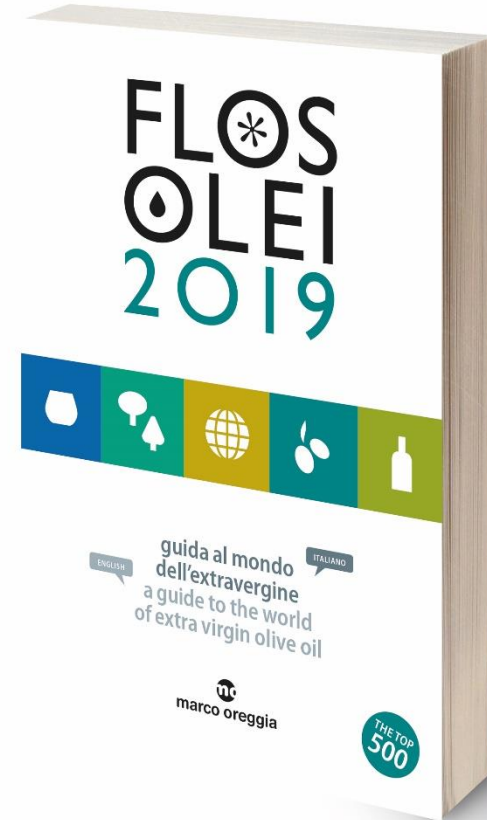


PRESENTATION:

FLOS OLEI 2019

A GUIDE TO THE WORLD OF EXTRA VIRGIN OLIVE OIL



FLOS
OLEI


marco oreggia

FLOS OLEI 2019

- 1. The product
- 2. Topics
- 3. Texts
- 4. Data
- 5. Prices and advertizing formats
- 6. Sizes
- 7. Prices and advertizing formats (Internet)
- 8. Information

The product

Flos Olei 2019 - a guide to the world of extra virgin olive oil is the first Guide dealing on an international scale with oil farms all over the world and extra virgin olive oil, strictly selected by a panel of expert tasters coordinated by **Marco Oreggia**, editor and publisher of the volume, together with **Laura Marinelli**. The guide, written in two languages (**Italian-English**), consists of a detailed presentation of the olive growing sector in **51 countries** and is going to be further developed: from Europe to the Mediterranean world and the overseas countries. It is based on a national and only for Spain and Italy regional division of the whole olive growing sector, supplying historical and cultural information, production data, typical varieties and areas protected by names of origin.

The detailed cartography includes both the best olive areas and the ones protected by names of origin. Moreover every farm is described in a card with notes about oil tasting and gastronomic matches. In the existing publishing industry the guide aims at representing a new and stimulating product in the delicate sector of olive growing and is therefore written as an effective, modern and universal means of information. Thanks to the careful and quality work behind it the guide will be a point of reference for all consumers interested in good food and for national and international workers of the sector.

Topics

It is a group work, edited by Marco Oreggia, journalist, food-and-wine critic and expert taster, and by Laura Marinelli, journalist and expert taster.

Important national and international olive oil experts and a panel of expert tasters, coordinated by the editor, have also contributed to the realization of the guide.

Texts

Introduction of the Guide

- ▶ Tasting Technique - Tasting Alphabet
- ▶ Instructions for Use
- ▶ The Puzzling Prices of Extra Virgin Olive Oil
- ▶ Olive Growing in the World

Introduction to the 51 countries:

EUROPE: Portugal, Spain, France, Switzerland, Italy, Slovenia, Croatia, Bosnia Herzegovina, Montenegro, Albania, Republic of Macedonia, Greece, Ukraine, Cyprus, Malta.

Introduction to the Spanish Regions: Castilla y León, País Vasco, La Rioja, Comunidad Foral de Navarra, Aragón, Cataluña, Extremadura, Comunidad de Madrid, Castilla-La Mancha, Comunidad Valenciana, Andalucía, Región de Murcia, Islas Baleares.

Introduction to the Italian Regions: Piemonte, Liguria, Lombardia, Trentino Alto Adige, Veneto, Friuli Venezia Giulia, Emilia Romagna, Toscana, Marche, Umbria, Lazio, Abruzzo, Molise, Campania, Puglia, Basilicata, Calabria, Sicilia, Sardegna.

AFRICA: Morocco, Algeria, Tunisia, Lybia, Egypt, Namibia, South Africa.

ASIA: Turkey, Armenia, Azerbaijan, Syria, Lebanon, Israel, Palestine, Jordan, Iraq, Iran, Afghanistan, Pakistan, Saudi Arabia, Yemen, India, Nepal, China, Japan.

OCEANIA: Australia, New Zealand.

AMERICA: United States, Mexico, Colombia, Peru, Brazil, Chile, Uruguay, Argentina.

Data

Target

Aware and passionate eating-and-drinking consumers; workers of the olive sector i.e. agronomists; agriculturalists; olive growers; elaiotechnicians; technologists; high-quality catering, especially restaurateurs interested in realizing an olive oil trolley or list; owners or managers of wine shops and wine bars; expert tasters.

Distribution

Bookshops, fairs, direct sale.

Edition

11,000 copies.



Prices and advertizing formats books and guides

FLOS OLEI - A GUIDE TO THE WORLD OF EXTRA VIRGIN OLIVE OIL

▪ 2nd COVER (with strip) + PAGE N. 1	euro 5,000.00
▪ 3rd COVER (with strip)	euro 3,000.00
▪ SINGLE PAGE (with required placement)	euro 2,200.00
▪ SINGLE PAGE	euro 1,900.00
▪ DOUBLE PAGE (with required placement)	euro 4,000.00
▪ DOUBLE PAGE	euro 3,500.00
▪ BOOKMARK	euro 3,500.00
▪ PERSONALIZED BOOKMARK	euro 5,000.00

Sizes

- **Single Page:**
140 x 210 mm bleed
(add 5 mm for trimming = 150 x 220 mm).
- **Double Page:**
280 x 210 mm bleed
(add 5 mm for trimming = 290 x 220 mm).
- **Type of File:**
Jpg 300 dpi (+ registermarks).
Pdf 300 dpi with texts converted into datasets or fonts
(+ registermarks).

Prices and advertizing formats internet

IN ROTATION - WWW.FLOSOLEI.COM

BANNER FORMAT: 728 X 90 (LEADERBOARD)

3 months euro	250.00
6 months euro	450.00
9 months euro	625.00
12 months euro	750.00

BANNER FORMAT: 250 X 250 (SQUARE BANNER)

3 months euro	150,00
6 months euro	250,00
9 months euro	375.00
12 months euro	450.00

Information

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