PRINT | DIGITAL | EVENTS | BRAND SOLUTIONS

FOOD BUSINESS

GULF & MIDDLE EAST

THE REGION'S LEADING FOOD TRADE MAGAZINE

20+
YEARS OF TRUST IN
THE FOOD INDUSTRY

Connecting **Global Food Business** *with Real Opportunities*

2027 MEDIA KIT & EDITORIAL CALENDAR



MAGAZINE
HIGHLY TARGETED CIRCULATION

EVENTS
DISTRIBUTED AT ALL MAJOR INDUSTRY EXHIBITIONS

DIGITAL
OVER 60,000 ONLINE READERS

BRAND SOLUTIONS
ADVERTISING ▪ EDITORIAL ▪ CUSTOM CAMPAIGNS

INSIGHTS
CONNECTIONS
BUSINESS GROWTH

ACROSS THE GULF, MIDDLE EAST AND BEYOND

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MEDIA KIT PUBLICATIONS

FOOD BUSINESS
GULF & MIDDLE EAST
THE REGION'S LEADING FOOD TRADE MAGAZINE

Food Business Gulf & Middle East connects international food and beverage suppliers with buyers, importers, distributors, retailers, foodservice operators and industry professionals across the Gulf, the Middle East and international markets.

Published four times a year, the magazine delivers industry news, market insights, interviews, new products, innovations and business opportunities, with additional distribution at major international food, beverage, hospitality and foodservice exhibitions.

CIRCULATION BY INDUSTRY SECTOR

Suppliers and Buyers of Ingredients, Food Products, Beverages	3260
Exporters and Importers of Processing and Packaging Equipment	2800
Suppliers & Buyers of Fruit & Vegetables, Fresh Produce	1780
Retailers, Hypermarkets, Cold Chains, Logistics Industries	1300
Government Trade Organizations	110
International Airlines	38
Major Resorts & Restaurants	1800
Business Hotels and Catering Outlets	3500
TOTAL	14,588

CIRCULATION BY COUNTRY

GCC Circulation	Others
UAE — 6,259	Cyprus — 88
Kuwait — 750	Lebanon — 120
Oman — 790	Jordan — 156
Qatar — 688	Egypt — 250
Saudi Arabia — 2,756	Turkey — 250
Bahrain — 21	International Circulation — 2,460
Total Circulation — 14,588	**Online Readership — 50,000+**

REACH THE BUYERS WHO MATTER

- **IMPORTERS • DISTRIBUTORS • RETAILERS**
- **FOODSERVICE • HOSPITALITY • MANUFACTURERS**
- **INDUSTRY DECISION-MAKERS**

2027 INTERNATIONAL FOOD INDUSTRY EVENTS

Date	Event	Location
21–25 Jan 2027	Sirha Lyon	Lyon, France
23–27 Jan 2027	SIGEP	Rimini, Italy
31 Jan–3 Feb 2027	ISM Cologne	Cologne, Germany
3–5 Feb 2027	Fruit Logistica	Berlin, Germany
2–5 Mar 2027	THAIFEX – HOREC Asia	Bangkok, Thailand
15–19 Mar 2027	Gulfood	Dubai, UAE
12–15 Apr 2027	DJAZAGRO	Algiers, Algeria
19–27 Apr 2027	SIAM	Meknes, Morocco
20–23 Apr 2027	FHA Food & Beverage	Singapore
20–22 Apr 2027	MACFRUT	Rimini, Italy
4–6 May 2027	Cibus Parma	Parma, Italy
4–6 May 2027	Gulfood360 Africa / Kenya	Nairobi, Kenya
20–22 May 2027	Agrofood Ethiopia	Addis Ababa, Ethiopia
25–26 May 2027	PLMA's World of Private Label	Amsterdam, Netherlands
25–29 May 2027	THAIFEX – Anuga Asia	Bangkok, Thailand
1–3 Jun 2027	Fi Africa	Cairo, Egypt
1–3 Jun 2027	The Hotel Show	Dubai, UAE
22–24 Jun 2027	Anuga Select South Africa	Cape Town, South Africa
7-9 Sep 2027	Asia Fruit Logistica	Hong Kong
September 2027 – TBC	The SaudiFood Show & SaudiFood Manufacturing	Jeddah, Saudi Arabia
14–17 Sep 2027	World Food Moscow	Moscow, Russia
14- 16 Sept 2027	ISM Middle East	Dubai, UAE
October 2027- TBC	Fruit Attraction	Madrid, Spain
9–13 Oct 2027	Anuga	Cologne, Germany
22–26 Oct 2027	Host Milano	Milan, Italy
24–28 October 2027	iba	Munich, Germany
October 2027 – TBC	Sirha Arabia	Riyadh, Saudi Arabia
October 2027 – TBC	Saudi Agrofood	Riyadh, Saudi Arabia
01-13 Nov 2027	Gulfood Manufacturing	Dubai, UAE
November 2027 – TBC	Anuga Select India	Mumbai, India
16-18 Nov 2027	Global Food Week	Abu Dhabi, UAE
November 2027 – TBC	Menope	Dubai, UAE
November 2027 – TBC	Free From Food Dubai	Dubai, UAE

Event dates are based on information announced by the respective organisers and are subject to change. Readers are advised to verify the latest dates and venue details directly with the organisers before making travel or participation arrangements.

14,588
MAGAZINE SUBSCRIBERS

60,000+
ONLINE READERS

GLOBAL CIRCULATION ACROSS 50+ COUNTRIES

WIDELY DISTRIBUTED AT MAJOR INTERNATIONAL FOOD & BEVERAGE EVENTS

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EDITORIAL CALENDAR 2027

YOUR GATEWAY TO THE MIDDLE EAST, ASIA AND BEYOND

JANUARY – MARCH 2027
GLOBAL FOOD TRENDS & GULFOOD SPECIAL

KEY EDITORIAL FEATURES
- Ingredients, additives, flavours & spices
- Beverages: water, juices, coffee, tea & functional drinks
- Meat, poultry, seafood & frozen foods
- Dairy, bakery, confectionery & snacks
- Halal & organic products
- Food safety, quality & certifications
- Global suppliers, exporters & new products
- Market focus: GCC, Middle East & Asia



KEY EVENTS & SHOW COVERAGE

SIGEP WORLD — 23-27 JAN 2027, RIMINI, ITALY

Gulfood — 15-19 MAR 2027, DUBAI, UAE

The World of Food Meets in Dubai

JULY – SEPTEMBER 2027
GROWTH MARKETS & SOURCING OPPORTUNITIES

KEY EDITORIAL FEATURES
- Fresh produce & agri-food sourcing
- Ingredients, flavours, colours & functional foods
- Meat, poultry, dairy, frozen & chilled foods
- Private label & contract manufacturing
- Foodservice, hospitality & catering
- Sustainable products & packaging
- Food security & agri-technology
- Market focus: Saudi Arabia, GCC & Asia



KEY EVENTS & SHOW COVERAGE

SAUDIFOOD MANUFACTURING — 2027, RIYADH, SAUDI ARABIA

The Saudi Food Show

ISM MIDDLE EAST — DUBAI, UAE

Saudi Arabia: A Growing Food Market

APRIL – JUNE 2027
PROCESSING, PACKAGING & FOODSERVICE

KEY EDITORIAL FEATURES
- Food & beverage processing technology
- Packaging, labelling, coding & inspection
- Automation, robotics & smart manufacturing
- Bakery, confectionery & snack processing
- Dairy, meat & poultry processing
- Cold chain, logistics & warehousing
- Foodservice, hospitality & catering
- Plant-based & alternative proteins
- Market focus: Africa, Asia & emerging markets



KEY EVENTS & SHOW COVERAGE

CIBUS — 4-6 MAY 2027, PARMA, ITALY

thaifex anuga ASIA — 25-29 MAY 2027, BANGKOK, THAILAND

Africa Food Show — 4-6 MAY 2027, NAIROBI, KENYA

Innovation That Keeps Food Moving

OCTOBER – DECEMBER 2027
MANUFACTURING, INNOVATION & GLOBAL MARKETS

KEY EDITORIAL FEATURES
* Processing, filling & liquid food technology
* Packaging & sustainable material solutions
* Ingredients & functional foods
* Private label, licensing & retail
* Beverages & liquid processing
* Hospitality, foodservice & kitchen equipment
* Cold chain, logistics & supply chain
* Food safety, quality & traceability
* Market focus: global opportunities for MENA suppliers



KEY EVENTS & SHOW COVERAGE

GULFOOD MANUFACTURING — 2027, DUBAI, UAE

GLOBAL FOOD WEEK — 2027, ABU DHABI, UAE

Shaping A Smarter Food Future

REGULAR FEATURES IN EVERY ISSUE

FOOD | INGREDIENTS | BEVERAGES | MEAT & POULTRY | PROCESSING | PACKAGING | HOSPITALITY | FOODSERVICE

- Market Insights & Analysis
- Global Suppliers & Export Markets
- Interviews & Company Profiles
- Trade Leads & Business Opportunities
- New Products & Innovations
- Logistics & Cold Chain

Publication date of the issues may be slightly changed if the schedule of exhibition changes

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EXHIBITION SERVICES

ROLL-UP BANNERS
CUSTOM FEATHER FLAG
FABRIC BANNERS
STICKERS
FOAM BOARD
SIGNAGE
STEP & REPEAT BANNERS
BUSINESS CARDS
FLYERS & BROCHURES

ADVERTISEMENT PRINT & ONLINE

COLOUR ADVERTISEMENT RATES — USD

Double Page Spread	4,500
Inside Full Page	2,530
Inside Half Page (1/2)	1,750
Inside One Third Page (1/3)	1,600
Inside Quarter Page (1/4)	1,200

SPECIAL POSITIONS — USD

Back Cover	6,000
Inside Front Cover	4,500
Inside Back Cover	4,500
Page 1	4,000
Page 3	3,500
Page 5	3,250

COVER STORY — USD

Front Cover + 2 Pages Story	8,000

ADVERTORIAL RATES — USD

1 Page	2,000
2 Pages	3,000
3 Pages	4,000

LOOSE INSERTS (DISTRIBUTION ONLY) (USD)

1 Page	1,000

5% VAT is applicable

ADVERTISEMENT SIZES

Double Page Spread (Trim)	420 (W) × 297 (H) mm
Full Page (Trim)	210 (W) × 297 (H) mm
Full Page (Type Area)	182 (W) × 262 (H) mm
Half Page (Vertical)	90 (W) × 262 (H) mm
Half Page (Horizontal)	182 (W) × 131 (H) mm
One Third Page (1/3) (Vertical)	94 (W) × 198 (H) mm
One Third Page (1/3) (Horizontal)	182 (W) × 96 (H) mm
Quarter Page (Vertical)	90 (W) × 131 (H) mm
Quarter Page (Horizontal)	182 (W) × 66 (H) mm

DISCOUNTS FOR SERIES BOOKING

- 3–4 insertions — **10% discount**
- Above 4 insertions — **15% discount**

COPY REQUIREMENTS

- High resolution digital files including PDF, JPEG with progressive colour proof.
- File Resolution: 300 dpi
- Copy: To reach the publisher's office 30 days prior to the cover date.
- Cancellation Policy: 60 days prior to the publication date.

AD SIZE VISUAL GUIDE



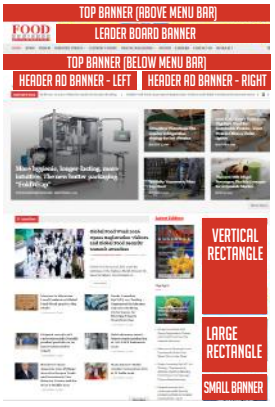
DIGITAL SERVICES

EXPAND YOUR REACH ONLINE

WEB & E-NEWSLETTER BANNER RATE IN USD

Banner Size	1 Month	2 Months	3 Months	6 Months	1 YEAR
Top Banner — above & under menu bar, 1300px (W) × 90px (H)	$1,500	$2,000	$2,500	$5,000	$7,000
Leader Board — 1100px (W) × 96px (H)	$1,250	$1,750	$2,250	$4,000	$6,000
Header Banner (Left or Right) — 650px (W) × 96px (H)	$1,000	$1,500	$2,000	$3,000	$5,000
Vertical Rectangle — 349px (W) × 400px (H)	$900	$1,350	$1,800	$2,750	$4,000
Large Rectangle — 349px (W) × 250px (H)	$800	$1,200	$1,600	$2,500	$3,500
Small Banner — 349px (W) × 96px (H)	$600	$1,000	$1,300	$2,000	$3,000
E-Mail Shot	For 15,000 clients (CUSTOMISED)				$2,500
Social Media	Facebook or Twitter or LinkedIn or Instagram				$1,500
Content Marketing (Web)	Web article (1 month) (It will be shared to all our social media platforms)				$750
Content Marketing (E-Newsletter)	Content will be uploaded on our website and shared in our biweekly newsletter				$1,000
Video Slots	Per Post				$1,000
Event Listing	Event Partners & Upcoming Events w/ Logo				$500

WEBSITE BANNER PLACEMENT (EXAMPLE)



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