



Food Business News®

connect with customers in
over 26,000,000 different ways¹

MEDIA GUIDE 2023



foodbusinessnews.net

1. Publisher's own data, June 2022. Average Monthly Opportunities to Reach Customers Customers x 12 months.



Food Business News

is the **essential news**
and information source
for the food and beverage industry

Food Business News is where the food and beverage industry turns 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.

Food Business News provides the context and insights our readers need to respond to rapidly changing market dynamics. Contact us to learn how we may deliver your message and help you achieve your marketing goals in today's fast-paced market.

For questions or to reserve your space, contact a sales representative at fbnsales@sosland.com

THE POWER OF FOOD BUSINESS NEWS

91%

of Food Business News readers play a role in purchasing ingredients, equipment or services
(Baxter Research Center, July 2022)

50,000+

LinkedIn followers
(LinkedIn, July 2022)

100,000+

Registered/Known Audience
(Omeda, June 2022)

INDUSTRY AT A GLANCE

72%

of consumers purchased groceries online in the past 90 days
(Chicory)

82%

of consumers who eat meat alternatives also eat conventional meat on a weekly basis
(Ingredion, Inc)

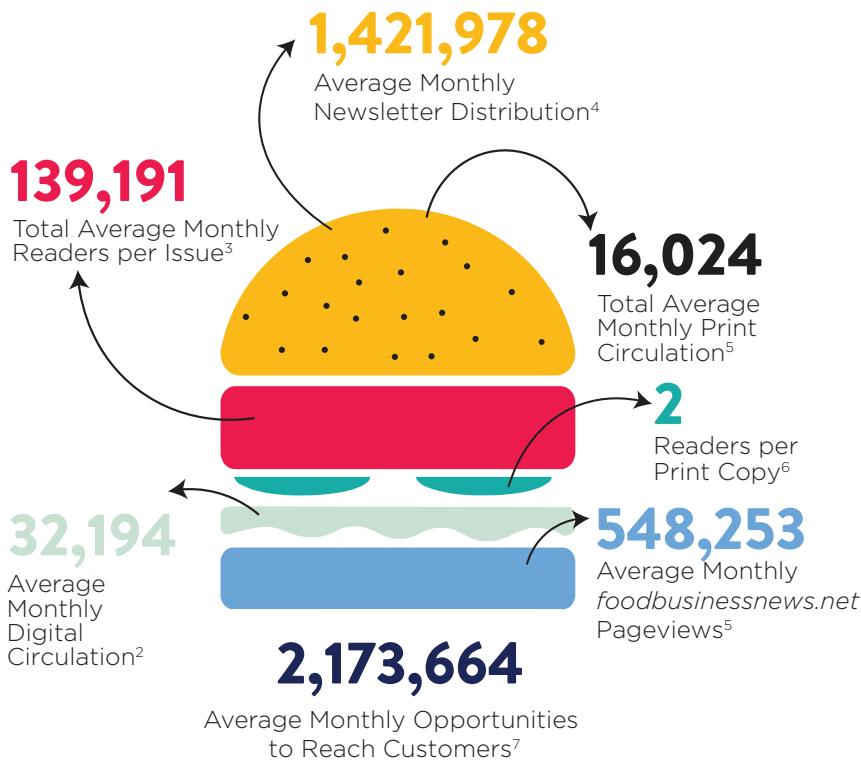
55%

of consumers surveyed said they would be more likely to purchase a packaged food item if it included a sustainability claim
(Cargill)

Over 26,000,000 ways to connect with customers in 2023¹

Food Business News delivers essential content researched and written by experienced editors who bring unique insight and perspective to today's dynamic marketplace.

Our omnichannel approach offers over 2.1 million opportunities each month to engage industry decision-makers, build affinity for your brand, and deliver your key marketing messages via the power of our industry-leading platform.



Source:

1. Publisher's own data, June 2022. Average Monthly Opportunities to Reach Customers x 12 months.^{*}
2. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 8,557 Total Qualified Circulation (BPA Report, June 2022) + 23,637 Non-qualified (Publisher's own data, July 2022)
3. Publisher's own data, June 2022. - may include duplication of viewers across/within channels; Figure includes pass-along readership for print circulation.
4. Publisher's own data, June 2022 - Aggregate monthly distribution (distribution x frequency) for *Morning Brief*, *Food Business News Daily*, *Food Business News Weekly*, *Food Safety Monitor*, *Food Business News Special Report*, *Strategic Insights*, *New Food Insider* and *Food Entrepreneur*. No attempt has been made to identify or eliminate duplication that may exist across media channels.
5. BPA Report - June 2022
6. Baxter Research Center, July 2022. Reader + Pass-along Readership.
7. Publisher's own data, June 2022. - 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 Products

Run of Site Advertising



Food Business News.net®

Run of Site Advertising

Each month, more than 242,000 unique visitors turn to *foodbusinessnews.net* for the latest on the trends and information shaping the food industry. From millers to marketers, the decision makers driving tomorrow's smart strategies and disruptive transformation make *Food Business News* and *foodbusinessnews.net* their go-to sources for news.

Put your marketing message where it will not only be seen, but where it will make a difference with the people who make a difference – nearly 3,000,000 times a year: *foodbusinessnews.net*.

Website Ad Rates

AD POSITION	RATES/MONTH
LEADERBOARD	\$3,050
EXPANDABLE LEADERBOARD	\$3,150
INLINE MEDIUM RECTANGLE	\$3,350
MEDIUM RECTANGLE 1	\$3,050
MEDIUM RECTANGLE 2	\$2,625
ANCHOR	\$3,825/WEEK



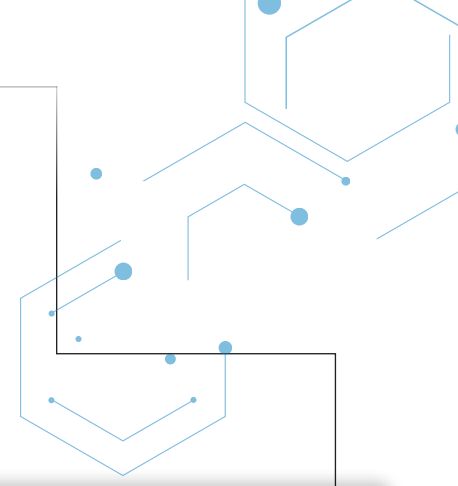
FOR SPECS AND MORE INFORMATION, VISIT:
foodbusinessnews.net/media-guide

For questions or to reserve your space, contact a sales representative at fbnsales@sosland.com



Digital Products

Digital Editions and Webinars



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 month.¹

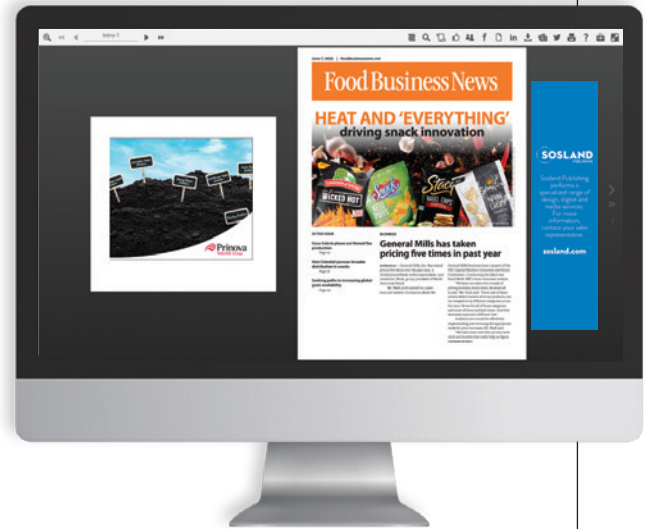
DIGITAL EDITION SPONSORSHIP - \$3,775 / MONTH

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

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

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

1. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 8,557 Total Qualified Circulation (BPA Report, June 2022) + 23,637 Non-qualified (Publisher's own data, July 2022)



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 sponsorships 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

Custom webinars are also available. Advertisers provide the content. Sosland Publishing will market it to our extensive database and provide an editor to moderate the event. Sponsors will receive a full report containing all registration information and details of audience interaction.



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Custom Digital Products

More ways to connect



Targeted Email Marketing

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

Ezines

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 and beverage 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.

Automated Marketing Campaign

Automated marketing campaigns empower brands by amplifying their marketing efforts across various channels and nurture their target audiences based on their behavior, preferences or desirable characteristics. With this simple, yet effective approach, marketers can tailor their messaging across a number of touchpoints to engage and convert the decision makers they want to reach.

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

Reach foodbusinessnews.net visitors as they visit social media sites, navigate the web or use mobile apps. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Put your message in front of the right people, at the right place, at the right time.

Custom Publishing

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

For a full list of custom digital products visit foodbusinessnews.net/media-guide



FOR SPECS AND MORE INFORMATION, VISIT: foodbusinessnews.net/media-guide

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Print Products

Print Ad Rates

SIZE	1X	6X	13X	26X
FULL PAGE	\$5,800	\$5,050	\$4,625	\$4,300
2/3	\$4,100	\$3,525	\$3,450	\$3,150
1/2 ISLAND	\$3,625	\$3,150	\$3,050	\$2,775
1/2	\$3,625	\$3,150	\$3,050	\$2,775
1/3	\$2,125	\$1,850	\$1,725	\$1,575

Website Classified Ads: \$650 / month.

For Classified section ad rates and specs, contact Lauren Juliana at ljuliana@sosland.com or (816) 835-8235.

For questions or to reserve your space, contact a sales representative at fbsales@sosland.com

Advertorials

Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *Food Business News* digital edition links directly to your website, driving engaged readers to your doorstep.

Special Edition: Corporate Profiles/ State of the Industry Report

Ad Close Date: September 1

Publish: October

Our esteemed editorial staff will take a critical look at ten major food industry segments and profile 25 of the leading food companies in the world as well as dissect the critical issues facing the industry.

- Advertise across from the company of your choice or the industry category of your choice.
- Your marketing message will be seen by *Food Business News*, *MEAT+POULTRY*, *Baking & Snack*, *Milling & Baking News*, *Dairy Processing* and *Pet Food Processing* subscribers.



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Digital Products 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.



This biweekly newsletter for food industry executives delivers up-to-date information dedicated to keeping all areas of the food supply safe.



STRATEGIC INSIGHTS

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

Exclusive sponsorship



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



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 and provides insight into a trending industry topic.

Exclusive sponsorship

Food Entrepreneur

Presented by Food Business News

The latest news and insights from innovative start-ups in the industry delivered weekly.

Newsletter Ad Rates

AD POSITION	SOSLAND MORNING BRIEF		DAILY NEWSLETTER		FOOD ENTREPRENEUR
	M / W / F	T / TH	M / W / F	T / TH	TUESDAYS
FREQUENCY					
BLOCKBUSTER	\$3,475	\$2,300	\$3,775	\$2,525	\$3,675
MEDIUM RECTANGLE 1	\$3,400	\$2,275	\$3,575	\$2,400	\$3,500
MEDIUM RECTANGLE 2	—	—	\$3,400	\$2,275	—
SPONSORED MESSAGE	\$2,825	\$1,900	—	—	\$3,675

AD POSITION	FOOD SAFETY MONITOR	NEW FOOD INSIDER	FRIDAY FOOD FOR THOUGHT (Exclusive sponsorship)	STRATEGIC INSIGHTS (Exclusive sponsorship)
	THURSDAY	WEDNESDAY	FRIDAY	SUNDAY
FREQUENCY				
BLOCKBUSTER	\$4,375	—	—	—
MEDIUM RECTANGLE 1	\$4,050	\$2,925	—	—
MEDIUM RECTANGLE 2	—	\$2,400	—	—
SPONSORED MESSAGE	\$4,200	\$3,100	—	—
BLOCKBUSTER & SPONSORED MESSAGE	—	—	\$4,050	\$4,050



Digital Products

Newsletters 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 to the left to see what ad positions you can claim in our newsletters.

2023 Special Report Schedule and Topics

Food Business News SPECIAL REPORT

The Special Report newsletters give the advertiser an exclusive sponsorship for a topic or post-show coverage. Sponsored message (native advertisement) and lead reporting is included.

Month	Topic	Month	Topic
JANUARY	Flavor Trends	JULY	Organic Ingredient Trends
FEBRUARY	Sweeteners; Winter Fancy Food Show	AUGUST	IFT 23
MARCH	Clean Label	SEPTEMBER	Plant-based Trends and Innovations
APRIL	Snack Trends	OCTOBER	Sports Nutrition
MAY	Protein	DECEMBER	Trend of the Year
JUNE	Beverage Innovations		

AD POSITIONS	SPECIAL REPORT	
	TOPIC	POST-SHOW
BLOCKBUSTER & SPONSORED MESSAGE	\$3,600	\$3,250



FOR SPECS AND MORE INFORMATION, VISIT:
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2023 Print Editorial Calendar

Calendar and Bonus Distribution subject to change

*Baxter Research Study Issue

ISSUE DATE	Jan 3	Jan 17	Jan 31	Feb 14	Feb 28	Mar 14	Mar 28
INGREDIENT TRENDS		Dairy Proteins	Foodservice Flavors	Snack Ingredient Trends	Organic	Cheese Ingredients	Colors
INGREDIENT APPLICATIONS	Emerging Plant-based Ingredients	<i>Food Entrepreneur</i> : Sugar Reduction	Clean Label	Sauces, Dressings and Marinade Ingredients and Trends	Global Flavors	Formulating with CBD / Hemp	Natural Sweeteners
BONUS DISTRIBUTION		Dairy Forum, IPPE		International Sweetener Colloquium	NAMI Annual Meat Conference, FPSA, SC IFT	SNAXPO, PACK EXPO East, ABA 2023	
CLOSE DATE:	DEC 13, 2022	DEC 27, 2022	JAN 10	JAN 24	FEB 7	FEB 21	MAR 7

ISSUE DATE	Apr 11	Apr 25	May 9	May 23	Jun 6	Jun 20	July 4*
INGREDIENT TRENDS	<i>Food Entrepreneur</i> : Upcycled Ingredients	Gluten Free	Functional Ingredient Trends	Coffee / Tea Ingredient Trends	Snack Flavors	Whole Grains	Batters, Breadings and Coatings
INGREDIENT APPLICATIONS	Clean Label: Flavors	Meat Alternative Ingredients	Sports Nutrition Ingredients	Fats / Oils	Clean Label: Colors	<i>Food Entrepreneur</i> : Plant-based	Non-GMO / Organic
BONUS DISTRIBUTION	NAMA Division Meeting, IAOM, interpack		Sweets & Snacks Expo	IDDBA	Sosland Publishing Purchasing Seminar	IFT Pre-Show issue	IFT
CLOSE DATE:	MAR 21	APR 4	APR 18	MAY 2	MAY 16	MAY 30	JUN 13



Digital Events

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



Food Entrepreneur Experience

Explore what's new and what's next in the packaged food and beverage marketplace with the Food Entrepreneur Experience.

The *Food Entrepreneur Experience* is an interactive digital event featuring presentations and a product sampling opportunity that will bring to life the trailblazing innovations developed by emerging brands. Participants will interact with entrepreneurs and thought leaders driving disruption throughout the industry.

2023 DATES: April 19, October 25

Contact a sales representative for Food Entrepreneur Experience sponsorship opportunities at fbnsales@sosland.com.

2023 Print Editorial Calendar

Calendar and Bonus Distribution subject to change

*Baxter Research Study Issue

ISSUE DATE	July 18	Aug 1	Aug 15	Aug 29	Sep 12	Sep 26
INGREDIENT TRENDS	Sustainable Ingredients	IFT23 Ingredient Trends	Sauces, Dressings and Marinade Innovations	Flavor Trends	<i>Food Entrepreneur:</i> Functional Ingredients	Sodium Reduction
INGREDIENT APPLICATIONS	Clean Label: Texture	IFT23 Innovations	Keto Ingredients and Applications	Dairy Ingredient Innovations	Dairy Alternative Ingredient Trends	Digestive Health
BONUS DISTRIBUTION		International Sweetener Symposium				
CLOSE DATE:	JUN 27	JUL 11	JUL 25	AUG 8	AUG 22	SEP 5

ISSUE DATE	Oct 10	Oct 24*	Nov 7	Nov 21	Dec 5	Dec 19
INGREDIENT TRENDS	Sugar Reduction	<i>Food Entrepreneur:</i> Sports Nutrition	Spicy Flavors	CBD / Hemp Ingredient Innovations	Fats / Oils	Flavors to Watch 2024
INGREDIENT APPLICATIONS	Clean Label	Plant-based Ingredient Innovations	Cost Reduction	Gluten Free	Protein Ingredients	
BONUS DISTRIBUTION	PACK EXPO	IFT Supplier's Night, SupplySide West				
CLOSE DATE:	SEP 19	OCT 3	OCT 17	OCT 31	NOV 14	NOV 28



Digital Events Cont.



Trends and Innovations Web Series

The Future of Food

The *Trends and Innovations* Web Series is a live, digital experience designed to help industry professionals keep pace with the rapidly evolving marketplace.

The *Trends and Innovations* Web Series brings together a mix of today's food industry experts to provide a look into tomorrow's food trends.

2023 DATES: May 10, August 23

Contact a sales representative for Trends and Innovations Web Series sponsorship opportunities at fbnsales@sosland.com.



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