

 **FOOD**  
**TRADE**  
JOURNAL

# 2026 **MEDIA KIT**

*“Global Insights for the Food Trade”*

[www.foodtradejournal.com](http://www.foodtradejournal.com)

PRINT COPIES  
7,500  
++  
DIGITAL COPIES  
OVER 90,000  
++  
AT ALL MAJOR  
TRADED SHOWS



# About magazine

Food Trade Journal is an international B2B quarterly publication dedicated to global food trade, exports, imports, private label, retail, logistics and market access.

The magazine connects food & beverage manufacturers, exporters, importers, buyers, distributors and retail decision-makers across key global markets.

Published four times a year, Food Trade Journal delivers curated, high-quality editorial content aligned with the world's most influential international trade fairs.

## Publication Frequency: Quarterly (4 issues per year)

Language: English

Format: Print & Digital

Focus: Global food trade & market access

## TARGET AUDIENCE COVERS 140 COUNTRIES

- Export & sales directors
- Importers & distributors
- Retail buyers & private label managers
- CEOs & decision-makers, R&D Managers

## GLOBAL CIRCULATION & DISTRIBUTION

Food Trade Journal reaches industry professionals across five continents, through both print and digital distribution channels.

PRINT COPIES: 7,500 Copies

DIGITAL COPIES: 90,000 Copies

### Print Circulation

Distributed mainly across Europe and the Middle East, our print edition ensures targeted visibility in key food manufacturing and ingredient markets.

- 7,500+ printed copies per edition
- Distributed at major international trade shows
- Ongoing circulation through partner networks and direct mailing

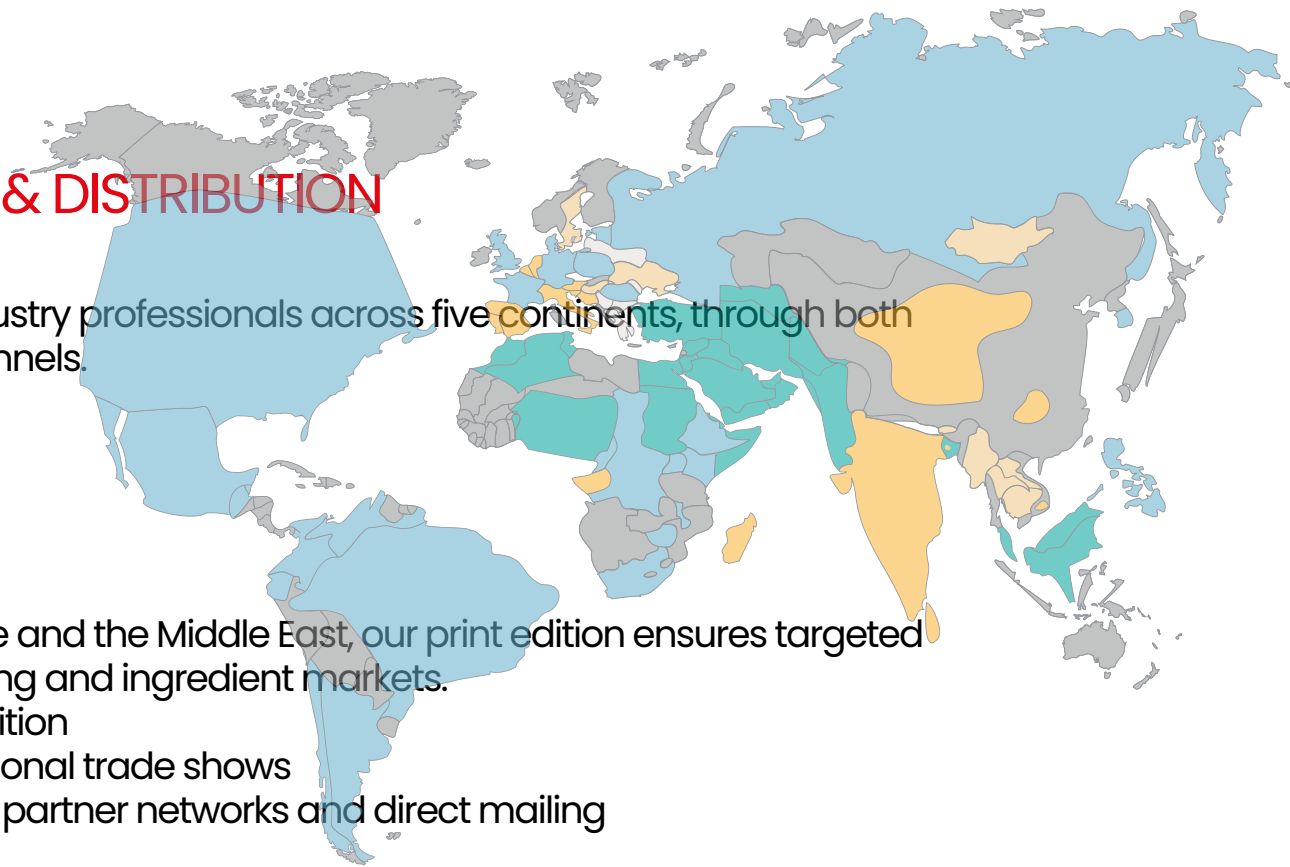
### Regional Print Distribution

- Middle East ~55%
- Europe ~35%
- America: ~5%
- Other regions: ~5%

### Digital Circulation

Our digital edition reaches professionals in 140+ countries, supported by newsletters, e-mail marketing, website traffic, and trade show visibility.

- 90,000+ digital subscribers per edition
- Global readership by region:
- Europe (32%) • Middle East & GCC (28%) • Asia-Pacific (18%) • North America & Latin America (17%) • America (5%)



# 2026 EDITORIAL CALENDAR

**ISSUE 1 | January – March 2026**  
**Major Events: Gulfood (Dubai) • Fruit Logistica (Berlin)**

- Editorial Focus**
- Global food trade outlook 2026
  - Export & import opportunities in MENA and Europe
  - Fresh produce, ingredients, snacks and sourcing strategies
  - Market entry insights for international suppliers
- Key Topics**
- Trade routes & distribution channels
  - Buyer expectations at global food fairs
  - Retail-ready and private label solutions
  - Supply chain & logistics fundamentals

**ISSUE 4 | October – December 2026**  
**Major Events: Gulfood Manufacturing • FI Europe**

- Editorial Focus**
- Food manufacturing, ingredients & technology
  - Efficiency, automation and digitalisation
  - Ingredient innovation and clean-label solutions
  - Outlook for global food trade 2027
- Key Topics**
- Processing & production technologies
  - Ingredients for performance & sustainability
  - Supply chain optimisation
  - Investment & growth strategies

**ISSUE 2 | April – June 2026**  
**Major Events: PLMA Private Label Show • Interpack**

- Editorial Focus**
- Private label production & retail strategies
  - Packaging, processing and value-added solutions
  - Cost efficiency and scalability in food manufacturing
  - Brand positioning for export markets, plant based foods
- Key Topics**
- Private label trends in global retail
  - Packaging innovation & sustainability
  - Contract manufacturing opportunities
  - Export compliance, dairy & shelf readiness

**ISSUE 3 | July – September 2026**  
**Major Events: SIAL Paris • ISM Private Label ME • Fruit Attraction**

- Editorial Focus**
- Global food trade trends & mega trends
  - Private label expansion in international markets
  - Confectionery, snacks and fresh produce trade
  - Retail & sourcing strategies for Q4
- Key Topics**
- Private label & branded coexistence
  - Seasonal sourcing & buyer demand
  - Market access in Europe & Middle East
  - Innovation in food & packaging

## 2026 EVENT & DISTRIBUTION CALENDAR QUARTERLY

Issue	Publication Month	Major Events & Trade Fairs
January-March 2026		Gulfood (Dubai) + Fruit Logistica (Berlin)
April-June 2026		PLMA Private Label Show +Interpack
July- September 2026		SIAL Paris + ISM Private Label ME + Fruit Attraction
October- December 2026		Gulfood Manufacturing + FI Europe





# Global Distribution & Trade Fairs

Food Trade Journal is distributed on-site at leading international trade exhibitions, ensuring direct visibility among exporters, importers, manufacturers and sourcing professionals.

Trade fairs are where real business conversations begin. By advertising in Food Trade Journal, your brand is positioned directly within this decision-making environment.

## ADVERTISEMENT RATES & TECHNICAL SPECS

### PRINT ADVERTISEMENT

ADVERTISEMENT OPTION	RATE (€)
Front Cover	7,000
Back Cover	5,150
Inside Front Cover	3,000
Inside Back Cover	3,000
Full Page	2,000
Two-Page Spread	3,500
Half Page	950

*In yearly reservations 10% discount will be applied.*

### ADVERTORIAL:

Advertorials offer brands the opportunity to present their company, products, solutions or market insights in an editorial-style format aligned with the Food Trade Journal content.

Guidelines:

- Content must be provided in English
- Text and visuals are to be supplied by the advertiser
- Our editorial team prepares the layout and design
- Final pages are shared with the advertiser for approval prior to publication

Rates:

- 1-Page Advertorial: 1,000 €
- 2-Page Advertorial: 1,500 €

### ADVERTISEMENT SIZES

ADVERTISEMENT FORMAT	SIZE (WIDTH × HEIGHT)
Full Page	20.6 cm × 27.6 cm
Two-Page Spread	40.6 cm × 27.6 cm
Half Page – Vertical	10 cm × 27 cm
Half Page – Horizontal	20 cm × 13.5 cm



# DIGITAL ADVERTISEMENT

## BANNERS ON OUR HOMEPAGE | [www.foodtradejournal.com](http://www.foodtradejournal.com)

FORMAT	SIZE (PX)	RATE (€ / MONTH)
Top Banner (Leaderboard)	728 × 90	1,850
Skyscraper Banner	160 × 600	1,200
Side Banner	350 × 350	750
Pop-up Banner	600 × 400	1,250

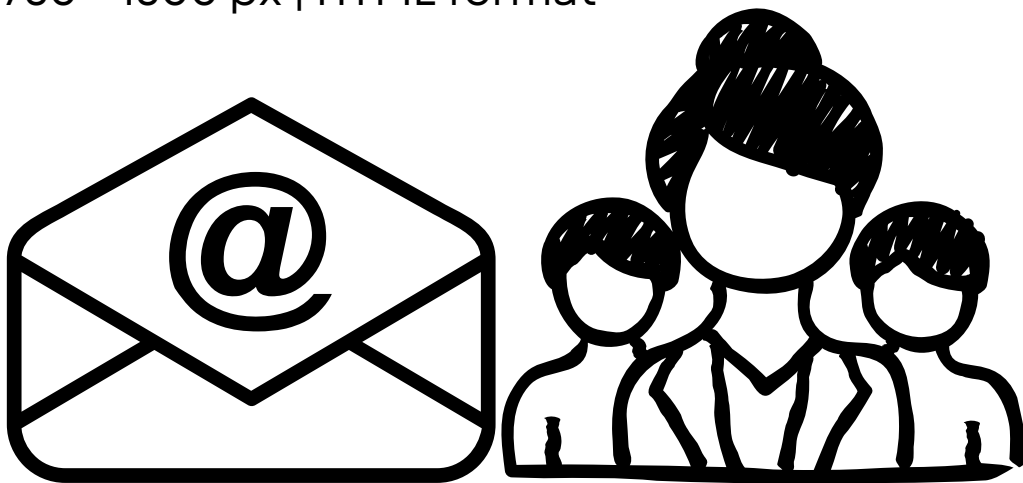


## EDM / E-SHOT (EMAIL MARKETING)

Our EDM (E-shot) service delivers your message directly to a targeted international trade audience through a dedicated newsletter-style campaign. Each mailing is fully clickable, linked to your website, and supported with post-campaign performance reporting. Most of the leading manufacturers use and trust our service.

**Rate:** 3,750 € (1-time campaign)

**Specs:** 750 × 1500 px | HTML format



[www.foodtradejournal.com](http://www.foodtradejournal.com)

## ONLINE / NEWSLETTER ADVERTORIALS

Online advertorials provide brands with extended visibility through editorial-style content published on the Food Trade Journal website and distributed via our newsletter.

Details:

- Published on [www.foodtradejournal.com](http://www.foodtradejournal.com)
- Maximum length: 1,000 characters (including spaces)
- Online advertorials support SEO visibility and long-term digital exposure.

**Rate:** 850 €

## WEBINARS

Webinars offer brands a powerful platform to present their company, products, innovations or market insights directly to a targeted international trade audience in an interactive format.

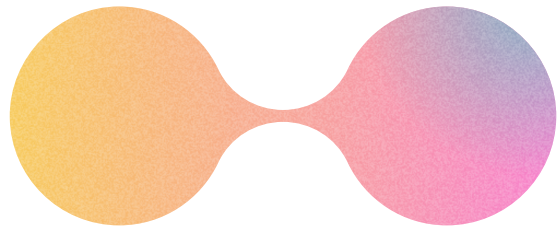
Each webinar includes live presentation, moderation and a Q&A session, and is recorded for on-demand access after the event.

Webinar Package Includes:

- Promotion through website and newsletters
- Invitation and reminder emails to the target audience
- Webinar moderation and technical setup
- Post-webinar news coverage in Food Trade Journal
- Banner visibility on website and newsletter

Duration: 60 minutes

**Rate:** 13,500 €



## Contact us for advertorial and advertisement inquiries:



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www.foodtradejournal.com &  
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