

**Food & Drink**  
BUSINESS

## Media Kit 2016

Delivering you an audience of engaged and enlightened food and beverage production and supply chain industry professionals



**Food & Drink Business attracts the industry's most influential professionals, responsible for the decisions made at food and beverage manufacturing, processing and service organisations.**

## Food & Drink Business

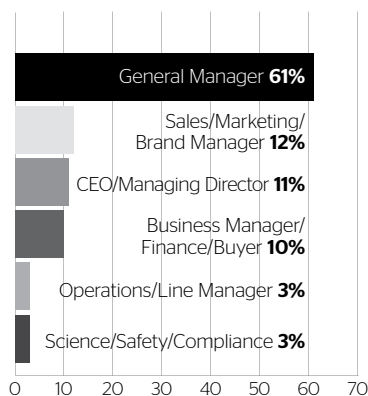
Food & Drink Business is Australia's leading food and beverage production and supply chain media brand.

We attract the industry's most influential professionals, responsible for the decisions made at food and beverage manufacturing, processing and service organisations.

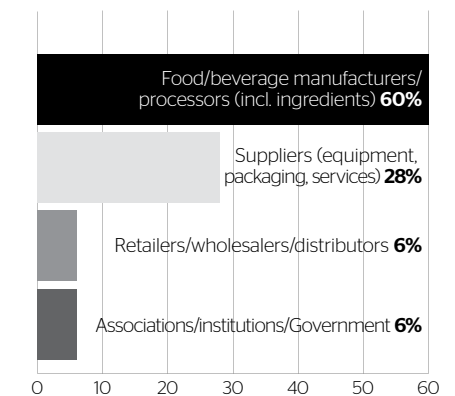
Our print, website, eNews and event audiences rely on Food & Drink Business to deliver incisive, accurate and uncompromised coverage of the food and beverage manufacturing industry and its supply chain.

### Our audience

#### By job:



#### By business:



### Our products

- Magazine
- Digital magazine
- Website
- eNewsletter
- Industry conferences
- Special reports

### What this means for you

- You have access to an integrated multi-media platform, offering you innovative channels and endless creative advertising and marketing solutions.
- We deliver to you an engaged and targeted audience of high profile food and beverage industry professionals and stakeholders.
- Your message reaches the key industry influencers, those shaping the future direction of their businesses and the industry.

### You benefit if you're involved in

- Processing technology supply
- Ingredients manufacturing and supply
- Packaging supply
- Production equipment
- Brand design
- Plant design
- Industry consulting
- Industry events
- Industry education
- Industry regulation
- Laboratory equipment manufacturing and supply



**Food & Drink Business publishes indispensable annual supplements each year, providing the industry with comprehensive buyers' guides and benchmark-setting information.**



## Editorial schedule

### January/February

- Dairy
- Fresh Produce
- Cold Storage & Transport
- TRENDS REPORT 2016

### March

- Meat, Fish & Poultry
- Bulk Handling & Palletising
- PACKAGING INNOVATION 2016

### April

- Snacks & Confectionery
- Labelling, Coding & Marking
- BEVERAGE REPORT 2016

### May

- Organics & Naturals
- Testing & Measuring
- DAIRY REPORT 2016

### June

- Bakery
- Plant Design & Fit-out
- FoodTech Queensland Preview
- INDUSTRY DIRECTORY 2016

### July

- Ready Meals, Frozen & Chilled
- Materials Handling & Logistics
- SUSTAINABILITY REVIEW

### August

- Meat, Fish & Poultry
- Beverages
- PROCESSING TECH UPDATE

### September

- Ingredients: Top Trends & Products
- Food Export
- INGREDIENTS GUIDE 2016
- Food & Drink Business Live wrap-up

### October

- Dairy
- Labelling, Coding & Marking
- Packaging Equipment & Materials
- HYGIENE & SAFETY SPECIAL

### November/December

- 2016 Headline Makers
- New Zealand Update
- Rising Stars - SME Brands
- TOP 100 COMPANIES REPORT

## Regular sections

- Industry News
- Product News
- Ingredients
- Packaging
- Branding
- Retail
- Food Science
- Plant Design
- Sustainability
- Hygiene & Safety
- Technology

## Annual supplements

Food & Drink Business publishes indispensable annual supplements each year, providing the industry with benchmark-setting information. Annual supplements include:

- Food & Drink Business Directory
- Ingredients Guide
- Top 100 Australian Food & Drink Companies Report

## Print statistics

- Distribution: 4,754 (CAB Audited: March 15)
- Readership: 20,000 (Publisher's statement)

## Online statistics

- Monthly unique visitors: 7,164 (Average: July-September 2015)
- eNewsletter subscribers: 2,489 (as of September 2015)

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