

*The
Euromed
fresh
produce
network!*

● **THE WEBSITE:
GREENMED.EU**

*Daily news (in English)
on campaigns' trends,
latest products, new
deals and services*

● **THE WEEKLY
NEWSLETTER**

*The news of the week in
your mailbox, with an
editorial in 4 languages*

● **THE MAGAZINE**

*Quarterly detailed
information on
the fresh produce
market and players*

● **THE CONFERENCE:
GREEN MED FORUM**

*The annual meeting
travelling the Med region
to favour networking and
business update*

www.greenmedforum.eu

Direct line to find out more:
Tel. +39 045 8352317
greenmed@greenmed.eu

GREEN MED

JOURNAL

THE MEDITERRANEAN FRESH
PRODUCE MAGAZINE

*Your information and promotional
tool in English
in Euromed and worldwide!*

● **Reaching top-level buyers, suppliers
and service providers** (exporters-importers 32%,
wholesalers 23%, retailers/buyers 19%, technology and
service providers 16%, others 4%)

● **A network of 20,000 contacts
in 50 Countries** (Med Europe 40.7%,
Continental/Northern Europe 33.1%, North Africa
13.0%, Middle East 7.6%, Asia 2.8%, America 2.8%)

● **Four languages available**
(articles in English with summaries and editorials
in French, Spanish and Italian)

● **Circulation in over 10 exhibitions**
in the Euromed region, Europe and Russia

www.greenmed.eu
Daily news & opportunities!



A network at your service

Greenmed is since 2004 a communication network at the service of the fresh produce sector in the Euromed region, a bridge between producer-exporters, importers-retailers and service providers.

Greenmed is the multimedial tool to promote Mediterranean products worldwide.

The daily news on our website and every quarterly print issue give voice to the industry protagonists, with interviews and campaign-market analysis, including other key sectors such as technology/packaging and service providers.

Enjoy the wide opportunities granted by our 20,000 contacts in 50 countries!

READERS' PROFILE

By category: exporters 32%, wholesalers 23%, retailers/importers 19%, technology and service providers 16%, others 4%).

By country: Med Europe 40.7%, Continental/North Europe 33.1%, North Africa 13.0%, Middle East 7.6%, Asia 2.8%, America 2.8%.

Our annual conference is another great mean of expanding your business and getting updated: see www.greenmedforum.eu



Un réseau à votre service

Greenmed est depuis 2004 un réseau de communication à service de la filière des fruits et légumes dans la région Euromed, un pont entre producteurs-exportateurs, importateurs-détaillants et fournisseurs de services.

Greenmed est l'outil multimédia pour promouvoir et faire connaître les produits méditerranéens dans le monde. Chaque jour les dernières actualités sur notre site et les éditions trimestrielles imprimées donne la parole aux protagonistes du secteur, avec interviews et analyses des campagnes et des marchés, et d'autres secteurs clés tels que technologies, emballages et transport-logistique.

Profitez des opportunités offertes par nos 20 000 contacts dans 50 pays!

PROFIL DES LECTEURS

Par catégorie: exportateurs 32%, grossistes 23%, détaillants-importateurs 19%, technologies et fournisseurs de services 16%, autres 4%.

Par pays: Europe Med 40,7%, Europe Continentale / du Nord 33,1%, Afrique du Nord 13%, Moyen-Orient 7,6%, Asie 2,8%, Amérique 2,8%.

Notre conférence annuelle est un moment exceptionnel pour rester au courant et développer votre business (www.greenmedforum.eu).



Una red a su servicio

Greenmed es desde 2004 una red de comunicación al servicio del sector hortofrutícola en la región Euromed, un puente entre exportadores, importadores y proveedores de servicios.

Greenmed es la principal herramienta para promover y hacer conocer los productos mediterráneos en el mundo. Las noticias diarias en nuestra página web y cada edición trimestral impresa dan voz a los protagonistas del sector, con entrevistas y análisis de campañas y de mercados, y sobre sectores clave como tecnología, envases y proveedores de servicios.

Disfrute la amplias oportunidades ofrecidas por nuestros 20.000 contactos en 50 países!

PERFIL DE LOS LECTORES

Por categoría: exportadores 32%, mayoristas 23%, importadores/cadenas supermercados 19%, tecnologías/proveedores de servicios 16%, otros 4%. **Por país:** Europa Med 40,7%, Europa continental/del Norte 33,1%, África del Norte 13%, Oriente Medio 7,6%, Asia 2,8%, América 2.8%.

Nuestra conferencia anual es otro gran medio para ampliar sus conocimientos y desarrollar su negocio: ver www.greenmedforum.eu



Una rete al tuo servizio

Greenmed è dal 2004 una rete di comunicazione al servizio del settore ortofruticolo nella regione Euromed, un ponte tra produttori/esportatori, importatori/retailer e fornitori di servizi. Greenmed è lo strumento multimediale per promuovere e far conoscere i prodotti mediterranei nel mondo. Le news giornalieri sul sito internet e ogni edizione trimestrale della rivista danno voce ai protagonisti del settore, con interviste e analisi di campagna e di mercato, e su settori chiave quali tecnologie e packaging, logistica e trasporti.

Approfittate delle opportunità offerte dai nostri 20.000 contatti in 50 paesi!

PROFILO DEI LETTORI

Per categoria: esportatori 32%, grossisti 23%, retailer/importatori 19%, tecnologie e fornitori di servizi 16%, altri 4%).

Per paese: Med Europe 40,7%, Europa Continentale/del Nord 33,1%, Nord Africa 13% , Medio Oriente 7,6%, Asia 2,8%, America 2,8%).

La nostra conferenza annuale è un eccezionale momento per tenervi aggiornarti ed espandere il business (www.greenmedforum.eu).

EDITORIAL PROGRAMME 2011

QUARTERLY	PRODUCTS	F&V REGIONS	COUNTRIES' MAIN PLAYERS	IMPORT COUNTRIES	FOCUS
1. JAN/FEB/MARCH Release: end JANUARY	<ul style="list-style-type: none"> • Tomatoes • Kiwifruits • Dates • Strawberries North Africa	Lleida (Spain)	The Egyptians	Italy	Organics
2. APR/MAY/JUNE Release : end APRIL	<ul style="list-style-type: none"> • Peaches-nect. • Cherries • Strawberries • Egyptian table grapes 	Languedoc-Roussillon (France)	The Turkish	Spain	Med exhibitions
3. JULY/AUG/SEP Release : early SEPTEMBER	<ul style="list-style-type: none"> • Table grapes • Pears • Pomegranates 	Sicily (Italy)	The Tunisians	Algeria	Wholesale markets' networking
4. OCT/NOV/DEC Release : mid OCTOBER	<ul style="list-style-type: none"> • Citrus fruits • Apples • Potatoes 	Antalya (Turkey)	The Andalusians	Russia	Seeds: business & new products



PRODUCTOS: 1. Tomates, Kiwis, Dátiles, Fresas Norte de África 2. Melocotones/nectarinas, Cerezas, Fresas, Uva de mesa de Egipto • 3. Uva de mesa, Peras, Granadas 4. Citricos, Manzanas, Patatas • **REGIONES HORTOFRUTICOLAS:** 1. Lleida (ES) 2. Languedoc-Roussillon (FR) 3. Sicilia (IT) 4. Antalya (Turquia) • **PROTAGONISTAS POR REGIÓN:** 1. Los Egipcios 2. Los Turcos 3. Los Tunecinos 4. Los Andaluces • **PAÍSES IMPORTADORES:** 1. Italia 2. España 3. Argelia 4. Rusia • **FOCUS:** 1. El sector ecológico 2. Ferias Mediterraneas 3. Red entre Mercados al Pormayor 4. Semillas: negocio e innovación de producto.



PRODUITS: 1. Tomates, Kiwi, Dates, Fraises Afrique du Nord 2. Pêches/nectarines, cerises, fraises, raisins de table égyptiens • 3. Raisins de table, poires, grenades 4. Agrumes, pommes, pommes de terre • **REGIONS:** 1. Lleida (Espagne) 2. Languedoc-Roussillon (France) 3. Sicile (Italie) 4. Antalya (Turquie) • **PROTAGONISTES PAR REGION:** 1. Les Egyptiens 2. Les Turcs 3. Les Tunisiens 4. Les Andalous • **PAYS IMPORTATEURS:** 1. Italie 2. Espagne 3. Algérie 4. Russie • **FOCUS:** 1. La bio 2. Foires méditerranéennes 3. Réseau des marchés de gros 4. Semences: business et innovation produit.



PRODOTTI: 1. Pomodori, Kiwi, Datteri, Fragole Nord Africa 2. Pesche/nettarine, ciliegie, fragole, uva da tavola Egiziana • 3. Uva da tavola, Pere, Melograni 4. Agrumi, Mele, Patate • **REGIONI ORTOFRUTTICOLE:** 1. Lleida (Spagna) 2. Languedoc-Roussillon (Francia) 3. Sicilia (Italia) 4. Antalya (Turchia) • **PROTAGONISTI PER REGIONE:** 1. Gli Egiziani 2. I Turchi 3. I Tunisini 4. Gli andalusi • **PAESI D'IMPORTAZIONE:** 1. Italia 2. Spagna 3. Algeria 4. Russia • **FOCUS:** 1. Il biologico 2. Fiere Mediterranee 3. Rete tra Mercati all'Ingresso 4. Sementi: business e innovazione di prodotto.

PRESENCE AT FAIRS 2011

PARTICIPACIÓN EN FERIAS • PRESENCE AUX EXPOSITIONS • PRESENZA A FIERE

1.	2.	3.	4.
<ul style="list-style-type: none"> • FRUIT LOGISTICA Berlin (Germany), 9-11 February • BIOFACH Nuremberg (Germany) 16-19 February • FRESH ANTALYA (Turkey) 17-19 March • EXPO AGRO ALMERIA (Spain) 6-8 April 	<ul style="list-style-type: none"> • MEDFEL Perpignan (France) 4-6 May 	<ul style="list-style-type: none"> • WORLD FOOD MOSCOW (Russia), 13-16 September • MACFRUT - Cesena (Italy) 5-7 October • FRUIT ATTRACTION - Madrid (Spain), 19-21 November 	<ul style="list-style-type: none"> • GREEN MED FORUM / SIAMAP Tunis, 19-21 October • FOOD/FRESH GATE Sharm el Sheik (Egypt), end Nov. • SIFEL MAROC Agadir 8-11 December

SUBSCRIPTION • SUSCRIPCIÓN • ABONNEMENT • ABBONAMENTO

• 40 € Europe & Mediterranean Region • 60 € Rest of the world

TERMS OF PAYMENT • FORMA DE PAGO • MODES DE PAIEMENT • MODALITÀ DI PAGAMENTO

Bank transfer to • Transferencia bancaria a • Virement bancaire à • Bonifico bancario a:

OMNIBUS Srl, Bank: BANCA POPOLARE DI VERONA
Iban: IT78T0518811793000000123263 Swift: VRBPIT2V011

Please send copy of payment with your name, company and full address to • Envie copia de pago con su nombre, empresa y dirección a • Veuillez envoyer une copie du paiement avec votre nom, entreprise et adresse complète à • Inviare nota di pagamento con il vostro nome, l'azienda e l'indirizzo completo a:

greenmed@greenmed.eu - Fax +39 045 8307646

ADVERTISING RATES 2011

The website & the Weekly Newsletter

Página web Boletín digital semanal • Site internet & Newsletter hebdomadaire • Sito internet & Newsletter settimanale

No. of months No. de meses • de mois • di mesi	Banner on the top <i>En cima • In testata • En-tête de page</i>	Banner in left column <i>En columna izquierda • Dans la colonne de gauche • In colonna sinistra</i>	Banner in the Newsletter <i>Boletín digital semanal • Newsletter hebdomadaire • Newsletter settimanale</i>
1	€500	€350	€500
3	€900	€600	€900
6	€1,200	€900	
12	€1,800	€1,500	
SIZE	120x120 px	120x120 px	380x70 px

The magazine • La revista • Le magazine • La rivista

COVERS (Portadas/Couvertures/Copertine)

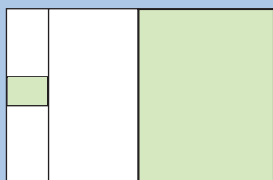
- **Front cover banner** € 800
(banner en portada/bandeau de couverture/in copertina)
- **Inside front cover** €2,000
(portada interior/2e couverture/2a copertina)
- **Inside back cover** €1,800
(contraportada interior/3e couverture/3a copertina)
- **Back Cover** €2,500
(contraportada/4e couverture/4a copertina)

INTERNAL SPACES (Espacios interiores / Espaces internes/ Spazi interni)

- **Half page** € 900
(media página/demi-page/mezza pagina)
- **Full page** €1,500
(página entera/pleine-page/pagina intera)
- **Double page** €2,000
(doble página/double-page/doppia pagina)
- **Two columns** €1,000
(dos columnas/deux colonnes/due colonne)
- **Foot of page** € 500
(Pié de página/Pied de page/piede di pagina)
- **Tombstone** € 250
(pequeño anuncio rectangular/tombstone/annuncio)

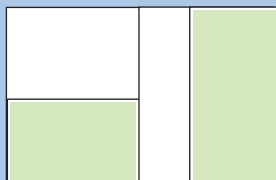
DISCOUNTS: 8% for 2 issues 15% for 3-4 issues

SIZES • MEDIDAS • TAILLES • MISURE

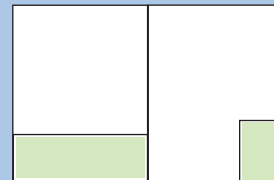


Front cover banner:
6.5 x 3 cm

Covers and full page:
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

Tombstone
6.0 x 8.5 cm

TECHNICAL INFORMATION

Greenmed.eu: 20,000 visitors • 50,000 pageviews • Visitadores-Paginas vistas • Visiteurs-Pages vues
Weekly Newsletter sent to: 5,000 professionals • Destinatários / Bénéficiaires • Destinatari
Green Med Journal: 15,000 printed copies • Copias impresas • Exemplaires imprimés • Tiratura