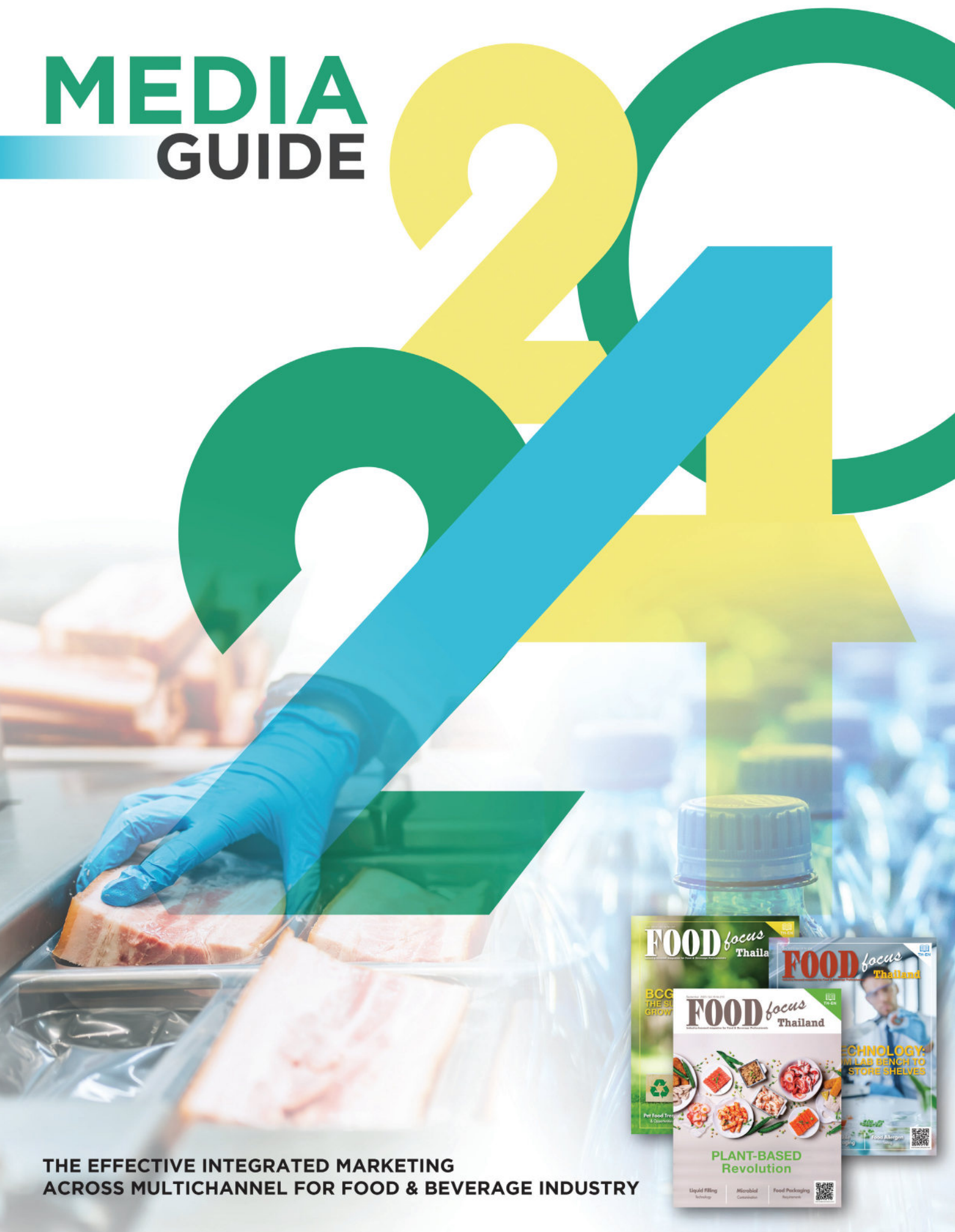


MEDIA GUIDE



**THE EFFECTIVE INTEGRATED MARKETING
ACROSS MULTICHANNEL FOR FOOD & BEVERAGE INDUSTRY**



Stepping Into



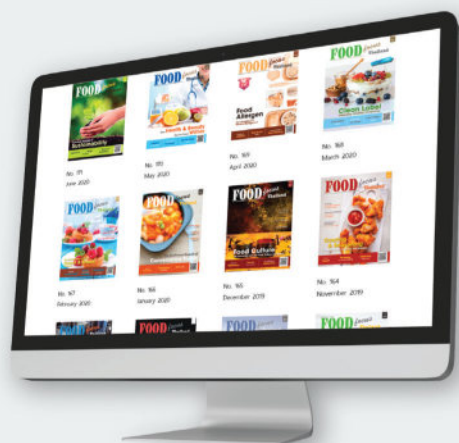
FOOD FOCUS THAILAND

Food Focus Thailand Magazine is an Industry-Focused Magazine

by Food Scientists for Food and Beverage Professionals

By: Geographical Location

57.47%	Bangkok & Vicinity
17.37%	Central
7.52%	South
7.16%	East
5.02%	North
3.34%	Northeast
2.12%	West



By: Core Business

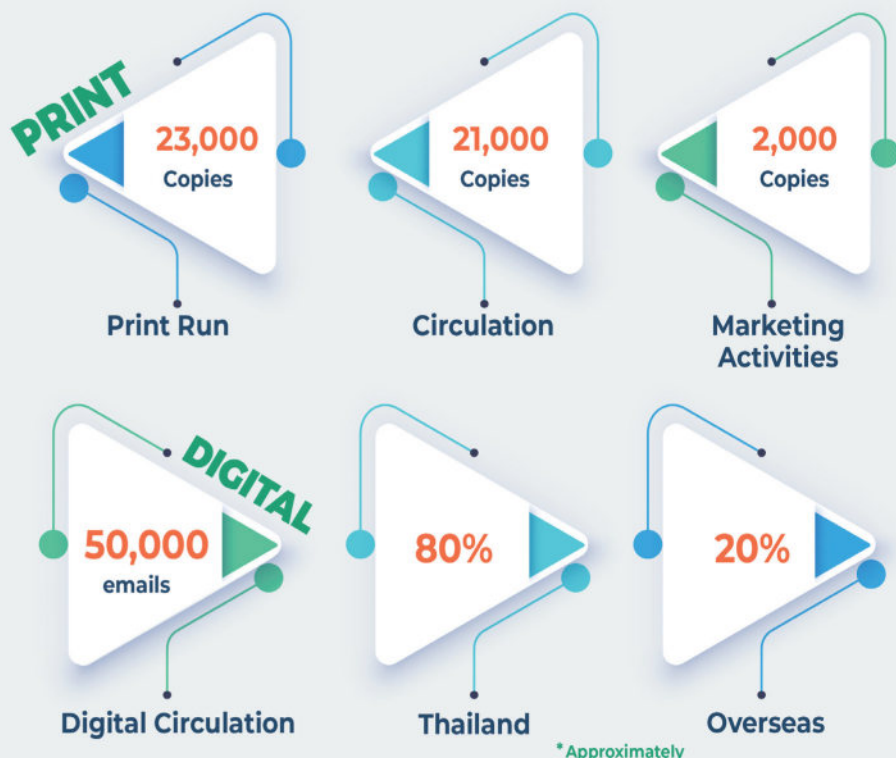
85.77%	Food & Beverage Manufacturer
11.23%	Food & Beverage Supplier
3.00%	Association, Chamber of Commerce, Embassy, Institute, University and Library

By: Job Function

33.17%	Executive & Management
13.38%	R & D / Product Development
14.34%	Production
14.18%	QC, QA & QMR
7.84%	Engineer, Technician & Maintenance
5.98%	Procurement & Purchasing
3.98%	IT, Logistics & Supply Chain
1.42%	Consultant & Advisor
1.75%	Technical & Marketing
1.99%	Food Scientist
0.99%	Dietician & Nutritionist
0.98%	Regulatory Affairs



Language: Thai-English
Frequency: Monthly
(12 issues per year)
Format: Print & Digital
Year Established: 2006



By: Industry Sector

20.65%	Ready-to-Eat Products
12.38%	Meat & Poultry
10.56%	Fishery & Seafood
11.75%	Alcoholic / Non-alcoholic Beverage
9.12%	Dairy & Dairy Products
7.86%	Health Food / Functional Food & Dietary Supplement
7.25%	Sweet & Snack
6.41%	Fruit & Veggie
5.82%	Spice & Herb / Sauce, Seasoning & Condiment
3.45%	Bakery & Pastry
1.73%	Legume & Nut / Cereal & Grain
1.04%	Starch & Flour
1.02%	Fat & Oil
0.95%	Future Food Products
0.01%	Others

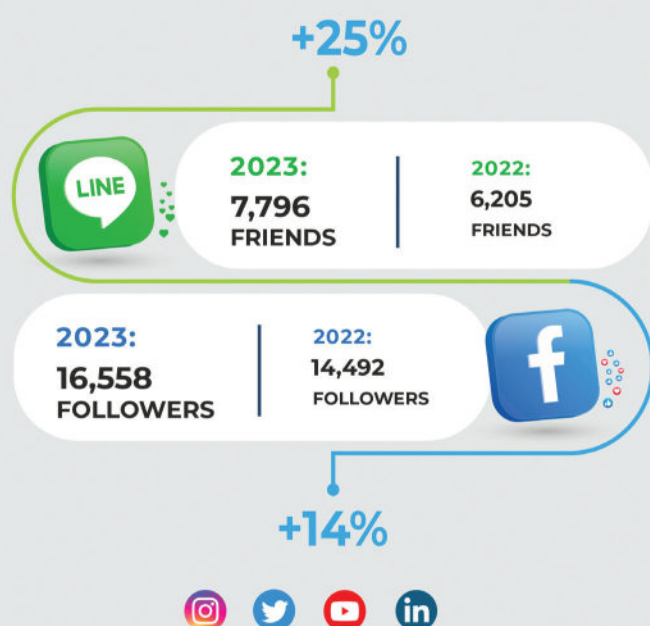
Strong Distribution ★ Powerful Readership ★ Maximum Results

ENDORSEMENT

Media Coverage



Social Media



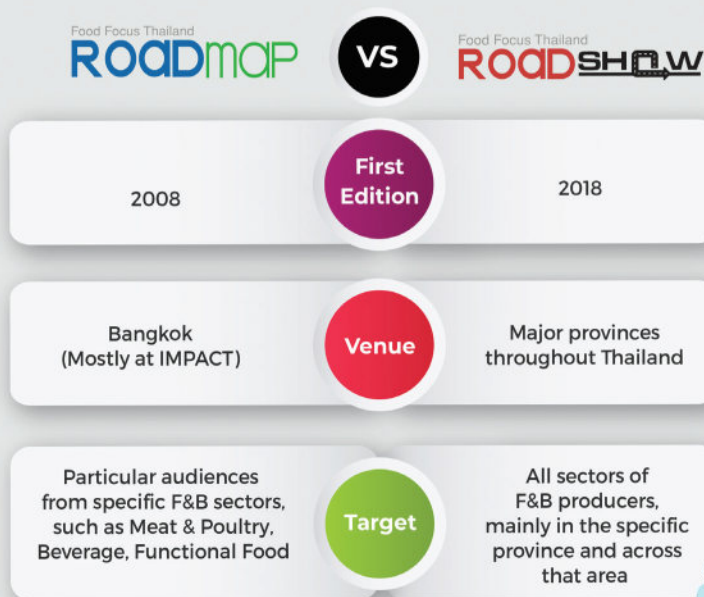
Website

*Average per month



Remark: The above figures are updated as of September 30, 2023, and some are estimated based on last year's figures.

Event Marketing



Online Platform for Food & Beverage Industry



Event Organizer Service

We are your assistant in organizing the Exclusive Event for specific business-relevant topics and focusing on the target segment.



Special Advertising Rates Exclusively for Food Taipei Mega Show's Exhibitors

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