario (Food World) – Editorial Calendar 2009

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	Dairyl
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

Ediciones

Jan/Feb 2009

- Functional Foods
- Natural Sweeteners
- Enzymatic Browning of Fruits & Vegetales
- Osmotic Dehydration

Mar/Apr 2009

- Nutrients & Maize
- Ethylene Control for Preservation
- Solid Waste Management
- Pulsed Light Technology

May/Jun 2009

- Facilities for *Fresh-cut* Produce
- Long Chain Fatty Acid Food Protection
- Production Facilities Atmosphere and Shelf Life
- Decontamination Techniques

Jul/Ago 2009

- UV Light Food Preservation
- Food Safety Issue: Ocratoxin
- Phytonutrients and the consumer
- Frozen Pastries

Sep/Oct 2009

- *Fresh Cut* Fruits
- Carbohydrate-based & Protein-based Fat Replacers
- Biopeptides: Health Enhancers
- Heat Resistant Fungi Control

Nov/Dic 2009

- Food Matrix Engineering: Dried Foods
- MSG: Myths
- Cholesterol Oxides: Health Concerns
- Biodegradable Packaging