

INDUSTRY NEWS Food & Beverage

MANUFACTURING • BUSINESS • TECHNOLOGY • SOLUTIONS



MEDIA KIT 2017



PRIME
CREATIVE
media

→ Australia's largest circulating food and beverage manufacturing magazine

→ Reaching more personnel in the food manufacturing industry than any other magazine of its type

→ Highly respected editorial, with regular exclusive columns by industry professionals and the Australian Institute of Packaging

Food & Beverage INDUSTRY NEWS
MANUFACTURING · BUSINESS · TECHNOLOGY · SOLUTIONS



"REACHING OVER 22,300 FOOD & BEVERAGE MANUFACTURERS"*



PRINT PROFILE

Food&Beverage Industry News provides analytical feature driven content directly related to the concerns and interests of food and drink manufacturers.

Our controlled circulation ensures you reach only the food and drink manufacturing professionals who make or influence purchasing decisions. Food&Beverage Industry News is a great way for you to build brand awareness and educate the market on your product/service.

To ensure maximum reach and longevity of your advertisement, each edition of Food&Beverage Industry News is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

ONLINE PROFILE

Foodmag.com.au is an essential online source of information as well as a community hub where food and drink manufacturing industry professionals interact.

The content of the site is updated daily and provides the latest news and developments, product launches, trade show coverage and a product directory. The website is a perfect way for you to gain daily exposure for your product/services in a direct response environment with the potential to generate leads.

DEMOGRAPHICS



AVERAGE NET DISTRIBUTION PERIOD ENDING SEP'15 - 5,384

NSW	31%
VIC	39%
QLD	13%
SA	7%
WA	6%
ACT / TAS / NT / OS	4%

SUBSCRIBERS BY JOB

MANAGEMENT	41%
CEO/MD	24%
GENERAL MANAGER	12%
PRODUCTION MANAGEMENT	6%
SALES & MARKETING	6%
ENGINEERING	4%
PACKAGING	3%
PURCHASING	2%
FOOD TECHNOLOGIST	1%
QUALITY CONTROL	1%

INDUSTRY BREAKDOWN

FOOD MANUFACTURING	55%	PACKAGING SERVICES	3%
FOOD/BEVERAGE/TOBACCO	21%	BREAD/FLOUR	3%
FRUIT & VEGETABLE	4%	MEAT PROCESSING	4%
EQUIPMENT/MACHINERY	4%	DAIRY	2%
SMALLGOODS PROCESSING	3%	CAKES/PASTRY	1%

ONLINE STATISTICS

→ **OVER 3,200 SUBSCRIBERS RECEIVE OUR DAILY NEWSLETTER**

→ **OVER 40,920 PAGE IMPRESSIONS PER MONTH**

→ **OVER 21,675 UNIQUE VISITORS PER MONTH**

Source: Google Analytics Jul – Sep 16
*2016 Readers Survey



FEATURES
.....

Please send all editorial content to: editor@foodmag.com.au
Features may change at editor's discretion

FEBRUARY/MARCH	APRIL/MAY	JUNE/JULY
<ul style="list-style-type: none"> • Australia's Top Food Manufacturers • Beverages [alcoholic] • Packaging & Labelling • Food Safety & Hygiene • Food & Beverage Industry Awards launch • AUSPACK 2017 	<ul style="list-style-type: none"> • Dairy • Scan/ID • NMW Preview • Supply Chain & Logistics • Conveyor Systems • Trade & Exports 	<ul style="list-style-type: none"> • Beverages (non-alcoholic) • Sensors/Analysers • Packaging & Labelling • Bulk Handling • Baked Goods • Meat & Poultry Processing • foodpro
<p>BOOKING: MON 16 JAN MATERIAL: MON 23 JAN</p>	<p>BOOKING: FRI 17 MAR MATERIAL: FRI 24 MAR</p>	<p>BOOKING: MON 15 MAY MATERIAL: MON 22 MAY</p>
AUGUST/SEPTEMBER	OCTOBER/NOVEMBER	DECEMBER/JANUARY
<ul style="list-style-type: none"> • Food & Beverage Industry Awards Preview • Breads & Cereals • Automation & Robotics • Confectionery/Snacks • Materials Handling • Food Trends 	<ul style="list-style-type: none"> • Food & Beverage Industry Awards Review • Motors, Drives & Controls • Cooling/HVAC • Sugars & Sweeteners • Food Safety • Bottling/Scanning 	<ul style="list-style-type: none"> • Smallgoods • Flavour Trends • Pet Foods • Packaging & Labelling • Quality Control & Testing • Fruit and Veges
<p>BOOKING: MON 17 JUL MATERIAL: MON 24 JUL</p>	<p>BOOKING: FRI 15 SEP MATERIAL: FRI 22 SEP</p>	<p>BOOKING: MON 13 NOV MATERIAL: MON 20 NOV</p>



FOOD & BEVERAGE INDUSTRY NEWS AWARDS
.....

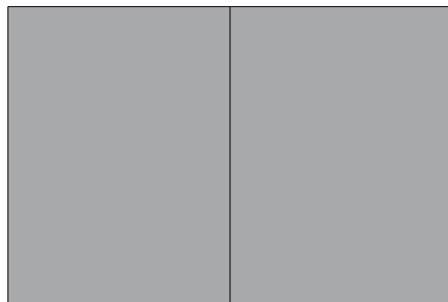
The Food & Beverage Industry News Awards were established in 2004 to recognise and reward best practice and innovation in food and beverage processing in Australia and New Zealand. Following a record-breaking number of entries in 2014, the Food & Beverage Industry News Awards program culminated in a hugely successful awards night where the big players and SMEs rubbed shoulders, eagerly awaiting the announcements and their time in the limelight.



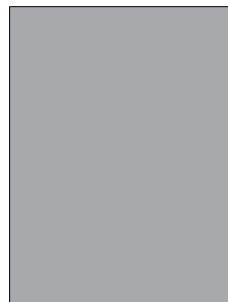
PRINT RATES & SPECS

.....

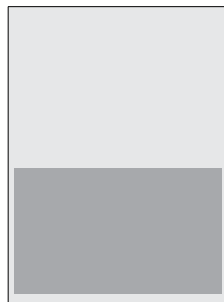
AD SPACE	1X	7X	TRIM AREA
Double Page Spread (DPS)	\$8,670	\$6,938	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	\$4,788	\$3,830	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page Horizontal	\$3,328	\$2,662	H: 122x210mm
1/4 page Square & Horizontal	\$2,720	\$2,175	S: 122x100mm H: 60x210mm
Insert	POA		



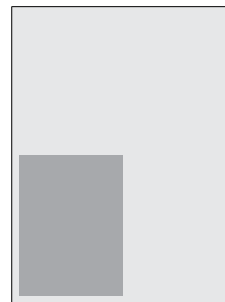
DOUBLE PAGE SPREAD (DPS)



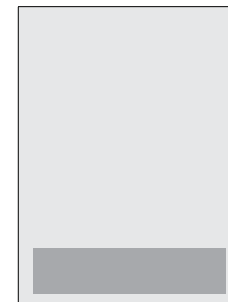
FULL PAGE



1/2 HORIZONTAL



1/4 SQUARE



1/4 HORIZONTAL



1/3 HORIZONTAL



ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

WEBSITE SPONSORSHIP

LEADER BOARD

[728 X 90 PIXELS | 39K MAX]

MREC 1

[300 X 250 PIXELS | 39K MAX]
ON WEBSITE

ALL INCLUDE 1/6TH SHARE OF VOICE

ADD ON OPTIONS

- // NEWSLETTER DISPLAY
- // ADDITIONAL MREC / LEADER BOARD ON WEBSITE
- // WEBSITE SECTION SPONSORS
- // COMPANY PROFILE
- // PRODUCT SHOWCASE
- // EVENT LISTINGS
- // EDM
- // WEBSITE LOGO SPONSORSHIP
- // COURSES



ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//



LEADERBOARD

MREC

MREC

MREC

CONTRACT TERMS

RATE

SPONSORSHIP (LEADERBOARD & MREC) 1/6 SOV

\$1,000

MREC 1/6SOV (ACROSS THREE POSITIONS)

\$650

Terms and conditions

Website allows up to 6 advertisers at a time. Each receiving equal share of voice for the duration of a campaign. Newsletter – For 1 send per week in the allocated time [i.e. 3, 6, 12 months]. Minimum of 12 sends for 3 month contract, minimum of 24 sends for 6 month contract and minimum of 48 sends for 12 month contract.

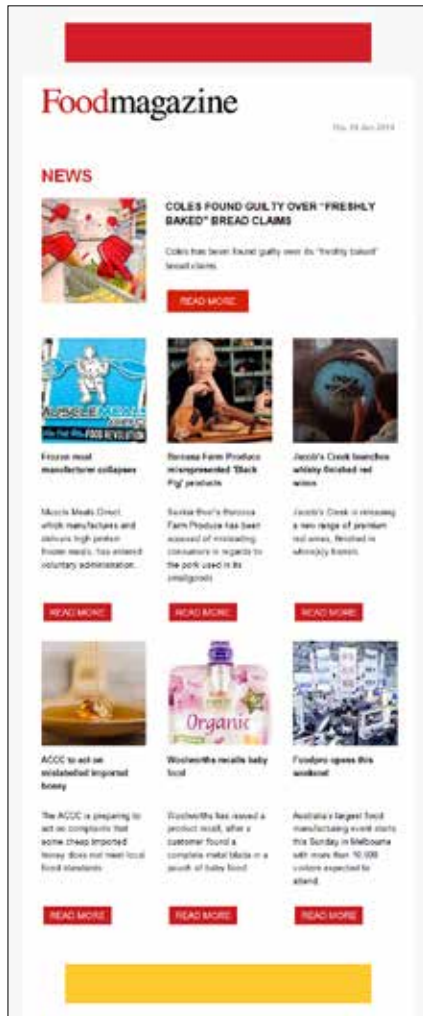
FEATURES

- // MOST VISITED FOOD MANUFACTURING WEBSITE IN AUSTRALIA
- // OVER 40,920 PAGE IMPRESSIONS PER MONTH
- // 21,675 UNIQUE VISITORS PER MONTH



ONLINE DISPLAY ADVERTISING POSITIONS

NEWSLETTER//



← BANNER 1

← BANNER 2

CONTRACT TERMS	3 MONTH	6 MONTH	12 MONTH	CASUAL
BANNER 1	\$4,200	\$6,600	\$7,200	\$500
BANNER 2	\$4,000	\$6,400	\$7,000	\$500

Terms and conditions

Website allows up to 6 advertisers at a time. Each receiving equal share of voice for the duration of a campaign. Newsletter – For 1 send per week in the allocated time [i.e. 3, 6, 12 months]. Minimum of 12 sends for 3 month contract, minimum of 24 sends for 6 month contract and minimum of 48 sends for 12 month contract.

FEATURES

- // PROVIDES UP-TO-DATE NEWS AND INFORMATION TO INDUSTRY PROFESSIONALS
- // OVER 2,500 SUBSCRIBERS RECEIVE THE FOOD MAGAZINE NEWSLETTER
- // DELIVERED TWICE A WEEK



CONTACTS

.....

BUSINESS DEVELOPMENT MANAGER

Sonia Bonner

T: 02 8484 0997 M: 0432 574 669

E: sonia.bonner@primecreative.com.au

