



The ultimate platform
for Greek specialty food

Media Kit

www.greekfoodnews.com

Following the publication of AMBROSIA magazine five years ago, FORUM SA, member of the NÜRNBERG MESSE GROUP, has decided to further highlight the quality, nutritional value and export potential of Greek Food & Drinks by creating GreekFoodNews.com, **the most comprehensive English-speaking source of information on Greek Food & Beverages.**



- **Timely and accurate information**
GreekFoodNews.com is an online platform updated with the latest news and features –including export opportunities, product launches, supply chain developments, etc.– to give everyone interested in specialty food hailing from Greece the right ingredients to rise up and connect to new opportunities.



- **Targeted audience** GreekFoodNews.com is committed to delivering the highest editorial standards. The website targets supermarket, delicatessen and c-store owners and executives, F&B buyers & wholesalers, as well as chefs or journalists all across the world.

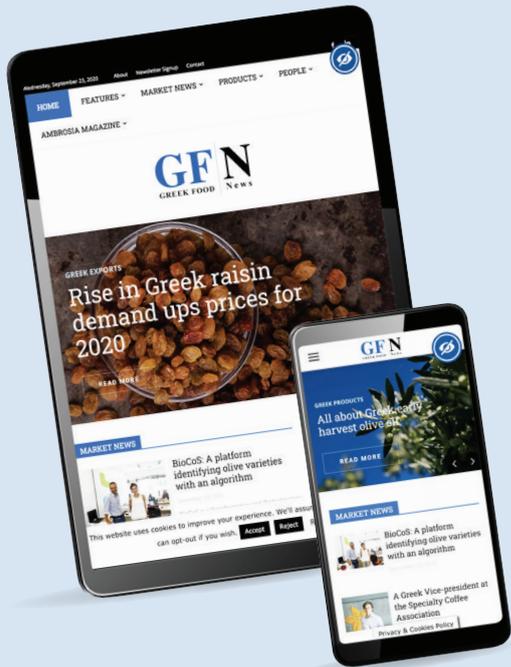


- **Bi-weekly Newsletter** 26,000 international and 5,870 Greek F&B professionals receive every 15 days the newsletter with the most significant stories featured on GFN.

**31,870 key
F&B buyers** receive the
bi-weekly newsletter

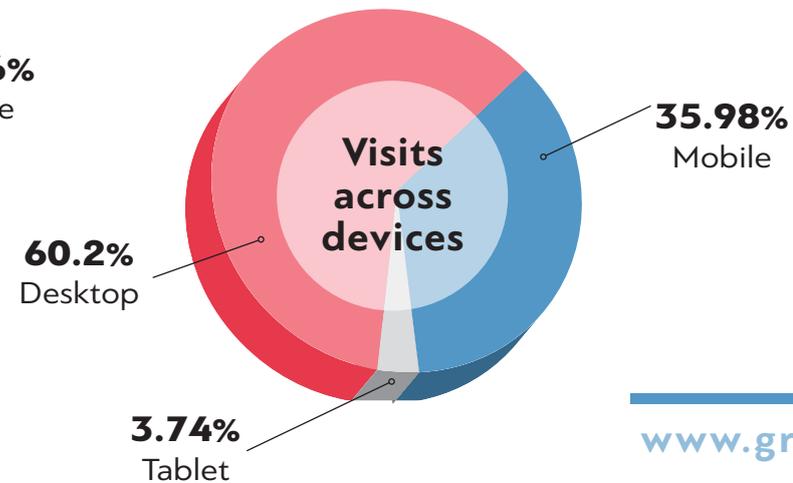
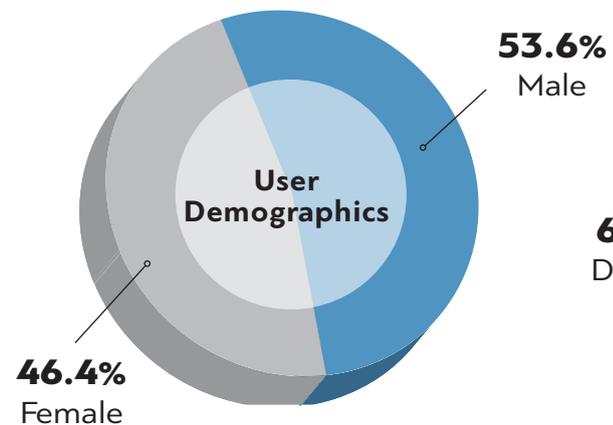
02 Website Analytics

Period: 1/6/2019 – 1/9/2020



Basic KPIs	Users per Country*	Acquisition	Performance - Google**
23,663 Users	27.17% Greece	38.9% Direct	674,000 Impressions
30,046 Sessions	26.35% USA	35.9% Organic Search	10,400 Clicks
58,598 Page Views	5.61% UK	11.6% Social	**Source: Google Search Console
2 Pages/Session	3.29% Germany	9.1% Email	<div style="background-color: #0056b3; color: white; padding: 10px; border-radius: 5px;"> <p>GreekFoodNews.com generates 38.9% direct and 35.9% organic traffic</p> </div>
2:01 Avg. session duration	3.18% Canada	4% Referral	
	2.68% Australia	0.5% Other	
	1.94% France		
	1.75% Netherlands		
	1.53% Cyprus		
	1.38% India		

*Source: Google Analytics



Addressed to approximately 31,870 food traders and F&B professionals (**5,870 from Greece and 26,000 from the rest of the world**), GFN stays connected with its audience through a bi-weekly newsletter, recapping features and news from the site.



Greek Food News #18

1/9/2020

21.7% Open Rate

1.8% CTR

Greek Food News #17

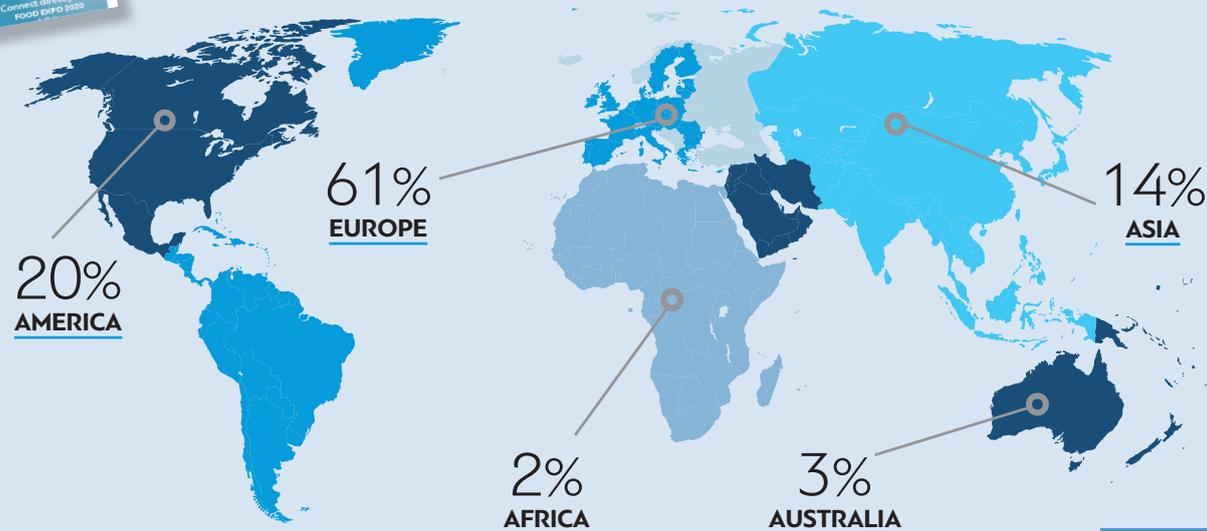
1/8/2020

23% Open Rate

2% CTR

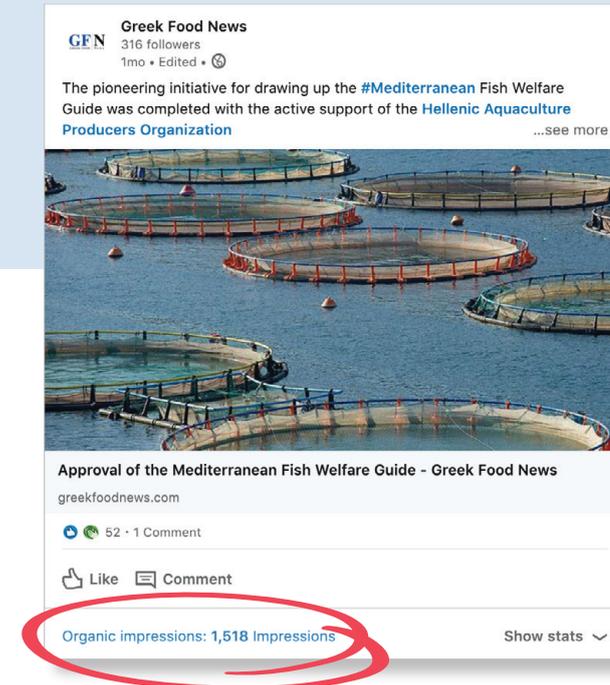
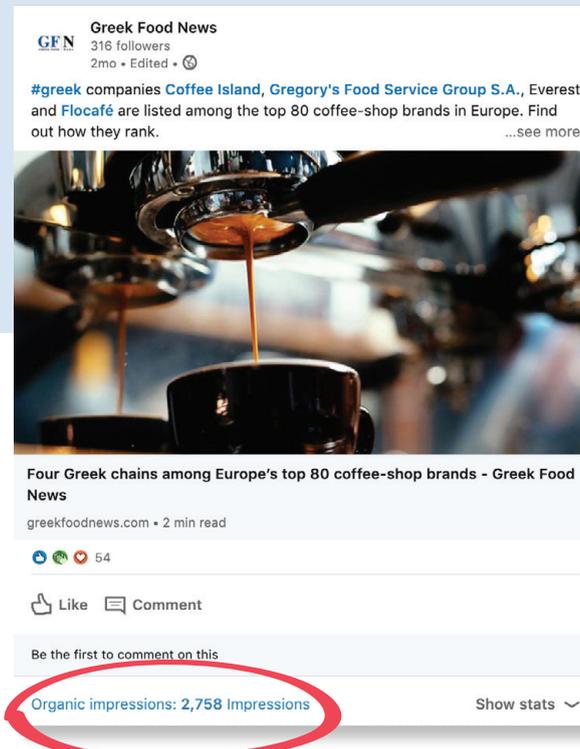
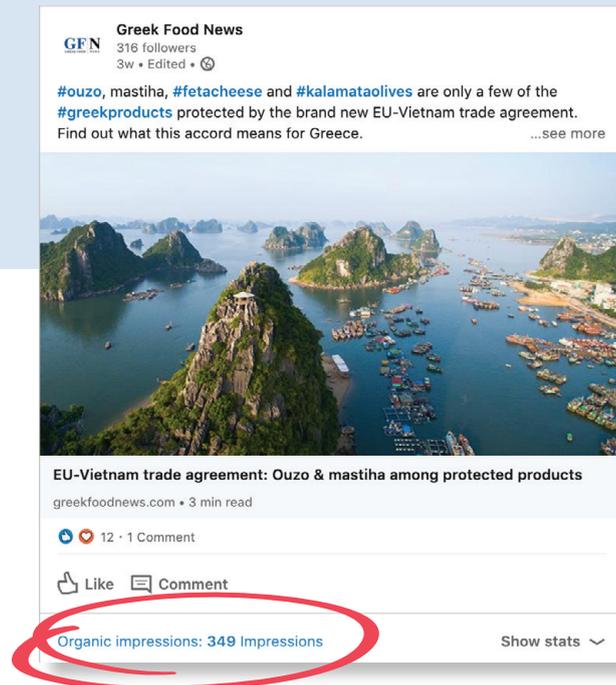
The GFN newsletter has an average open rate of **21.2%**

Newsletter recipient breakdown



Subscribe to the Newsletter

GreekFoodNews.com has its own LinkedIn page, which is updated daily. **Since the beginning of the year, our posts have generated 19,281 impressions on a targeted global F&B audience.** The top 10 countries of origin our followers are: USA, UK, Turkey, Canada, Belgium, Australia, Japan, Spain, Hungary, France.

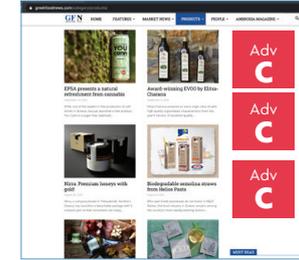
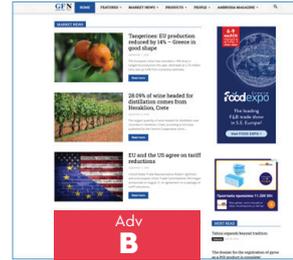
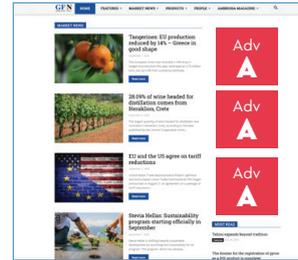


The GreekFoodNews.com posts on LinkedIn **have generated 19,281 impressions** so far

05 Advertising Costs

WEBSITE BANNERS

300x250px (position A on Homepage)	300€ + VAT / month
696x250px (position B on Homepage)	300€ + VAT / month
300x250px (position C on “Products” or “Market News” segment)	250€ + VAT / month

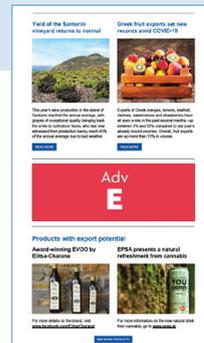
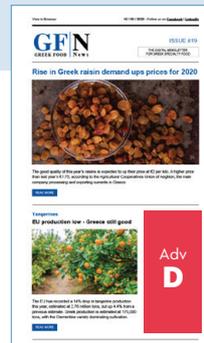


WEBSITE FEATURES

Sponsored Story (On the “Features” segment & featured on the Homepage front slider for 1 month)	250€ + VAT
New Product Listing (On the “Products” segment & featured on the site homepage for 1 month)	100€ + VAT
Press Release Listing (On the “Market News” segment & featured on the site Homepage for 15 days)	100€ + VAT

NEWSLETTER BANNERS

186x426px (position D)	300€ + VAT / 2 mailings in 15 days
600x200px (position E)	200€ + VAT / 2 mailings in 15 days



***250€ + VAT / banner construction (static) by FORUM SA**

Think global · Advertise now!



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