



### What is Editorial Publithec?

PUBLITEC is a family owned company backed by fifty six years of leadership in the Food Technology area. Its specialized magazines and its specific trade fairs are renowned in the entire Latin American region.

Back in 1966 Publithec introduced a new style in communications between the Food Industries in Argentina and Latin America. Publithec's permanent presence in Trade Fairs, Congresses and Seminars on Food Technology and Microbiology worldwide, has allowed its publications to enlarge their reach and become renowned journalistic pieces.

Publithec's headquarters are located in Buenos Aires (Argentina) and has a Seat in Sao Paulo (Brazil). It owns the most voluminous Data Bank in Latin America. Publithec has achieved the leadership in editorial projects and in the organization of trade fairs in the food area.

### Awards:

- APTA Prize - F. Antonio Rizzutto Foundation
- "For his best journalistic labor"
- "Sower of Ideals" - APTA - F. Antonio Rizzutto

### Publithec is member of:

- APTA: Argentine Technical Press Association
- AAER: Argentine Association of Magazines Publishers
- IFT: Institute of Food Technologists (USA)
- AATA: Argentine Association of Food Technologists
- ALACCTA: Latin American and Caribbean Association of Food Technology and Science
- AMI: American Meat Institute
- AOCA: Argentine Association of Fairs, Congress and Exhibitions organizers
- International Club of Meat Magazines
- MAPO

### Its five Publications:

- *La Alimentación Latinoamericana* (Latin American Food Technology)
- *Heladería Panadería Latinoamericana* (Latin American Ice-cream and Bakery)
- *La Industria Cárnica Latinoamericana* (Latin American Meat Industry)
- *Tecnología Láctea Latinoamericana* (Latin American Dairy Technology)
- *Sorvetería Brasileira* (Brazilian Ice Creams)

These publications are distributed throughout the region and are represented at every relevant event of the Food segment

The efficient journalistic coverage of these magazines has allowed Publithec to establish top rank international connections with regards to planning and carrying out specialized events:

- Trade fairs - Workshops - Congresses - Seminars, etc.

### Publishing rules for our magazines

La Alimentación Latinoamericana, Heladería Panadería Latinoamericana, La Industria Cárnica Latinoamericana y Tecnología Láctea Latinoamericana are:

1. Articles should be submitted in a 3,5" Diskette in Word format, and two high quality printed copies. They should not exceed 15 pages. Authors must indicate where the articles may be interrupted, to allow their publication in two issues.

2. Presentation:

- " Title and Subtitle in Spanish, English and Portuguese
- " Complete name of the author or authors
- " Year in which the article was written
- " Indicate if it belongs to some Research Center
- " Address and Phone number of the authors
- " Curriculum.

\* Indicate the numbers of the author that can be consulted by the Editorial, in case it is necessary.

\*\* We suggest that the authors should provide a phone number where readers can consult them directly.

1. In case the article is the result of a research, it should observe the following plan:

Introduction, Material and Methods, Results, Discussion and a Synopsis.

2. All the works must include a summary in Spanish, English and Portuguese which will not exceed 10 (ten) lines.

This must be placed at the beginning of the article.

3. Images, charts, and graphics : should be submitted in separate sheets, one per page. The curves in graphics should be thicker than the axis.



### Submitting Information to be Published

Publithec's editorial room constantly receives press releases announcing Trade Fairs, Congresses, Seminars, Workshops and Stages, as well as information on new products, services and equipment for the industry.

If you wish, you can forward your information and the Editorial Committee will evaluate its possibilities of publication in the respective magazine.

If you enclose pictures, they should be printed in photographic paper, or submitted in a diskette or zip (300 dpi, format eps, tiff or jpeg), they quality of the pictures should be such, that the images will not lose sharpness in a black and white reproduction

### Editing Department:

Publithec S.A.: Honorio Pueyrredon 550 Piso 1  
1405 - CABA - ARGENTINA  
Tel.: +54 11 6009-3067  
info@publithec.com.ar  
www.publithec.com  
www.fithep-expoalimentaria.com

## La Alimentación Latinoamericana



*La Alimentación Latinoamericana has been uninterruptedly published since 1966. It reaches de Departments of Commercialization, Technical Offices, Marketing Departments and Departments of New Products of Food Industry in Argentina and Latin America, Universities and Research Centers. Six issues per year.*

### Contents

Technical and scientific works with application in the food industry. Technology, raw materials, equipment and services. Additives and ingredients. Quality control. General and institutional information. Marketing. Fixed section of international institutions (LACCTA, NFPA, IFT, LAS). Actuality notes to sector referents.

### Reader's profile

Food technologists, professionals, scientists, academicians, researchers and students from careers from the sector. Businessmen and manufacturers. Marketing and commercialization departments. Institutions from the sector.

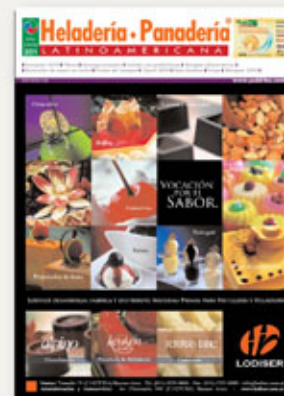
### Circulation

7000 issues

### Advertisers

Producers of Packing Machines and Packaging products. Designers of ready-to-use Plants. Producers of food enzymes and flavors. Laboratories for dietary analyses. Stainless Steel producers. Food processors equipment. Industrial refrigeration, code bars, sanitary pumps, scales, cold-storage chambers and refrigerated showcases.

## Heladería Panadería Latinoamericana



*Heladería Panadería Latinoamericana as been uninterruptedly published since 1973. It reaches the hand-made, semi-industrial and industrial Ice Cream sector, Bakers, Confectionery and Pastry producers in Argentina and Latin American subscribers. It is the official journal of FITHEP, International Fair of the sector. Six issues per year.*

### Contents

Technical, scientific, general interest articles about production, presentation, quality and distribution of bakery products, ice creams, pasta, pizza, chocolates, sweets and affinities. Marketing. Diffusion of the activity of the sector.

### Reader's profile

Ice cream vendors, bakers, pastry cooks, pizza makers, pasta makers, technologists and specialists. Home-made and industrial businessmen from the mentioned sectors.

### Circulation

7000 issues

### Advertisers

Producers of machines and ovens for bakers, confectionery makers ; machines for the elaboration of fresh, stuffed, dried, pre-cooked and frozen Pasta, Flour silos, pneumatic transportation, furniture, trays and molds, colloidal mills, homogenizer, ready to use installations, raw material for ice creams, bakery products, pasta, pizza and confectionery.

## La Industria Cárnica Latinoamericana



*La Industria Cárnica Latinoamericana has been uninterruptedly published since 1980. It reaches the Beef, Poultry and Sea-Food industries. Six issues per year*

### Contents

50% technical and Scientific articles  
30 % Market News of the sector  
20 % Institutional Information

### Reader's profile

Professionals, technologists, manufactures, businessmen, academicians, and students in relationship with the meat agro-industrial chain, including fishing. Researchers from official and private institutions.

### Circulation

4000 issues

### Advertisers

Producers of packaging, Stainless Steel constructions, industrial refrigeration, compressors, containers, colors, enzymes, meat processing machines, boning machines, Ready-to-use plants designers, cold-storage chambers, and refrigerated showcases, laboratories for dietary analyses. Raw material, additives, ingredients and services.

## Tecnología Láctea Latinoamericana



*Tecnología Láctea Latinoamericana has been uninterruptedly published since 1995. It reaches the Technical Management and Commercial Department of the Argentine and Latin American Dairy Industries. Six issues per year*

### Contents

Technical, scientific, general interest articles about all the aspects of production, quality, packing, distribution and commercialization of milk and affinities.

### Reader's profile

Professionals, technologists, manufacturers, businessmen, academicians, and students in relationship with the dairy agro-industrial chain. Researchers from official and private institutions.

### Circulation

4000 issues

### Advertisers

Technologies, raw material and additives suppliers, distributors, laboratories, etc.