



MEDIA KIT
2020



@alfaeditores



@AlfaEditores



Alfa Editores Técnicos

www.alfa-editores.com.mx

Editorial

We started 2020 keeping our leadership in the publication of specialized magazines in the food and beverage industry.

Our commitment consists in efficiently connecting, in time and form, food processors with raw materials, equipment and machinery suppliers of the different areas of food industry.

In 2020, Alfa Editores Técnicos offers integral communication solutions for you to be closer to your customers and prospects in a more effective way.

It is for this reason that we blended the different strategies we already offer in a **FULL COMMUNICATION STRATEGY** which will allow you to cover the whole industry.

We invite you to meet in detail our strategy "Alfa Editores Técnicos 360°" for 2020. We are sure that continuous improving, quality, objectivity and attention to your needs will enable us to respond to your trust and efficiently deliver your product to the appropriate recipients.

Alfa Editores Técnicos

OUR OPTIONS FOR YOUR COMPANY

INDUSTRIA
Alimentaria

DIEXL
DIRECTORIO INDUSTRIAL ALIMENTARIO

Noti@lfa
Boletín informativo de la Industria Alimentaria y de Bebidas

NOTI
EMP@QUE

For 41 years publishing food technology specialized magazines

INDUSTRIA Alimentaria

DIGITAL MAGAZINE FOCUSED TO PROMOTE
FOOD INDUSTRY TECHNOLOGY IN GENERAL

40,000
digital issues

Periodicity:
Bimonthly

industria-alimentaria.com.mx

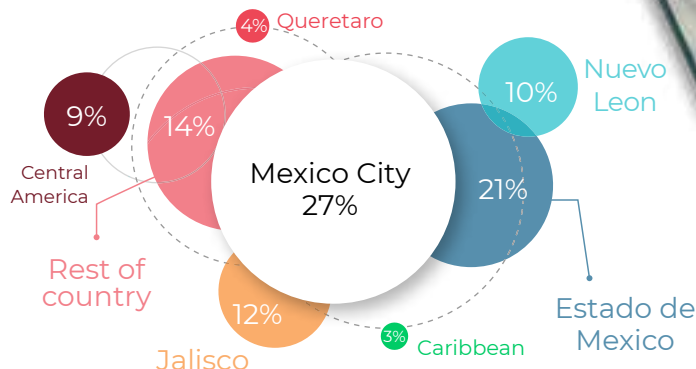
BI-MONTHLY	CLOSING DATES	DISSTRIIBUTION	FOOD TECHNOLOGY
JANUARY	NOV.18/2019	JAN. 17, 2020	Clean label, food trends, digestive health, infant formula, snacks, meat products, food preserving, dairy ingredients
MARCH	FEB. 3	MARCH 18	Seasonings, stability & texture, flavor, dairy, healthy aging, cardiovascular health, sweeteners, new ingredients
MAY	APR. 6	MAY. 18	Alergen, ice cream, packaging technology, new productos with cannabis, food safety, meat products, snacks, sanitation
JULY	JUN. 8	JUL. 13	The and coffee rtd, sustainability, confectionery, trends in tortillas, traceability, metal detection, gluten free, microbiology in foods
SEPTEMBER	AUG. 3	SEP. 14	Yogur, reduction in sugar, meat with proteins, yogur, reducción de azúcar, meat productos with sources diferentes, lubricants food grade, food color, adulteración, dessert, food nutrition
NOVEMBER	OCT. 5	NOV. 10	Fruit juice, organic dairy, veg protein and meat products, fermented dairy beverages, functional ingredient, fiber, new packaging, alcohol free beverage

% DISTRIBUTION BY PROFILE

General director/owner	27 %
General Manager	21 %
Purchasing manager	15 %
Quality Control Manager	13 %
Production Manager/Factory	11 %
I + D Manager	8 %
Branding Manager	3 %
Others	2 %



% DISTRIBUTION BY REGION



- Published without interruption since 1979.
- Bi-monthly printed/digital magazine focused to spread technical information with practical application for manufacturers/processors of foods in technical/commercial fields including news, new products and events.
- Readers profile: director/general managers, owners, managers of production, quality control, quality assurance, I+D, new products, purchases, plant, marketing, and in general to all professionals involved in food processing.
- This magazine promotes supplier companies and manufacturers involved in food industry (beverages, meat, bread, snacks, dairy, confectionery and packaging areas) whose activity considers the sale of ingredients/raw materials, equipment and machinery for process, analysis and quality control services, equipment for laboratory and services for process and certification to the area of training.
- It spreads articles about food technology, notes of sector leading companies in each area, review of major events, and new developments and products in this sector.
- Its sections are: additives and ingredients, confectionery, bakery, beverage, dairy and meat products.

PRINTED DIRECTORY

Periodicity: **Annual**

DIOCL

DIRECTORIO INDUSTRIAL ALIMENTARIO

CLOSING DATE	DISTRIBUTION	EDITORIAL CONTENT
NOVIEMBRE 20, 2020	FEBRUARY 2021	Updated information from supply companies of food sector. The publication is classified with following services: additives & ingredients, beverages, meat, confectionery, packaging, equipment & machinery, dairy and baking

The Food Industry Directory is an effective tool to reach a greater number of potential customers and optimize sales promotion resources.

CONTAINS UPDATED INFORMATION OF:

- Suppliers of ingredients / additives, raw materials, equipment and machinery, instrumentation, analysis and quality control services, etc., of the food industry and
- Food products manufacturing companies.

It contains information like:

COMPANY NAME
ADDRESS
E-MAIL
WEB
TELEPHONE / FAX
ACTIVITY



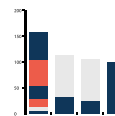
Alfa Editores Tecnicos has a website where a wide range of information is presented.



www.alfa-editores.com.mx receives more than 100,000 visitors on average per month.



Impact constantly and forcefully to your target market.



Important tool to connect potential customers with the suppliers of products and services advertised here.



BANNERS TO PROMOTE YOUR BRAND OR PRODUCT



1

2

POSITION	MEASUREMENT
(1) TOP BANNER	728x90 px
(2) SQUARE BANNER	300x300 px

Newsletter of the Food and Beverage Industry.



Weekly publication (sent every Monday).



Technological, scientific and commercial information.



Weekly impacts: 40,000



Distributed in Mexico, Latin America and other countries focused in the different areas of food industry.



Most prestigious newsletter in the food and beverage industry from Mexico.



Database of **40,000 e-mails** from Mexico and Latin America

BANNERS WHERE YOU CAN PROMOTE YOUR BRAND OR PRODUCT

BANNER NAME	MEASUREMENT
Top (1)	728 x 90
Box (2)	200 x 200



Noti@lfa No. 675

20 de Agosto 2018



Bebida hipoglucemiante y antihipertensiva: creación de académicos de la UNAM

Se trata de una bebida fermentada y preparada a partir de un consorcio microbiano de hierbas, raíces y plantas para reducir los niveles de glucosa en sangre y la presión arterial alta, dos características de la obesidad y la diabetes.

Leer más



Desarrollan harina de sorgo para combatir la escasez de alimentos

Esta harina puede servir para preparar bebidas, panqués, galletas, pan para pizza, snacks, ceviche, entre otra gran variedad de productos.

Leer más



Bioplástico que cambia de color según el estado en que se encuentran los alimentos

El biofilm, llamado Plusticor, tiene un microsensor "dilatado" en toda su extensión, capaz de captar las variaciones químicas en la comida.

Leer más

1

2

This newsletter named NOTI-EMPAQUE is sent each two months and is conformed with recent news information from the food packaging industry, which includes trends, new designs, new materials, new technologies and all information related to the sector. Within its design contemplates the placement of promotional banners in different sizes where companies can offer their products and services to the food industry.



BANNER NAME	MEASUREMENT
Superior A (1)	728 x 90
Box (2)	175 x 175 px
Main note (3,4)	-----
Main ad (4)	750 x 560

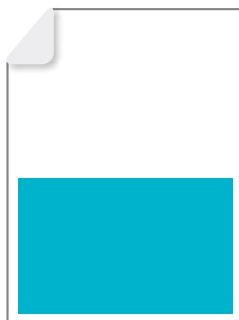
MECHANICAL SIZES

Notes:

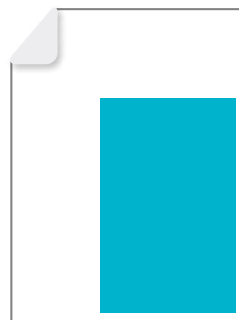
- Ad design on behalf of the client.
- The ad as image must be delivered in TIF, JPG or PDF format at 300 dpi with CMYK profile.



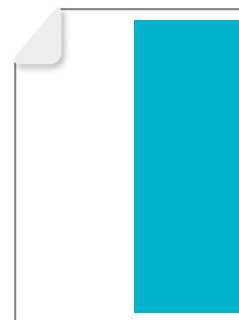
FULL PAGE
21.0 x 26.5 cm



HALF PAGE horizontal
18.0 x 12.0 cm



HALF PAGE vertical
12.0 x 18.0 cm



2 COLUMNS
12.0 x 24.0 cm

41 YEARS
ALFA EDITORES TÉCNICOS

INDUSTRIA
Alimentaria

DIOXL
DIRECTORIO INDUSTRIAL ALIMENTARIO

Noti@lfa
Boletín informativo de la Industria Alimentaria y de Bebidas

NOTI
EMP@QUE

Tels. 5582 3342, 5582 3378
ventas@alfa-editores.com.mx
www.alfa-editores.com.mx