

PdM

PRODUITS DE LA MER

THE HANDY MAGAZINE

NEW
FORMULA
> 2010



SOURCING



PROCESSING



MARKETING



THE EUROPEAN SEAFOOD MAGAZINE

2010 PDM > NEW FORMULA

Dear seafood specialist,

It is with great pleasure that I'm presenting you with our **2010** editorial programme.

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

PdM "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 **PdM**. 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 **PdM** 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 supermarket and those in the restaurant and catering industry.

PdM also publishes special editions on tabloid format, aimed at important events in your business sector – such as THE SHOW DAILY for the **European Seafood Exposition**.

Hoping that you will choose PdM for your 2010 advertising campaign, I look forward to meeting you in a near future.














Yves BOLLOT
Sales manager



*co-published with Seafood Business

PdM « THE EUROPEAN SEAFOOD MAGAZINE »

> 2010 EDITORIAL CALENDAR

	MARKETING	PROCESSING	SOURCING	SPECIES DATASHEET	CUTTING DATASHEET	SHOWS & EVENTS
 PRODUITS DE LA MER FEBRUARY MARCH N° 119	SOUPS: NEW TRENDS SPAIN: EXPORT & WIN THE SPANISH MARKET	PACKAGING LOGISTICS, STORAGE & TRANSPORT	SHRIMP NORWAY 	PLAICE	COD	 MARCH 9 - 11
APRIL MAY N° 120	READY TO GRILL: SKEWERS, MARINADES, SARDINES...	POLAND: SUBCONTRACTING & PRIVATE LABEL READY TO EAT MEALS	TUNA MAURITIUS REUNION ISLAND 	BLUE LING	MONKFISH	 EUROPEAN SEAFOOD EXPOSITION  SEAFOOD PROCESSING APRIL 27 - 29
SUPPLEMENT N° 120 SPECIAL PROCESS & SPE SHOW PREVIEW > PROCESSING/PACKAGING/LOGISTICS/SERVICES. THIS BILINGUAL ENGLISH/FRENCH GUIDE WILL GIVE A VERY COMPLETE OVERVIEW OF THE 2010 TRENDS FOR MACHINES, PACKAGING MATERIALS, LOGISTICS AND SERVICES WHICH WILL BE ON DISPLAY AT THE NEXT SEAFOOD PROCESSING EUROPE. FEATURE THE LIST OF EXHIBITORS AND A MAP OF THE HALLS						
JUNE JULY N° 121	LABELS & SIGNS OF QUALITY SEAFOOD DELICATESSENS	READY TO COOK SUSTAINABLE AQUACULTURE	COBIA, TILAPIA, PANGASIUS USA & CANADA: WHICH PRODUCTS GOES TO EUROPE  	STURGEON	SALMON	
NEW > NEW BUYER'S GUIDE JUNE	> THE INDISPENSABLE COMPENDIUM OF THE MOST POPULAR SPECIES OF FISH, CRUSTACEANS AND CEPHALOPODS. ABOUT 50 SPECIES DATASHEET WITH INFO ON CONSUMPTION AND QUALITY REQUIREMENTS.					
AUGUST SEPTEMBER N° 122	CANNED SEAFOOD FRESH & FROZEN BREADED FISH	MARINATED FISHES & CARPACCIO CRAYFISH	FINEST OYSTERS CAVIAR	HALIBUT	LOBSTER	 OCTOBER
OYSTERS' & MUSSELS' SPECIAL SEPTEMBER	> ALL ABOUT THE MARKETING OF SHELLFISH IN HYPERMARKETS, CATERING AND RETAIL.					
OCTOBER NOVEMBER N° 123	LUXURY GOODS ORGANIC PRODUCTS	ALGAE SCALLOPS	FRESHWATER FISH, PIKE-PERCH, TROUT, PIKE... ICELAND 	SKATE	CEPHALOPOD	 OCTOBER 17 - 21
SEAFOOD INDUSTRY DIRECTORY 2011 NOVEMBER	> THIS SPECIAL ISSUE PRESENTS A TRUE PICTURE OF THE SEAFOOD INDUSTRY AND ITS VARIOUS BUSINESSES ASSOCIATED WITH THE 2011 DIRECTORY OF FRENCH COMPANIES, FROM PRODUCERS TO DISTRIBUTORS.					
DECEMBER JANUARY N° 124	CATERING SMOKED FISHES	CRAB, LOBSTER, CRAWFISH CULINARY INGREDIENTS	SEABASS & SEABREAM THE NETHERLANDS 	TOOTHFISH	PANGASIUS	 Salon International de la Restauration, de l'Hôtellerie et de l'Alimentation JANUARY 22 - 26 2011

	BLACK & WHITE	FULL COLOR
FRONT COVER	-	7 390 €
BACK COVER	-	4 250 €
INSIDE FRONT COVER	-	4 180 €
INSIDE BACK COVER	-	3 860 €
DOUBLE PAGE	-	6 910 €
RIGHT HAND PAGE	2 700 €	3 800 €
PAGE	2 580 €	3 620 €
2/3 PAGE	1 910 €	2 510 €
1/2 PAGE	1 560 €	2 050 €
1/3 PAGE	1 090 €	1 550 €
1/4 PAGE	880 €	1 160 €
1/6 PAGE	650 €	850 €

DISCOUNT

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

NEW FORMATS

FORMATS (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. 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

ADVERTISING SALES

Marc LE GUILLOU

Sales director

Tel. : + (33) 2 99 32 58 85
Mobile : + (33) 6 71 89 36 56
e-mail : m.leguillou@infomer.fr

Yves BOLLOT (*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

Catherine LE PENHUIZIC

Sales executive

Tel./Fax : + (33) 2 40 50 76 17
Mobile : + (33) 6 08 46 70 11
e-mail : c.lepenhuizic@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

A TEAM AT YOUR SERVICE



From left to right :

Céline ASTRUC, Bruno VAUDOUR, Catherine LE PENHUIZIC, Marc LE GUILLOU, Régine LE CHENADEC, Yves BOLLOT

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

www.infomer.fr