

Mercacei
PUBLISHING GROUP

MEDIAKIT
NEWS · EVOO · OLIVE

EM

EVOO, The Last Temptation
...surrendering to the temptation of EVOOs may deliver unlimited pleasures...and no remorse. A great Extra Virgin Olive Oil...
...vm, for some time now, has resonated in the consumer's mind - is better than a good wine. Don't get me wrong...
...ch as anyone else, but olive oil knows no rival...
...later their...





About us

Mercacei-Edimarket Editores publishing group specializes in printing publications targeted at the olive oil, olive growing and table olive sector, as well as the Premium EVOO stratum, since 1994. Formed by a solid team of professionals with extensive experience in the agro-food industry, Mercacei also works with renowned experts and collaborators from around the world.

As the undisputed leader in this sector, the group offers –in their different media and publications- the most rigorous and professional information, as well as carrying out an extremely important role in the promotion of this healthy and delicious food that certainly constitutes one of the cornerstones of the Mediterranean Diet. And all this with one main aim in view: to become an essential tool and a reference guide to be used by the olive oil sector, always with objectivity, quality and accurate information as pillars of its activity.

The publishing group has the world's most valuable catalogue of publications and products –on paper and online, with different periodicities- that give industry professionals the best informational tools for the optimal development of their activity. Moreover, its specialized sectorial website www.mercacei.com includes daily newsletters in English and Spanish, sent out to over 17,000 producers, packagers and professionals.

Throughout its more than two decades of experience, Mercacei has been the recipient of over twenty awards including the Spanish Food Awards in Media, awarded by the Ministry of Agriculture and Fisheries, Food and Environment (MAPAMA in its Spanish acronym), and the Internationalization Award given by the AEEPP (The Spanish Association of Publishers of Periodical Publications).



A weekly magazine, published on paper, gathering all technical and specialized information on the olive sector, olive oil and table olives (latest news, fairs and events, courses and calls, agenda, investigation...), including prices in origin and on-shelf of the different oils and fats (pomace-oil, seeds...).

NEWS · EVOO · OLIVE

Mercacei
 WEEKLY MAGAZINE

CHARACTERISTICS

PUBLISHED: weekly (46 editions per year)
 PRINTING: OFFSET, in 3 columns
 PRINT RUN: 4,000 copies
 IN PRINT: every Monday
 DEADLINE: by the previous Wednesday

CONTENTS

Articles on the most important issues and latest news for the sector. Technical, entrepreneurial and agricultural developments, etc.

Market quotations. Operations and prices at source for olive oil, seed oil, animal or vegetable fats and raw material for related sectors, which are a reference point for sectorial operators. Mercacei correspondents located in each national and international production area.

Editorial. Commentary and analysis of each week's key issues.

Statistics. Market studies: consumption, production, exportations and commercialization. Monthly and yearly evolution of in-origin and consumer prices.

Agenda. All the fairs, symposiums, conferences, workshops, courses, competitions and other events of interest.

International. Analysis of the main producer and consumer countries.

Marketing and commercialization. New digital tools for communications and sales (e-commerce, blogs, RRSS...).

R&D+i. The latest in research and project studies.

Market information and pricing at small, middle-sized and large commercial areas. Monthly comparative studies.

Opinion. Viewpoints from the most influential national and international experts in the sector.

National and EU regulations. All legislation, regulations and decisions affecting the sector.

Foreign trade. Imports and exports of all oils, fats, oilseeds, flours and oilseed cakes, cereals and soaps.



4,000
COPIES

SPECIAL EDITIONS

EVEN-NUMBERED YEARS

MARCH - APRIL: World Olive Oil Exhibition (WOOE) Fair
 APRIL: Alimentaria Trade Show
 MAY: Montoro Olive Tree Trade Fair

ODD-NUMBERED YEARS

FEBRUARY: Oleomaq-Oleotec Shows
 MARCH - APRIL: World Olive Oil Exhibition (WOOE) Fair
 MAY: Expoliva Fair

BACK COVER	PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/8 PAGE
210 x 297 mm + BLEED	210 x 297 mm + BLEED 185 x 270 mm BOX	210 x 140 mm + BLEED 185 x 135 mm BOX	185 x 86,5 mm	185 x 63,5 mm	185 x 31 mm
1.000 € BICOLOURED	800 € b/n	450 € b/n	350 € b/n	275 € b/n	185 € b/n

ADVERTISING RATES & FORMATS

Published 4 times per year, with more than 250 pages that provide accurate and in-depth analysis on an extensive diversity of subjects relating to the current state of the sector, both nationally and internationally, with reports, chronicles, interviews, analyses, special monographs, etc., with some regular features and others of variable periodicity. Includes collaborations with recognized industry experts and outstanding personalities.

CONTENTS

Editorial. The most important issue of the previous three months.

Market analysis. Summary of olive oil market activity. Evolution of prices. Statistical processing.

The Interview. An in-depth interview with a leading figure.

The Mercacei Meetings. Lunch meetings to discuss the latest issues with outstanding professionals of this sector.

R&D Special. Articles on the latest discoveries and research projects.

International. In-depth studies on emerging countries and markets in the olive tree and olive oil sector.

Global statistics from all segments of the industry: production, prices, foreign markets, consumption, etc.

AgroMercacei. All matters related to olive farming and olive-growing. Agronomic reports.

Consumption. Analysis of olive oil consumption in different consumer segments.

Legislation. Information on the latest national and EU regulations.

Cooperatives. An in-depth X-ray on cooperatives. Modern and competitive.

The Shelf. Olive mills in-depth: the most innovative and emerging producers.

Delicatessen. Extra Virgin Olive Oil gourmet establishments around the world.

Mercacei, America. The latest news from the Americas (Argentina, Chile, Uruguay, Peru, Mexico, California...).

Gourmet Experience. Visits to the kitchens of the most influential international chefs.

Table Olives, Organic Olive farming and the World of Brands.

NEWS · EVOO · OLIVE Mercacei MAGAZINE

CHARACTERISTICS

PERIODICITY: Quarterly (4 numbers yearly)

PRINTING: OFFSET / PAPER: Color glossy paper

PAGES: Over 250 pages

PRINT RUN: 10,000 copies

DISTRIBUTION: By subscription

RELEASED: February, May, June, November

DEADLINE DATE: 15th day before release date



10,000
COPIES

MONOGRAPHIC EDITIONS

ODD-NUMBERED YEARS

FEBRUARY: Specials on Oleomaq-Oleotec/World Olive Oil Exhibition/Salón de Gourmets

MAY: Special on Expoliva

JULY: Special on Post-Expoliva. Latest Technologies Monographic.

NOVEMBER: Statistics Monographic: Annual Sector Reports

EVEN-NUMBERED YEARS

FEBRUARY: Special on World Olive Oil Exhibition/Salón de Gourmets/Alimentaria

MAY: Special on Montoro Olive Tree Trade Fair

JULY: Post- Montoro Olive Tree Trade Fair Special, Monographic on the Latest Technologies

NOVEMBER: Statistics Monograph: Annual Sector Reports

ADVERTISING RATES & FORMATS

PAGE

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1.380 € COLOR

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BACK COVER

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INSIDE COVER INS, BACK COVER

210 x 285 mm BLEED

1.800 € COLOR

INDUSTRY GUIDE FOR THE OLIVE OIL AND OLIVE GROWING SECTOR

A biannual edition, published every even-numbered year, this is an essential tool for all professionals in the olive oil, olive growing and related industries sector. It contains more than 300 pages of up-to-date and thorough information on the suppliers for olive growers, olive oil and table olive producers, with a list of its products and services, classified by activities. More than 2,500 businesses are included in the edition.

CHARACTERISTICS

RELEASE DATE: **January of every even year**

DEADLINE FOR ADVERTISING: **September of every odd year**

PRINT RUN: **3,000 copies**



3,000
COPIES

NEWS · EVOO · OLIVE
Mercacei
OLIVE OIL COMPANIES AND BRANDS GUIDE

Released bi-annually, with 400 pages, and published every odd-numbered year, contains the most complete and up-to-date relation of oil mills, cooperatives and olive oil packaging businesses. Structured by provinces and Autonomous Communities (producers, packagers, pomace-oil extractors and refineries), it has become a source of essential information for optimizing the commercial skills of sector professionals.

CHARACTERISTICS

RELEASE DATE: **January of every odd year**

DEADLINE FOR ADVERTISEMENTS: **September of every even year**

PRINT RUN: **3,000 copies**



3,000
COPIES

ADVERTISING RATES & FORMATS

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1.800 € COLOR

www.mercacei.com

The #1 multi-verse portal focusing on olive groves, EVOO and table olives. An essential website for industry professionals, with daily up-dated contents: exclusive news, farm gate prices from the main producer areas; calendar of the world's most important competitions and events; directory of industrial suppliers, manufacturers and packagers, importers and distributors, extra-virgin retailers or commercial agents; olive-oil dictionary, foreign trade statistics, harvest data; online store; as well as Mercacei's online publications.

More than
2,550,000
monthly
visits

Average time on the
website per session:

10
minutes

Less than

25%
bounce rate

Average page
views per session:

8

NEWS · EVOO · OLIVE
Mercacei
ONLINE



Statistical data
audited monthly.

ADVERTISEMENTS

HOME PAGE

Top Slide-Show Banner: 980 x 100 pixels (width x height): 600€/month

Horizontal Slide-Show Banners: 630 x 100 pixels (width x height): 600€/month

Side banners: 285 x 220 pixels (width x height): 350€/month

Skyscraper banner: 120 pixels x 600 pixels (width x height) + Banner Sticky in mobile version: 320 pixels x 50 pixels (width x height): 600 €/month

FOR THE REST OF THE WEB

Top Banner: 900 x 100 pixels (width x height): 400€/month

Side Banners: 200 x 150 pixels (width x height): 250 €/month

Skyscraper banner: 120 pixels x 600 pixels (width x height) + Banner Sticky in mobile version: 320 pixels x 50 pixels (width x height): 600 €/month

DAILY DIGITAL NEWSLETTER

Top Slide-Show Banner: 980 x 100 pixels (width x height): 600€/month

Horizontal Slide-Show banners: 630 x 100 pixels (width x height): 600€/month

Side banners: 200 x 150 pixels (width x height): 350€/month

oliva tessen

BY MERCAGEI

WHAT IS THIS?

A magazine for EVOO lovers. An original and modern publication in English, published annually and with a print-run of 15,000 copies, dedicated exclusively to the promotion of EVOO culture, gastronomy and the Mediterranean Diet, as it shines a spotlight on its key players.

HOW DO WE ACHIEVE IT?

With eye-catching and evocative articles which will help broaden awareness about extra virgin olive oil and encourage its consumption. By contributing to making EVOO an "It" product by way of a fresh and elegant design and a creative layout, linking this product to a healthy and sustainable lifestyle.

WHERE CAN I FIND IT?

At Olivatessen's own stand at the Summer At Olivatessen's booth in food-fairs such as: Foodex (Japan), Summer and Winter Fancy Food Shows (New York and San Francisco), SOL (Verona), Olio Officina Festival (Milan), Alimentaria (Barcelona), Madrid Fusion (Madrid)... You will also find it at gourmet shops in main cities throughout Europe, Asia, North and South America; theme, Mediterranean and Michelin Star restaurants; distributed amongst brokers, distributors and traders of olive oil worldwide; the Horeca Channel; high-end international stores such as Harrods and Galleries Lafayette; resorts and boutique hotels; culinary organizations and cooking schools; as well as reaching the final consumer.

www.olivatessen.com



CHARACTERISTICS

PERIODICITY: **annual**
 PRINT RUN: **15,000** copies
 RELEASE DATE: **January**
 DEADLINE: **last week of November**



**ENTREVISTAS
EN EXCLUSIVA**

**15,000
COPIES**

PAGE

210 x 285 mm +
BLEED
180 x 255 mm
BOX

1.500 €

INSIDE COVER
INS. BACK
COVER

210 x 285 mm +
BLEED

1.950

BACK
COVER

210 x 285 mm +
BLEED

2.450 €

DOUBLE PAGE

420 x 285 mm + BLEED
390 x 255 mm BOX

2.600 €

1/2 PAGE
horizontal

210 x 140 mm +
BLEED
180 x 255 mm
BOX

900 €

1/2
PAGE
vertical

105 x 285 mm +
BLEED
90 x 255 mm
BOX

900 €

1/4 PAGE

105 x 140 mm +
BLEED
90 x 125 mm
BOX

550 €

**ADVERTISING
RATES
& FORMATS**

GUIDE EVOOLEUM

The EVOOLEUM World's TOP 100 Extra Virgin Olive Oil Guide -which is printed in English and Spanish and has its own app- introduces annually the exclusive TOP100 EVOOs, or in other words, the best 100 extra virgin olive oils in the world, according to the results obtained in the EVOOLEUM Awards, the International Prizes for Quality in Extra Virgin Olive Oil. A competition that stands out for its absolute rigor and reliability, claiming to have the most spectacular jury, or tasting panel today, and probably the best group of international tasters ever gathered together before.

Targeted at consumers around the world, olive oil professionals, the Horeca channel and in general, to all those interested in discovering or delving into the fascinating world of EVOOs, the Guide includes a complete fact sheet for each of the 100 extra virgins (score obtained in the contest, its olive varietal/s, the geographical location of the olive grove, commercial volume, the producer's contact information, quality certifications, etc...), as well as a photograph of the bottle, details of the tasting notes that describe the organoleptic characteristics of the juice, and the food it pairs with best.

This Guide also includes more than a dozen articles on the art of olive oil tasting, international olive-growing, an analysis of the global evolution of olive oil production, EVOO and gastronomy, the world's most attractive points of sale dedicated to this food-stuff, centuries-old olive trees, olive oil tourism, EVOO and health, oleic dictionary... Its undeniable interest is reinforced by a modern and cosmopolitan image, aesthetically impeccable, following the lines of Olivatessen by Mercacei.

www.evooleum.com



CHARACTERISTICS

PERIODICITY: **annual**
 PRINT RUN: **10,000 copies**
 RELEASE DATE: **September**
 DEADLINE: **second fortnight of June**

10,000
COPIES



ADVERTISING FORMATS

SPONSORSHIP

The sponsorship format comprises: Inclusion of the sponsor's logo on the back cover of the Guide, as much in its digital format as on paper, in the category of SPONSORS. The logo will appear on the upper part of the back cover, in a highlighted format; Exclusivity: No direct competitor to the sponsor will appear in that same format; Double page ad, in color, inside the Guide.

The price for this format is: 6,000€ (VAT not included).

COLLABORATION

The format for collaboration comprises: Inclusion of the collaborator's logo on the back cover of the Guide as much in its digital format as on paper, in the category of COLLABORATORS; One page ad inside the Guide.

The price for this format is: 3,500 € (VAT not included)





Awards

Alimentos de España a la Comunicación (Prize for Communication for Spanish Foodstuffs) awarded by the Spanish Ministry of Agriculture, Fisheries, Foodstuffs and Environment.

Olio Officina Prize – Culture dell’Olio (Milan, Italy)

Prize for Internationalization awarded by the Asociación Española de Editoriales de Publicaciones Periódicas (AEEPP) to Olivatessen by Mercacei

Prize for the New Publication of the Year, awarded by the Asociación Española de Editoriales de Publicaciones Periódicas (AEEPP) to the EVOOLEUM Guide

Anuario de Oro Prize to the Olivatessen by Mercacei Magazine and EVOOLEUM, in the Best Design category for a periodical Publication

Anuario Selection Prize to the Olivatessen by Mercacei and EVOOLEUM Magazine, in the Best Design category of a periodical publication

XIII AEMO Award for the Diffusion of Olive Culture

Expoliva Prize for Communication of the Promotion of Olive Oil to Olivatessen by Mercacei

ECOLIVA Prize to Mercacei for the Diffusion and Promotion of Organic Extra Virgin Olive Oil

MFAO (Spanish acronym for the Olive Oil Futures Market) Prize awarded to Mercacei, for its special contribution towards the diffusion of olive oil

Prize awarded by the Foundation for the Development and Promotion of the Table Olive for Best Journalistic Article on the task of the promotion and diffusion of olive oil and table olives

Golden Olive in Memoriam to Maria Dolores Peñafiel Fernández, director and founder of Mercacei, for the diffusion of the table olive

Oleosur Prize in Memoriam to Maria Dolores Peñafiel Fernández, director and founder of Mercacei, for the diffusion of extra virgin olive oil

The Mediterranean Diet Prize in Memoriam to Maria Dolores Peñafiel Fernández, director and founder of Mercacei, for the diffusion and divulgation of olive oil culture

AEMO (Acronym for the Spanish Association of Olive Growing Municipalities) in the category for Gastronomy, for the best promotion and diffusion of olive culture by the Mercacei Guide of Spanish Extra Virgin Olive Oil (2nd edition)

Radio Tourism Prize. Gold Medal, Special Category, for the 1st edition of the Mercacei Guide for Spanish Extra Virgin Olive Oil

The PDO Sierra Mágina Pregonero Prize to the Mercacei Magazine for the diffusion of the culture of olive oil

2nd “Table olive” Photographic and Audiovisual Contest, convened by the Foundation for the Development and Promotion of the Table Olive. 2nd Prize awarded to Mercacei Magazine for the photograph titled ‘Tentaceituna. The temptation of the olive’





Reader Profile

MERCACEI MAGAZINE, WEEKLY, GUIDES AND WEBSITE

100% entrepreneurs who make buying decisions in the sector

National and international distribution

Olive oil and grove. All olive growers, oil mills and cooperatives in Spain, Portugal, the Mediterranean basin, emerging countries and the southern cone of Latin America. Producers, extractors, millers, refiners, packagers, distributors, stockists, wholesalers, brokers, tasters, associations and groupings.

Seed oils and animal and vegetable fats. Manufacturers, extractors, refiners, and all professional segments of this sector.

Research centers, analysis labs, etc...

European and American businesses involved in the industry.

Exporters and importers of all oils and other similar products

Food and chemical producers

Industry distribution. Medium and large sized stores.



OLIVATESSEN BY MERCACEI AND EVOOLEUM

Producers, distributors, consumers and EVOO lovers worldwide

Distribution to gourmet stores, libraries, hotels, resorts and food fairs around the world

EVOO producers and packagers all over the world

Extra virgin olive oil and gourmet product importers and distributors

Michelin star and The World's 50 Best chefs

EVOO consumers around the world

Horeca channel

Foodies and gourmet food lovers



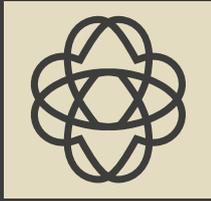
GENERAL CONDITIONS

Agency discount: 10%

Choice of location: 20% surcharge

Advertorials, insert, special formats, etc.: enquire about conditions

All prices indicated as advertising rates do not include VAT.



Mercacei
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BY MERCACEI

EVOOLEUM
GUIDE



*Mercacei,
you are what you read*

THE WORLD'S MOST IMPORTANT
OLIVE OIL PUBLISHING GROUP