

food in canada

CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE

Media planner 2014

Delivering the largest qualified audience
of FOOD AND BEVERAGE PROCESSING
PROFESSIONALS in Canada

*When your customers are making buying
decisions, they're relying on their primary
source of information — Food in Canada*



print. web. events.
www.foodincanada.com

Serving Canada's Food & Beverage Processing Industry Since 1940

OUR TEAM

EDITORIAL



EDITOR

CAROLYN COOPER

Carolyn has been editor of *Food in Canada* since 2005. She has worked in food and beverage industry publishing for most of her career, including at foodservice and agricultural publications.

(416) 442-5600 x3232
CCooper@foodincanada.com



MANAGING EDITOR

DEANNA ROSOLEN

Deanna has been at *Food in Canada* since 2003. Prior to *Food in Canada*, she worked at a newswire agency, other business-to-business magazines and consumer magazines.

(416) 442-5600 x3234
DRosolen@foodincanada.com

EDITORIAL CONTRIBUTORS

DR. RON DOERING **Columnist, Food Law**

Ron is counsel in the Ottawa offices of Gowlings. He is a past president of the Canadian Food Inspection Agency.

GARY FREAD **Online columnist, Can we Compete?**

Gary is president of Fread & Associates Ltd., consultants to the food industry.

LOUIS GIGUÈRE **Columnist, Global Food Innovation**

Louis is senior director at Enzyme, a leading food and health marketing agency.

GARY GNIRSS **Columnist, Regulatory Affairs**

Gary is a partner and president of Legal Suites, Inc., specializing in regulatory software and services.

DR. LARRY MARTIN **Columnist, Market Trends**

Larry is president of Dr. Larry Martin & Associates and principal of Agri-Food Management Excellence.

JOHN PLACKO **Columnist, A Culinary Odyssey**

John is the owner of the Modern Culinary Academy in Toronto.

DR. RON WASIK **Columnist, Focus on Food Safety**

Ron is president of RJW Consulting Canada Ltd., specializing in technical services to the food processing and foodservice industries.

SARA ZBOROVSKI **Online columnist, The Food Dish**

Sara is a partner at Gilbert's LLP in Toronto, practicing food, beverage and drug law.

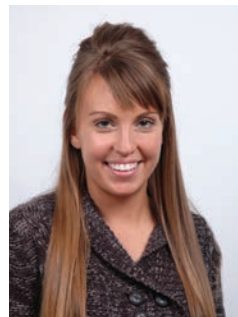
SALES



PUBLISHER

JACK MELI

(647) 823-2300
jmeli@foodincanada.com



ACCOUNT MANAGER

DANIELA PICCONE

(416) 510-6773
DPiccone@foodincanada.com



ART DIRECTOR

MELISSA CROOK

(416) 442-5600 x3260
MCrook@bizinfogroup.ca

ART

PRODUCTION / CIRCULATION



PRODUCTION MANAGER

STEVE HOFMANN

(416) 510-6757
SHofmann@bizinfogroup.ca



CIRCULATION MANAGER

CINDI HOLDER

(416) 510-6773
CHolder@bizinfogroup.ca

CIRCULATION

HIGHLIGHTS

The only nationally distributed food and beverage magazine in Canada

The largest and most qualified audited Canadian circulation

The only Canadian food and beverage magazine with 3rd party audited circulation

(Audited by ABC – Audit Bureau of Circulation and members of The Advertising Standards Council)

- > **39,334*** total readers (3.6* readers per issue)
- > **59 minutes** – average time spent reading per issue
- > Loyal Readers – **98%** read **4 out of 4** issues
- > **98%** rate editorial excellent
- > **89%** possess purchasing authority
- > **96%** took an action as a result of reading *Food in Canada*
- > **79%** of readers contacted an advertiser directly from seeing their ad in *Food in Canada*



PLUS:
reaching every CIFST
(Canadian Institute
of Food Science and
Technology) member

WHO READS *Food in Canada*?

10,926* National Subscribers – THAT'S WHO!

Food Technologist, Product Development, Corporate Chefs

Members of The Canadian Institute of Food Science and Technology, Food Technologists, Product Development, Corporate Chefs, Research & Development Management

Technical Management, Purchasing

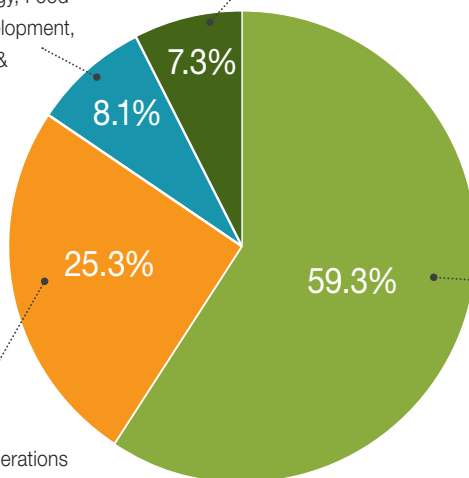
Purchasing Management, Quality Control & Technical Management, Testing Management, Food Scientist, Food Technician

Senior Executive Management

Chief Executive Officers, CFOs, Chairmen, Owners, Partners, Directors, Presidents, Vice Presidents, General Managers, other Executive Management

Plant and Production Management

Plant and/or Productions Operations Management, Materials Management, Engineering Management, Manufacturing Management



The largest and most qualified audited circulation in Canada!

*Canadian Business Press – 2012
2012 ABC Circulation Audit Statement

2014

EDITORIAL CALENDAR



AD SPACE CLOSE:

1st of the month
preceding issue

AD MATERIAL DUE:

8th of the month
preceding issue



JANUARY/FEBRUARY

Annual Reference Edition

- > **Sector Report:** Bake & Snack Food
- > **Canadian Food Industry Leadership Awards**
- > **Food Trends:** Pasta & Noodles
- > **2014 Guide Book**
- > **Product Showcase:** IBIE 2013
- PREVIEW:** Safe Food Canada Symposium + CTAC Annual Conference
- SUPPLEMENT:** Research Chefs in Canada



JUNE

- > **Sector Report:** Pet food
- > **Special Report:** Healthy Aging
- > **Food Trends:** Frozen foods
- PREVIEW:** IUFoST 2014 (*bonus distribution*)
- SUPPLEMENT:** Research Chefs in Canada



JULY/AUGUST

- > **Sector Report:** Fruit & Vegetable Processing
- > **Food Trends:** Condition-Specific Foods
- > **Product Showcase:** IUFoST 2014 (*bonus distribution*)
- PREVIEW:** Packex, Las Vegas + Canadian Meat Council Annual Conference, Toronto (*bonus distribution*)
- SUPPLEMENT:** Research Chefs in Canada
- SUPPLEMENT:** Canadian Food Chain



MARCH

- > **Sector Report:** Meat & Poultry Processing
- > **Special Report:** Supply Management
- > **Food Trends:** International Flavours
- > **Product Showcase:** IPPE 2014
- SUPPLEMENT:** Accent Alimentaire sur le Québec
- SUPPLEMENT:** Canadian Food Chain



SEPTEMBER

- TOP 100 CANADIAN FOOD & BEVERAGE PROCESSORS**
- > **Sector Report:** Beverage Processing
- > **2014 Executive Roundtable**
- > Economic Review and 2015 Forecast
- > **Food Trends:** Coffee & Tea
- PREVIEW:** International Baking Industry Expo, (Las Vegas)
- SUPPLEMENT:** Accent Alimentaire sur le Québec



APRIL

- > **Sector Report:** Dairy Processing
- > **Special Report:** Trends in Ingredients & Additives
- > **Plant Processing**
- > **Food Trends:** Nutraceuticals & Nutricosmetics
- > **Canadian Regional Industry Roundtable (Ont.)**
- PREVIEW:** SIAL Canada 2014 + Bakery Showcase 2014, Toronto (*bonus distribution*)
- SUPPLEMENT:** Research Chefs in Canada
- > **2014 Industry Report published**



OCTOBER

- Annual Reference Edition**
- 2015 BUYERS' GUIDE**
- The 76th edition of the only directory of suppliers specifically to the Canadian food and beverage processing industry
- > **Sector Report:** Packaging
- > **Food Trends:** Desserts
- > **Plant Processing**
- PREVIEW:** Process Expo/International Dairy Show (Chicago)



MAY

- > **Sector Report:** Confectionery
- > **Special Report:** Food Safety
- > **Food in Canada's Top 10 Industry Innovators**
- > **Food Trends:** Botanicals
- SUPPLEMENT:** Accent Alimentaire sur le Québec + Canadian Regional Industry Roundtable (Quebec)



NOVEMBER/DECEMBER

- > **Sector Report:** Seafood Processing
- > **Special Report:** Exporting & Importing
- > **Food Trends:** Seeds & Nuts
- > **Product Showcase:** Process Expo 2014
- > **Canadian Regional Industry Roundtable (Alberta/BC)**
- SUPPLEMENT:** Accent Alimentaire sur le Québec

Editorial Excellence:

With each issue, our knowledgeable and seasoned editorial team, expert columnists and contributors deliver a comprehensive, well researched and insightfully analyzed editorial package of key industry topics and issues including: New Technologies and Processes, New Processing and Packaging Equipment, Ingredient Developments, Cleaning, Safety and Sanitation Processes, Regulatory Affairs, Preventing/Managing Recall Issues, Risk Prevention, Nutritional Labelling, Food Law, HACCP, Health & Safety, Logistics & Transportation, Consumer Trends, New Products, New Equipment and much, much more.

SPECIAL SECTIONS

Accent Alimentaire sur le Québec

Food in Canada's quarterly French language supplement, *Accent Alimentaire sur le Québec*, speaks directly to the French language market of Quebec's food and beverage processors. Our targeted French-language supplement reaches deep into the Quebec market providing meaningful editorial coverage unique to Quebec processors. As Canada's second-largest food and beverage processing sector, take advantage of this unique French-language communications vehicle to reach this important market.



Research Chefs in Canada

This distinctive quarterly supplement focuses on how industry chefs help to anticipate consumer trends, develop new R&D formulations, improve ingredient applications and create new products. *Research Chefs in Canada* provides essential information to industry chefs and the entire product development team.



Trusted Information Provider

Publishing for more than **73 years**, *Food in Canada* has earned the highest degree of trust and respect that is unequalled by any other magazine, website or newsletter serving the Canadian food and beverage processing industry. We have been helping food and beverage processing executives make informed decisions since 1940. There is no question that *Food in Canada* is recognized as "the voice of the food and beverage processing industry" in Canada.

Reaching the Entire Food and Beverage Industry

We deliver the entire food and beverage processing industry: **Baking, Dairy, Meat** (beef, pork, poultry), **Confectionery, Beverage, Seafood, Fruits and Vegetables, Flour/Feed Milling** and **Pet Food** along with **Food Science and Technology**. *Food in Canada* is the most cost-efficient marketing and advertising choice for reaching this \$93 billion/year Canadian industry.

Best Content in the Country!

For more than seven decades, the Canadian food and beverage industry has looked to *Food in Canada* for information and updates on key industry issues and trends, as well as equipment and ingredient suppliers. **Food in Canada has never failed to deliver the best content in the country.**

SPECIAL SECTIONS

Canadian Food Industry Report

A comprehensive sector-by-sector snapshot of food and beverage processing and manufacturing industry performance and innovation.

Read about important industry issues and trends, with emphasis on a well researched quantitative and qualitative outlook.

The only comprehensive resource of its kind in Canada!



Rank	Company Name	2012 Sales (\$M)	2011 Sales (\$M)	% Change	Product Line	Headquarters	Website	Notes
1	Maple Leaf Foods	2,145.0	2,045.0	4.9%	Meat & Poultry	Mapleton, ON	mapleleaf.com	
2	Foodland	1,850.0	1,850.0	0.0%	Food Processing	Windsor, ON	foodland.com	
3	Maple Leaf Foods	1,845.0	1,845.0	0.0%	Meat & Poultry	Mapleton, ON	mapleleaf.com	
4	Maple Leaf Foods	1,845.0	1,845.0	0.0%	Meat & Poultry	Mapleton, ON	mapleleaf.com	
5	Maple Leaf Foods	1,845.0	1,845.0	0.0%	Meat & Poultry	Mapleton, ON	mapleleaf.com	

Top 100 (September issue)

Canadian Food & Beverage Processors

Canadian food and beverage processors are ranked in the Top 100 according to their sales figures. The list includes information from Dun & Bradstreet Inc., from the companies themselves and from annual reports.

Food In Canada Buyers' Guide (October issue)

Now in its 76th year, *Food in Canada's* Annual Buyers' Guide & Directory has become the most comprehensive directory of suppliers to the Canadian food and beverage manufacturing industry. Considered the industry bible, it is kept and referred to all year long.

With pass-along readership of **3.6 readers** per copy, your advertising message will reach more than **39,300 key industry personnel** in Canada's \$93-billion food & beverage manufacturing sector.



Our Association Partners:

- > CIFST (Canadian Association of Food Science & Technology)
- > Baking Association of Canada
- > Canadian Certified Seed
- > Canadian Corrugated Containerboard Association
- > Canadian Dairy Commission
- > Canadian Meat Council
- > Alliance of Ontario Food Processors
- > Ontario Independent Meat Processors
- > Ontario Dairy Council
- > Packaging Association of Canada

PRINT ADVERTISING

RATES

(all rates are NET)

2014 Magazine Rates

	1x	3x	6x	9x
Full Page	6,895	6,595	6,295	5,895
2/3	5,525	5,275	4,995	4,795
1/2 island	4,695	4,485	4,245	3,995
1/2	4,195	3,995	3,775	3,475
1/3	3,355	3,195	2,995	2,845
1/4	2,695	2,575	2,395	2,295

FRENCH – Accent Alimentaire sur le Québec

	1x	2x	4x
Full Page	1,595	1,495	1,395
2/3	1,395	1,295	1,195
1/2 island	1,195	1,095	995
1/2	995	945	895
1/3	895	845	795
1/4	795	745	695

2014 Inserts

	1x	3x	6x
Single Page	2,495	2,295	1,995
2 Pages	2,995	2,795	2,395
3 + Pages	3,495	3,295	2,995

Specifications

7" X 10" max. dimensions Polybag rates - add 25%

TRENDS IN FOOD

	1x	2x	4x
1/2 Page	3,495	3,295	2,995


The Food Trends package provides an opportunity for you to spotlight your product or service within an editorial environment. Graphically these special information pieces are designed and published differently from the rest of the magazine.

We accept only 4 Food Trend advertorials per issue – space with this unique opportunity sells out quickly.

TRENDS IN FOOD APPLICATIONS Special Advertising Supplement

Your heading to go here.

A quas sus, comminam iolestis ons quatem simetur? Quiaitemqui quidel mo volor allit erferri consequam tallamenti berate inus, cone sus es derat ent restrum di voliore nonse comnisti assit enis min reneptatis ut voloron re SubOrem arum id magnim lantata speritli casci nem la autemquis non necte ceriae volore sit, sitalitinusam quos ratur molum anihillit ellat. Xenumquides maximus volupta inis dicit volorentiam, escipsum restrumquid estruptis molomo conessu stotatisima quias dolentesti dolorit, serum comni tecabores aut et audit volupta quatit? Quid modicab inihit fugit et omnis in culperis as estus, liti, quam ame nobisat latisat vlat lante voloreheris occur ea velique si offic tent qui aspitent id ea venit omnimentent aut officae nobit, quaeecescidel inimpur alla ipsam reperime nos simus, denibus magnit la cullocerum diorssequi coneseque etum conessis id quibus. Uglia sim aut et expersp eruptati reum niam et, sam dolendae niam harchil mo delissit et illo exerumquiae



occupateme is voluptae officipide nectus. Cuptaspe as qui quatque volupta dicabores adita tem esseid quos dolore pudere. Luptares con seque dolono volensia condicta prae ne poe sus magratior simus neturepe estitududis ad quas renitatem et et laboris alicim nobit enimus asimporecum ut lam et, sunt, as ant landitaspes ma volorum haribus, volo quietandam, tem dolupta temque nece puda pa verbermatas explique nobiti sunt optam in nerempe remouptatis de inhi, si bla surto del lri laborum voluptae vildpsam vent aut aceaque cor aut fugit aditatur, am comni allit rem autempore sectate elum hictatus apis invendunt am iniment quas rimaximetur, volupitam in consens re di core nonsectet dololum fugiat quibus renem fuga. Adit vel inistrum evel magnatur?

To learn more about our company, please contact us at 1-800-123-4567 or visit www.company.com

LOGO

SAMPLE ONLY

FOR MORE INFORMATION ABOUT ADVERTISING VISIT OUR WEBSITE

www.foodincanada.com

or contact

Jack Meli (647) 823-2300
jmeli@foodincanada.com

Daniela Piccone (416) 510-6773
dpiccone@foodincanada.com



WEB ADVERTISING

RATES

(all rates are NET)

2014 Online Rates/Month foodincanada.com

	1x	3x	6x	9x
(run of site)				
Top Banner (1)	1,395	1,295	1,195	995
Big Box (3)	1,395	1,295	1,195	995
Text Ad (2)	1,195	1,095	1,045	995
2nd Banner (1)	995	895	795	695

Web Stats & Analytics

30,000 impressions/month

13,000 Unique Visitors

Maximum 3 ads in rotation



Top Banner
468 X 60

Big Box
300 X 250

Text Ad
620 X 125

2nd Banner
728 X 90

2014 eNewsletter Rates/Week

	1x	3x	6x	9x
Top Banner	1,295	1,195	1,095	995
Big Box (3)	1,295	1,195	1,095	995
Text Ad	1,195	1,095	995	895
2nd Banner	995	895	845	795

PLUS: Bi Monthly eNewsletters focused on:

> Meat > Baking > Food Safety > Dairy

Web Stats & Analytics

17,500 online recipients

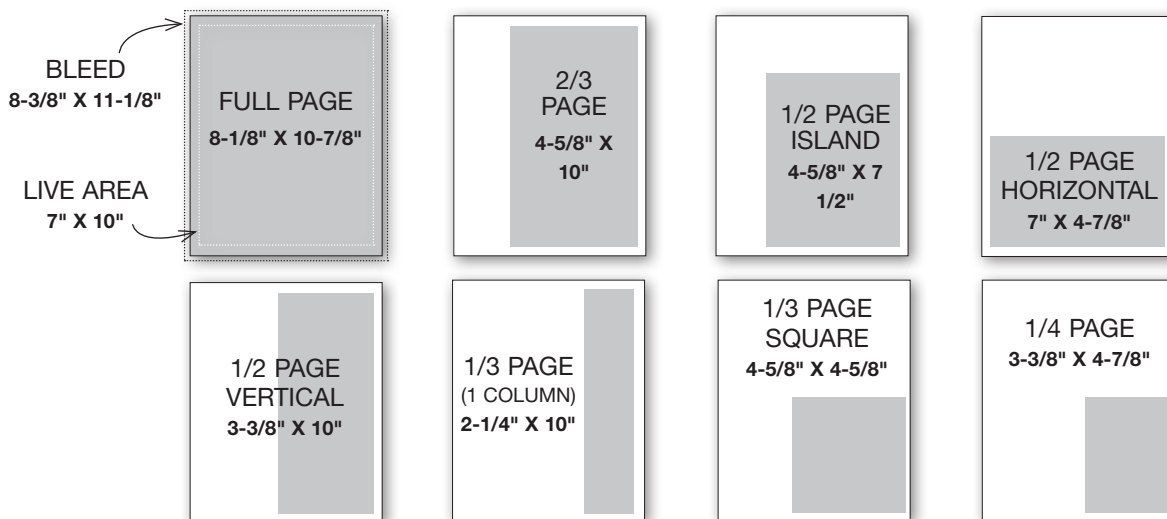


2014 eDirect/eBlast

Priced at **\$195** per thousand email addresses
(Minimum charge of \$1,995)

Available emails **17,500**

We can customize a content specific eNewsletter for your category — singularly focused and singularly branded.



AD SPECS

Standard unit size	Inches	Inches
full page (trim)	8-1/8	10-7/8
(full page bleed)	8-3/8	11-1/8
(full page live area)	7	10
2/3 page	4-5/8	10
1/2 island	4-5/8	7-1/2
1/2 (horizontal)	7	4-7/8
1/2 (vertical)	3-3/8	10
1/3 page (1 column)	2-1/4	10
1/3 page (square)	4-5/8	4-5/8
1/4 page	3-3/8	4-7/8

PRINT AD MATERIAL REQUIREMENTS

- > Please provide us with a PDF/X-1a:2001 file.
- > All fonts and images must be embedded and file flattened.
- > All colours used must be CMYK or Grayscale.

Where to send it

- > Upload your file(s) to our FTP site at:
Bigftp.businessinformationgroup.ca
- > Login: **fic** Password: **fic3689**
- > Drag and drop your file(s) from your desktop to the folder.
Please make sure your company name is included in the file name.

For more info contact: Steve Hofmann, Production Manager, Tel: (416) 510-6757 email: SHofmann@bizinfogroup.ca

The **LEADING**
INFORMATION PROVIDER
to the Food and Beverage
Processing Industry

Increase Brand, Revenue, Market Share

Make sure your marketing and advertising message is seen in the best written, most established, and only nationally distributed food and beverage processing publication in Canada — that **reaches the entire market/industry.**

Contact one of our account managers today to discuss how we can help you grow your brand, increase revenue and grow market share.



SEND YOUR PRESS RELEASES TO THE FOOD & BEVERAGE INDUSTRY THROUGH THE MOST ENGAGED NETWORK!

Broadcast your corporate communications to a targeted audience, including visibility within industry-specific social media channels

Operated by *Food in Canada* **food-PRESS.ca** is an industry press release service that provides clients with a broad online market distribution for their media content — a new food and beverage processing communications best practice! **food-PRESS.ca** clients publish their press releases directly to the site and may include a full range of content such as text, links, photos, videos, rich media and more.

Once posted at **food-PRESS.ca** your press release is automatically widely distributed throughout several online and print channels including:



food-PRESS.ca

food-PRESS releases are published on the food-PRESS.ca webpage of foodinCanada.com — Canada's leading food processing online destination.



Food in Canada's weekly eNewsletter

food-PRESS releases are automatically included within *Food in Canada's* weekly eNewsletter to over **17,000** industry online subscribers.



Twitter

@food-PRESSrelease

food-PRESS releases are automatically fed to the **@food-PRESSrelease** Twitter page: twitter.com/food-PRESSrelease



Food in Canada-Print

food-PRESS releases are automatically featured in a special section within *Food in Canada* magazine. The latest **food-PRESS** headlines and bylines will be printed – with redirect back to food-PRESS.ca

Become a food-PRESS.ca client today!

2 WAYS to publish your Press Releases on food-PRESS.ca

1) INDIVIDUAL PRESS RELEASE POSTING

on an 'as needed' basis at the 1X (per-release) rate of \$495

2) ANNUAL MEMBERSHIP

*Unlimited posting releases throughout the year for \$3,985/year

Contact your account rep or email: daniela@food-PRESS.ca for more information on membership options today!

*unlimited may be subject to volume restriction at discretion of food-PRESS.ca



{ NOTES: }

A series of horizontal dotted lines for writing notes.

food in canada

CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE



print. web. events.
www.foodincanada.com

*Serving Canada's Food & Beverage
Processing Industry Since 1940*