

THE EUROPEAN SEAFOOD MAGAZINE



PdM

PRODUITS DE LA MER

2012





MEDIA KIT



PDM « THE EUROPEAN SEAFOOD MAGAZINE »

2012 EDITORIAL CALENDAR

ISSUE	SPECIAL FEATURES			SPECIES DATA SHEET	SHOWS & EVENTS
N°131 FEBRUARY /MARCH	SUSHI & ASIAN DISHES	ORGANIC PRODUCTS	SWITZERLAND	SOLE & ALASKAN POLLOCK	 RENNES 13 - 15 MARCH
N°132 APRIL/MAY	SOUTH AMERICA, BRAZIL, CHILE,PERU	INGREDIENTS AND ADDITIVES	ESE PREVIEW	SKIPJACK TUNA & BREAM	 BRUSSELS 24 - 26 APRIL
N°133 JUNE/JULY	SALMON ATLANTIC/PACIFIC	CRAB	HERRING	SCALLOP & NORWAY LOBSTER	
N°134 AUGUST/SEPTEMBER	SMOKED SALMON	MUSSELS	TRANSPORT & LOGISTICS	EDIBLE CRAB & PINK SALMON	
N°135 OCTOBER/NOVEMBER	TROPICAL SHRIMP	LOBSTER, KING CRAB, SPINY LOBSTER	CLEANING AND HYGIENE OF PROCESSING PLANT	SPIDER CRAB & DOGFISH	 PARIS 21 - 25 OCTOBER  BARCELONA 15 - 17 OCTOBER
N°136 DECEMBER/JANUARY	WHITE FISH	DENMARK	SCALLOP	COHO & HADDOCK	  LYON 26 - 30 JANUARY 2013

SUPPLEMENTS AND SPECIAL PUBLICATIONS



Processing/Packaging/Logistics/Services. This bilingual English/French guide gives a complete overview of the 2012 trends for machines, packaging materials, logistics and services which will be on display at the next Seafood Processing Europe. Is also featured the list of exhibitors and a map of the halls.



The indispensable compendium of the most popular species of fish, crustaceans and cephalopods. About 50 species datasheet with info on consumption and quality requirements.



All about the marketing of shellfish in hypermarkets, catering and retail.



This special issue presents a true picture of the seafood industry and its various businesses. Is also featured the 2013 directory of French companies, from producers to distributors.

RATES 2012

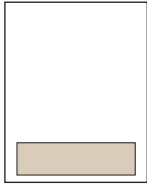

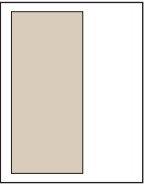
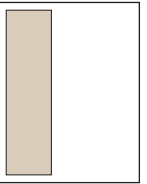
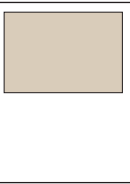
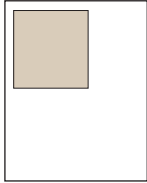
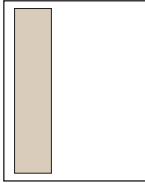
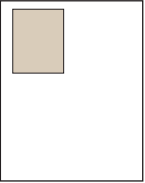
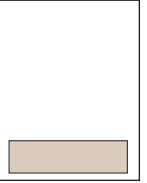
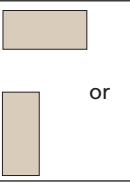
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1/3 vert.  l. 131 x 126	1/3 vert.  l. 66 x 260	1/4 vert.  l. 98 x 126	1/4 horiz.  l. 205 x 60	1/6 vert./horz.  l. 131 x 60 l. 66 x 126

TECHNICAL SPECIFICATIONS

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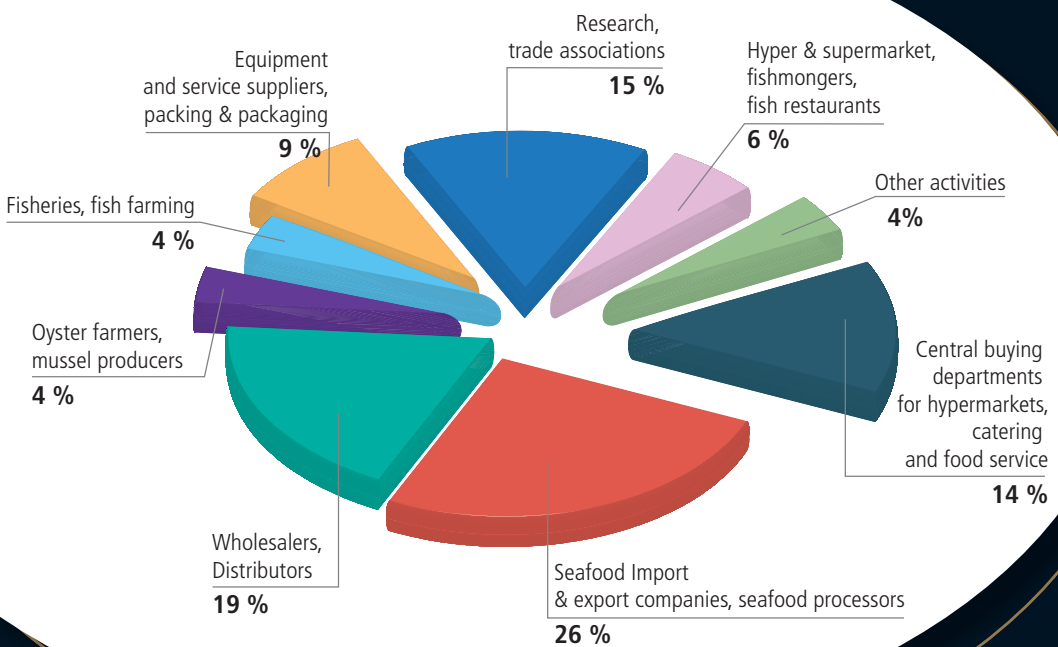
For more than 20 years **PdM** « The European seafood Magazine » has been the only specific trade magazine in France dedicated to the seafood industry.

PdM reaches most of key seafood buyers in Europe and France who represent the major companies in terms of buying power.

The bimonthly issue of **PdM** allows our editorial staff to publish « in depth » reports and studies and provides first class informations to its readers who can rely on PdM to help them for making buying and selling decisions.

Each issue features news from the world and in depth market analysis, as well as reports on processing and trading, aquaculture, marketing, retail, new products and show preview and review.

THE PdM READERSHIP



WHY ADVERTISE WITH PdM ?

With its high level in editorial and stylish layout, advertising will open you doors to new accounts, reinforce your image beside your customers and keep your company name and products in front of new prospects.

EUROPEAN SEAFOOD EXPOSITION SHOW ADVERTISING OPPORTUNITY.

The E.S.E Show Daily* is co published with



Every day this tabloid, printed in English & French, is distributed by hostess to attendees and exhibitors.

The Show Daily gives the opportunity to reach the highly motivated buyers attending the show and expecting up-to-the-minute information and product news.

Editorial in the Show Daily includes:

Late-breaking industry news .

New products introduced at the show and Prix d'Elite contest's results.

You can be sure that if you advertise in the show daily, your message will be the first read of the day.

Advertising in the Show Daily will also drive traffic to your booth and Increase awareness of your product at the show.

*Attention : Only exhibitors at E.S.E can advertise in the Show Daily.



Advertising sales

Yves BOLLLOT
(Your contact)

Sales manager

Tel.: + (33) 2 99 32 58 45

Fax: + (33) 2 99 41 89 57

Mobile: + (33) 6 07 53 10 28

e-mail: y.bollot@infomer.fr

Régine LE CHENADEC

Advertising assistant

Tel.: + (33) 2 99 32 58 44

Fax: + (33) 2 99 41 89 57

e-mail: r.lechenadec@infomer.fr

Editorial

Céline ASTRUC

Editor

Tel.: + (33) 2 99 32 58 92

e-mail: c.astruc@infomer.fr

Bruno VAUDOUR

Journalist

Tel.: + (33) 2 99 32 58 77

e-mail: b.vaudour@infomer.fr

infoMer

13, RUE DU BREIL • CS 46305 35063 RENNES CEDEX • FRANCE

TÉL. 02 99 32 58 44 • FAX : 02 99 41 89 57

E-mail : r.lechenadec@infomer.fr

PdM is published by INFOMER SA

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