

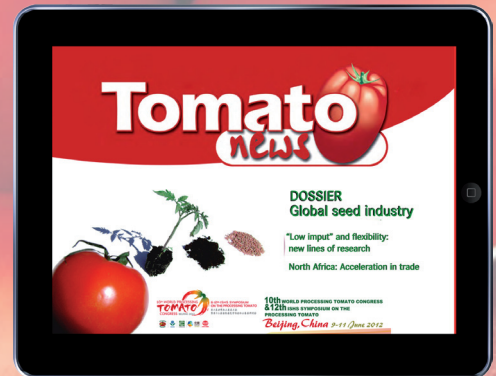
# Tomato news

## MEDIA PACK 2012

*All about processed tomatoes !*



# NEW



**TOMATO NEWS  
ALSO AVAILABLE ON  
TABLETS AS OF  
FEBRUARY 2012!**



*All about processed tomatoes !*

## ABOUT TOMATO NEWS

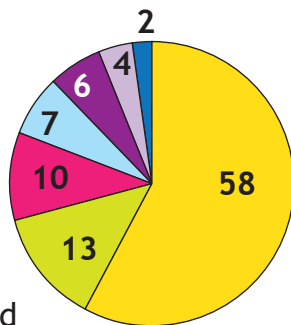
The bilingual (French/English) monthly publication Tomato News is published by CMITI since 1989. Tomato News has expanded its readership and is recognized as the best source of information and analysis on and for the tomato processing industry around the world. It is currently distributed on a subscription basis in more than 60 countries worldwide.

## READERSHIP

### READERSHIP BY REGION

IN %

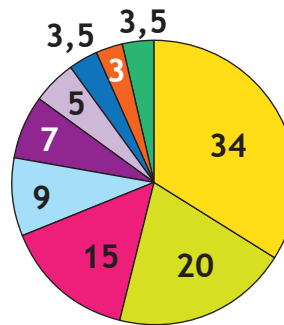
- Europe
- NAFTA
- Asia
- Middle East
- Africa
- South America
- Australia/New Zealand



### READERSHIP BY BUSINESS TYPE

IN %

- Growers & processor
- Industrial users
- Trade & consulting
- Associations
- Equipment/Packagir
- Other suppliers
- Government
- R & D
- Other



## TOMATO NEWS PUBLICATIONS IN 2012

Tomato News Magazine 11 issues +  
 Tomato News Processed Tomato Yearbook 2012 +  
 Tomato News Special issue World Congress 2012 +  
 Tomato News Special issue SIAL 2012

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## ADVERTISING RATES

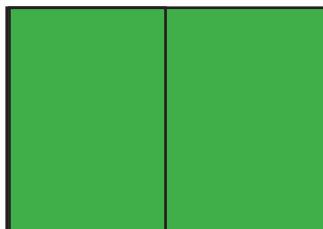
Tomato News magazine PAPER						
FORMAT	12 MONTHS		6 MONTHS		SINGLE	
Page 2	9500 €		5500 €		2000 €	
Page 3	9500 €		5500 €		2000 €	
Back cover	9500 €		5500 €		2000 €	
Regular Double page	7500 €		4000 €		1500 €	
Regular Single page	5500 €		3500 €		800 €	
Regular Half-page	2500 €		1500 €		450 €	
Tomato News magazine TABLET						
FORMAT	12 MONTHS		6 MONTHS		SINGLE	
	tablet only	tablet + paper	tablet only	tablet + paper	tablet only	tablet + paper
Page 2	5000 €	10 500 €	3000 €	6000 €	1000 €	1500 €
Page 3	5000 €	10 500 €	3000 €	6000 €	1000 €	1500 €
Back cover	5000 €	10 500 €	3000 €	6000 €	1000 €	1500 €
Regular Full page	3000 €	6000 €	2000 €	4500 €	500 €	1100 €
Regular half page	1500 €	3000 €	1000 €	2000 €	250 €	600 €
Tomato News magazine WEBSITE						
FORMAT	12 MONTHS		6 MONTHS			
Sponsor banner	3000 €		1500 €			
Rotating banner	2000 €		1000 €			
Tomato News Processed Tomato YEARBOOK 2012 - APRIL 2012 Single issue						
Page 2	2500 €					
Page 3	2500 €					
Back cover	3000 €					
Regular Double page	2000 €					
Regular Single page	1200 €					
Regular Half Page	500 €					
Tomato News special issues WORLD CONGRESS JUNE 2012 & SIAL OCTOBER 2012 Single issue						
Page 2	2000 €					
Page 3	2000 €					
Back cover	2500 €					
Regular Double page	1500 €					
Regular Single page	1000 €					
Regular Half page	600 €					

Please contact us for combination packages

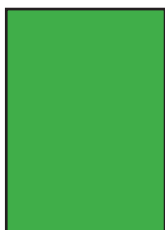
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## TECHNICAL SPECIFICATIONS

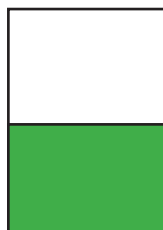
### Tomato News PAPER MAGAZINE



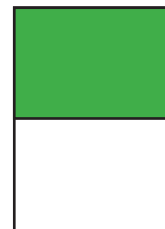
Double page: 42 cm× 29.7cm



Simple page: 21 cm×29.7 cm



Half page 10.5 cm ×14.85 cm



Half page: 10.5 cm×14.85 cm

### TOMATO NEWS TABLET

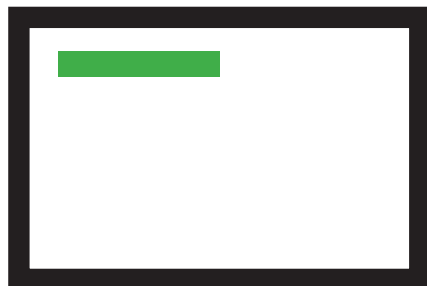


Tablet Full page: 1024x768 Pixels

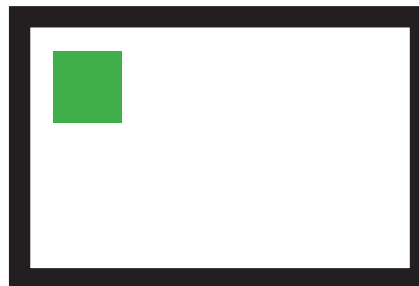


Tablet Half page: 512x768 Pixels

### TOMATO NEWS WEBSITE



Website rotating or still banner: 532 Pixels × 60 Pixels



Website sponsor banner rotating or still: 226 Pixels × 244 Pixels

Print format :  
PDF or JPEG or TIF  
300 dpi  
CMYK  
With or without frame  
Frame: 3 mm

Digital format :  
Animated GIF or JPEG  
Please supply the URL to which your banner  
or page should be linked

Your artwork must be sent to [nsoummar@tomatonews.com](mailto:nsoummar@tomatonews.com) 10 days before publication

CONTACT US FOR MORE INFORMATION

[nsoummar@tomatonews.com](mailto:nsoummar@tomatonews.com) - tel: 00 33 1 46 25 05 30

Fax : 00 33 1 47 72 35 85