

# 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)

- > 59,832\* total readers (3.8 readers/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

## WHO READS Food in Canada?

11,945\* National Subscribers - THAT'S WHO!

### **Technical Management, Purchasing** Food Technologists, Product **Development, Corporate Chefs** Food Technologists, Product Development, Corporate Chefs, Research & Development Management 7% 8% 19.9% 65.1% **Plant and Production** Management Plant and/or Productions Operations Management, Materials Management, Engineering Management, Manufacturing Management

Purchasing Management, Quality Control & Technical Management, Testing Management, Food Scientists, Food Technicians

#### **Senior Executive** Management

Chief Executive Officers, CFOs, Chairs, Owners, Partners, Directors, Presidents, Vice-Presidents, General Managers, other **Executive Management** 

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\*Canadian Business Press - 2016 June 2016 Circulation Audit Statement