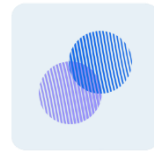




The leading media brand for decision-makers in the food service industry for over 45 years

Néo restauration **accompanies actors of the commercial, collective and hotel catering industry** in order to improve their performance and help them adapt their practices to the changing market



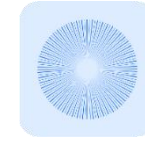
114K

unique visitors / month ⁽¹⁾



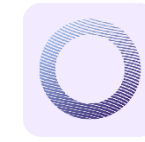
21,660

subscribers to our newsletters



60K

email contacts in our database



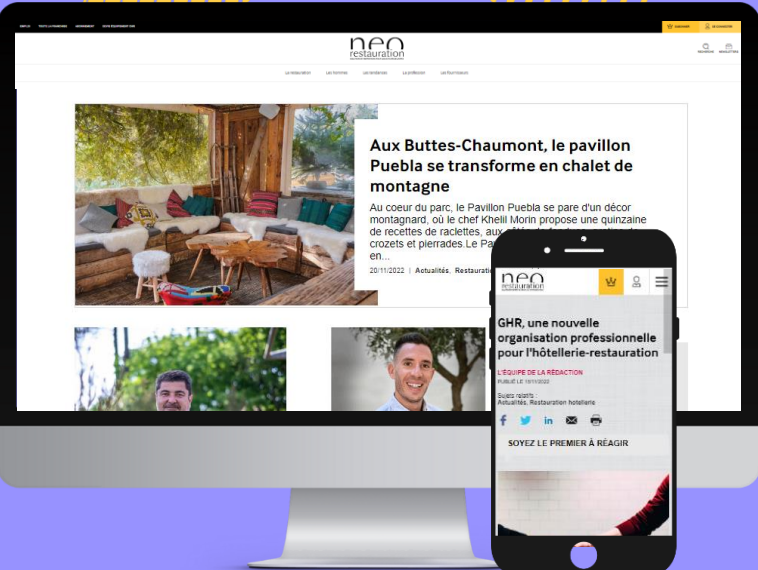
150,280

monthly readers



22,100

copies distributed



Source
(1) AT Internet January 2023

A team of expert editors recognized in the restaurant sector



Sabine Durand
Editor-in-Chief



Néo Restoration discovers and deciphers for professionals:

- ▶ New successful restaurant concepts
- ▶ All the latest developments to anticipate and differentiate (products, equipment)
- ▶ The evolution of consumption patterns for the food service industry
- ▶ Innovative suppliers and their solutions

And provides keys to help professionals react and rebound:

- ▶ It shares success stories and positive experiences in each segment of the food service industry, guiding good practices
- ▶ It provides access to exclusive studies, monitoring and orientation tools for professionals





9

Issues / year

86%
of regular readers

27 mins
average time spent
reading the magazine

6
readers on average per
copy

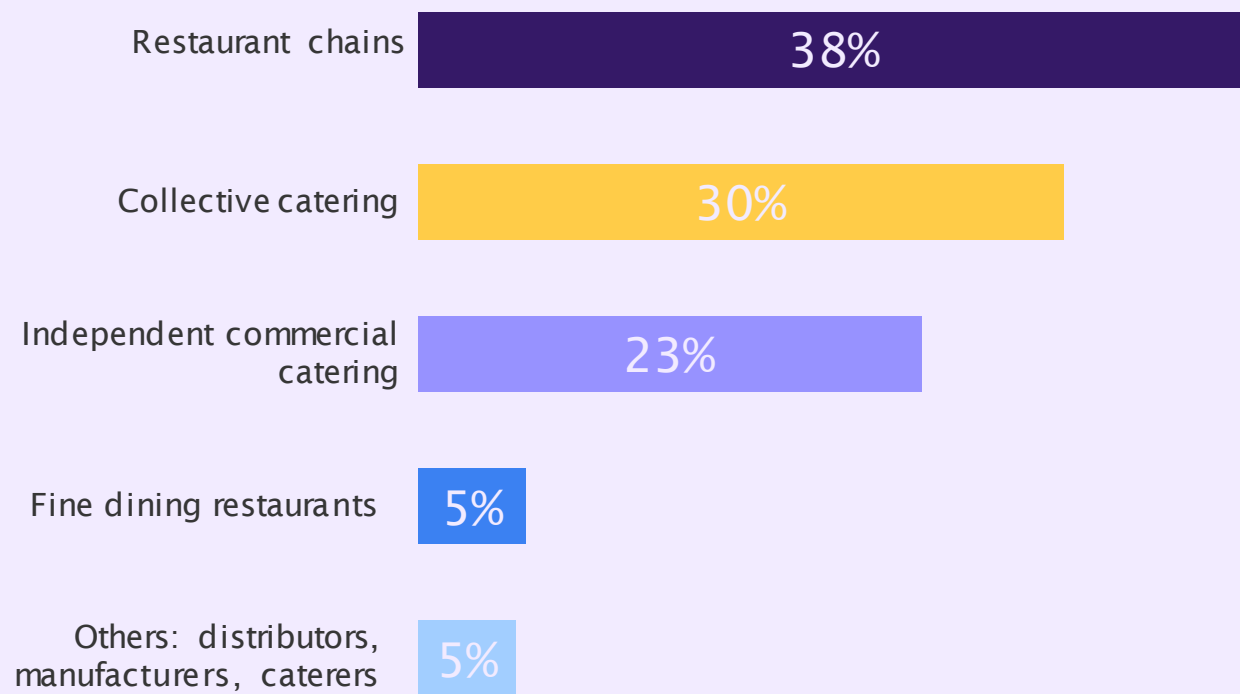
A strong affinity with its readers

86% | of readers consider the magazine **useful** in their daily professional life

92% | A high satisfaction rate with the **coverage** of topics

65% | Readers consider that advertising is used to identify new suppliers and innovations

Sectors of activity



70%

of readers cite the brand as a reference for innovations and trends in the hospitality industry

69%

of readers cite the brand as a true work tool

The website



50%

of visitors consider the website as a source of information in its own right

55%

of visitors consider the website as a complement to the magazine

The newsletter



80%

of Internet users consider the newsletter useful



infoprodigital
MEDIA

Andrea ROIG

Director of International Sales

Tel. : +33 1 77 92 96 46

andrea.roig@infopro-digital.com

Campaign Management

Tel. : +33 6 58 93 63 03

+33 6 58 93 63 13

salesipd@infopro-digital.com

Titilade ADEOYE-ALABI

International Marketing Coordinator

Tel. : +33 6 58 59 20 31

titilade.adeoye-alabi@infopro-digital.com



LET'S KEEP IN TOUCH!