

# Perendale

Publishers Ltd

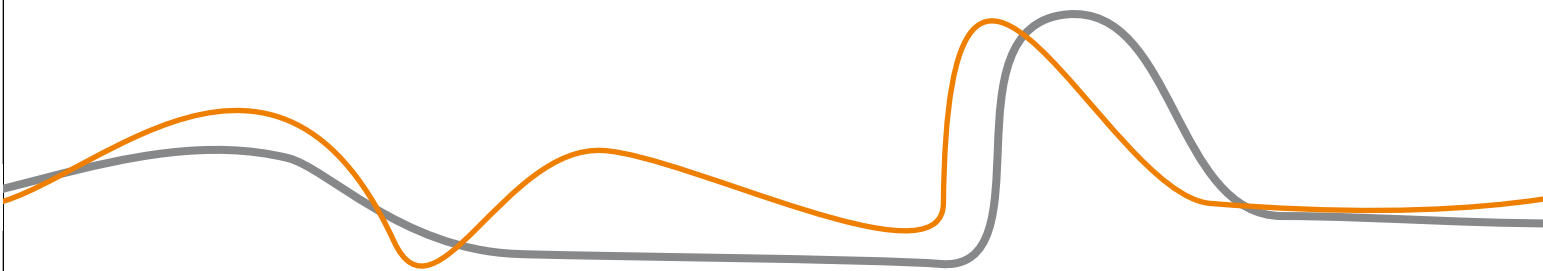


*publishers of:*



Media information for advertisers in 2011

*“We are found by more of the right people than anyone else”*



## Perendale Publishers Limited - A Mediafile for the future

---

### Our unique selling point

At Perendale Publishers Limited we recognise all companies, large and small, have limited marketing and advertising budgets and therefore we are keen to deliver the highest possible ROI (return on investment). By combining a blend of traditional print marketing skills in tandem with burgeoning online and digital opportunities, Perendale is reaching key industry/topic readers in addition to business decision makers. Our reach to these important reader groups is expanding rapidly and our technology along with it.

We are tasked with 'marketing' our clients' advertising materials to niche audiences by placing those materials in front of individuals who have an interest in their products.

We achieve this in the following ways:

- Traditionally in print direct to our subscribers, to exhibition and conference attendees and to additional controlled circulation readers
- Through our online monthly email newsletters and our website editions
- Through our digital distribution networks, which promote separate on-topic features against which advertisements are placed for a minimum of five years
- Via key B2B\* social and business websites which inform target markets of reader-relevant content – and against which client advertisements appear

### We guarantee

- To expose your advertisement to more people, more often and for much longer than anyone else
- That your advertisement will be found and redistributed by more of the right people
- That your advertisement will be put in front of more of your target market than that achieved by any one of our competitors
- To deliver the industry's maximum ROI (return on investment) based on your advertising spend with us

---

*NOTE: – Harnessing the power of digital media for the benefit of our clients is already showing significant results for many advertisers. To demonstrate this on an ongoing basis, we are currently developing a comprehensive visitor analysis system to independently record each visitor and their demographic in association with each advertisement placed in our publications*

*\* B2B websites are those 'social' websites where businesses are finding useful contacts, discussion and information*

## How our digital distribution platforms work

---

'Docstoc' and 'Scribd' are just two of the independent technical archives/reference sites used by industry professionals worldwide to source information.

GFMT and IAF now upload all articles published within the printed magazines, to these sites and others. Searches are made on the content rather than the name of the publication or the title of the article: which means those reading our articles on these sites are directly interested in the subject matter they 'find' and therefore directly interested in the related advertisements.

This is of great benefit to our advertisers and allows us to offer them much greater exposure than other trade publications. By placing an advertisement alongside an article relevant to a company's products, a company will attract a highly targeted audience to its advertisement. Their advertisement will also be deep-linked allowing readers to be re-directed to the company's website and more specifically, to their products.

An added advantage to our advertisers is that these features keep on being 'found' and 'viewed' indefinitely, meaning each advertisement will work for a company long after the printed edition is filed. We undertake to keep features on our distribution platforms for five years!

These sites allow companies to monitor number of views, making GFMT and IAF online readership 100 percent transparent. We have also recently added 'Slide Share' to our distribution channels. This site is optimised for social and business networking, further increasing the reach of our materials by allowing industry professional to distribute our materials directly to colleagues and business contacts.

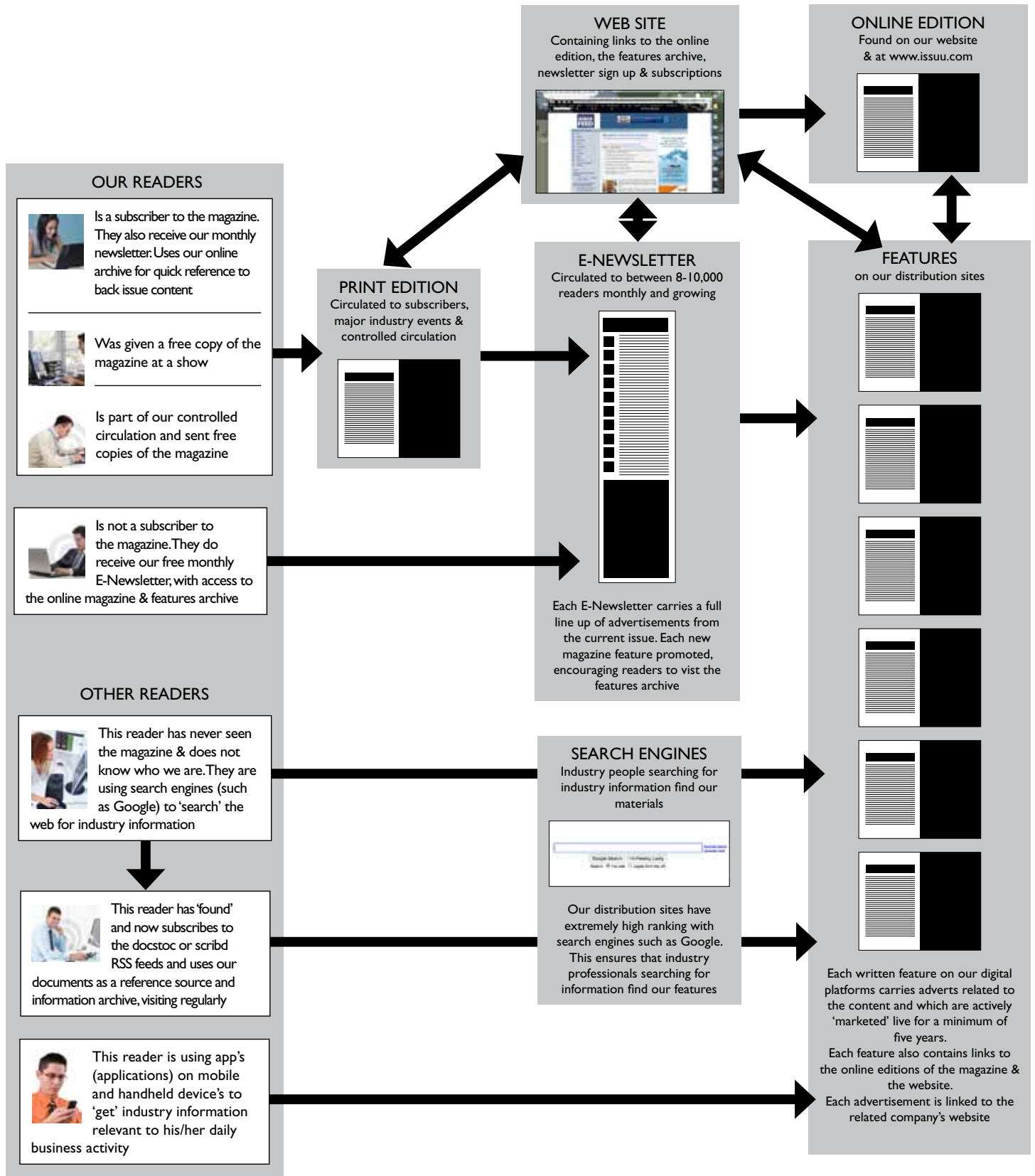
Advertisers will also receive regular reports updating them on the articles which their advertisement appears in.

## Links

The links below will provide you with access to the profile page of each publication, which contains all of our documents.

- GFMT Docstoc - <http://www.docstoc.com/profile/GFMT>  
Scribd - <http://www.scribd.com/Grain%20&%20Feed%20Milling%20Technology>  
Slide share <http://www.slideshare.net/GFMT>
  
- IAF Docstoc - <http://www.docstoc.com/profile/Perendale>  
Scribd - <http://www.scribd.com/Aquafeed>  
Slide share <http://www.slideshare.net/IntAquafeed>
  
- IMD Docstoc - <http://www.docstoc.com/profile/milling>  
Scribd - [http://www.scribd.com/Milling\\_Dir](http://www.scribd.com/Milling_Dir)  
Slide share <http://www.slideshare.net/MillingDirectory>

## How we connect to our readers and your potential customers





## Grain & Feed Milling Technology (GFMT) at a glance

---

- GFMT is published by Perendale Publishers Limited of the United Kingdom
- GFMT was first published in 1891
- Key focus is on existing and new innovative technologies within the milling industries worldwide
- Worldwide distribution through our:
  - *Printed magazine distribution to subscribers, controlled circulation and at Events, seminars, conferences and exhibitions*
  - *On-line magazine on (see [www.issuu.com](http://www.issuu.com) & our website - [www.gfmt.co.uk](http://www.gfmt.co.uk))*
  - *E-Newsletters*
  - *Digital distribution platforms*
    - *Docstoc, Scribd, Slide Share and other platforms*
  - *B2B and social websites*
- GFMT's worldwide readership base includes:
  - *Feed, flour, rice, cereal millers*
  - *Rice and grain facilities*
  - *Feed ingredient buyers and formulators*
  - *Nutritionists*
  - *Storage, transport and handling operators*
  - *Commodity brokers*
  - *Relevant government departments*
  - *Industry associations/organisations*



## GFMT's circulation

Perendale Publishers Limited addresses circulation in terms of 'readership' and 'views' rather than the number of copies printed and posted. Hence our claim of a rate card for the future! This is due to the fact that magazine publishers are in transition as the digital age overtakes traditional information distribution systems. Perendale is at the forefront of this development in the milling and aquafeed industries and our advertisers are benefiting directly from our mix of print and digital publishing which provides traceable reader counts.

Overall, GFMT reaches more than 36,000 readers per edition. We break that down into the following categories - a traditional category and a digital category.

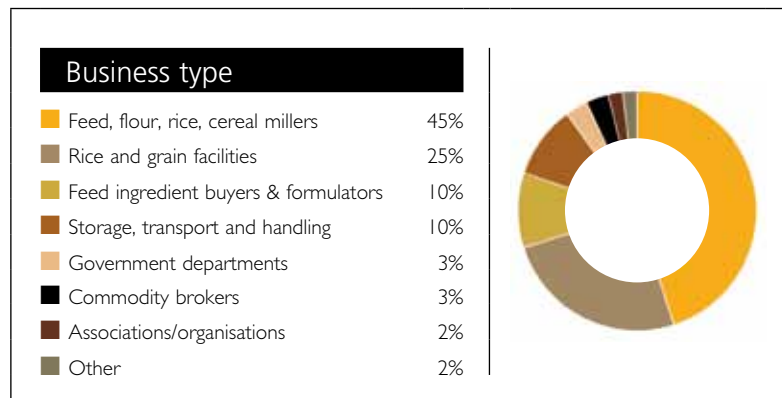
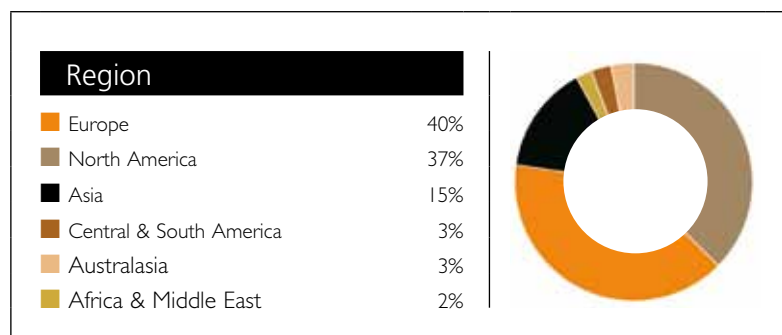
### Traditional - Print version

GFMT has been a long-term bimonthly subscription magazine and has a significant (if confidential) subscription base.

In addition:

- GFMT has a controlled circulation that accounts for between 4000-6000 readers per issue published both in print and online
- GFMT reaches show and conference attendees at key industry events, distributing between 200-2000 copies per show

These two activities, in addition to our subscription base, ensures GFMT in its traditional format is read by between 10,000-12,000 individuals per issue.



### Digital - Online distribution platforms

Today (and which has been the case since mid-2009), GFMT is reaching far more readers through its growing digital footprint. This includes:

- The GFMT E-Newsletter exposes every advertisement which appears in a printed edition to over 8000 e-readers every month. That is, for each issue published, an advertisers material receives 16,000 'views'.
- Docstoc and Scribd are just two of the public domain platforms that host GFMT features allowing industry technicians to 'find' us. This is our USP (unique selling point) that benefits advertisers directly as our features now receive in excess of 4000 'views' per month on an ongoing basis as a result of specific web searches from potential readers. These readers may not yet know GFMT but are now finding information (along with related products advertised by companies) that they are looking for. Full details of this on page 3.

Your circulation & distribution contact is: **Tuti Tan**

Tel: +44 1242 267707 | Email: [tutit@gfmt.co.uk](mailto:tutit@gfmt.co.uk)

## GFMT's editorial profile 2011

|                  | Issue 1   | Issue 2  | Issue 3  |
|------------------|---|--|--|
|                  | <b>January-February 2011</b>  | <b>March-April 2011</b>  | <b>May-June 2011</b>   |
| Deadlines:       | Editorial 17/12/10<br>Advertising 21/01/11  | Editorial 18/2/11<br>Advertising 18/3/11   | Editorial 15/4/11<br>Advertising 25/5/11   |
| Feed Technology: | Dosing & Weighing   | Expanders<br>Storage & Pest Control  | Pelleted Feed  |
| Food Technology: | Extrusion Technology<br>In Food   | Flour Heat Treatment   | Size Reduction Technology  |
| Nutrition:       | Enzymes   | Additives for Flour  | Vitamins & Premixes  |
| Issue Focus:     | Training & Education  | Food & Feed Regulations  | Raw Materials  |
| Distributed at:  | <input type="checkbox"/> Storage & discharge of powders & bulk solids<br><input type="checkbox"/> VIV Asia 2011 / Wheat licensed warehouse and futures<br><input type="checkbox"/> Buhler KSU Expert Milling Course<br><input type="checkbox"/> Rice Trade Outlook<br><input type="checkbox"/> VI International Grain Trade Conference<br><input type="checkbox"/> Powder Containment<br><input type="checkbox"/> AgroFarm International Exhibition for Animal Husbandry & Breeding<br><input type="checkbox"/> Buhler KSU Mill Maintainance<br><input type="checkbox"/> GLOBALG.A.P TOUR - Mexico City<br><input type="checkbox"/> IDMA<br><input type="checkbox"/> Pasta, Biscuit Technologies Exhibition<br><input type="checkbox"/> 115th IAOM Annual Conference & Expo | <input type="checkbox"/> Victam International 2011 (Preview/Review)<br><input type="checkbox"/> GLOBALG.A.P TOUR - Cape Town<br><input type="checkbox"/> Pneumatic Conveying of Bulk Solids<br><input type="checkbox"/> VIV Russia (Preview/Review)<br><input type="checkbox"/> 4th China International Agribusiness summit 2011<br><input type="checkbox"/> IAOM KSU Mill Processes I: Basic Milling Principles<br><input type="checkbox"/> IGC Grains Conference 2011<br><input type="checkbox"/> GLOBALG.A.P TOUR - Sao Paulo<br><input type="checkbox"/> VIV Turkey<br><input type="checkbox"/> Animalia Istanbul<br><input type="checkbox"/> IAOM KSU Mill Process 2: Advanced Milling Principles<br><input type="checkbox"/> Indo Livestock Expo & Forum<br><input type="checkbox"/> Cereals Event<br><input type="checkbox"/> 5th Food Proteins Course 2011<br><input type="checkbox"/> Fundamentals and new developments in feed-compounding technology<br><input type="checkbox"/> The IFF Feed Processing Conference<br><input type="checkbox"/> Pelleting of compound feed<br><input type="checkbox"/> International Conference "Market of soybeans and meals of the CIS and European countries"<br><input type="checkbox"/> 2011 China Animal Husbandry Expo<br><input type="checkbox"/> XII International Grain Round 'Grain market - yesterday, today, tomorrow' | <input type="checkbox"/> GLOBALG.A.P TOUR - Cairo, Egypt<br><input type="checkbox"/> Buhler KSU Executive Milling Course<br><input type="checkbox"/> GrainTech India 2011<br><input type="checkbox"/> Aviana Asia 2011 |

Each issue of GFMT will contain: Industry news > Developments in milling technology & equipment > Events > Commodities update



## GFMT's editorial profile 2011

Each issue of GFMT will contain: Industry news > Developments in milling technology & equipment > Events > Commodities update

|                  | Issue 4   | Issue 5   | Issue 6                                    |
|------------------|---|---|--|
|                  | <b>July-August 2011</b>   | <b>September-October 2011</b>   | <b>November-December 2011</b>              |
| Deadlines:       | Editorial 17/6/11<br>Advertising 22/7/11  | Editorial 19/8/11<br>Advertising 23/9/11  | Editorial 14/10/11<br>Advertising 23/11/11 |
| Feed Technology: | Extrusion Processing & Heat Treatments<br>Conveying & Bagging   | Grinding & Mixing   | Laboratory Equipment & Feed Quality        |
| Food Technology: | Mill Control Systems  | Roller mills, Sieves & Flaking  | Cleaning, Conditioning & Colour Sorting    |
| Nutrition:       | Micro Ingredients   | Amino Acid & Premixes   | Trace Mineral Elements                     |
| Issue Focus:     | Logistics & Transportation  | New Mill Builds   | Mycotoxins                                 |
| Distributed at:  | <input type="checkbox"/> GLOBALG.A.PTOUR - Warsaw, Poland<br><input type="checkbox"/> Animal Farming Ukraine<br><input type="checkbox"/> Protein Technology Innovation Conference<br><input type="checkbox"/> 6th Livestock Asia 2011 Expo & Forum<br><input type="checkbox"/> 62 JTIC International Milling & Cereals Industry Meeting<br><input type="checkbox"/> GLOBALG.A.PTOUR - Atlanta, USA.<br><input type="checkbox"/> Vietstock 2011 Expo & Forum<br><input type="checkbox"/> 22nd Annual IAOM Mideast & Africa District Conference & Expo<br><input type="checkbox"/> Aviana Africa 2011 | <input type="checkbox"/> Overview of Particulate Handling Technology<br><input type="checkbox"/> Buhler-KSU Executive Milling Course<br><input type="checkbox"/> GLOBALG.A.PTOUR 2011 - Bangkok<br><input type="checkbox"/> Livestock Philippines 2011 Expo & Forum | <input type="checkbox"/> ISRMAX India 2012 |

Your editorial contact is: **Nicky Barnes**

Tel: +44 1242 267707 | Email: [nickyb@gfmt.co.uk](mailto:nickyb@gfmt.co.uk)



## Event – Preview / Review

Grain & Feed Milling Technology magazine has launched a new media service in conjunction with leading global show, exhibition and conference organizers to preview and review all major feed and milling events around the world.

Upcoming events, such as the Victam International exhibition in Germany and the WAS meeting in Brazil, are examples.

### What it is!

An 'Event – Preview / Review' is an online document focusing on a key industry event. The document provides all the background information that a visitor might need in order to attend. It includes exhibitor details and links to vital local information.

### How it works!

Distributed via our digital distribution platforms, this document will reach the widest possible audience of internet users\*.

In the run-up to the event, the document will be promoted as a 'Preview'. Following the event it will be updated with reports and serve as a 'Review': As a Review it will stay online and be available until the next 'Preview' is prepared for the next event.

### Show wrappers

As an exhibitor – and advertiser in the show issue of GFMT magazine - you will have the opportunity to have your print advertisement included in the online 'Event – Preview / Review' as well as appear on our 'event-specific wrapper' for the show itself!

### Benefit to advertisers

GFMT magazine is being distributed at a growing number of events globally. If your company is exhibiting at one of them, we will be inviting you to advertise in our 'show issue'. In addition to our normal distribution, this will provide you with:

- 1) An advertisement in the print issue to be distributed at the event
- 2) A replication of your advertisement on our 'customized show wrapper' along with your stand number (informing visitors clearly of your location)
- 3) The placement of your print advertisement in the 'Event – Preview / Review', which will provide exposure to anyone reading the document either before or following the event. The Review will be online until the next event is held!
- 4) Distribution via our digital platforms\*

There are no extra (or hidden) costs associated with these additional services. Placing an advertisement in our print show issue at our normal rate gains all these additional benefits for free!

\* Our digital platforms include the following: docstoc, scribd, slideshare, issuu and calemeo. All GFMT documents are available on these platforms and collectively account for several thousand visits per month

Your Preview/Review contact is: **The Sales Team**

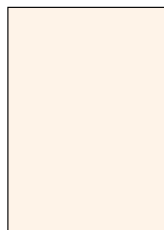
1: **Caroline Wearn** | Tel: +44 1242 267707 | Email: [carolinew@gfmt.co.uk](mailto:carolinew@gfmt.co.uk)

2: **Lee Bastin** | Tel: +44 1242 267707 | Email: [leeb@gfmt.co.uk](mailto:leeb@gfmt.co.uk)

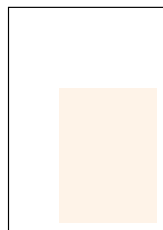
3: **Sabby Major** | Tel: +44 1242 267707 | Email: [sabbym@gfmt.co.uk](mailto:sabbym@gfmt.co.uk)



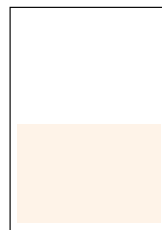
## Display advertising



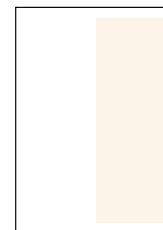
**Full page**  
210mm x 297mm  
+ 3mm bleed on all edges



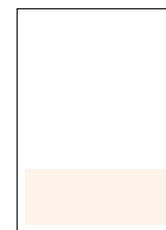
**Mini page**  
130mm x 180mm



**Half page horizontal**  
190mm x 132mm



**Half page vertical**  
90mm x 270mm



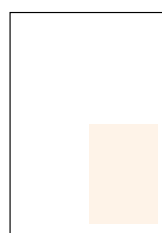
**One third horizontal**  
190mm x 73mm



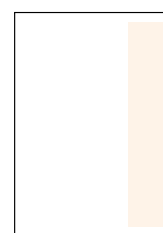
**One third vertical**  
60mm x 270mm



**Quarter page horizontal**  
190mm x 58mm



**Quarter page standard**  
90mm x 132mm



**Quarter page vertical**  
47mm x 270mm



**Eighth page**  
90mm x 58mm

| Display advertising prices   |                           |   |
|--|---------------------------|---|
| GFMT   | UK£/advertisement placed* |   |
| Full page  | UK£2500                   | Placing a display advertisement in GFMT delivers more than it has in the past due to the online, web and digital options that Perendale has now made available to GFMT.<br><br>Please call our sales team for details on our distribution developments to see how we can help you 'market' your advertisement and deliver the best return for your budgeted spend within our sector.<br><br>Our team will be happy to make a tailor made package for you. |
| Mini page  | UK£1900                   |   |
| Half page  | UK£1400                   |   |
| One third page   | UK£950                    |   |
| Quarter page   | UK£775                    |   |
| Eighth page  | UK£575                    |   |
| *GFMT publishes 6 issues per year. Advertisers are encouraged to place more than one advertisement per issue to take advantage of our 'reach' based on our unique content distribution strategy! |                           |   |

## Mechanical details

Advertising materials can be supplied by email in digital formats such as InDesign, Photoshop or as a high-resolution pdf. We also have ftp access available for larger files.

- All fonts and graphics must be included with open files
- Embedded fonts in pdfs
- All images in CMYK (spot colour can be arranged at extra cost)
- Request our print preferences for creating pdf files
- We cannot guarantee colour calibration
- All images must be supplied at 300 dpi plus

Your production contact is: **James Taylor**

Tel: +44 1242 267707 | Email: [jamest@gfmt.co.uk](mailto:jamest@gfmt.co.uk)



## Classified advertising with GFMT in 2011

Traditionally in most publications, classified advertising has been the poor relation to placement of display advertising.

Grain & Feed Milling Technology recognises the inadequacy and we are responding with increased exposure and a quantifiable results solution. We are offering our classified advertisers unique opportunities to achieve high volume exposure for your marketing spend. Not only will your classified advert appear in all six issues and on our online distribution channels ([www.docstoc.com](http://www.docstoc.com) and [www.scribd.com](http://www.scribd.com)), but from January 2011, all classifieds placed within GFMT, carry the opportunity for online readers to view a company brochure supplied directly to us by yourselves in the online 'market place'.

The above websites are technical archives/reference sites used by industry professionals and will attract highly targeted readers to your company and your products. In addition, all classifieds will be accompanied by a 250 word company profile. We will ensure your profile content is keyword compliant, optimising your exposure through all major search engines. You can also monitor the number of visits to your classified advertisement on both sites.

| Classified advertising prices  |         |
|--|---------|
| All classified advertisements are 40mm wide, but can be purchased at a range of depths show below: |         |
| 4 cm deep  | UK£540  |
| 5 cm deep  | UK£675  |
| 6 cm deep  | UK£810  |
| 7 cm deep  | UK£945  |
| 8 cm deep  | UK£1080 |
| 9 cm deep  | UK£1215 |
| 10 cm deep   | UK£1350 |

## Web advertising with GFMT in 2011

GFMT is becoming a regular reference point for GFMT readers and others interested in the milling industry in general. We are now hosting more content on the [www.gfmt.co.uk](http://www.gfmt.co.uk) website than ever before and as a result we are driving more visitors to the site in addition to visiting our various online platforms.

| Website advertising prices            |                  |          |           |
|---------------------------------------|------------------|----------|-----------|
|                                       |                  | 6 months | 12 months |
| <b>Page Banner</b><br>(520px by 69px) | <b>Home Page</b> | £1,186   | £2,033    |
|                                       | Normal Page      | £1,065   | £1,610    |
| <b>Page Quad</b><br>(260px by 75px)   | <b>Home Page</b> | £822     | £1,549    |
|                                       | Normal Page      | £702     | £1,186    |
| <b>Page Tower</b><br>(260px by 430px) | <b>Home Page</b> | £1,154   | £2,048    |
|                                       | Normal Page      | £1,085   | £1,863    |

Your advertising contact is: **The Sales Team (UK office)**

1: **Caroline Wearn** | Tel: +44 1242 267707 | Email: [carolinew@gfmt.co.uk](mailto:carolinew@gfmt.co.uk)

2: **Lee Bastin** | Tel: +44 1242 267707 | Email: [leeb@gfmt.co.uk](mailto:leeb@gfmt.co.uk)

3: **Sabby Major** | Tel: +44 1242 267707 | Email: [sabbym@gfmt.co.uk](mailto:sabbym@gfmt.co.uk)



## International Aquafeed (IAF) at a glance

---

- *IAF is published by Perendale Publishers Limited of the United Kingdom*
- *Key focus is scientific research and development in nutrition within the industry and the technology that can commercialise these products.*
- *Worldwide distribution through our:*
  - *Printed magazine distribution to subscribers, controlled circulation and at Events, seminars, conferences and exhibitions*
  - *On-line magazine on (see [www.issue.com](http://www.issue.com) & our website - [www.aquafeed.co.uk](http://www.aquafeed.co.uk))*
  - *E-Newsletters*
  - *Digital distribution platforms*
    - *Docstoc, Scribd, Slide Share and other platforms*
  - *B2B and social websites*
- *IAF's worldwide readership base includes:*
  - *Hatcheries*
  - *Nutritionists/Consultants/Research*
  - *Trade/Government/Libraries*
  - *Aquafeed/Premix manufacturers*
  - *Equipment manufacturers*



## IAF's circulation

Perendale Publishers Limited addresses circulation in terms of 'readership' and 'views' rather than the number of copies printed and posted. Hence our claim of a rate card for the future! This is due to the fact that magazine publishers are in transition as the digital age overtakes traditional information distribution systems. Perendale is at the forefront of this development in the milling and aquafeed industries and our advertisers are benefiting directly from our mix of print and digital publishing which provides traceable reader counts.

Overall, IAF reaches more than 34,000 readers per edition. We break that down into the following categories - a traditional category and a digital category.

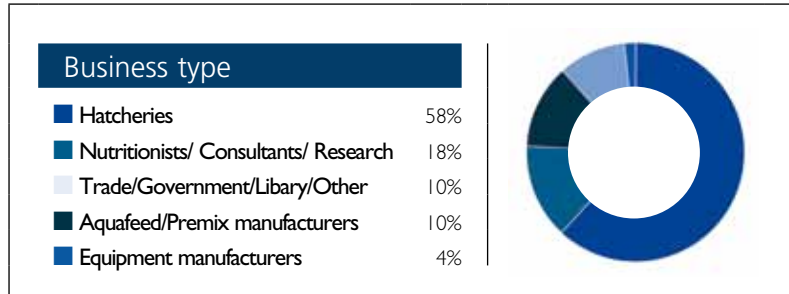
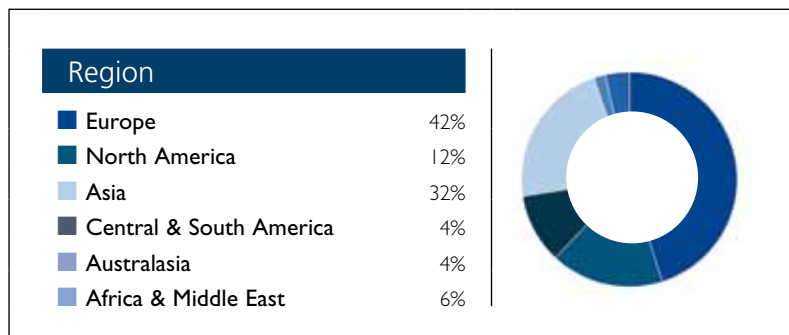
### Traditional - Print version

International Aquafeed is a bimonthly subscription magazine and has a respectable subscription base that is confidential.

In addition:

- International Aquafeed has a controlled circulation that reaches 4000 readers per issue published both in print and online
- International Aquafeed reaches show attendees at key industry events distributing between 200-2000

These two activities in addition to our subscription base, ensures International Aquafeed is read by some 8000 - 10,000 individuals per issue.



### Digital - Online distribution platforms

Today (and which has been the case since mid-2009), International Aquafeed is reaching far more readers through its grown digital footprint. This includes:

- International Aquafeed E-Newsletter exposes every advertisement which appears in a printed edition to over 9000 e-readers every month. That is, for each issue published, an advertisers material receives 18,000 'views'.
- Docstoc and Scribd are just two of the public domain platforms that host IAF features allowing industry technicians to 'find' us. This is our USP (unique selling point) that benefits advertisers directly as our features now receive in excess of 4000 'views' per month on an ongoing basis as a result of specific web searches from potential readers. These readers may not yet know IAF but are now finding information (along with related products advertised by companies) that they are looking for. Full details of this on page 3.

Your circulation & distribution contact is: **Tuti Tan**

Tel: +44 1242 267706 | Email: [tutit@aquafeed.co.uk](mailto:tutit@aquafeed.co.uk)

INTERNATIONAL  
**AQUA  
FEED**

## IAF's editorial profile 2011

Each issue of International Aquafeed will contain: Industry news > Research highlights > Events > Photoshoot > Feed management

|                             | Issue 1  | Issue 2   | Issue 3  |
|-----------------------------|--|---|--|
|                             | <b>January-February 2011</b>                   | <b>March-April 2011</b>   | <b>May-June 2011</b>   |
| Deadlines:                  | Editorial 19/11/2010<br>Advertising 17/12/2010 | Editorial 15/1/2011<br>Advertising 22/2/2011  | Editorial 18/3/2011<br>Advertising 22/4/2011   |
| Nutrition/ingredient focus: | Mycotoxins<br>Feed quality & formulation       | Organic & natural solutions<br>Pigmentation   | Proteins, Carbohydrates & Binders  |
| Equipment focus:            | Sampling & laboratory equipment, including NIR | Conveying & storage   | Pelleted feed  |
| Industry focus:             | Salmon in Chile                                | Antartic Krill  | Sustainability, novel ingredients, yeast, DDG by-products, including yeast, biofuels   |
| Distributed at:             | <input type="checkbox"/> VIV Asia              | <input type="checkbox"/> Victam International - Preview/Review<br><input type="checkbox"/> GLOBALGAP News Conference<br><input type="checkbox"/> GLOBALGAP TOUR - Cape Town, South Africa<br><input type="checkbox"/> The Alltech 27th International Animal Health & Nutrition Symposium<br><input type="checkbox"/> Aquarama | <input type="checkbox"/> World Aquaculture 2011 (Show Preview/Review)<br><input type="checkbox"/> GLOBAL GAP TOUR - Sao Paulo, Brazil<br><input type="checkbox"/> Indo Fisheries 2011 Expo & Forum<br><input type="checkbox"/> 5th Food Proteins Course 2011<br><input type="checkbox"/> GLOBAL GAP TOUR - Cairo, Egypt<br><input type="checkbox"/> AquaNor Forum 2011 |

INTERNATIONAL  
**AQUA  
FEED**

## IAF's editorial profile 2011

Each issue of International Aquafeed will contain: Industry news > Research highlights > Events > Photoshoot > Feed management

|                             | Issue 4  | Issue 5   | Issue 6                                       |
|-----------------------------|--|---|---|
|                             | <b>July-August 2011</b>  | <b>September-October 2011</b>   | <b>November-December 2011</b>                 |
| Deadlines:                  | Editorial 20/5/2011<br>Advertising 22/6/2011   | Editorial 22/7/2011<br>Advertising 24/8/2011  | Editorial 23/9/2011<br>Advertising 25/10/2011 |
| Nutrition/ingredient focus: | Growth promoters, & Attractants including Seaweed  | Additives, Lipids & essential fatty acid nutrition  | Enzymes, Probiotics                           |
| Process focus:              | Feeding systems, Automated Smart Feeders   | Extrusion   | Cages & Nets                                  |
| Industry focus:             | Tilapia production in the USA (S.USA)  | Shrimp production in Asia & Latin America   | Tuna 'farming' in the USA                     |
| Distributed at:             | <ul style="list-style-type: none"> <li><input type="checkbox"/> BioMarine Business Convention</li> <li><input type="checkbox"/> GLOBAL GAPTOUR - Warsaw, Poland</li> <li><input type="checkbox"/> Protien Technology innovation 2011 Conference</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Aquaculture Europe 2011</li> <li><input type="checkbox"/> Expo Pesca</li> <li><input type="checkbox"/> AcuiPeru</li> <li><input type="checkbox"/> Fisheries and Aquaculture Development Innovation and Technology</li> <li><input type="checkbox"/> 5th International Algae Congress</li> </ul> | TBA   |

Your editorial contact is: **Nicky Barnes**

Tel: +44 1242 267706 | Email: [nickyb@aquafeed.co.uk](mailto:nickyb@aquafeed.co.uk)



## Event – Preview / Review

---

International Aquafeed magazine has launched a new media service in conjunction with leading global show, exhibition and conference organizers to preview and review all major feed and milling events around the world.

Upcoming events, such as the Victam International exhibition in Germany and the WAS meeting in Brazil, are examples.

### What it is!

An 'Event – Preview / Review' is an online document focusing on a key industry event. The document provides all the background information that a visitor might need in order to attend. It includes exhibitor details and links to vital local information.

### How it works!

Distributed via our digital distribution platforms, this document will reach the widest possible audience of internet users\*.

In the run-up to the event, the document will be promoted as a 'Preview'. Following the event it will be updated with reports and serve as a 'Review': As a Review it will stay online and be available until the next 'Preview' is prepared for the next event.

### Show wrappers

As an exhibitor – and advertiser in the show issue of IAF magazine - you will have the opportunity to have your print advertisement included in the online 'Event – Preview / Review' as well as appear on our 'event-specific wrapper' for the show itself!

### Benefit to advertisers

IAF magazine is being distributed at a growing number of events globally. If your company is exhibiting at one of them, we will be inviting you to advertise in our 'show issue'. In addition to our normal distribution, this will provide you with:

- 1) An advertisement in the print issue to be distributed at the event
- 2) A replication of your advertisement on our 'customized show wrapper' along with your stand number (informing visitors clearly of your location)
- 3) The placement of your print advertisement in the 'Event – Preview / Review', which will provide exposure to anyone reading the document either before or following the event. The Review will be online until the next event is held!
- 4) Distribution via our digital platforms\*

There are no extra (or hidden) costs associated with these additional services. Placing an advertisement in our print show issue at our normal rate gains all these additional benefits for free!

*\* Our digital platforms include the following: docstoc, scribd, slideshare, issuu and calemeo. All IAF documents are available on these platforms and collectively account for several thousand visits per month*

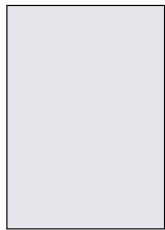
Your Preview/Review contact is: **The Sales Team**

1: **Caroline Wearn** | Tel: +44 1242 267706 | Email: [carolinew@aquafeed.co.uk](mailto:carolinew@aquafeed.co.uk)

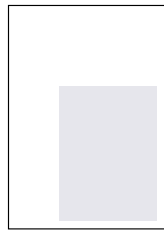
2: **Lee Bastin** | Tel: +44 1242 267706 | Email: [leeb@aquafeed.co.uk](mailto:leeb@aquafeed.co.uk)

3: **Sabby Major** | Tel: +44 1242 267706 | Email: [sabbym@aquafeed.co.uk](mailto:sabbym@aquafeed.co.uk)

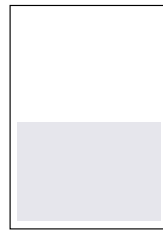
## Display advertising



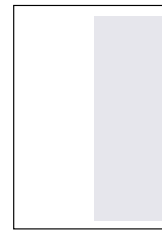
**Full page**  
210mm x 297mm  
+ 3mm bleed on  
all edges



**Mini page**  
130mm x 180mm



**Half page horizontal**  
190mm x 132mm



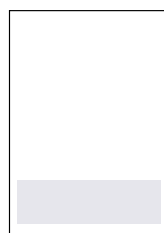
**Half page vertical**  
90mm x 270mm



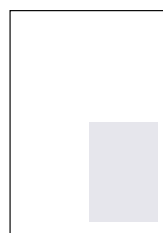
**One third horizontal**  
190mm x 73mm



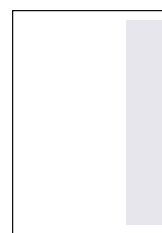
**One third vertical**  
60mm x 270mm



**Quarter page horizontal**  
190mm x 58mm



**Quarter page standard**  
90mm x 132mm



**Quarter page vertical**  
47mm x 270mm



**Eighth page**  
90mm x 58mm

| Display advertising rates   |                           |   |
|---|---------------------------|---|
| IAF   | UK£/advertisement placed* |   |
| Full page   | UK£2500                   | Placing a display advertisement in IAF delivers more than it has in the past due to the online, web and digital options that Perendale has now made available to IAF.<br><br>Please call our sales team for details on our distribution developments to see how we can help you 'market' your advertisement and deliver the best return for your budgeted spend within our sector.<br><br>Our team will be happy to make a tailor made package for you. |
| Mini page   | UK£1900                   |   |
| Half page   | UK£1400                   |   |
| One third page  | UK£950                    |   |
| Quarter page  | UK£775                    |   |
| Eighth page   | UK£575                    |   |
| *IAF publishes 6 issues per year. Advertisers are encouraged to place more than one advertisement per issue to take advantage of our 'reach' based on our unique content distribution strategy! |                           |   |

## Mechanical details

Advertising materials can be supplied by email in digital formats such as InDesign, Photoshop or as a high-resolution pdf. We also have ftp access available for larger files.

- All fonts and graphics must be included with open files
- Embedded fonts in pdfs
- All images in CMYK (spot colour can be arranged at extra cost)
- Request our print preferences for creating pdf files
- We cannot guarantee colour calibration
- All images must be supplied at 300 dpi plus

Your production contact is: **James Taylor**

Tel: +44 1242 267706 | Email: [jamest@aquafeed.co.uk](mailto:jamest@aquafeed.co.uk)



## Classified advertising with IAF in 2011

Traditionally in most publications, classified advertising has been the poor relation to placement of display advertising.

International Aquafeed recognizes the inadequacy and we are responding with increased exposure and a quantifiable results solution. We are offering our classified advertisers unique opportunities to achieve high volume exposure for your marketing spend. Not only will your classified advert appear in all six issues and on our online distribution channels ([www.docstoc.com](http://www.docstoc.com) and [www.scribd.com](http://www.scribd.com)), but from January 2011, all classifieds placed within International Aquafeed, carry the opportunity for online readers to view a company brochure you supply directly in the magazine and in the online 'market place'. The above websites are technical archives/reference sites used by industry professionals and will attract highly targeted readers to your company and your products. In addition all classifieds will be accompanied by a 250 word company profile. We will ensure your profile content is keyword compliant, optimising your exposure through all major search engines.

You can also monitor the number of visits to your classified advertisement on both sites.

| Classified advertising prices  |         |
|--|---------|
| All classified advertisements are 40mm wide, but can be purchased at a range of depths show below: |         |
| 4 cm deep  | UK£540  |
| 5 cm deep  | UK£675  |
| 6 cm deep  | UK£810  |
| 7 cm deep  | UK£945  |
| 8 cm deep  | UK£1080 |
| 9 cm deep  | UK£1215 |
| 10 cm deep   | UK£1350 |

## Web advertising with IAF in 2011

IAF is becoming a regular reference point for aquafeed readers and others interested in aquaculture in general. We are now hosting more content on the [www.aquafeed.co.uk](http://www.aquafeed.co.uk) website than ever before and as a result we are driving more visitors to the site in addition to visiting our various online platforms.

| Website advertising prices            |                  |          |           |
|---------------------------------------|------------------|----------|-----------|
|                                       |                  | 6 months | 12 months |
| <b>Page Banner</b><br>(520px by 69px) | <b>Home Page</b> | £1,186   | £2,033    |
|                                       | Normal Page      | £1,065   | £1,610    |
| <b>Page Quad</b><br>(260px by 75px)   | <b>Home Page</b> | £822     | £1,549    |
|                                       | Normal Page      | £702     | £1,186    |
| <b>Page Tower</b><br>(260px by 430px) | <b>Home Page</b> | £1,154   | £2,048    |
|                                       | Normal Page      | £1,085   | £1,863    |

Your advertising contact is: **The Sales Team**

1: **Caroline Wearn** | Tel: +44 1242 267706 | Email: [carolinew@aquafeed.co.uk](mailto:carolinew@aquafeed.co.uk)

2: **Lee Bastin** | Tel: +44 1242 267706 | Email: [leeb@aquafeed.co.uk](mailto:leeb@aquafeed.co.uk)

3: **Sabby Major** | Tel: +44 1242 267706 | Email: [sabbyn@aquafeed.co.uk](mailto:sabbyn@aquafeed.co.uk)

# Milling International Directory

## International Milling Directory (IMD) in brief

---

- Perendale Publishers Limited
- Key focus is to provide the milling industry globally with a quick and easy way to locate suppliers of products, equipment and services that is up-to-date and accurate
- Worldwide availability through our:
  - Website & database online
  - Printed Directory distribution to purchasers of the Directory, controlled circulation, Events, seminars, conferences & exhibitions
  - Online page-turning Directory on ISSUU
  - E-Newsletter
  - Digital Distribution platforms
    - Docstoc, Scribd, Slide Share and other platforms
  - B2B and social website promotion of the directory and its guides
- Readership base includes:
  - Feed, flour, rice, cereal millers
  - Rice and grain facilities
  - Feed ingredient buyers and formulators
  - Transport and handling
  - Government departments
  - Commodity brokers
  - Associations/organisations

## 2010/11 statistics

In 2010-11 IMD reaches over 100,000 industry professionals and key business decision makers through its interactive 24-7 website, easy-to-use printed edition and links to the online version through E-Newsletter promotion.

We have also released selected content - a range of User Guides - through our online distribution channels on [www.docstoc.com](http://www.docstoc.com), [www.scribd.com](http://www.scribd.com) and others platforms. We are achieving as much success through these channels to our IMD customers as our sister publications are enjoying.

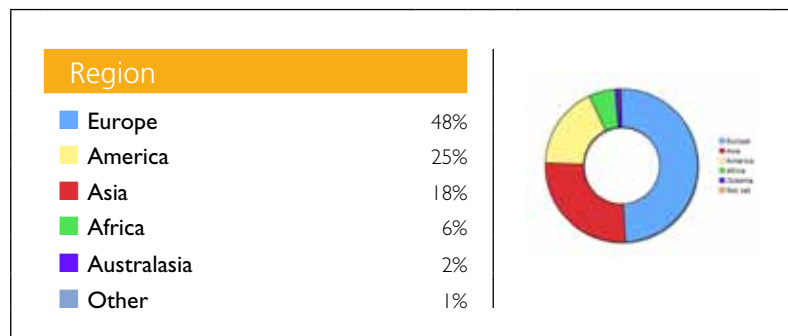
# Milling International Directory

## IMD's circulation

Perendale Publishers Limited addresses circulation in terms of 'readership' and not in terms of copies printed and posted. This is due to the fact that magazine publishers are in transition into a digital age of information distribution and Perendale Publishers is at the forefront of this development in the milling and aquafeed industries to the benefit of its advertisers. This is especially true for the IMD, as the basis for the Directory is the IMD website.

### Traditional - Print version

The IMD is printed and distributed once a year in June. The printed version is purchased by industry professionals as a primary source for industry information and contact details. The printed Directory is also distributed free of charge at carefully selected industry events and conferences. Over 2000 copies of the IMD are printed and distributed annually.



### Digital - Online distribution platforms

The primary online platform for the IMD is the [internationalmilling.com](http://internationalmilling.com) website. This contains a searchable database of contact and company relevant information, as well as digital versions of the critical sections of the printed Directory, including our equipment guide sections.

These sections also appear on our online distribution sites (docstoc, scribd and other platforms).

In addition to these sections, a full page-turning version of the Directory is also available online at [www.issuu.com](http://www.issuu.com) and can also be viewed on the IMD site itself. (A fully linked online version of IMD is also in development.)

#### Our guarantee to IMD advertisers:

We will distribute a minimum of 2000 copies of IMD 2010/11 to key milling industry professionals globally

Your advertisement will be viewable and active on our digital platforms for 5 years

We have updated every entry to ensure that all published listings are accurate - building trust with users and credibility for advertisers. To underpin this we guarantee we will provide a user with a free edition of the 2011-12 IMD if they find an incorrect\* email, fax or telephone number

(\* 'Incorrect' means incorrect at the time of IMD's publication on May 12, 2010)

Your circulation & distribution contact is: **Tuti Tan**

Tel: +44 1242 267703 | Email: [tutit@internationalmilling.com](mailto:tutit@internationalmilling.com)

## Display advertising

---

Traditionally, advertisements would only appear in the printed version of the IMD, but now they go a whole lot further! A display advertisement that you place in the printed version, will now appear on all of our digital page-turning versions of the IMD on ISSUU and our own website, allowing your advertising spend to continue to reach (and be found by) a potentially vast online client base.

The IMD has advertising options that will allow companies to effectively raise their profile, both within our publication as well as on the internet as a whole. Listed below are descriptions of the main options that the IMD has to offer regarding it's printed version.

### Your advertisement

In addition to your display advertisement appearing in the printed version of the IMD, in the digital version on our website and our third party distribution sites, it will also appear alongside your listing on the IMD website ([www.internationalmilling.com](http://www.internationalmilling.com)) itself. It will also feature in each one of the 12 E-Newsletters we publish each year (reaching the same audience of 10,000 industry professionals every month). Display advertising is a fantastic way to maximise your exposure within the printed directory.

### Your company logo

Your company logo will appear 'directly above' your company listing within the A-Z of IMD's companies section of the printed Directory (as well as in the online versions). A company logo is an incredibly cost-effective way to make your company stand out from others on the page no matter where it is viewed.

### Your company synopsis

A company synopsis appears 'directly underneath' your company listing within the A-Z of IMD's companies section. Again, this is an excellent way to make your listing stand out and to provide the user with relevant information to encourage them to contact you.

### Products & Services panel

Your Products & Services panel will appear in the 'Products and Services Section' of the printed IMD (as well as it's online versions) and will appear 'directly underneath' your category listing. For example, if you are listed under 'Extruders, single screw' your panel will be directly underneath that category. This is an excellent way to direct users to your listing in the A-Z section as their first choice.

### Profile page

Profile pages appear in the equipment guides section of the IMD and give companies a chance to expand upon the information contained within a comparison chart. This double-page spread may contain any information about a company or its products, alongside photos, tables, etc.

The IMD team can design these pages for you (using supplied text and images) at no extra cost!

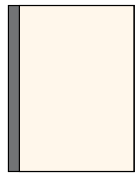
Your advertising contact is: **The Sales Team**

1: **Caroline Wearn** | Tel: +44 1242 267703 | Email: [carolinew@internationalmilling.com](mailto:carolinew@internationalmilling.com)

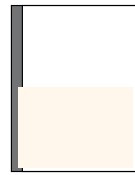
2: **Lee Bastin** | Tel: +44 1242 267703 | Email: [leeb@internationalmilling.com](mailto:leeb@internationalmilling.com)

3: **Sabby Major** | Tel: +44 1242 267703 | Email: [sabbym@internationalmilling.com](mailto:sabbym@internationalmilling.com)

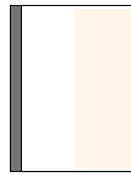
## Display advertising



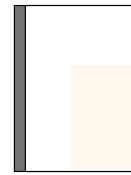
**Full page**  
152mm x 214mm  
+ 3mm bleed on  
all edges



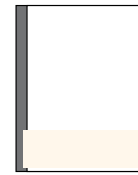
**Half page  
horizontal**  
152mm x 107mm



**Half page  
vertical**  
76mm x 214mm



**Quarter page  
standard**  
85mm x 137mm



**Quarter page  
horizontal**  
152mm x 50mm

| Display advertising rates  |                             |
|--|-----------------------------|
| IMD  | UK£/advertisement placed*   |
| Profile pages*   | UK£2000                     |
| Full page  | UK£3162                     |
| Half page  | UK£1737                     |
| Quarter page   | UK£1106                     |
| Covers   | Please call +44 1242 267703 |
| *IMD is published once a year  |                             |
| *Profile pages only appear in the Equipment Guides Section (2 x full page) |                             |

## Mechanical details

Advertising materials can be supplied by email in digital formats such as InDesign, Photoshop or as a high-resolution pdf. We also have ftp access available for larger files.

- All fonts and graphics must be included with open files
- Embedded fonts in pdfs
- All images in CMYK (spot colour can be arranged at extra cost)
- Request our print preferences for creating pdf files
- We cannot guarantee colour calibration
- All images must be supplied at 300 dpi plus

Please note, due to the type of binding used on the printed version of the IMD, the full page size of W=168mm x H=221mm cannot be used in full. The exclusion zone for the binding is shown in the diagrams above.

Your production contact is: **James Taylor**

Tel: +44 1242 267703 | Email: [jamest@internationalmilling.com](mailto:jamest@internationalmilling.com)

## Online IMD24/7 website advertising

The IMD website ([www.internationalmilling.com](http://www.internationalmilling.com)) is the fully interactive and searchable database for the global milling industries. We have several options available that will allow your company to gain a higher level of exposure.

### Online site banner

Your banner advertisement will be displayed at the top of all Products & Services pages (appearing on over 600 pages). Below are the specifications for a banner advertisement and a pricing grid for time periods available.

Standard banner sizes are 468x60 pixels we can also accept 510x66 pixels or 760x95 pixels.

### Quad banner

A quad banner advertisement will appear in the left hand column on all the sub-category listings pages you have selected in your online entry.

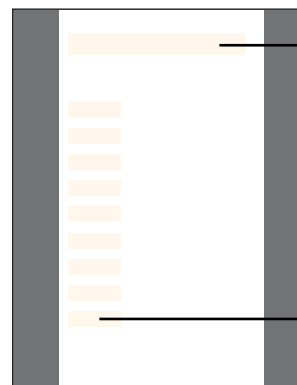
### Online logo

The online logo appears on your company information page.

### Deep links

The IMD website offers you the opportunity to add links to any web page, directly from the Products & Services listing of your choice, enabling more traffic to be driven directly to the relevant page on your website.

| Web advertising rates  |                           |                                    |
|--|---------------------------|------------------------------------|
| IMD  | UK£/advertisement placed* |                                    |
| Site banner  | UK£3500                   | Appears on over 600 IMD pages      |
| Quad banner  | UK£1549                   | Appears on pages with your listing |
| Online logo  | UK£185                    | Appears on your company page       |
| Deep link logo   | UK£68                     | Appears on your listed items       |
| *Advertisements on the IMD website remain live for 12 months |                           |                                    |



#### Site banner

Appears at the top of a web page. Only one site banner is available

W=760px  
H=95px

#### Quad banner

Appears on the left hand side of a web page. Can appear per page(s) of choice

W=225px  
H=68px

Your advertising contact is: **The Sales Team**

1: **Caroline Wearn** | Tel: +44 1242 267703 | Email: [carolinew@internationalmilling.com](mailto:carolinew@internationalmilling.com)

2: **Lee Bastin** | Tel: +44 1242 267703 | Email: [leeb@internationalmilling.com](mailto:leeb@internationalmilling.com)

3: **Sabby Major** | Tel: +44 1242 267703 | Email: [sabbym@internationalmilling.com](mailto:sabbym@internationalmilling.com)

## Global sales agents

---

Perendale Publishers has a number of sales agents around the world. If you would prefer to use a contact that is more local to you and your company, please use the details below:

### China office

Contact : **Nancy Yung**

*Talent Asia Services Ltd*

*Blk A, 8/F, Unit 3, Lockhart House*

*441 Lockhart Rd, Hong Kong*

Tel: **+852 25916038**

Fax: **+852 25916380**

Email: **talental@netvigator.com**

### Latin America office

Contact: **Iván Marquetti**

*Belgrano 35, Chacabuco,  
CP 6740 Provincia Buenos Aires,  
Argentina*

Tel: **+54 2352 427376.**

Email: **ivanm@perendale.com**

Contact: **Pablo Porcel de Peralta**

*Belgrano 35, Chacabuco,  
CP 6740 Provincia Buenos Aires,  
Argentina*

Tel: **+54 2352 427376**

Email: **pablop@perendale.com**

### Australia office

Contact : **TBC**

## Perendale Publishers Limited - What we stand for

---

### Vision & Mission

**Vision** – To be the preferred vehicle for aggregating and disseminating a range of technical and topical information related to industries and sectors we represent.

**Mission** – Our mission is to utilise and/or develop, up-to-the-minute online and digital distribution platforms, based around our traditional print circulation, to disseminate informative articles, book reviews, events and technical information to readers interested in the subjects we address globally.

### Values

- We will provide regular feedback to our contributors, authors and advertisers to show the number of individuals who: a) have viewed each article and b) have sought to find this type of information
- We will demonstrate that there is a ROI (return on investment) in advertising with one or all of our publications, by providing third-party analytics
- We will document exhibitions, conferences and events we attend to demonstrate the reach of the printed magazine within the various sectors we cover

## Perendale waves a fond farewell to the printed rate card!

---

*Print advertising around the world is slowing down; partly as the global economic climate is going through a cool period, but largely because the concept of print advertising is, after literally centuries of domination, giving way to electronic and digital advertising.*

*For many advertisers and media buyers the traditional route to a company's product exposure has been 'hit and miss' at best, often relying on audited circulation bodies for a 'guesstimate' of actual circulation and reader numbers. In addition, the working life history of a print advertisement can never be accurately traced; maybe a day, a week, maybe a year ... who knows.*

*Here, at Perendale, we believe the imminent demise of the printed rate card is a welcome and timely farewell to an inaccurate, nebulous and often misleading method of industry accountability.*

*Today, advertisers and media buyers want greater accountability from their media budgets, the sort of accountability only available via digital and electronic systems.*

*Perendale is at the cutting edge of digital statistics and analytics. Working across a wide range of online distribution channels we are able to distribute our advertisers' offerings to the broadest possible demographic and return pinpoint accurate visitor data. Moreover, the life timeline and visitor recording of all advertisements is now a guaranteed 5 years minimum. All our statistics are carried out by third party sources on our behalf, so we have no way of altering or manipulating any part of our visitor analysis.*

*We believe we are at the leading edge of clear, honest and accountable reporting to all our advertisers ... welcome to the new rate card!*