

2009

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.

It is the only international magazine of the sector with an edition in Arabic language (six-monthly in 2009), distributed throughout the Middle East.

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.

The project is born from the idea that agriculture is a great resource for the development of the Mediterranean area.

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

MAIN PARTNERS

UNIDO (the United Nations Industrial Development Organisation), with headquarters in Vienna, is dedicated to pro-

moting Sustainable Industrial Development in developing economies and is strongly present in the Mediterranean Region and the Middle East.

CIHEAM (Centre International de Hautes Études Agronomiques Méditerranéennes) is 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. The international edition has a diffusion of 10,000 copies, the Arabic edition of 5,000. Green Med Journal is also distributed during trade exhibitions and specialized seminars worldwide.

Category distribution. *International edition:* producers-exporters 32%; wholesalers 23%; distributors (buyers-importers) 19%; technology and service providers (logistics) 16%; institutions, universities, international agencies, ministries, embassies 6%; others 4%. *Arabic edition:* producers-exporters 71%; wholesalers (importers) 4%; distributors (buyers-importers) 8%; technology and service providers (logistics) 7%; institutions, universities, international agencies, ministries, embassies, 8%; others 2%.

Macroareas diffusion. *International edition:* Mediterranean Europe 60.7%, Continental Europe 23.1%, North Africa 3.0%, Middle East 7.6%, Asia 2.8%, America 2.8%. *Arabic edition:* Mediterranean Europe 4%, Continental Europe 2.1%, North Africa 85.8%, Middle East 8.1%.

a product by



BEIRUT - CAIRO - VALENCIA - VERONA

Published under the patronage of UNIDO and CIHEAM • greenmed@greenmed.eu

BE PART OF THE GREEN MED NETWORK! Don't miss
The 2ND GREEN MED INTERNATIONAL FORUM. The meeting place for Euro-Med fresh produce players

5-7 MAY 2009 . ALEXANDRIA . EGYPT www.greenmedforum.eu

EDITORIAL PROGRAMME 2009/INTERNATIONAL EDITION

2009	PRODUCTS	F&V REGIONS	EURO-MED COUNTRIES' MAIN PLAYERS	WHOLESALE MARKETS	PORT COUNTRY SYSTEMS	FOCUS	PRESENCE AT FAIRS	ARABIC EDITION (six-monthly in 2009)
1. JAN/FEB end JAN	<ul style="list-style-type: none"> Citrus fruits Strawberries 	Catalonia (ES)	/	Köln (DE)	Italy	Organics	<ul style="list-style-type: none"> Fruitlogistica, Berlin DE (4-6 Feb) Biofach, Nurburg DE (19-22 Feb) Fresh Antalya, TK (19-21 Mar) 	1st ISSUE End April (contents intern. edit. 1-2)
2. MAR/APR end MARCH	<ul style="list-style-type: none"> Peppers Cherry tomatoes 	Tunisia	The Moroccans	Madrid (ES)	Egypt	Certification	<ul style="list-style-type: none"> Medfel, Perpignan FR (28-30 Apr) Green Med Forum, Alexandria EG (5-7 May) 	2nd ISSUE End September (contents intern. edit. 3-5)
3. MAY/JUNE end MAY	<ul style="list-style-type: none"> Peaches/Nectarines Melon Cherries 	Emilia Romagna (IT)	The Egyptians	Istanbul (TK)	Spain	Logistics		PRESENCE AT FAIRS
4. JULY/AUG end JULY	<ul style="list-style-type: none"> Table grapes Garlic Dates 	Provence (FR)	The Turkish	Verona (IT)	Greece	Product innovations	<ul style="list-style-type: none"> World Fruit Moscow, (15-18 Sept) Feria San Miguel, Lleida ES (end Sept) 	1st ISSUE Green Med Forum Alexandria EG (5-7 May) World Fruits Moscow (15-18 September)
5. SEPT/OCT end SEPT	<ul style="list-style-type: none"> Pears Kiwifruits Pomegranate 	Izmir (TK)	The Spanish	Berlin (DE)	France	Packaging	<ul style="list-style-type: none"> Macfrut, Cesena IT (7-9 Oct) ExpoAgroAlmeria, ES (end Nov) 	2nd ISSUE Macfrut, Cesena IT (7-9 October) ExpoAgro Almeria ES (end Nov.) Sifel Maroc , Agadir MA (end November)
6. NOV/DEC end NOV	<ul style="list-style-type: none"> Eggplants Lettuce Zucchini 	Cyprus	The Italians	Perpignan (FR)	Morocco	Technologies	<ul style="list-style-type: none"> Sifel Maroc, Agadir (end Nov) 	

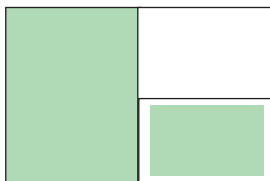
ADVERTISEMENT RATES 2009

Format	International edition	Arabic edition	Both editions
Tombstone	250 Euro	80 Euro	300 Euro
Foot of page	500	200	600
Front cover banner	800	500	1,000
Half page	900	400	1,000
Two columns	1,000	500	1,200
Internal page	1,500	750	1,800
Inside back cover	1,800	850	2,000
Inside front cover	2,000	1,100	2,500
Back Cover	2,500	1,400	3,000
Double page	2,800	1,300	3,000

QUANTITY DISCOUNTS

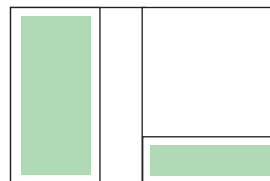
Two ad: 8% - three/four ad: 15% - five/six ad: 20%

FORMATS



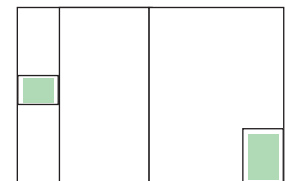
Full page and covers
(20.9 x 29.6 cm)

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 2009 EUROMED, AFRICA AND MIDDLE EAST
70 euros international edition • 30 euros Arabic edition • 90 euros both editions • Rest of the world: 20 euros more

FURTHER INFORMATION greenmed@greenmed.eu Tel +39 045 8352317