

FOOD BUSINESS NEWS INNOVATIONS INSIGHTS
TRENDS INFLUENCERS **ENGAGING CONTENT**
DIGITAL MEDIA VIDEOS MESSAGING BUSINESS
DECISION MAKERS **COLLABORATION** SCIENCE
PLATFORM INCUBATOR BRAND STRATEGY
MANAGEMENT NEWSLETTERS RESOURCE
TARGETED **OMNICHANNEL APPROACH**
WEBSITE CONSUMERS PRINT MARKETING
SWEETENERS **TRUST** FORMULATIONS
SOLUTIONS SWEETENERS BEVERAGE
INDUSTRY MARKETING PLATFORM
LIVE EVENTS HEALTH **EXPERIENCE**
PRODUCT CAMPAIGN PACKAGING
CUSTOM DIGITAL PRODUCTS
COMMITMENT TECHNOLOGY
EMERGING SUSTAINABILITY
MANUFACTURING DEVELOP
DISTRIBUTION MARKETS
BRANDS WEBINARS
E-MAIL
R&D



Food Business News | FoodBusinessNews.net

Media Guide 2022

Food Business News

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 omnichannel approach to covering the news keeps our readers on the leading edge by exploring the trends and technologies driving change throughout the industry.

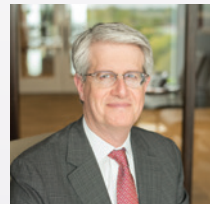
Food Business News provides the context and insights our readers need to respond to rapidly changing market dynamics. Contact us to learn how we may deliver your message and help you achieve your marketing goals in today's fast-paced market.

 **CONNECT WITH US
ON SOCIAL MEDIA**

foodbusinessnews.net



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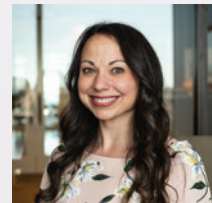
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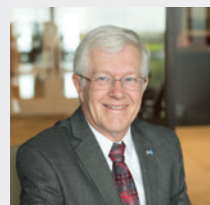
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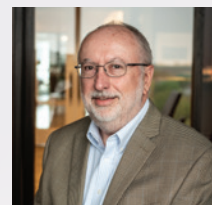
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Industry

\$1.77 trillion -

Value of food sold at retail and foodservice in the US in 2019
(USDA Economic Research Service)

15,000 -

Number of food and beverage products introduced each year
(K-State Research & Extension)

60% -

Percentage of consumers who choose foods with perceived health benefits
(FMI - The Food Industry Association)

Food Business News

91,000+

Registered/Known Audience
(Omeda, June 2021)

80% -

Percentage of *Food Business News* readers who play a role in ingredient, equipment or services purchasing.
(Baxter Research Center March 2021)

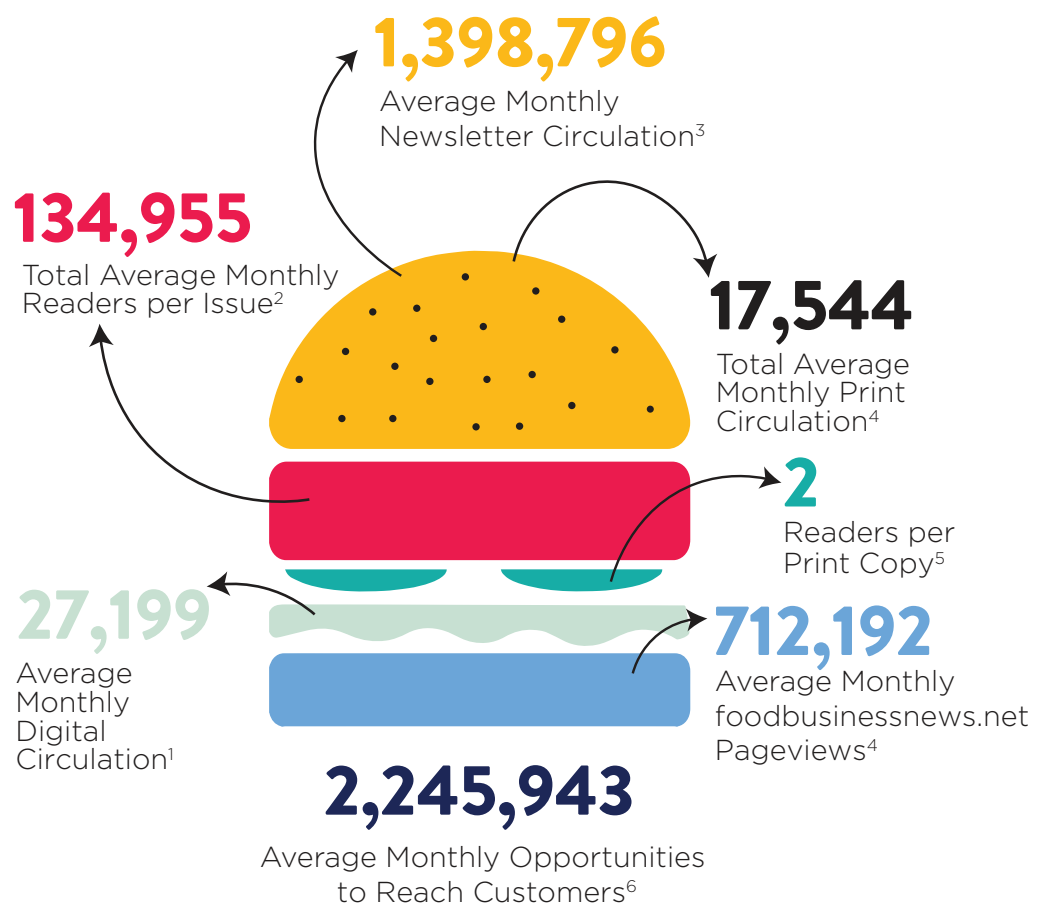
36,000+

LinkedIn followers

Nearly 27,000,000 connections to customers in 2022

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 2.2 million opportunities each month to engage industry decision-makers, build affinity for your brand, and deliver your key marketing messages via the punch of our industry-leading platform.



Source:

1. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 17,544 Total Qualified Circulation (BPA Report, June 2021) + 9,655 Non-Qualified (Publisher's own data, August 2021)
2. Publisher's own data - may include duplication of viewers across/within channels; Figure includes pass-along readership for print circulation.
3. BPA Report, June 2021 - 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.
4. BPA Report - June 2021, 21,575 Unique Total Qualified (17,544 Print + 6,329 Digital)
5. Baxter Research Center - March 2021 - Reader + Pass Along Readership
6. Publisher's own data - may include duplication of viewers across/within channels (Total Average Monthly Readers per Issue + Average Monthly Newsletter Circulation + Average Monthly foodbusinessnews.net Pageviews). Figure includes pass-along readership for print circulation.

Digital Products - Website



Where the food industry's decision makers get their news.

Each month, more than 250,000 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 source 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 – more than 3,000,000 times a year: *FoodBusinessNews.net*.



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

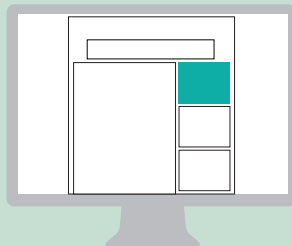
Digital Products - Website Cont.



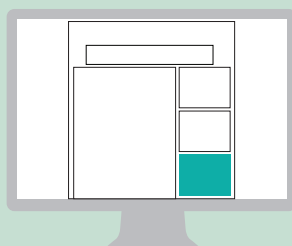
LEADERBOARD



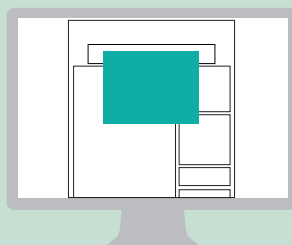
INLINE MEDIUM RECTANGLE



MEDIUM RECTANGLE 1



MEDIUM RECTANGLE 2



INTERSTITIAL

Website ad rates

ADS	SIZES	RATES
LEADERBOARD	728x90 px 320x50 px*	\$2,900
EXPANDABLE LEADERBOARD	728x90 px 728x200 px 320x50 px*	\$3,000
INLINE MEDIUM RECTANGLE	300x250 px	\$3,200
MEDIUM RECTANGLE 1	300x250 px	\$2,900
MEDIUM RECTANGLE 2	300x250 px	\$2,500
INTERSTITIAL (PER WEEK)	640x480 px	\$3,650

*Mobile size



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Digital Products - Newsletters

Newsletter Ad Rates

ADS	SOSLAND MORNING BRIEF		DAILY NEWSLETTER		FOOD SAFETY MONITOR
FREQUENCY	M/W/F	T/TH	M/W/F	T/TH	THURSDAY
BLOCKBUSTER	\$3,300	\$2,200	\$3,600	\$2,400	\$4,175
MEDIUM RECTANGLE 1	\$2,700	\$1,800	\$3,400	\$2,275	\$3,850
MEDIUM RECTANGLE 2	--	--	\$3,250	\$2,175	--
SPONSORED MESSAGE	\$3,250	\$2,160	--	--	\$4,000
BLOCKBUSTER & SPONSORED MESSAGE	--	--	--	--	--

ADS	NEW FOOD INSIDER	STRATEGIC INSIGHTS	FRIDAY FOOD FOR THOUGHT
FREQUENCY	WEDNESDAY	SUNDAY	FRIDAY
BLOCKBUSTER	--	--	--
MEDIUM RECTANGLE 1	\$2,950	--	--
MEDIUM RECTANGLE 2	\$2,300	--	--
SPONSORED MESSAGE	\$2,775	--	--
BLOCK BUSTER & SPONSORED MESSAGE	--	\$3,850	\$3,850

Newsletter Ad Specs

Blockbuster: 550x150 px

Medium Rectangle 1 & 2: 300x250 px

Sponsored message: 106x107 px logo or image

- Sponsored message title: up to 55 characters (including spaces)
- Sponsored message description: up to 150 characters (including spaces)

URL: Click-through URL must be supplied for each ad

Accepted formats: JPEG, GIF or animated GIF

File size limit: 50 Kb

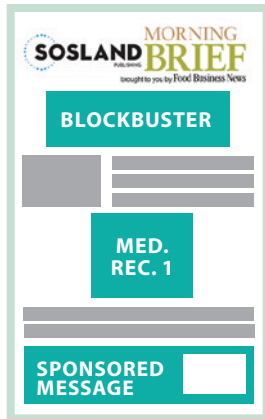


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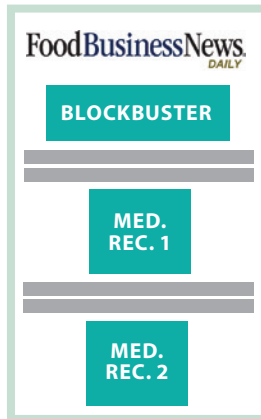
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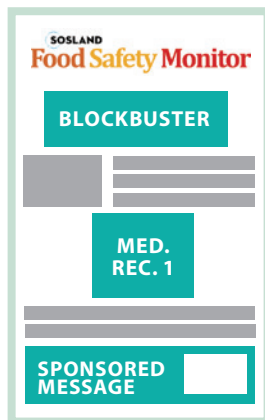
Digital Products - Newsletters Cont.



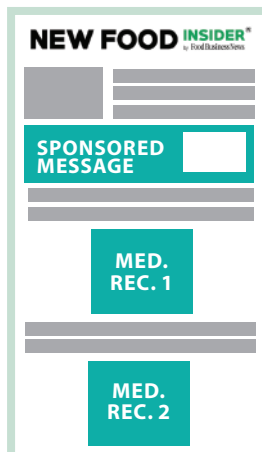
SOSLAND MORNING BRIEF
A daily briefing of overnight news and timely market information.



DAILY NEWSLETTER
The latest headlines delivered each business day to industry executives.



FOOD SAFETY MONITOR
A biweekly bulletin of food safety news and applications.



NEW FOOD INSIDER
An exclusive weekly roundup of the latest food and beverage product launches.

EXCLUSIVELY SPONSORED:



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.



FRIDAY FOOD FOR THOUGHT
This weekly newsletter is released every Friday to recap the week's top stories and provide insight into a trending industry topic.

Digital Products - Newsletters Cont.



Special Report Newsletters

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.

ADS	TOPIC	POST SHOW
BLOCKBUSTER & SPONSORED MESSAGE	\$3,425	\$3,100

Blockbuster: 550x150 px

Sponsored message: 106x107 px logo or image

- Sponsored message title: up to 55 characters (including spaces)
- Sponsored message description: up to 150 characters (including spaces)

URL: Click-through URL must be supplied for each ad

Accepted formats: JPEG, GIF or animated GIF

File size limit: 50 Kb

2022 Schedule and Topics

Month	Topic
JANUARY	Flavor Trends
FEBRUARY	Sweeteners
MARCH	Clean Label
APRIL	Snack Ingredients
MAY	Protein
JUNE	Beverage Innovations
JULY	Organic Ingredients
AUGUST	IFT22
SEPTEMBER	Plant-Based Proteins
OCTOBER	Sports Nutrition
DECEMBER	Trend of the Year



FOR SPECS AND MORE INFORMATION, VISIT:

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

Digital Products - Webinars



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
MAY	Snack Trends
NOVEMBER	New Food Insider

Custom Webinars

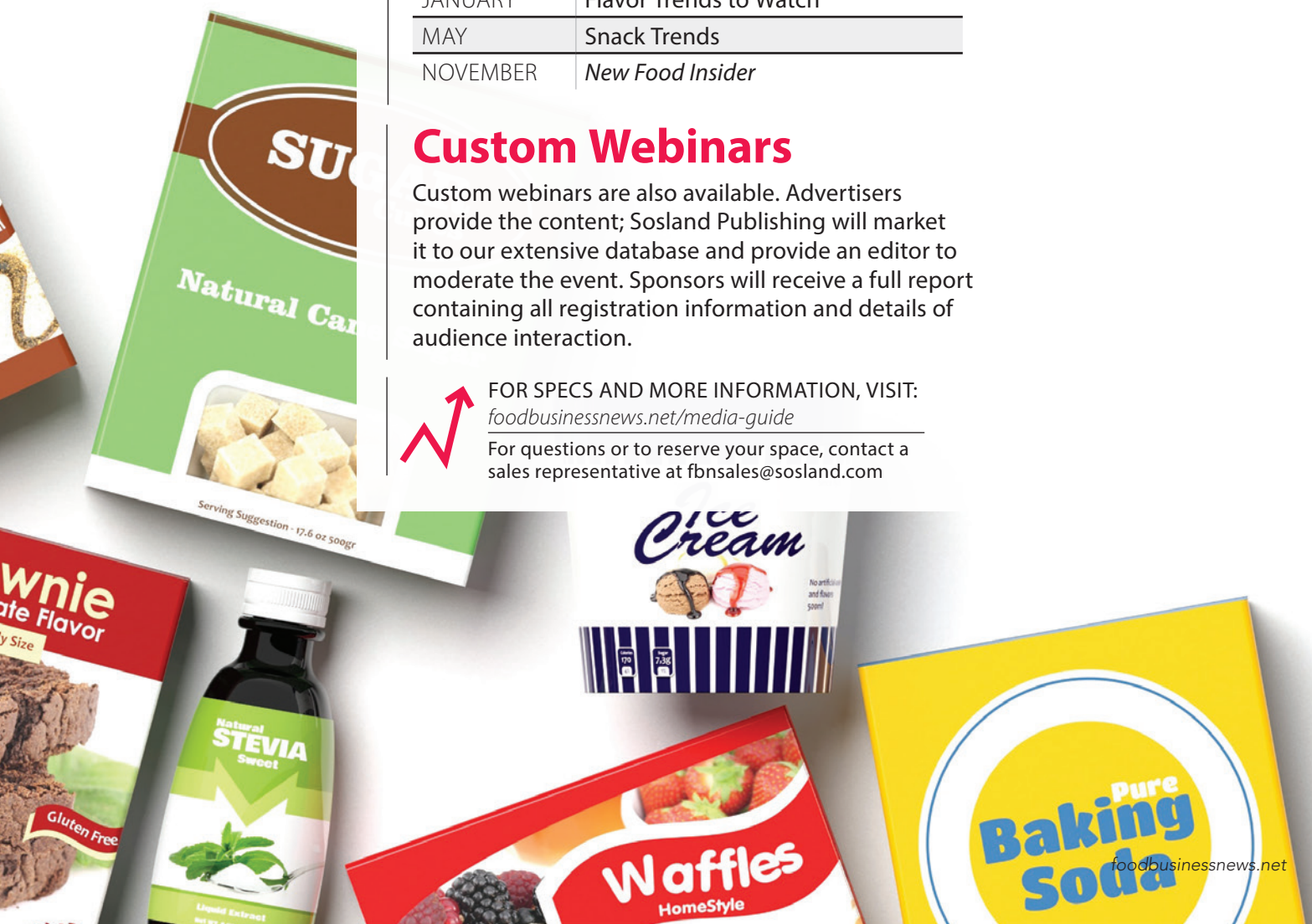
Custom webinars are also available. Advertisers provide the content; Sosland Publishing will market it to our extensive database and provide an editor to moderate the event. Sponsors will receive a full report containing all registration information and details of audience interaction.



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Custom Digital Products



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.

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 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.



Custom Digital Products - *Cont.*



WHITE PAPERS

Food Business News 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 *Food Business News* website 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 SPECS AND MORE INFORMATION, VISIT:

foodbusinessnews.net/media-guide

For custom digital opportunities, contact a sales representative at fbsales@sosland.com



2022 Print Editorial Calendar

Calendar and Bonus Distribution subject to change

	Jan 4	Jan 18	Feb 1	Feb 15	Mar 1	Mar 15	Mar 29
INGREDIENT TRENDS		Sugar Reduction	Winter Fancy Food Show Innovations	Clean Label	Organic	Cheese Ingredients	Natural Products Expo West
INGREDIENT APPLICATIONS	Non-GMO Ingredients and Labeling	Dairy Proteins	Beverage Flavors	Sauces, Dressing and Marinade Ingredients and Trends	Global Flavors	Hemp/CBD	Natural Sweeteners
FOOD ENTREPRENEUR				√			
BONUS DISTRIBUTION		Dairy Forum, IPPE	AMI Annual Meat Conference	International Sweetener Colloquium, ASB Baking Tech	Natural Products Expo West, SNAXPO	ABA, GEAPS, PACK Expo East, IABE	NAMA, Atlantic Bakery Expo East
CLOSE DATE:	DEC 14, 2021	DEC 28	JAN 11	JAN 25	FEB 8	FEB 22	MAR 8

	Apr 12	Apr 26	May 10	May 24	Jun 7	Jun 21
INGREDIENT TRENDS	Alternative Flours	Gluten Free	Spicy Flavors	Plant-Based Ingredients	Snack Flavors	Immunity Ingredients
INGREDIENT APPLICATIONS	Clean Label: Flavors	Meat Alternative Ingredients	Sports Nutrition	Fats / Oils	Clean Label: Colors	Plant-Based Proteins
FOOD ENTREPRENEUR			√			
BONUS DISTRIBUTION		IAOM	TIA, Sweets & Snacks Expo, NRA	IDDBA	Purchasing Seminar	
CLOSE DATE:	MAR 22	APR 5	APR 19	MAY 3	MAY 17	MAY 31



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

2022 Print Editorial Calendar - Cont.

Calendar and Bonus Distribution subject to change

	July 5	July 19	Aug 2	Aug 16	Aug 30	Sep 13
INGREDIENT TRENDS	Vegan	Sustainable Ingredients	IFT22 Ingredient Trends	Keto Ingredients and Applications	Flavors	Sports Nutrition
INGREDIENT APPLICATIONS	Non-GMO / Organic	Clean Label: Texture	IFT22 Innovations	Energy Ingredients	Dairy Ingredients	Digestive Health
FOOD ENTREPRENEUR					√	
BONUS DISTRIBUTION	IFT	International Sweetener Symposium				IBIE
CLOSE DATE:	JUN 14	JUN 28	JUL 12	JUL 26	AUG 9	AUG 23

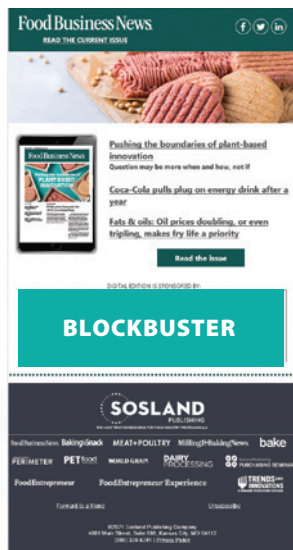
	Sep 27	Oct 11	Oct 25	Nov 8	Nov 22	Dec 6	Dec 20
INGREDIENT TRENDS	Sugar Reduction	Plant-Based Beverages	Nuts / Inclusions	Savory Flavor	Allergen-free Ingredients	Fats / Oils	Flavors to Watch 2023
INGREDIENT APPLICATIONS	Clean Label	Gluten Free	Texture	Functional Ingredients	Extracts	Sweeteners	
FOOD ENTREPRENEUR			√				
BONUS DISTRIBUTION	NAMA	SupplySide West	Process Expo				
CLOSE DATE:	SEP 6	SEP 20	OCT 4	OCT 18	NOV 1	NOV 15	NOV 29



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Digital Products - Sponsored Webinars



Digital Edition

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 an average of 27,199 recipients each month.¹

1. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 17,544 Total Qualified Circulation (BPA Report, June 2021) + 9,655 Non-Qualified (Publisher's own data, August 2021).

DIGITAL EDITION SPONSORSHIP

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

\$3,600/
month

SPONSORSHIP + VIDEO OR INTRO AD

- Wide skyscraper and blockbuster
- Video or 360x300 px ad on the digital edition intro page

\$3,850/
month

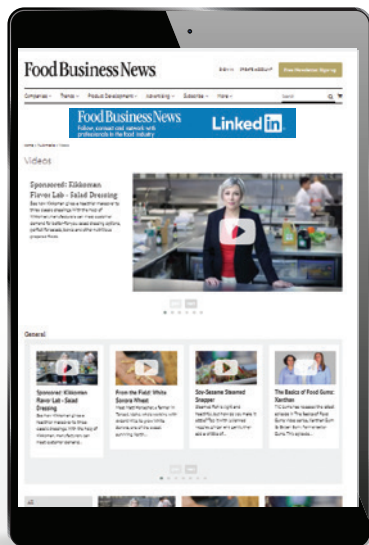


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Digital Products - *Digital Edition*



Video Spotlight

\$4,500/month

Let *Food Business News* host your company video. Your video will be featured on the home page for one month and housed on the video page for one year. In addition, your video will be sent via email to a targeted list.



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Print Products

Print Ad Rates

SIZE	1X	6X	13X	26X
FULL PAGE	\$5,750	\$4,800	\$4,400	\$4,100
2/3	\$3,900	\$3,350	\$3,275	\$3,000
1/2 ISLAND	\$3,450	\$3,000	\$2,900	\$2,650
1/2	\$3,450	\$3,000	\$2,900	\$2,650
1/3	\$2,025	\$1,700	\$1,650	\$1,500

Website Classified Ads: \$650/per month.
For Classified and Marketplace section ad rates and specs, contact Lily Alvarez at lalvarez@sosland.com or (816) 968-2815.

Advertorials

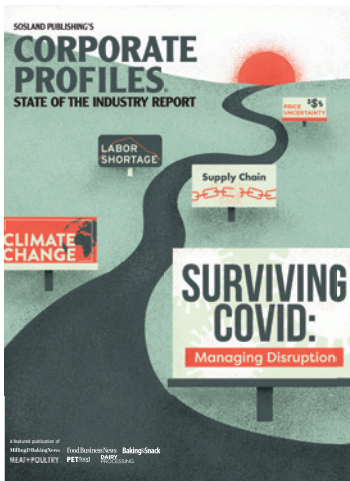
Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *Food Business News* digital edition links directly to your website,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

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



Print Products - Cont.



Special Edition: Corporate Profiles/ State of the Industry Report

Ad Close Date: September 2022

Publish: October 2022

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.

Contact a sales representative for rates, specs and more information.



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



Food Entrepreneur

A dazzling number of startups have entered the food and beverage marketplace in the past decade, triggering profound change across the industry. *Food Entrepreneur* offers a deep dive into the disruption effected by up-and-coming brands while profiling the industry's most successful and intriguing founders.

Food Entrepreneur reaches readers through its articles published on foodbusinessnews.net, a weekly newsletter and a quarterly *Food Business News* supplement.

With a deep reach into not only the dynamic entrepreneur community, but extending to innovators, suppliers, co-manufacturers and others looking to write food's next chapter, *Food Entrepreneur* is more than a magazine; it's an experience.

Inserted in the following issues of *Food Business News* in 2022:

- Feb. 15, bonus distribution at Expo West
- May 10, bonus distribution at Sweets & Snacks, IFT
- Aug. 30, bonus distribution at Expo East, IBIE
- Oct. 25, bonus distribution at Chicago IFT

Distributed in the following ways:

- The regular circulation of *Food Business News*
- The digital edition of *Food Business News* to nearly 30,000 readers
- A free-standing e-zine digital edition to a targeted list of food industry executives

Food Entrepreneur Experience

Food Entrepreneur is also shaping tomorrow's food with the *Food Entrepreneur Experience*, a series of interactive events that include product sampling opportunities and digital presentations that bring to life the trailblazing trends and innovations created by emerging brands. **2022 Food Entrepreneur Experience dates: April 13 and October 26.**

Get your marketing message to a targeted audience. Contact a *Food Entrepreneur* sales representative about the different sponsorship opportunities to align your brand with industry innovators and disruptors.



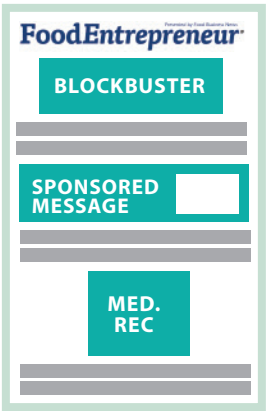
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Food Entrepreneur® - Cont.



Food Entrepreneur Newsletter

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

SIZE	RATES PER WEEK (TUESDAYS)
BLOCKBUSTER	\$3,500
MEDIUM RECTANGLE	\$3,500
SPONSORED MESSAGE	\$3,500



Food Entrepreneur Print Ad Rates

SIZE	1X	2X	4X
FULL PAGE	\$4,800	\$4,400	\$4,100
2/3	\$3,350	\$3,275	\$3,000
1/2 ISLAND	\$3,000	\$2,900	\$2,650
1/2	\$3,000	\$2,900	\$2,650
1/3	\$1,700	\$1,650	\$1,500



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