



# Alimarket

## Gran Consumo



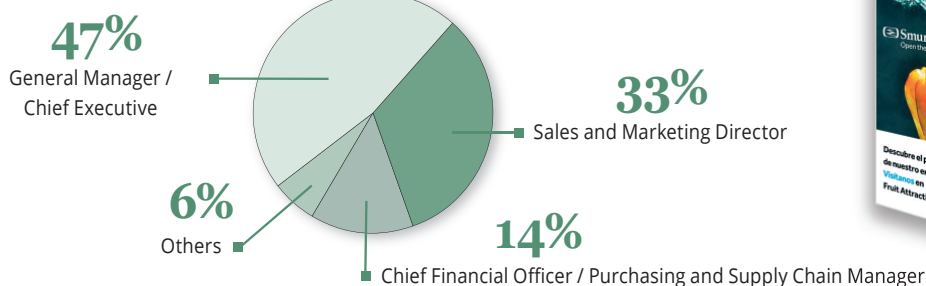
Audiencia  
**40.000**  
readers

Circulation  
**7.000**  
issues

Periodicity  
**Monthly**  
Magazine Format  
**A4 ( 210 x 297 mm )**

## Reader Alimarket Gran Consumo

### Readers Profile

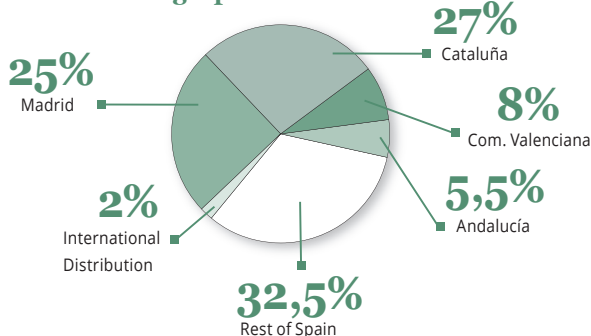


For over **35 years**, “Alimarket Gran Consumo” has been the leading publication on economic and market information for managers of FMCG traders, FMCG retail, food, beverage and nonfood companies, and also to related industries (suppliers logistics, packaging,TIC, etc)

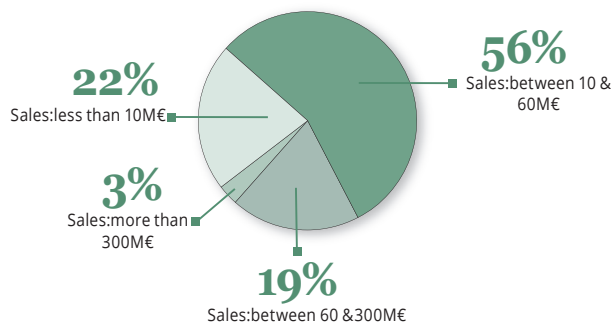
**We offer exclusive information with high added-value** under paid subscription which is used by the professionals with decision-making power, as a working tool when making business decisions, such as opening new markets, penetration into new product categories, competition analysis, in-depth researchs of the different FMCG companies at all formats (supermarkets, hypermarkets, convenience stores, franchises, cash & carry ...), analysis of product categories (through our indicators), information research prior to decision-making processes about mergers and acquisitions, investments in R+D, supply chain, packaging, production lines...

“Alimarket Gran Consumo” becomes an exclusive platform in order to channel your advertising messages, not only because to its wide distribution, but also because of the high qualitative profile of our readers.

### Geographical Distribution



### Business Turnover Distribution



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### January

**This issue will be distributed in Fruit Logística 2019 Trade Fair (Berlin)**

**Reports:** --Fruits & Vegetables for Exportation (includes two articles about Stone fruits & Ecological fruits & vegetables)  
--Logistics for the Horticultural Industry --Apples  
**Monograph:** --Oils --Pasta (includes an article about grated cheese) --Legumes --Rice

### February

**This issue will be distributed in Alimarket's IX FMCG Forum**

**Reports:** --FMCG Logistics --Petfood --Tropical Fruits --Spices & Seasonings --Digital Print --Sport Nutrition  
**Monograph:** --Canned Fish --Canned Vegetables  
**Special:** --Packaging innovation (includes an article about Top Packaging Companies Coworking Centres)  
--Food & Beverage Innovation

### March

**This issue includes the Organization Chart of the Distribution**

**Reports:** --Premium Spirits & Mixers --Premium Food --Logistics Centres Projects --Baby Foods  
**Monograph:** --Food Retail in Spain by Regions

### April

**This issue will be distributed in Free From Functional Food Expo 2019**

**Reports:** --Franchising in Retail --Industry 4.0 --Machinery 4.0 --Chilled Fruits & Vegetables  
--Ambient Ready Meals --Fresh products trends in Retail  
**Monograph:** --Pork Meat Market --Cooked & Cured Meat Products --Cured Ham  
**Special:** --Healthy Products (Allergen Free -Organic -Vegetable Alternatives -Additives -Ingredients)

### May

**This issue will be distributed in Alimarket's VIII FMCG Logistics Forum / Alimarket's VI Packaging Solutions Forum**

**Reports:** --Poultry --Logistics 4.0 --Pallets Transportacion Groups --Melon & Watermelon --Logistics Packaging  
--Caps & Closures --Bakery Distribution  
**Monograph:** --Bottled Water --Soft Drinks --Juices & Nectars  
**Special:** --Supermarkets

### June

**Reports:** --Cash & Carry --Eggs --Outsourcing (Commercial - Industrial - Logistical) --Chilled Logistics  
--Corrugated Packaging --Soft Drinks for Adults (Sangria, Tinto de Verano, Soft Drinks-Beer, RTD Coffe)  
**Monograph:** --Frozen Food Industry --Frozen Fish --Frozen Ready Meals  
--Frozen Vegetables (includes an article about Pre-Fried Potatoes) --Ice Creams

### July

**Reports:** --Beers --Cheese in Self-Service --Industrial Labels --Potatoes  
**Monograph:** --Chilled Meal Solutions (Cooked Recipes -Gazpacho and Creams  
-Pizzas -Omelets -Salads -Pies -Sandwiches)  
**Special:** --Hypermarkets --Ecommerce (Retail - Logistics: Last Mile Solutions - Ecommerce Packaging)

### September

**This issue will be distributed in Conxemar 2019 Trade Fair (Vigo)/ Meat Attraction 2019**

**Reports:** --Sliced Processed Meat --Food Packagikng Machinery --Sauces --Retail Digital Transformation  
--Energy Saving in Retail and FMCG (includes and article about LED) --Trends in the Meat Sector  
**Monograph:** --Biscuits --Pastry Products & Bakery --Frozen Doughs  
**Special:** --Food Industry --Top 1.000 Ranking Companies

### October

**This issue will be distributed in Fruit Attraction Trade Fair/ Empack & Logistics 2019**

**Reports:** --Fruits & Vegetables Distribution (includes an article about IV range Fruits & Vegetables innovation)  
--Logistics for the Supply Channel --Flexible Packaging --Vending  
**Monograph:** --Smoked Fish --Iberian Pork --Ovine Meat --Christmas Sweets  
--Sparkling Christmas Wines (Cava - Cider - Champagne)  
**Special:** --Retail --Top 450 Ranking Companies

### November

**Reports:** --Chocolates --Snacks --Ethnic Foods --Nuts --Pet Packaging --High Barrier Packaging  
--Bio /Eco Retail --Industrial Projects in the Food & Beverage Industry  
**Monograph:** --Wines & Spirits  
**Special:** --Fruits & Vegetables Industry  
--Commercial Equipment (Commercial Cooling - Commercial Furniture and Shelves -Commercial Scales -AntiTheft  
- Carts and Baskets -Digital Signage and POS)

### December

**Reports:** --Candies & Gums --Coffe & Tea --Beef Industry --Boxes & Pallets Pools  
--Convenience Retail --Shelves and Storage Systems --Retail Trends (includes an article about Pallet Trucks)  
**Monograph:** --Dairy Products --Milk --Cheese --Yoghourts & Desserts



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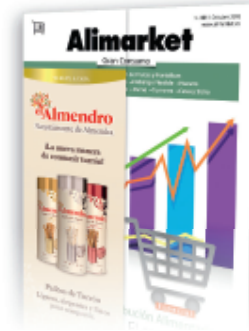
## Magazine (monthly)

Full page .....	2.475€
Half page .....	1.430€
Double page .....	3.890€
Back Cover .....	4.375€
Inside Front Cover .....	3.260€
Half Front Cover .....	7.450€



(\*) For Inserts ask for Correos "EXTRACHARGE"

## Rates 2019 Paper Advertising



Loose Insert (*) .....	3.025€
Fixed Insert (*) .....	3.475€
Unfold Inside Back Cover (UIBEM Embracing the Magazine).....	7.200€
Unfold Inside Front Cover .....	5.650€
Fixed Insert (production included) .....	4.480€
Unfold Fixed Insert (production included) .....	4.970€

10% Agency Discount. 20% Surcharge for Fixed Placement



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Bases de Datos

## Databases (Next edition - september 2019)



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Back Cover .....	3.900€
Inside Front Cover .....	2.690€



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10% Agency Discount. 20% Surcharge for Fixed Placement