

The Business Magazine for Institutional Food Business in India

Editorial Profile

- ✦ Up-to-date news & views from the industry
- ✦ Latest trends that effects the industry
- ✦ Business information based on industry feedback
- ✦ Marketing aspects to enhance business & profits
- ✦ Discussion on effective techniques, equipments, products & Supplies

Readers Profile

- ✦ 65% Owners / Directors / CEO
- ✦ 06% Corporate / Project / Category Managers / Central Purchase
- ✦ 29% Chefs / F&B Managers / Bartenders / Purchase

The Reach

- ✦ 21% in Hotels
- ✦ 22% in Fine Dine Restaurants
- ✦ 06% in Fast Food Restaurants & QSR's
- ✦ 07% in Pubs, Bars & Lounges
- ✦ 04% in Hospitals
- ✦ 04% in Industrial / Commercial Caterers/ Banquet Halls
- ✦ 02% in Clubs
- ✦ 01% to Foodservice Consultants
- ✦ 10% in Food Processing Industry
- ✦ 02% in Dairy Industry
- ✦ 07% in Bakery Industry
- ✦ 06% in Food & Beverage Importers & Distributors
- ✦ 05% in Food Retail
- ✦ 03% to Suppliers

Rates & Specifications in mm. (Height x Width)

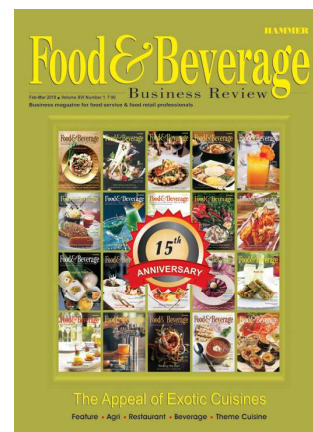
Unit	Non-Bleed	Bleed	Rate*	
TRIM SIZE	297 x 210		CoI.	B&W
Cover-Gate Fold	On Request		140000	N/A
Cover-Back	275 x 185	307 x 220	64500	N/A
Cover-Front Inside	275 x 185	307 x 220	58000	N/A
Cover-Back Inside	275 x 185	307 x 220	50000	N/A
Cover-Facing Page	275 x 185	307 x 220	43000	N/A
Premium Position	275 x 185	307 x 220	37500	N/A
Double Spread		307 x 440	54500	43500
1/1 Page	275 x 185	307 x 220	33000	25500
2/3 Page (V)	254 x 118	307 x 140	25500	19500
1/2 Page (H)	126 x 180	155 x 220	20500	16000
1/2 Page (V)	254 x 88	307 x 109	20500	16000
1/3 Page (V)	254 x 56	307 x 78	14500	11000
1/4 Page (V)	126 x 85	N/A	13000	9000
Classifieds (per cc.)		N/A	700	N/A

* GST @ 5% applicable on the above mentioned rates

a **HAMMER** publication

Food & Beverage

Business Review



An Overview

The brisk rhythm of the revolution in global trends has steered a new paradigm shift in the Indian economy & lifestyle. Economists envisage consistent growth in the food & foodservice industry along with organised food retail business.

'Food & Beverage Business Review' presents an India-centric platform to the institutional F&B business in the country. The objective of the magazine is to develop a proper synergy between Food, Food Processing, Food Retailing and Food Service Industry.

In today's multi-national marketplace, many new products are entering Indian markets. Food, Foodservice & Food retail industry involved in concept creation are now working in tandem to ensure the success of newest gourmet ideas.

Editorial Focus

The magazine talks of the whole gamut of activities that defines the F&B business from "Farm to Fork", right from the agricultural produce to food processing, food retail, food preparation, equipment, design, cuisine. The magazine goes behind the scenes to give the F&B professionals in-depth information, news, features, business stories and technical know-hows.

The magazine provides exclusive editorial content with specific objectives to produce valuable information sources, to assist professionals in maximizing their business.

The magazine discusses new products, launches and the variables influencing their use for prototype recipes, for the institutional foodservice market. Partnering with vendors, the magazine informs the target audience of new developments thus saving their valuable time and money.

Readership

The circulation of "Food & Beverage Business Review" offers maximum qualified respondents with highest volumes of purchases. The qualified recipients are individuals who have titles of Chef, F&B Manager, Menu Planner, Restaurateur, Bartender, Sommelier, etc. in the Foodservice industry, Channel buyers / Category managers in major organised retail chains & stores and importers & distributors.

Reach - Print & Digital Format

The Print version of the magazine has 20,000 professional readers in over 40,000 establishments, covering Hotels, Restaurants, Pubs, Fast Food Outlets, Hospitals, Catering, Clubs, Banquet Halls, Food Processing (Dairy, Bakery, Meat), Departmental Stores, Food Retail, Importers & Distributors, Beverage industry, etc. in more than 417 cities across India and the digital issue is exposed to more than 4,00,000 Food & Beverage professionals around the world.

Cost Effective

The magazine helps in reaching a focussed audience without any diffused cost, in the most economical manner. It also helps in reaching new markets and market segments.

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