

2010

# GREENMED

## JOURNAL



## The Fresh Produce Euromed Magazine *distributed worldwide*

### THE MAGAZINE

**Green Med Journal** is the main tool to stay informed about the market of Mediterranean fresh fruit and vegetable productions, addressing importers and buyers, in Europe and beyond, as well as Mediterranean producers and exporters and all players involved in the supply-chain.

**With a trade-oriented viewpoint**, Green Med Journal includes all the latest news about the Euromed fresh produce market; also, every issue reports about specific fruit and vegetable campaigns, giving voice to the main suppliers of the area. But Green Med Journal's focus is wider, including every other aspect connected with the fresh produce supply-chain: retail and distribution, logistics and transport, technologies and packaging and also legislation, international cooperation and socio-cultural matters.

**GMJ mission** is to promote the typical fresh fruit and vegetable productions of the Mediterranean, not only in Europe but also in America and Asia. It also aims to create a network among fresh produce' players: aggregation processes will lead to further economic growth.

### THE PROJECT

**The project** is born from the idea that agriculture is a great resource for the development of the Mediterranean area. Besides the magazine, the project includes the web-

site [www.greenmed.eu](http://www.greenmed.eu), with daily updated news, the Green Med Journal Weekly Newsletter, the Green Med International Forum and the new Green Med Atlas.

The project benefits from the collaboration of international partners and advisors. Main partner is **CIHEAM** (Centre International de Hautes Études Agronomiques Méditerranéennes), an international organization headquartered in Paris whose mission is to promote the sustainable development of Mediterranean agriculture. Its network includes 13 Mediterranean Countries.

### CIRCULATION

The magazine is sent with 15,000 copies to subscribers and sector's main players in 50 Countries in Europe, the Mediterranean area and worldwide. Green Med Journal is also distributed during trade exhibitions and specialized seminars worldwide.

**Category distribution.** Producers-exporters 32%; wholesalers 23%; distributors (buyers-importers) 19%; technology and service providers (logistics) 16%; institutions, universities, international agencies, ministries, embassies 6%; others 4%.

**Macroareas diffusion.** Mediterranean Europe 50.7%, Continental Europe 23.1%, North Africa 13.0%, Middle East 7.6%, Asia 2.8%, America 2.8%.

a product by



gemma  
editco

BEIRUT - CAIRO - VALENCIA - VERONA  
Published under the patronage of CIHEAM

[www.greenmed.eu](http://www.greenmed.eu) • [greenmed@greenmed.eu](mailto:greenmed@greenmed.eu)

**BE PART OF THE GREEN MED NETWORK! Don't miss**  
**The 3RD GREEN MED INTERNATIONAL FORUM** • *The meeting place for Euro-Med fresh produce players*

12-14 MAY 2010 • ROME - ITALY • [www.greenmedforum.eu](http://www.greenmedforum.eu)

## EDITORIAL PROGRAMME 2010

2010	PRODUCTS	F&V REGIONS	COUNTRIES' MAIN PLAYERS	IMPORT COUNTRIES	WHOLESALE MARKETS	FOCUS
1. JAN/FEB/MARCH Publication: end JANUARY	<ul style="list-style-type: none"> <li>• Potatoes</li> <li>• Strawberries</li> <li>• Peppers</li> </ul>	Andalusia (Spain)	The Tunisians	Germany	Rome (Italy)	Organics
2. APR/MAY/JUNE Publication: early MAY	<ul style="list-style-type: none"> <li>• Tomatoes</li> <li>• Cherries</li> <li>• Zucchini</li> </ul>	Nubaria (Egypt)	The Greeks	France	Barcelona (Spain)	Maritime logistics
3. JULY/AUG/SEP Publication: end AUGUST	<ul style="list-style-type: none"> <li>• Table grapes</li> <li>• Peaches-nectarines</li> <li>• Melons</li> </ul>	Puglia (Italy)	The Moroccans	Russia	Rungis (France)	Retailers
4. OCT/NOV/DEC Publication: mid NOV.	<ul style="list-style-type: none"> <li>• Citrus fruits</li> <li>• Apples</li> <li>• Dried fruits</li> </ul>	Souss Massa (Morocco)	The French	UK	Munich (Germany)	Technologies

## PRESENCE AT FAIRS

<b>1.</b> <ul style="list-style-type: none"> <li>• <b>Fruit Logistica</b> Berlin (Germany), 3-5 February</li> <li>• <b>Biofach</b> - Nurenberg (Germany) 17-20 February</li> <li>• <b>Fresh Antalya</b> (Turkey) 18-20 March</li> </ul>	<b>2.</b> <ul style="list-style-type: none"> <li>• <b>Medfel</b> Perpignan (France) 4-6 May</li> <li>• <b>Green Med Forum</b> Rome (Italy), 12-14 May</li> </ul>	<b>3.</b> <ul style="list-style-type: none"> <li>• <b>World Food Moscow</b> (Russia), 14-17 September</li> <li>• <b>Macfrut</b> - Cesena (Italy) early October</li> <li>• <b>Fruit Attraction</b> - Madrid (Spain), 20-22 October</li> <li>• <b>Interpoma</b> - Bolzano (Italy) 4-6 November</li> </ul>	<b>4.</b> <ul style="list-style-type: none"> <li>• <b>Expo Agro</b> Almeria (Spain) end November</li> <li>• <b>Sifel Maroc</b> Agadir mid December</li> </ul>
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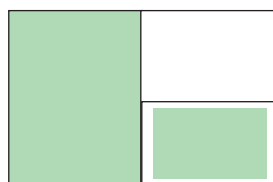
## ADVERTISEMENT RATES 2010

Format	Price	Format	Price
Tombstone	250 Euro	Internal page	1,500 Euro
Foot of page	500	Inside back cover	1,800
Front cover banner	800	Inside front cover	2,000
Half page	900	Back Cover	2,500
Two columns	1,000	Double page	2,800

## QUANTITY DISCOUNTS

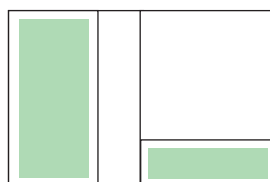
Two ad: 8% - Three/four ad: 15%

## FORMATS



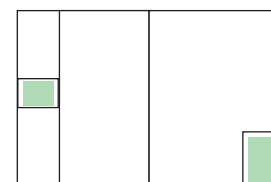
Full page and covers  
(20.9 x 29.6 cm)

Half page  
(16.9 x 12.8 cm)



2 vertical columns  
(12.5 x 29.6 cm)

Foot of page  
(16.9 x 7.0 cm)



Front cover banner  
(6.5 x 3 cm)

Tombstone  
(6.0 x 8.5 cm)

## SUBSCRIPTIONS 2010

EUROMED, AFRICA AND MIDDLE EAST: 70 euros • Rest of the world: 90 euros

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