



THE EUROPEAN SEAFOOD MAGAZINE

**PdM**

PRODUITS DE LA MER









**Your seafood partner**



**2011**

Media kit

# PdM « THE EUROPEAN SEAFOOD MAGAZINE » 2011 EDITORIAL CALENDAR

 PRODUITS DE LA MER	FEBRUARY - MARCH N°125	APRIL - MAY N°126	JUNE - JULY N°127	AUGUST - SEPTEMBER N°128	OCTOBER - NOVEMBER N°129	DECEMBER - JANUARY N°130
FEATURES	SUSHI & SASHIMI	ESE SHOW SPECIAL ISSUE 	READY TO EAT SEAFOOD MEALS	LOBSTER, CRAB, CRAWFISH... FRESH & FROZEN	SMOKED SALMON	SCALLOPS
	FISH SOUPS		BUYING SALMON	OBTAINING CERTIFICATION	SURIMI & SURIMI BASE TRENDS	FLAT FISHES
	PACKING & PACKAGING	SEAFOOD FROM SCOTLAND	SEAFOOD FROM IRELAND	VIETNAM	USE OF INDUSTRIAL GASES	AQUACULTURE CARBON FOOT PRINT
	BUYING KING CRAB FROM ALASKA, RUSSIA, NORWAY, CHINA	ITALY	SKEWERS	ANCHOVY, TUNA, SARDINE FOR CANNING	SEAFOOD FROM CANADA	URK
	TRANSPORTATION COLD STORAGE LOGISTICAL SERVICES	SHELLFISH PROCESSING	CEPHALOPODS	FROZEN AT SEA & -60° PRODUCTS & MARKETS	INNOVATIONS & NEW METHODS FOR SUSTAINABLE FISHING	DISPLAY CASES
	MOROCCO	MEXICO	SEAFOOD SPREADS	DEFROSTING PROCESS		
SPECIES DATA SHEET	POLLOCK	HADDOCK	COMMON PRAWN	MEAGRE	BARRAMUNDI	ARTIC CHAR
CUTTING DATA SHEET	TURBOT	TUNA	SEABASS	HOW TO COOK: COCKLES, RAZOR CLAMS, WHELKS, PERIWINKLES...	GOATFISH	SOLE
SHOWS & EVENTS	  MARCH 15 - 17 MARCH 29 - 31	  MAY 3 - 5	-	-	 OCTOBER 27 - 29	

## SUPPLEMENTS AND SPECIAL PUBLICATIONS



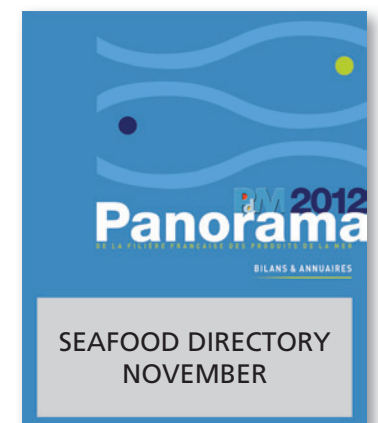
Processing/Packaging/Logistics/Services. This bilingual English/French guide gives a complete overview of the 2011 trends for machines, packaging materials, logistics and services which will be on display at the next Seafood Processing Europe. It also featured the list of exhibitors and a map of the 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. It also featured the 2012 directory of French companies, from producers to distributors.

# RATES EXCL. VAT 2011

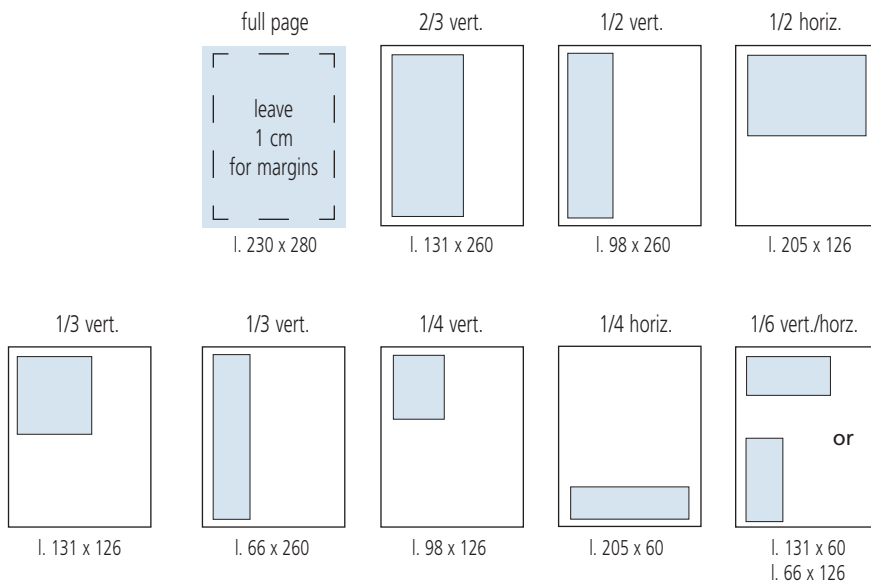
	BLACK & WHITE	FULL COLOR
FRONT COVER	-	7 390 €
DOUBLE PAGE 2 & 3	-	7 540 €
BACK COVER	-	4 340 €
INSIDE FRONT COVER	-	4 260 €
INSIDE FRONT COVER	-	3 940 €
DOUBLE PAGE INSIDE	-	7 050 €
RIGHT HAND PAGE	2 750 €	3 880 €
PAGE	2 630 €	3 690 €
2/3 PAGE	1 950 €	2 560 €
1/2 PAGE	1 590 €	2 090 €
1/3 PAGE	1 110 €	1 580 €
1/4 PAGE	900 €	1 180 €
1/6 PAGE	660 €	870 €

Rates valid for PdM's issues, supplements and special issues.  
 Inserts and special formats : thanks for consulting us.

## DISCOUNT

NUMBER OF INSERTION(S)	1	2	3	4	5	6 & MORE
% of discount	0	- 10 %	- 15 %	- 20 %	- 25 %	- 30 %

## FORMATS PdM (in mm)



## TECHNICAL SPECIFICATIONS

### TO BE PROVIDED

Color proofs

### FILES

All files must be Macintosh compatible.  
 They can be supplied by e-mail at [fabrication@infomer.fr](mailto:fabrication@infomer.fr).  
 If the file weights more than 10 Mo,  
 please contact our Advertising Department  
 on (+33) 2 99 35 58 44

### SOFTWARES

Adobe Illustrator CS4 and former version  
 Adobe Photoshop CS4 and former version  
 Adobe InDesign CS4 and former version

### IMAGES FORMATS

EPS, TIFF or JPEG (2nd level). Maximum quality,  
 high resolution.  
 Files to be supplied as 300 DPI, in real size.

### IF THE ADVERTISING IS TO BE DESIGNED

Please forward paper pictures or slides, colour logo  
 (on headed paper, business card...) with Pantone references  
 and the used fonts.

### PLEASE DO NOT SEND

Images in Word, Powerpoint or Publisher  
 Thin texts and thin frames  
 Saturated or very dark pictures  
 Very light backgrounds  
 Screen system fonts

# Your seafood partner

Dear seafood specialist,

It is with great pleasure that I'm presenting you with our 2011 editorial programme.

I hope to be able to meet you soon to discuss the best advertising opportunities for your products in

## **PM** "The European Seafood Magazine"

I would like to draw your attention on new aspects of our development which will assure a much better exposure to your advertising message:

1. In addition to our usual print magazine, we are now sending systematically to our worldwide audience a link allowing them to read online the latest edition of **PM**. This gives us the opportunity to considerably increase our readership.



Our e-mail list counts today over **5,500** seafood decision makers across **43** countries and this figure increases every day.

2. The editorial content of **PM** is also evolving to be more in tune with the needs and expectations of those who buy your products – in particular the decision makers in supermarkets and those in the restaurant and catering industry.

**PM** also publishes special editions on a bigger format, aimed at important events in your business sector, such as the *E.S.E Show Daily*\*.

Hoping that you will choose PdM for your 2011 advertising campaign, I look forward to meeting you in a near future.

\*co-published with



**Yves BOLLOT**  
Sales manager



### E.S.E. and Show Daily formats & rates

Full page	1/2 vertical	1/2 horizontal	1/4 vertical	1/4 horizontal
w. 305 x h. 397 mm + 5 mm for margins 3 690 €	w. 140 x h. 347 mm 2 090 €	w. 280 x h. 180 mm 2 090 €	w. 140 x h. 185 mm 1 180 €	w. 280 x h. 80 mm 1 180 €

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# A team at your service



From left to right : Céline ASTRUC, Bruno VAUDOUR, Catherine LE PENHUIZIC, Marc LE GUILLOU, Régine LE CHENADEC, Yves BOLLOT.

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