

2024

Food Business News®



MEDIA GUIDE

[foodbusinessnews.net](http://foodbusinessnews.net)

**SOSLAND**  
PUBLISHING



# Food Business News.

## The essential news and information source for the food and beverage industry

Food Business News is where decision-makers turn to learn about the latest innovations in ingredients, services and new product development. Our approach to covering the news keeps our readers on the leading edge by exploring the trends and technologies driving change throughout the industry. As one of the most-read publications in food processing, Food Business News provides the context and insights our readers need to respond to rapidly changing market dynamics.

### The power of Food Business News:

**89%**

of Food Business News readers play a role in purchasing ingredients, equipment or services

Source: Baxter Research Center, September 2022

**60,000+**

LinkedIn followers  
Source: LinkedIn, July 2023

**106,000+**

Registered/known audience  
Source: Omeda, June 2023

### Industry at a glance:

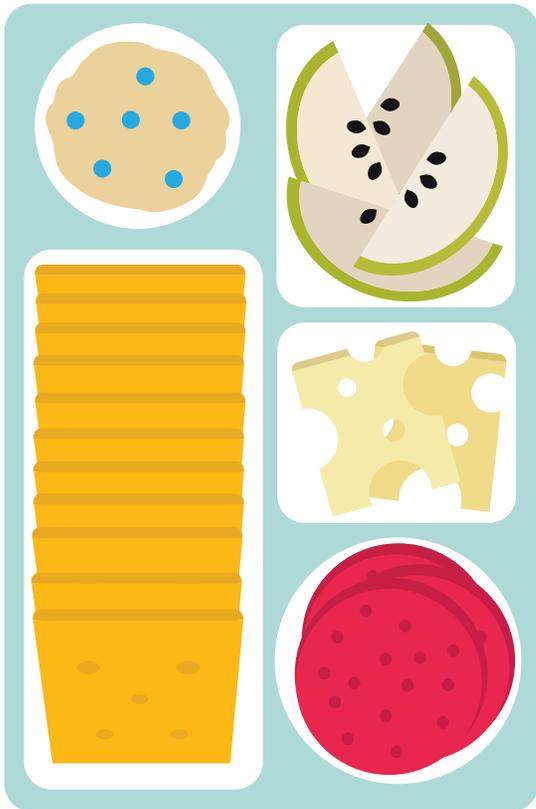
The forecasted annual growth rate (CAGR) for the following sectors between now and 2027 are:

- Beverages - **5.4%**
- Meat & Poultry - **6.6%**
- Bakery & Confectionery - **5.9%**
- Prepared Foods - **5.4%**
- Dairy - **6.1%**
- Pet Food - **5.6%**

Source: 2023 Food & Beverage Processing and Packaging Trend Study, FPSA

# Over 22,000,000 opportunities to connect with customers in 2024<sup>1</sup>

Food Business News' omnichannel approach provides on average nearly 2,000,000 opportunities each month to connect with a highly engaged group of industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



**15,675**  
Average print circulation per issue<sup>2</sup>

**32,792**  
Average digital circulation per issue<sup>3</sup>

**133,125**  
Total average monthly readers<sup>4</sup>

**1,437,808**  
Average monthly newsletter distribution<sup>5</sup>

**289,034**  
Average monthly *foodbusinessnews.net* sessions<sup>2</sup>

# 1,865,186

Average monthly opportunities to reach customers<sup>6</sup>

Source:

1. Publisher's own data, June 2023. Average Monthly Opportunities to Reach Customers x 12 months
2. BPA Report – June 2023
3. Sosland Publishing Circulation. Average Monthly Digital Circulation = Total Qualified Circulation + Non-qualified Circulation. 9,160 Total Qualified Circulation (BPA Report, June 2023) + 23,632 Non-qualified (Publisher's own data, June 2023)
4. Sosland Publishing Circulation. Average Monthly Print Circulation (15,675) x Pass-along Readership (2) = 31,350. Digital = 32,792 (Circulation + Promotional) - 2,510 (Circulation listed as both) = 30,282. Print (31,350) + Digital (30,282) = 61,632 per Issue x Average Issues per Month (2.16) = 133,125.
5. Publisher's own data, June 2023. Aggregate monthly distribution (distribution x frequency) for *Morning Brief*, *Food Business News Daily*, *Food Business News Weekly*, *Food Safety Monitor*, *Special Report*, *Strategic Insights*, *New Food Insider*, *Food Entrepreneur* and *Sustainable Solutions*. No attempt has been made to identify or eliminate duplication that may exist across media channels
6. Publisher's own data, June 2023. May include duplication of viewers across/within channels (Average Monthly Digital Circulation + Average Monthly Readers per Issue + Average Monthly Newsletter Circulation + Average Monthly *foodbusinessnews.net* Pageviews). Figure includes pass-along readership for print circulation

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# Digital marketing opportunities



## Website advertising

Food Business News crafted strategies and tactics get your message to the right people at the right time via THEIR preferred channels. In addition to print, *foodbusinessnews.net* – the food and beverage industry’s trusted, premier website — offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From website ads, exclusive sponsorships, and more, your marketing messages will get noticed through more than 289,000 average monthly sessions on *foodbusinessnews.net*.<sup>1</sup>

1. Source: BPA Report – June 2023

## Website ad rates

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$3,050
EXPANDABLE LEADERBOARD	\$3,150
INLINE MEDIUM RECTANGLE 1	\$3,350
MEDIUM RECTANGLE 1	\$3,050
MEDIUM RECTANGLE 2	\$2,625
ANCHOR	\$3,575 PER WEEK



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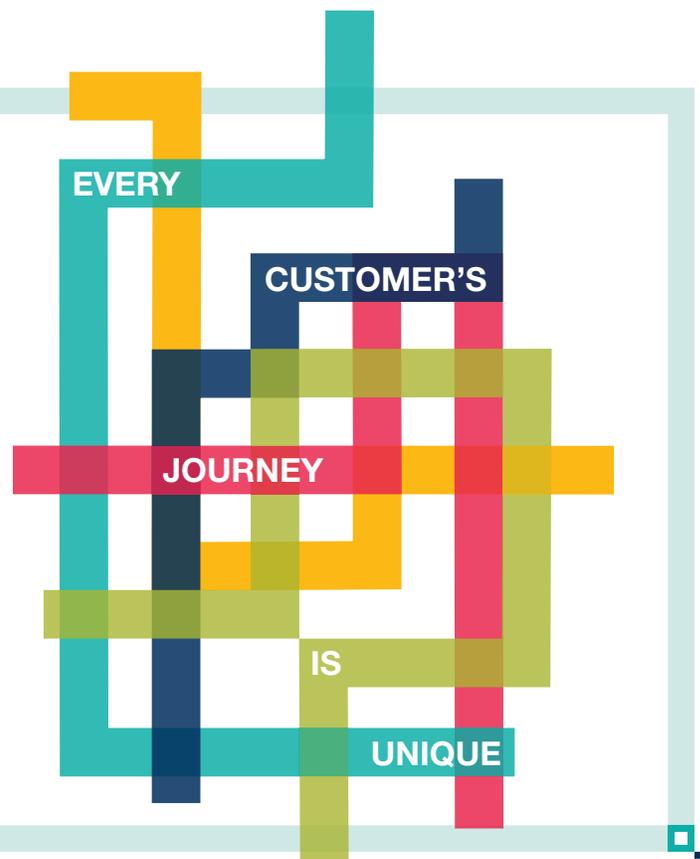
For rates and more information, contact a sales representative at [fbnsales@sosland.com](mailto:fbnsales@sosland.com)

Print + digital solutions

## Meet your buyers at EVERY turn.

Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email [fbnsales@sosland.com](mailto:fbnsales@sosland.com), or call us at (816) 756-1000 or (800) 338-6201.



# Digital marketing opportunities - cont.

## Digital editions

As the exclusive sponsor of the *Food Business News* digital edition, your wide skyscraper ad will appear next to every page in the sponsored digital edition. In addition to this premium location, your blockbuster ad also will appear in the *Food Business News* digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 32,000 recipients each issue.<sup>1</sup>

1. Sosland Publishing Circulation. Average Monthly Digital Circulation = Total Qualified Circulation + Non-qualified Circulation. 9,160 Total Qualified Circulation (BPA Report, June 2023) + 23,632 Non-qualified (Publisher's own data, June 2023)

### DIGITAL EDITION SPONSORSHIP - \$3,775 PER MONTH

- Wide skyscraper ad on the digital edition
- Blockbuster ad on the digital alert email

### SPONSORSHIP + VIDEO OR INTRO AD - \$4,050 PER MONTH

- Wide skyscraper ad and blockbuster ad
- Video or ad on the digital edition intro page

## Sponsored webinars

Build brand awareness and generate sales leads through sponsored webinars. The editors of *Food Business News* develop and present compelling, exclusive content featuring trends, market analysis and key takeaways from industry topics and events in this series of webinars. Various webinar sponsorship opportunities are available. Talk to your sales representative to request sponsorship details and rates.

JANUARY	FLAVOR TRENDS TO WATCH
JUNE	SNACK INNOVATION TRENDS
NOVEMBER	PLANT-BASED INNOVATIONS

## Custom webinars

*Food Business News*' hosted webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging *Food Business News*' reach to its exclusive subscriber database drives quality viewership and ensures that your messaging is heard by difference makers across the food industry.



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# Digital marketing opportunities - cont.

**How newsletter sponsorships drive results**

(Blockbuster - advertise here!)



(Newsletter Topic)  
**Reaches food industry decision makers**

(Medium Rectangle - advertise here!)

(Sponsored Message - advertise here!)

**Builds brand awareness with built-in, targeted audiences**





(Newsletter Topic)  
**Aligns your brand with a trusted news source**

View the newsletter ad rates charts on the next page to see what ad positions you can claim in our newsletters.



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## Newsletters



Published every business day before 8 a.m. central time, the *Morning Brief* highlights the most important news and markets information that occurred overnight.

## Food Business News DAILY

*Food Business News' Daily* newsletter covers all of the important food and beverage industry news headlines that occurred during the business day.



Delivered weekly, this newsletter brings you the latest news and insights from innovative startups and food entrepreneurs in the industry.



The latest addition to our newsletter lineup, *Sustainable Solutions* delivers a comprehensive look at the latest sustainability news, trends, innovations, and strategies impacting the food and beverage industry.

## NEW FOOD INSIDER by Food Business News

The *New Food Insider* newsletter is an exclusive weekly roundup that keeps readers up-to-date on the latest food and beverage products to hit the market.

## Food Business News

FRIDAY FOOD FOR THOUGHT

This weekly newsletter is released every Friday and recaps the week's top stories while providing insight into a trending industry topic.

**SOLE SPONSORSHIP**

## Food Business News

**STRATEGIC INSIGHTS**

*Strategic Insights* is a curation of *Food Business News'* most impactful articles published during the week, with a focus on strategy, development and the rationale behind key mergers and acquisitions.

**SOLE SPONSORSHIP**

# Digital marketing opportunities - cont.

## Newsletter ad rates

AD TYPES	SOSLAND MORNING BRIEF		DAILY NEWSLETTER		FOOD ENTREPRENEUR
FREQUENCY	M / W / F	T / TH	M / W / F	T / TH	TUESDAYS
BLOCKBUSTER	\$3,950	\$2,950	\$4,350	\$3,150	\$3,100
MEDIUM RECTANGLE 1	\$3,750	\$2,800	\$4,050	\$3,050	\$2,925
MEDIUM RECTANGLE 2	—	—	\$3,750	\$2,800	—
SPONSORED MESSAGE	\$3,250	\$2,500	—	—	\$2,400

AD TYPES	NEW FOOD INSIDER	FRIDAY FOOD FOR THOUGHT (SOLE SPONSORSHIP)	STRATEGIC INSIGHTS (SOLE SPONSORSHIP)
FREQUENCY	WEDNESDAYS	FRIDAYS	SUNDAYS
BLOCKBUSTER	—	—	—
MEDIUM RECTANGLE 1	\$2,925	—	—
MEDIUM RECTANGLE 2	\$2,400	—	—
SPONSORED MESSAGE	\$3,100	—	—
BLOCKBUSTER & SPONSORED MESSAGE	—	\$4,050	\$4,050

AD TYPES	SUSTAINABLE SOLUTIONS
FREQUENCY	TWICE MONTHLY (2ND AND 4TH THURSDAY)
<b>OPTION 1:</b> BLOCKBUSTER, MEDIUM RECTANGLE & SPONSORED MESSAGE	\$4,500
<b>OPTION 2:</b> BLOCKBUSTER, MEDIUM RECTANGLE, SPONSORED MESSAGE & NATIVE ARTICLE	\$4,900



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## 2024 Special Report schedule and topics

### Food Business News SPECIAL REPORT

Our *Special Report* newsletters provide advertisers an exclusive sponsorship opportunity tied to a particular topic or post-show coverage. Blockbuster ad, sponsored message and lead reporting is included.

## Special Report ad rates

AD TYPES	TOPIC	POST-SHOW
BLOCKBUSTER & SPONSORED MESSAGE	\$3,600	\$3,250

MONTH	TOPIC	POST SHOW
JANUARY	FLAVOR TRENDS	
FEBRUARY	SWEETENERS	WINTER FANCY FOOD SHOW
MARCH	CLEAN LABEL	
APRIL	SNACK TRENDS	
MAY	PROTEIN	
JUNE	BEVERAGE INNOVATIONS	
JULY	ORGANIC INGREDIENT TRENDS	
AUGUST		IFT FIRST 2024
SEPTEMBER	PLANT-BASED TRENDS AND INNOVATIONS	
OCTOBER	SPORTS NUTRITION	
DECEMBER	TREND OF THE YEAR	

# Digital marketing opportunities - cont.

## More ways to connect

### Targeted email marketing

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, announce special offers and drive qualified traffic and leads to your website.

### E-zines

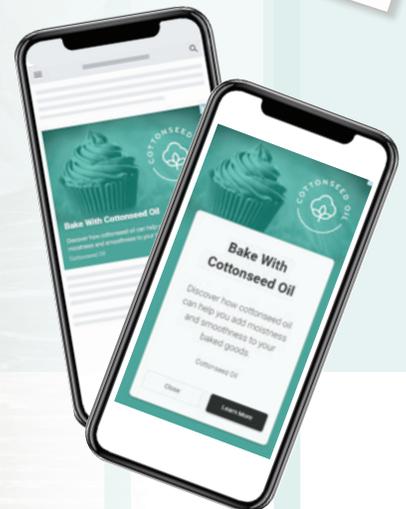
Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to food companies' challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, multimedia platform for informing your customers while enticing them with a call to action.

### White papers

Foodbusinessnews.net will host your white paper and promote it to a targeted audience. White paper hosting includes reference on the white paper listing page and a dedicated landing page.

### Audience extension

Stay engaged with foodbusinessnews.net visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.



### Native articles

Native content extends your brand's recognition within the food industry through our high-traffic website, foodbusinessnews.net. Your brand's thought leadership, processing expertise, or other native content will be woven within our site and will also be promoted in a Food Business News newsletter to engaged readers.

### Custom publishing

For unique custom digital publishing projects, Food Business News delivers a wealth of marketing solutions with creativity, professionalism and credibility.



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# Digital events

Align your brand with the future of the food and beverage industry in our exclusive digital events.



Learn more about  
**Food Entrepreneur at**  
[foodbusinessnews.net](http://foodbusinessnews.net).



## Food Entrepreneur™ Experience

Food Entrepreneur is shaping tomorrow's food with the Food Entrepreneur Experience, a series of interactive digital events featuring presentations that will bring to life the trailblazing trends and innovations developed by emerging brands. During each event, participants interact with entrepreneurs and thought leaders driving disruption throughout the industry.

Contact a sales representative for Food Entrepreneur Experience sponsorship opportunities at [fbnsales@sosland.com](mailto:fbnsales@sosland.com).

### 2024 dates and topics

#### Spring Food Entrepreneur Experience\*

April 10, 2024

Topic: Challenger Brands

Focus: Startups creating modern takes on legacy staples

#### Fall Food Entrepreneur Experience\*

October 23, 2024

Topic: Category Creators

Focus: Challenges and opportunities for startups bringing novel innovations to market

**\*Each event sponsorship sold separately.**

## Trends and Innovations web series

### The Future of Food

Our Trends and Innovations web series is a live, digital experience designed to help industry professionals keep pace with the rapidly evolving marketplace. This web series brings together a mix of today's food industry experts to provide a look into tomorrow's food trends.

Contact a sales representative for Trends and Innovations sponsorship opportunities at [fbnsales@sosland.com](mailto:fbnsales@sosland.com).



### 2024 dates and topics

#### Spring Trends and Innovations\*

May 8, 2024

Topic: Artificial intelligence's impact on food and beverage R&D

#### Summer Trends and Innovations\*

August 21, 2024

Topic: The future of plant-based dairy and meat alternatives

**\*Each event sponsorship sold separately.**



# Print marketing opportunities

## Print ad rates

AD TYPES	1X	6X	12X	24X
TWO-PAGE SPREAD	\$8,700	\$7,575	\$6,950	\$6,450
FULL PAGE	\$5,800	\$5,050	\$4,625	\$4,300
2/3 PAGE	\$4,100	\$3,525	\$3,450	\$3,150
1/2 ISLAND	\$3,625	\$3,150	\$3,050	\$2,800
1/2 PAGE	\$3,625	\$3,150	\$3,050	\$2,800
1/3 PAGE	\$2,125	\$1,850	\$1,750	\$1,575
CLASSIFIED	\$200	\$175	\$150	\$125

### Classified ads:

For classified section ad rates and specs, contact our sales team at [classifiedsales@sosland.com](mailto:classifiedsales@sosland.com).

## Advertorials

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing the journalistic-style article or one of our editorial experts will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in *Food Business News'* digital edition, driving engaged readers to your doorstep.



**SCAN THE QR CODE TO GET THE SPECS:**

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# 2024 editorial calendar

Calendar and Bonus Distribution subject to change

ISSUE DATE	JAN 16	JAN 30	FEB 13	FEB 27	MAR 12	MAR 26
INGREDIENT APPLICATIONS	Sugar Reduction	Clean Label	Condiment Flavor Innovation	<i>Food Entrepreneur:</i> Sweeteners	Colors	Alternative Proteins
INGREDIENT TRENDS	Emerging Plant-based Ingredients	Dairy Ingredients	Advances In Precision Fermentation	Organic Ingredient Trends	Fats and Oils	Beverage Ingredient Trends
BONUS DISTRIBUTION	Dairy Forum, IPPE		GEAPS Exchange, International Sweetener Colloquium, ASB BakingTECH 2024	SCIFT, NAMA Division Meeting	NAMI Annual Meat Conference, FPSA Annual Conference	SNX, ABA 2024, NYIFT
CLOSE DATE	DEC 26, 2023	JAN 9	JAN 23	FEB 6	FEB 20	MAR 5

ISSUE DATE	APR 9	APR 23	MAY 7	MAY 21	JUN 4	JUN 18
INGREDIENT APPLICATIONS	Cost Reduction Innovations	Health and Wellness	Functional Ingredient Innovations	Clean Label: Meat Alternative Ingredients	Sodium Reduction	Plant-Based Protein Innovation
INGREDIENT TRENDS	Global Flavors	Meat Alternative Ingredients	Sports Nutrition	<i>Food Entrepreneur:</i> Dairy/Meat Alternatives	Snack Flavors	Ancient Grains
BONUS DISTRIBUTION	IAOM			IDDBA	Sosland Publishing Purchasing Seminar	
CLOSE DATE	MAR 19	APR 2	APR 16	APR 30	MAY 14	MAY 28

# Print marketing opportunities - cont

## Special Edition: *Corporate Profiles/ State of the Industry Report*

**Ad Close Date:** Sep 9  
**Publish:** October

Sosland Publishing's *Corporate Profiles/State of the Industry Report* offers a unique opportunity to boost your company's message. This special edition provides critical industry insight from our team of editorial and industry experts into 2024's most innovative food and beverage companies. These corporate profiles are complemented by an exclusive State of the Industry Report covering trends and issues driving such product categories as grain-based foods, meat and poultry, beverages, packaged foods, dairy, and others.

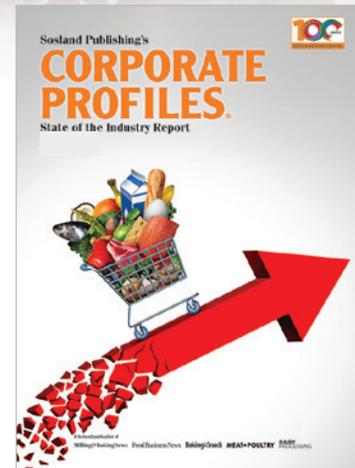
### Position your brand alongside the food and beverage industry's leading companies.

- Your full-page advertisement will have year-round visibility alongside corporate profiles of leading food and beverage providers.
- Your company's message will reach the combined circulation of *Food Business News*, *Baking & Snack*, *MEAT+POULTRY*, *Milling & Baking News*, and *Dairy Processing*.



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# 2024 editorial calendar - cont.

Calendar and Bonus Distribution subject to change  
 \*Baxter Research Study Issue

ISSUE DATE	JUL 2*	JUL 16	JUL 30	AUG 13	AUG 27	SEP 10
INGREDIENT APPLICATIONS	Non-GMO/Organic	Whole Grains	IFT FIRST Innovations	Vegan Ingredients	<i>Food Entrepreneur: Plant-Based</i>	Flavor Enhancers/ Maskers
INGREDIENT TRENDS	Fruit/Vegetable Ingredient Trends	Sustainable Ingredients	IFT FIRST Ingredient Trends	Protein Ingredient Trends	Flavor Trends	Functional Ingredient Trends
BONUS DISTRIBUTION	IFT FIRST	International Sweetener Symposium			NAMA	
CLOSE DATE	JUN 11	JUN 25	JUL 9	JUL 23	AUG 6	AUG 20
ISSUE DATE	SEP 24	OCT 8*	OCT 22	NOV 5	NOV 19	DEC 3
INGREDIENT APPLICATIONS	Using Contract Manufacturers to Innovate	Gluten Free	Beverage Flavors	Sports Nutrition	Allergen-Free Ingredients	Special Report: The Trends Issue
INGREDIENT TRENDS	Clean Label	Sauces, Dressings and Marinades Ingredient Trends	Sugar Reduction	What's Next for Plant-Based Ingredients?	<i>Food Entrepreneur: Beverage Innovation</i>	Flavors to Watch in 2025
BONUS DISTRIBUTION	Artisan Bakery Expo East	SupplySide West 2024	PACK EXPO INTL			
CLOSE DATE	SEP 3	SEP 17	OCT 1	OCT 15	OCT 29	NOV 12



# Food Business News

*foodbusinessnews.net*

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**Baking & Snack**   **DAIRY**   **PROCESSING**   **Food Business News**   **Food Entrepreneur**

**MEAT+POULTRY**   **Milling & Baking News**   **PET food**   **supermarket**   **PERIMETER**   **WORLD GRAIN**

**Food Entrepreneur Experience**

**PET food**  
EXCHANGE

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A SOSLAND PUBLISHING SEMINAR