



# MEDIA INFORMATION: FMCG NEWS

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  
Nestlé  
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 for 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 press releases to [fmcg@oncoms.co.uk](mailto:fmcg@oncoms.co.uk).

## February - March

- Robotics & Automation
- Food, Drink & Ingredients

## April - May

- Storage & Warehousing
- Bottles, Caps & Closures

## June - July

- Logistics & Supply Chain
- Safety & Hygiene

## August - September

- Labels & Labelling
- Recycling, Energy & Environment

## October - November

- Shrink, Stretch & Wrap
- Refridgeration & Cooling

## December - January

- Processing & Machinery
- Branding & Design

## ADVERTISING RATES

Display	1	3	6
IFC	£2200	£2110	£2020
IBC	£1800	£1730	£1660
OBC	£2200	£2110	£2020
Full page colour	£1330	£1280	£1230
Half page colour	£790	£760	£730
Quarter page	£470	£450	£420
Product Placement (up to 120 words)		£165	
Logo		£30	
Half Page Placement (up to 300 words)		£410	
Logo		£30	
Full Page Placement (up to 550 words)		£810	
Logo		£30	

## 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*

	<i>Bleed</i>	<i>Trim</i>	<i>Type</i>
(height x width)			
DPS	303x426	297x420	277x400
Full page	303x216	297x210	277x190
Half page (L)	n/a	n/a	124x180
Half page (P)	n/a	n/a	257x87
Quarter page	n/a	n/a	124x87

## 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

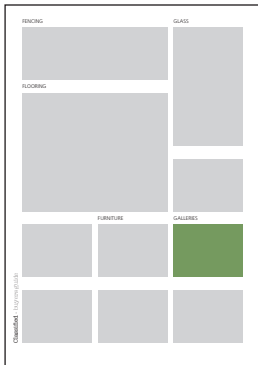
- Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.
- A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.
- A series booking which attracted 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.



## WELCOME TO THE FAMILY...

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.

# CLASSIFIED RATES & DATA



## Single Panel

- 1 insertion £85
- 3 insertions £75
- 6 insertions £65

Active specifiers use our classified buyers guide to source products. Ensure your brands and products are included every issue! - Don't miss out! Call 01733 385300 today to discuss your requirements.

 57mm wide x 43mm high




## Double Panel

- 1 insertion £150
- 3 insertions £135
- 6 insertions £115

 57mm wide x 95mm high

or

 118mm wide x 43mm high




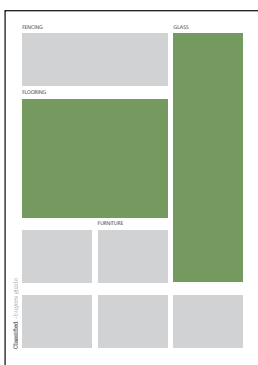
## Triple Panel

- 1 insertion £200
- 3 insertions £180
- 6 insertions £155

 57mm wide x 146mm high

or

 180mm wide x 43mm high



## Quad Panel

- 1 insertion £240
- 3 insertions £215
- 6 insertions £185

 57mm wide x 198mm high

 118mm wide x 95mm high

# Your customers are clicking with us

Every paid for entry is included free of charge in our digital edition



FMCG News is also available online, showcasing the latest products, up to the minute news and topical features. By featuring your company on [FMCGnews.co.uk](http://FMCGnews.co.uk) you can reach thousands of key decision makers every day. Every story on our site is tweeted to thousands of followers maximising your exposure.

## YOUR ONLINE PRODUCT PROFILE PACKAGE INCLUDES:

- Your product profile will feature on the homepage for two weeks. Your feature will be seen on the homepage and every other page throughout the website.
- Your product profile may include unlimited wording, photography and can even include video, multimedia, web and email links.
- Your feature will be archived on our site permanently where it can be easily found through key words in our search bar. We also optimise your story with meta tags so it can be easily found through search engines.
- Your feature will be tweeted on our popular Twitter page so individuals on the Twitter network will be updated about your product

news too. (For latest follower statistics please see [twitter.com/FMCGnews](https://twitter.com/FMCGnews))

- You'll gain additional exposure in our 'Most Popular' section if your feature is one of the five most-read pages on our site each day.
- Your story can be recommended and emailed by users of the site using our 'email this story function', ensuring you maximum exposure.
- By clicking on icons at the foot of your product profile, our site users can easily post your story on their social networking sites like Facebook, Digg, StumbleUpon, Readit, Technorati and more - sharing your news with the world!

## ONLINE DIRECTORIES

Media One has a portfolio of online directories that allow our readers to access the supplier information they need quickly and effectively. [www.packagingdirectory.co.uk](http://www.packagingdirectory.co.uk) provides users with a comprehensive online sourcebook of suppliers to the packaging and FMCG industry, all categorised according to product type. The search bar option enables users to quickly access suppliers known to them, creating a fast and efficient address book of product designs. The search bar can also be used to track down new and exciting brands, which allows for a world of discovery within the packaging sector. For just £250 for the year, your brand gains exposure to the industry you supply to. With each entry you will receive a brand logo, contact details, one image and between 50 and 100 words to detail your company and product offering.

## ONLINE RATES:

### Product Profile..... £130 pw

Feature your product on the site's homepage for one week, stay archived and easily searchable on the site permanently (optimised for external search engines like Google) and feature on Twitter and other mainstream viral sites. *Unlimited text + up to 5 images. Optional: logo, embedded video (FLV file or YouTube link), PDF brochures and/or URL links.*

### Premium Banner ..... £135 pw

The banner benefits from being the most prominent position at the top of the homepage and is visible on every page of the website. *Artwork should be sent as a 500 pixel(w) x 75 pixel(h) 72dpi JPEG or animated GIF.*

### Skyscraper Position ..... £125 pw

The skyscraper is on the right side of the homepage and every other page of the website. *Artwork should be sent as a 120 pixel(w) x 600 pixel(h) 72dpi JPEG or animated GIF.*



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