

epikouriaTM
Fine Food and Drinks of Greece



media kit 2008



www.epikouria.com

Epikouria's™ mission



From its celebrated virgin olive oil and its historic wines to its flavorsome tomatoes, ripe sun drenched fruits and wonderful cheeses Greece offers a stunning array of fine foods and drinks unique to its islands, its traditional villages and its regions.

Many of these gourmet delicacies are unknown or unappreciated outside of Greece.

For the past 2 years, Triaina™ has been publishing Epikouria™ whose mission is not just to promote but also to celebrate the extraordinary products available for export from Greece.

Published twice yearly in English, the magazine covers a range of topics tailored to the interests and needs of an exclusive readership.

Epikouria's™ mission is to function as an export gateway for Greek Specialty Food and Drink companies to international markets.

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Epikouria's™ carefully selected editorial content, is a valuable source of information for those interested in fine foods and drinks available for export from Greece.

The magazine's editors and writers are experts in their field, many of whom enjoy an international reputation. In addition to clear product information, including comprehensive buying guides, they provide insights into Greece's culinary history, its traditions and specialties.

The Greek Mediterranean Diet is famous all over the world; now food and drinks professionals have the opportunity to better understand the pure and flavorful products that constitute it.

Sections inside the magazine

News Bites from Greece: New products and just plain news from Greece's specialty food and drink sector.

Taste: In depth coverage of products unique to Greece, including sourcing info.

Interview: We dish with top chefs and food professionals all over the world.

Cover: Cover Story

Wine and Beverages: Discussing indigenous varietals and the wineries that craft them as well as special liquors, beers and soft drinks.

Wine Guide: A Guide to Greek Wines

Health: The myriad components of the Greek Mediterranean Diet

Odds & Ends: 10+ 1 Things you did not know about Greek products

Last Look: Food culture

Epikouria™ Spring / Summer 2008:

Cover Story:

Olive Oil

Taste:

Grilled Cheese

Vinegars

Drinks:

The Sweet Dessert Wines

Health:

Pickled Greens

10+1:

Moosemoolah – Medlar Family

Last Look:

Good Luck Charms

Epikouria™ Fall / Winter 2008:

Cover Story:

Organic Products

Taste:

Greek Pasta

Canned Fruits

Drinks:

The Wines of the North

Health:

Avgotaraho

10+1:

Laurel: Bay Leaves

Last Look:

Koboloi



Readership and Distribution

The magazine's readership consists of a carefully - selected group of decision-makers in the food and drink industry from the United States, Canada, Europe and selected countries in Asia.

Markets covered include gourmet importers and distributors, specialty food stores, high-end supermarkets, wine and beverage retailers and importers, hotel and other large-scale cater, as well as influential restauranters and media. In addition, the magazine is sent for further promotion to the commercial offices of various Greek consuls and all issues are distributed at the most important International Food and Beverage Exhibitions of the season. All-in-all, thousands of key individuals all over the world receive the publication.

Epikouria™ online

Through our web page www.epikouria.com all our issues are now available online.

The mission of www.epikouria.com is to function as an additional means of information and promotion for the Greek products in the international market. Everyday more readers are visiting our web site.

Examples of our Readership

Importers / Distributors Gourmet Products

Tree of Life, Liberty Richter, European Imports Ltd.

Specialty and Gourmet Retailers

Sutton Place Group, Whole Foods, Fortnum and Mason

Importers / Distributors Wine, Beverages and Select Wine Shops

Peerless Importers , Aker Merill & Condit
Charmer Sunbelt Group

High-end Supermarkets

Food Emporium, Safeway, Kroger

Hotel and other Catering

LSG Sky Chefs, Las Vegas' Venetian
Mandarin-Oriental Miami
China Grill Management

Influential Restaurants / Chefs

Food Marketing Institute
Solganik & Associates Consulting, The Food Network

Food Media / Consultants

Food Marketing Institute
Solganik & Associates Consulting, The Food Network

Special Distribution at International Exhibitions

Epikouria™ participates at the most important International Food & Drinks Exhibitions of the season. The goal is to maximize the magazine's promotion so that it reaches key- buyers and distributors all over the world:

Epikouria™ Fall/Winter 2005:

ANUGA '05, Cologne / Germany

Epikouria™ Spring/Summer 2006:

Fancy Food Show, New York / USA

Epikouria™ Fall/Winter 2006:

SIAL '06, Paris / France

Epikouria™ Spring/Summer 2007:

Fancy Food Show, New York / USA

Epikouria™ Fall/Winter 2007:

ANUGA '07, Cologne / Germany

Epikouria™ Spring/Summer 2008:

Fancy Food Show, New York / USA

Epikouria™ Fall/Winter 2008:

SIAL '08, Paris / France

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Advertising Opportunities



Each Epikouria™ offers a variety of different advertising opportunities and dimensions, which correspond to the individual needs of our clients:

Sponsorships

Epikouria™ offers the opportunity for sponsorships to companies in the food and beverage industry in exchange to a highly attractive promotional package:

- Each sponsor will be mentioned on the first page of the edition
- Full-page advertisement
- Advertorial, or interview
- Sponsored edition will host an insert with distribution at the major International Food & Beverage Exhibition of the season

- Sponsors will be mentioned in all press releases concerning each Epikouria™
- Sponsors will be mentioned on our website with text and banners

Advertising sizes

Epikouria™ offers several advertising opportunities; from back cover placement and full-page ads, to thirds and quarters according to the needs of our advertisers.

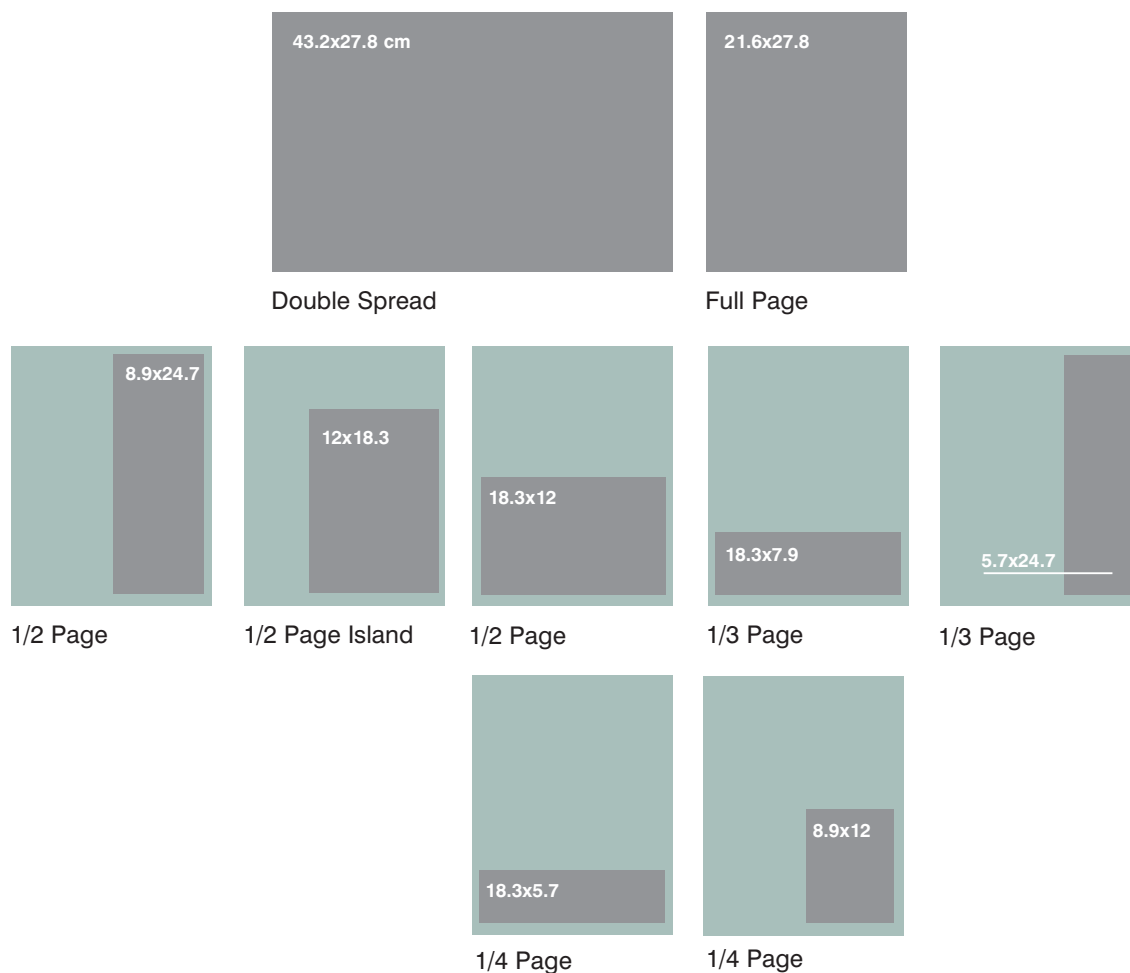
Advertorial

Advertorial sections are available in each Epikouria™. These advertorials give companies the opportunity to showcase more of their products and themselves and inform readers of new products and ideas.

Specifications: Send us the information you want to communicate to our readers in English as a Word document. The text should run 600-650 words. Please make sure to include high-resolution pictures (300 dpi) for the layout of your advertisement.

Inserts

The placement of inserts is available in all Epikouria™ issues. The additional distribution of the magazine at the most important International Food & Drinks Exhibitions, makes the placement of inserts a unique promotional opportunity.



Advertisement Rates 2008

	1x	
Interior Pages		
Double Spread	€	4.000
Full Page	€	2.000
1/2 Page Island	€	1.500
1/2 Page	€	1.100
1/3 Page	€	800
1/4 Page	€	600
Privileged Pages		
Inside Cover Page	€	2.300
Inside Back Page	€	2.300
Back Cover Page	€	2.300
Page No 1	€	2.300
Advertorial	€	2.000
Inserts	€	1.500

Prices do not include 19% applicable tax

To reserve your advertising space, please contact our Sales Department:
E-mail: sales@triaina.com

Marketing Services



www.epikouria.com

The web page of Epikouria™ is considered a very sophisticated tool for interested readers of the magazine and for everyone who wants to be informed of the Greek specialty food market.

All Epikouria issues can be also found online. Look also for useful product guides, presentations of new Greek products, an extensive media kit and the latest news regarding the magazine and its activities.

In addition, Epikouria's web page offers an online subscription application for anyone who is interested and qualified, based on their company's activity and business title.

The special section "sponsors" is dedicated to Epikouria's advertisers. To enable seamless communication between our advertisers and those readers interested in the products they offer, all sponsors are mentioned on the web site along with their products, web address and with a commercial banner.

News Releases

Do you have a new product or, you are about to launch one? Please send us your news release now. Your text should run approximately

100 - 150 words and should include a high resolution photo (300 dpi).

📧 E-mail: marketing@triaina.com

Technical Information

DIMENSIONS

Full page: 21,6 x 27,8 cm

Specimen Page: 18,3 x 24,7 cm

ADVERTISEMENT ANALYSIS

No less than 300 dpi

PRINTING

Offset 4 color

BINDING

Paper Back

Advertisements smaller than half a page are placed on left pages

Other Ad sizes are available upon agreement

CD-ROM: TIFF / EPS files, where the physical size must have 300 dpi minimum resolution, with a draft attachment on photo-graphic paper of high resolution. All colors, pictures as well as graphics must be in CMYK format in order to process the colors accurately.

A draft attachment on photo-graphic paper of high resolution is required for all advertisements.

Note: Files that cannot be processed:
Acrobat in PDF format, Microsoft Word, PowerPoint, Corel Draw

Advertising Banners on Web Site
Banner Ads: 468 x 60 pixels (max 16 K)
Button Ads: 75 x 50 pixels
Internet Format: Animation: GIF
Static Image: JPG

📧 E-mail: atelle@triaina.com



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