



# IUFoST 2010 Exhibition Catalogue

The Packaging Chain, publishers of PACKAGING & PRINT MEDIA, South Africa's most-read packaging and printing magazine, in conjunction with FOODSTUFF SA, the popular e-newsletter and website for the food and beverage industries, has been commissioned by SAAFoST to produce the official IUFOST 2010 Exhibition catalogue.

Published in July 2010, the catalogue will be an indispensable asset for visitors to the expo, providing a comprehensive guide to exhibitors' products and services, as well as detailed information about being a visitor in Cape Town.

Advertisers' coverage doesn't end when the exhibition does. Much research proves that expo catalogues are generally retained for at least two years after the event, thus acting as an authoritative buyer's guide long after the event is over.

## Circulation

A total of 3 000 copies of the IUFOST 2010 catalogue will be distributed to visitors and exhibitors.

## Advertising Rates

A4 - R15 100	1/2 A4 - R10 800
1/3 A4 - R9 300	1/4 A4 - R7 700

*All rates exclude VAT*

## Catalogue Format

The A4 format will comprise:

- Company listings: every exhibitors' products and services, the focus of their displays and contact details.
- Classified company/product index: a listing via categories.
- Standard exhibition information: floor plans, a list of exhibitors, stand numbers, visitor information.

## Advertising Sizes and Format

### Full page

trim 297mm[h] x 210mm[w]  
bleed 307mm[h] x 220mm[w]  
type 257mm[h] x 170mm[w]

### Half-page (horizontal)

trim 148mm[h] x 210mm[w]  
bleed 158mm[h] x 220mm[w]  
type 108mm[h] x 170mm[w]

### (vertical)

trim 297mm[h] x 105mm[w]  
bleed 307mm[h] x 115mm[w]  
type 257mm[h] x 65mm[w]

### Quarter-page

trim 125mm[h] x 85mm[w]  
bleed 135mm[h] x 95mm[w]  
type 95mm[h] x 65mm[w]

### Third page (horizontal)

trim 99mm[h] x 210mm[w]  
bleed 109mm[h] x 220mm[w]  
type 59mm[h] x 170mm[w]

### (vertical)

trim 297mm[h] x 70mm[w]  
bleed 307mm[h] x 80mm[w]  
type 257mm[h] x 60mm[w]



## Contact:

### Susi Moore

T 011 4629225

C 082 5686729

[susi@packagingmag.co.za](mailto:susi@packagingmag.co.za)

### Glywnnis Wells

T 021 7913076

C 083 4655874

[glwynnis@packagingmag.co.za](mailto:glwynnis@packagingmag.co.za)