

FOOD *in* CANADA

Canada's food & beverage processing magazine



**Media
Planner
2018**

www.foodincanada.com

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Cover photo: ehaurlyik/Thinkstock

Why Food in Canada?

In publication since 1938, *Food in Canada* has earned the highest degree of trust and respect within the industry that is unequalled by any other magazine, website or newsletter serving the Canadian food and beverage processing industry.

Reaching the Entire Food & Beverage Industry

Food in Canada delivers top-quality coverage of the national food and beverage processing industry. We cover Baking, Dairy, Meat, Confectionery, Beverages, Fish and Seafood, Fruits and Vegetables, Grain and Oilseed Milling, Pet Food, as well as Packaging, Food Science and Technology. For 80 years food and beverage professionals have relied on *Food in Canada* for information and updates on key industry issues and trends, as well as equipment and ingredient suppliers.



Food in Canada is celebrating
80 years of helping food &
beverage industry professionals
make informed decisions!

Our Association Partners:

- > Canadian Institute of Food Science & Technology
- > Baking Association of Canada
- > The Food Processing Council of Quebec
- > Canadian Certified Seed
- > Canadian Corrugated Containerboard Association
- > Canadian Dairy Commission
- > Canadian Meat Council
- > Food and Beverage Ontario
- > NSF International
- > Ontario Independent Meat Processors
- > Ontario Dairy Council
- > PAC, The Packaging Association
- > Paper and Paperboard Packaging Environmental Council
- > Provision Coalition

The *only* nationally distributed food and beverage magazine in Canada



37,886* total readers (3.8 readers/issue)

The largest and most qualified audited Canadian circulation

The only Canadian food & beverage processing magazine with third-party audited circulation

(The Alliance for Audited Media)

89% possess purchasing authority



59 minutes average time spent reading per issue



Loyal Readers
98% read 4 out of 4 issues

79% of readers contacted an advertiser directly from seeing their ad in *Food in Canada*

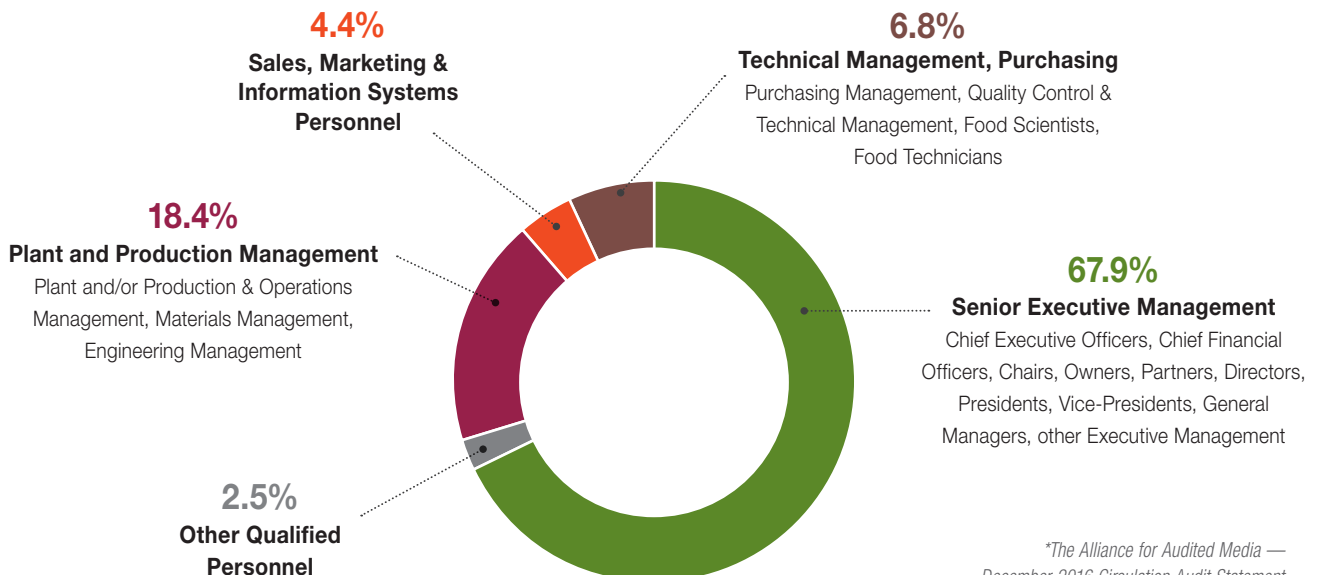


98% rate editorial as **excellent**

96% took an action as a result of reading *Food in Canada*

WHO READS *Food in Canada*?

9,970* National Subscribers – THAT'S WHO!



**The Alliance for Audited Media — December 2016 Circulation Audit Statement*

EDITORIAL

Calendar



JANUARY/FEBRUARY

Annual Reference Edition

- > **Sector Report:** Bake & snack food
- > **Food Trends:** Honey
- > **Product Showcase:** Post-show Pack Expo coverage
- + 2018 Resource Guide Book
- SUPPLEMENT:** *Research Chefs in Canada*



MARCH

- > **Sector Report:** Meat & poultry processing
- > **Food Trends:** Street food
- > **Product Showcase:** Post-show IPPE coverage
- > **Special Report:** Logistics
- SUPPLEMENT:** *Accent Alimentaire sur le Québec*



APRIL

- Sector Report:** Dairy processing
- Food Trends:** Cosmeceuticals
- + **The Leadership Awards:**
A salute to the best of 2017/18
- SUPPLEMENT:** *Research Chefs in Canada*



MAY

- Sector Report:** Confectionery
- Food Trends:** Vending
- Special Report:** Counterfeiting & food fraud
- + The Top 10 Companies to Watch in 2018
- SUPPLEMENT:** *Accent Alimentaire sur le Québec*



JUNE

- Special Report:** Food security in Canada
- Food Trends:** Mushrooms
- Product Showcase:** Pre-show IFT coverage & post-show Ingredient Marketplace coverage
- SUPPLEMENT:** *Pet Food in Canada*
- SUPPLEMENT:** *Research Chefs in Canada*



JULY/AUGUST

- Sector Report:** Fruit & vegetable processing
- Food Trends:** Pickling
- Product Showcase:** Post-show IFT coverage & post-show Bakery Showcase coverage
- Special Report:** Logistics
- SUPPLEMENT:** *Research Chefs in Canada*



SEPTEMBER

- Annual Reference Edition*
- Sector Report:** Beverage processing
- Food Trends:** Food tourism
- > **Product Showcase:** Pre-show Process Expo coverage
- + Top 100 Canadian food & beverage processors
- 2017 Executive Roundtable
- SUPPLEMENT:** *Accent Alimentaire sur le Québec*



OCTOBER

- Annual Reference Edition*
- 2019 BUYERS' GUIDE**
- The 80th edition of the only directory of suppliers specifically for the Canadian food and beverage processing industry
- Sector Report:** Packaging
- Food Trends:** Olive oil
- Special Report:** Food clusters



NOVEMBER/DECEMBER

- Sector Report:** Fish & seafood processing
- Food Trends:** Condiments
- Product Showcase:** Post-show coverage of SupplySide West & post-show Meat Industry Expo coverage
- Special Report:** Exporting
- SUPPLEMENT:** *Pet Food in Canada*
- SUPPLEMENT:** *Accent Alimentaire sur le Québec*

AD SPACE CLOSE: 1st of the month preceding issue **AD MATERIAL DUE:** 8th of the month preceding issue

RESEARCH CHEFS IN CANADA

News file

Keep on food tracking: In the kitchen, research chefs are getting a reputation for being the go-to people for product development and R&D. They are also responsible for the creation and development of new food products, such as plant-based meats and dairy alternatives.

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RECIPE | BETEL

The price is right. Or is it?

By David Huxford

14 Pricing is part of the marketing strategy and should be aligned with the brand strategy.

15 Aesthetics

16 Branding

17 Packaging

18 Distribution

CULINARY ARTISTS

Food & beverage trends to look for IN 2017 & BEYOND

By John Huxford

Vegetarian

Plant-based

Protein

Edible return

3-0 Food printing

Protein-rich products

Non-alcoholic

Accent Alimentaire sur le Québec

Food in Canada's quarterly French-language supplement, Accent Alimentaire sur le Québec, reaches deep into the Quebec market to provide meaningful editorial coverage unique to the province's processors. Take advantage of this French-language communications vehicle to reach the second-largest food and beverage sector in Canada.

Mai 2017 ACCENT ALIMENTAIRE sur le Québec

NOUVELLES

Qu'est-ce qui est nouveau?

Qu'est-ce qui est en vogue?

Qu'est-ce qui est en train de disparaître?

Qu'est-ce qui est en train de réapparaître?

Qu'est-ce qui est en train de changer?

PROFIL D'ENTREPRISE

Un fabricant de pâtes franchit le cap des 150 ans

Catelli Foods se joint aux célébrations du Canada

PAUL MARC CARDOWILL

PROFIL D'ENTREPRISE

Le goût sucré du succès

Sucro-Bic célèbre la première qualité de la récolte de sirop d'érable de cette année

PAUL MARC CARDOWILL

PROFIL D'ENTREPRISE

Le goût sucré du succès

Sucro-Bic célèbre la première qualité de la récolte de sirop d'érable de cette année

PAUL MARC CARDOWILL

Research Chefs in Canada

This distinctive quarterly supplement highlights the work of the research chefs and product development professionals who help shape consumer trends, develop R&D formulations, improve ingredient applications and create new products. (Please see print rate card for advertising prices)

SPECIAL Sections

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 is the most cost-efficient marketing and advertising choice for reaching the \$104 billion per year Canadian food and beverage processing industry.

Food in Canada Buyers' Guide & Directory (October issue)

Food in Canada's Annual Buyers' Guide & Directory is the most complete, up-to-date national directory of suppliers to the Canadian food and beverage processing industry available. Readers keep and refer to this issue all year!

**THE ONLY NATIONAL CANADIAN
DIRECTORY OF FOOD INDUSTRY SUPPLIERS**



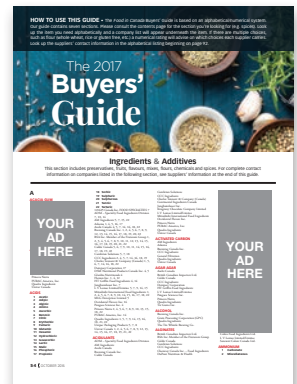
With pass-along readership of **3.8 readers** per copy, your advertising message will reach more than **37,886** key industry personnel.

Box advertising opportunity

Now in its 80th year, the Buyers' Guide is the most comprehensive directory of suppliers to the Canadian food and beverage manufacturing industry. As a quick and easy reference tool, *Food In Canada's* Buyers Guide is kept and referred to all year long. When you place a BOX AD in the 2019 Buyers' Guide you're making your company visible at just the right time — when buyers are looking for suppliers. MULTIPLE BOX ADS offer even better coverage as they appear next to the different product categories which you want to dominate.

Don't forget you can also get real time exposure with a logo and website live link on *Food in Canada's* Buyers' Guide directory online!

Order your Directory Box Ads today and keep selling throughout the year!



2017
CANADIAN FOOD INDUSTRY REPORT
A comprehensive sector-by-sector snapshot of food & beverage processing and manufacturing industry performance & innovation

Presented by **FOOD.CANADA** Sponsored by **MNP**

DAIRY SECTOR (sector snapshot)

The dairy sector is comprised of three sub-sectors: cow cream and frozen dessert manufacturing, accounting for five per cent of shipments, fluid milk manufacturing, which accounts for 51 per cent, and includes fluid milk, cream, cottage cheese, sour cream, etc., dairy value-added and yogurt, and butter, cheese and dry curd. Canada's dairy production for 2016 per cent, including Cheddar, processed and other cheeses, accounted for 50 per cent of dairy sector shipments in 2016 and reports claimed just five per cent of the domestic market.

The dairy sector had a great year in 2016, with the value of shipments up \$400 million (five per cent) over the prior year to \$12.7 billion. Imports and exports were unchanged at \$400 million and \$400 million respectively as a result, the share of the domestic market was unchanged at 84.0 per cent (the per cent of total value added). The value of both imports and the domestic market increased by five per cent. This marked the three-year best overall real value added (GDP).

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MERGERS & ACQUISITIONS

Colet Ltd. (a processor of all kinds of cheeses), Ont. made three acquisitions in 2016 beginning with the purchase of a minority share in London, Ont.'s Mariposa Dairy Ltd., a successful goat cheese producer. At the same time, Michigan in Colet Ltd. annual meeting approved a resolution to expand open membership to dairy goat producers. In May the group acquired Millbrook, Ont. based artisan cheesemaker Black River Cheese, best known for its aged Cheddar. In October it acquired Ingersoll, Ontario's Laidlaw Dairy, Ont., known for its range of artisanal cultured natural and flavored butters.

In November, Canada's largest dairy processor Cooperative of Langford, Ont. — a producer of cheese, yogurt, milk and cream, acquired Triun, N.S.-based Southern Ice Cream Company. Southern had a presence in the Quebec ice cream market via its September 2015 acquisition of Lachance-Bond Ice Creamery Ltd.

In July, Danone acquired WhiteWave Foods of Boulder, Colo., a global leader in premium organic dairy and plant-based alternatives to milk and yogurt. Danone of Paris invested \$16 million in a new 40,000-sq-ft plant in Chongqing, China, in the first half of 2016 to increase production capacity and efficiency for its specialty cheeses under its Bialle and Liberty Leap brands. Agropur opened its new 1000-million, 90,000-sq-ft head office complex in June 2016, which includes a laboratory, distribution centre, and Canada's largest dairy R&D centre.

Colet Corporation Ltd. of Mississauga, Ont. announced plans to build its new \$60 million to upgrade a cannery in Toronto.

OPENINGS & CLOSINGS

Sageau Inc. announced a year ago that it would rationalize its Canadian division to improve operational efficiency. Facilities in Sorel, N.S., Princeton, Que., and Chatham would be closed in June 2016, August 2016 and December 2017, respectively.

Quality Cheese Inc., of Woodbridge, Ont. invested \$16 million in a new 40,000-sq-ft plant in Chongqing, China, in the first half of 2016 to increase production capacity and efficiency for its specialty cheeses under its Bialle and Liberty Leap brands. Agropur opened its new 1000-million, 90,000-sq-ft head office complex in June 2016, which includes a laboratory, distribution centre, and Canada's largest dairy R&D centre.

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Dairy Product Manufacturing	Units	2015	2016	2015	2016
IMPORTS	\$ MILLION	\$71	\$71	0%	0%
EXPORTS	\$ MILLION	\$4.4	\$4.4	0%	0%
SHIPMENTS	\$ MILLION	\$12.0	\$12.7	10%	10%
DOMESTIC MANUFACTURE	\$ MILLION	\$10.2	\$10.2	0%	0%
TRADE BALANCE	\$ MILLION	\$4.1	\$4.1	0%	0%
PROCESSING PLANTS	PLANT	106	106	0%	0%
NEW PLANTS	PLANT	0	0	0%	0%
CLOSING PLANTS	PLANT	0	0	0%	0%
INDUSTRY EMPLOYMENT	PLANT	106	106	0%	0%

Source: Information provided by the Canadian Dairy Processor's Association (CDPA) and the Dairy Processors' Association of Canada (DPA). Data is based on the Dairy Processors' Association of Canada (DPA) and the Canadian Dairy Processor's Association (CDPA) data. For more information, visit www.foodin.ca. © 2017 Food in Canada. All rights reserved.

Canadian Food Industry Report

A 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 resource of its kind in Canada!**

Food in Canada Media Kit 2018

PETFOOD in CANADA

A supplement of Food in Canada magazine



The *only* national supplement in Canada directed to pet food producers.

If you supply ingredients or equipment to the pet food industry, you can't afford to miss being part of this important source of information for the Canadian market.

**PUBLISHED IN
JUNE & NOVEMBER 2018**

JUNE Advertising Space
Reservation Deadline – **May 4**
Advertising Material – **May 11**

NOV. Advertising Space
Reservation Deadline – **Oct 5**
Advertising Material – **Oct 12**

2018 Supplement Rates

Ad Size	1x	2x
Full Page	3,055	2,850
2/3	2,650	2,440
1/2 island	2,440	2,240
1/2	2,140	1,930
1/3	1,830	1,630
1/4	1,630	1,420

COMPANIES

Some of the companies you'll find reading the *PETfood in Canada* supplement include:

- Champion Petfoods
- DLM Foods Canada Corp.
- FirstMate
- Global Pet Foods
- Harrison Pet Products
- Mars Canada Inc.
- Nestlé Purina Petcare
- Normerica Inc.
- Nutreco
- OmniPET Nutrition
- Petcurean
- P&G Pet Care
- PLB International
- Royal Canine Canada
- Simmons Pet Food Inc.
- The Great Canadian Pet Food Company



SPECIAL *Product*

100% CASL Compliant



What is foodTV?

foodTV is a video eblast deployment, hosting and archiving service provided by *Food in Canada* magazine.

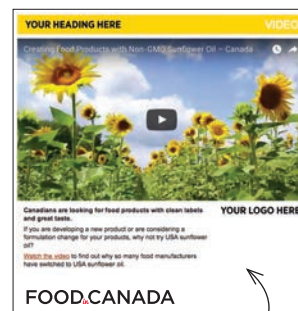
Use foodTV to:

- > Introduce new products
- > Exhibit equipment in action
- > Demonstrate product application
- > Promote customer testimonials
- > As an educational and informational communications tool

We will deploy your video as a customized newsletter (eblast) to our 10,000+ online subscribers (or select specific industry demographics). The URL link on the customized newsletter will take visitors to foodincanada.com, where your video will be archived by industry category indefinitely. We will also provide full newsletter and web analytics — open and click-through rates along with web impressions and unique visitor counts.

✚ We will provide contact information of anyone clicking on the customized newsletter link or the video.

Don't have a video? We can provide turn-key creative and production services.



Example

FOR MORE INFORMATION, VISIT OUR WEBSITE www.foodincanada.com/advertise or contact
Jim Petsis (416) 510-6776 jpetsis@foodincanada.com | Daniela Piccone (416) 510-6773 dpiccone@foodincanada.com

DIGITAL

Rates & Specs

(all rates are NET)

2018 Online Rates/Month

foodincanada.com

	1x	3x	6x	9x	12x
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(run of site)

Top Banner	1,520	1,420	1,315	1,130	1,095
Big Box (2)	1,520	1,420	1,315	1,130	1,095
Text Ad	1,310	1,205	1,155	1,100	1,045
2nd Banner	1,100	995	890	780	760

Maximum 5 ads in rotation

Top Banner
728 X 90 +
320 x 50 (mobile ad)

Big Box
300 X 250

2nd Banner
728 X 90

Text Ad
728 X 90



Pushdown Top Banner
970 X 90
expands to
970 X 415



Expandable & Pushdown Banners*

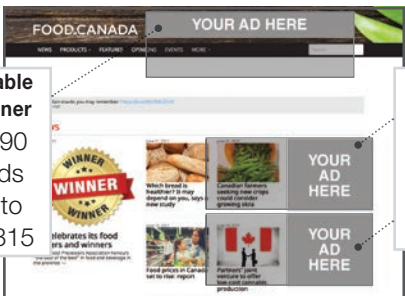
	1 Week	1 Month
970 x 90 (Push Down)	1,595	2,495
Top Banner Expandable	1,395	2,295
Big Box (2) Expandable	1,395	2,295
2nd Banner Expandable	1,295	1,995

*Creative must be supplied by the client

10,000 Visitors a month



Expandable Top Banner
728 X 90
expands
down to
728 X 315



Expandable Big Box
300 X 250
expands
left to
600 X 250



Top Banner
468 X 60

Big Box
300 X 250

Text Ad
620 X 125

2nd Banner
468 x 60

2018 Newsletter Rates/Week

	1x	3x	6x	9x	12x	24x
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(run of site)

Top Banner	1,420	1,315	1,210	1,110	1,075	995
Big Box (2)	1,420	1,315	1,210	1,110	1,075	995
Text Ad	1,315	1,210	1,110	1,005	975	945
2nd Banner	1,010	1,005	950	900	875	895



Bimonthly newsletters focused on:
> Meat > Bake > Food Safety > General

DIGITAL

Rates & Specs

(all rates are NET)

2018 eDirect/eBlast

Priced at **\$395** per 1,000 email addresses

Available emails 2725

Eblasts allow you to add significant topping power and impact to your sales and marketing campaign with your custom-designed, audience-directed message. EBlasts are an extremely effective and cost-efficient way to extend your brand to the online market, giving you the opportunity to get your message out — when and how you want — A "Call to Action." Perfect for building strong brand awareness, prospecting and new product promotion.

- > Engage targeted prospects with your customized emarketing message
- > Elevate awareness and add momentum to your marketing campaign

- > Provide timely, immediate communication of:
 - > New product/technology introductions
 - > Company news and announcements
 - > Special offers
- > Reach thousands of potential customers (through our CASL compliant, opt-in subscriber list)

- > Educate and inform a top-level audience of subscribers
- > Build excitement with your opportunity-specific message

Program Specifics:

- > You supply the message via your custom-designed html email file
- > We work with you to determine delivery from list selection to deployment date to meet your mission-critical objectives
- > Custom newsletter format also available

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



100% CASL Compliant

e-product spotlight

Food in Canada's e-Product Spotlight is designed specifically to generate leads directly to you and your sales people.

This lead generating newsletter platform can be used to promote new product introductions, existing products, services, introduce new personnel, industry events, webcasts, white papers and much, much more.

And it's simple: Provide us with an image and up to 60 words of copy along with a URL (where you would like to drive the viewer when they click on the link in your ad).

LEAD GENERATOR

Within five days you will receive a detailed lead report that will include full contact information: name, title, company address, phone and fax of everyone who clicked open the URL you provided.



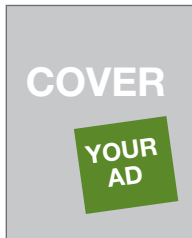
1x	3x	6x	12x
1,045	940	835	625

Limited to 8 positions

Reach almost 2,000 and growing CASL compliant subscribers in our **e-Product Spotlight**

100% CASL Compliant

Sticky Note: Sticky Notes are repositionable sticker ads that work like Post-it® notes. They can be

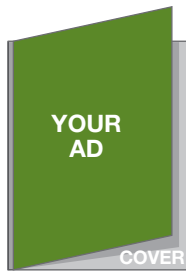


placed on the cover of the magazine to “grab” readers’ attention.

Benefits

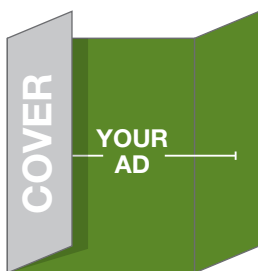
- > Puts your message directly in front of readers
- > Affords primary visibility in the publication

False Cover: Let your message make a real impact by prominently displaying your False Cover (both sides) as a removable insert applied to the cover or inside page of the publication. The False Cover is easily removed for later reference or usage, and is particularly effective for special issue highlights.



Benefits

- > Creates an interactive experience for the reader
- > Affords primary visibility in the publication
- > Creates multi-panel opportunities
- > Directs reader to advertisements or editorial content



Barn Door:

A Barn Door feature is a two-piece cover with flaps that meet in the middle — giving you the opportunity to entice readers to open the gate to view your full message. Positioning is

on the front cover of the magazine — our readers can’t miss it!

Benefits

- > Draws attention and encourages reader interaction
- > Extends usable space in premium location
- > Builds anticipation
- > Conveys prestige through high-profile ad placement

Rates for special tactics advertising are custom and based on size of the piece, weight of the piece, etc. Please speak with your advertising rep for more details.

COVER

YOUR AD

Belly Band: Advertising on a Belly Band enables your target audience to immediately see your customized message. And because they have to remove the band to open the magazine, readers are highly likely to notice the ads on both the

front and back. You can even use the Belly Band copy to direct the reader to relevant copy inside.

Benefits

- > Puts your message directly in front of readers
- > Uses incremental ad space
- > Grabs the attention of non-readers

Polybag: Grab attention before anything else does through a custom-printed Polybag — the first thing your prospects see before they even reach the cover. Your advertising message is bagged inside with the publication.

Benefits

- > Grabs your prospects’ attention
- > Explodes your brand awareness
- > Gives you primary visibility
- > Helps you stand out from other advertisers

Custom Insert: Custom inserts can be glued/ tipped-in at the centre fold of the publication. They can be post-card style or a pull-out newsletter — the sky is the limit!

Benefits

- > Grabs your prospects’ attention
- > Directs reader to advertisements or editorial content
- > Helps you stand out from other advertisers



Webinars: A seminar conducted online, hosted and promoted through *Food in Canada*.

Benefits

- > Create and increase your company’s brand awareness
- > Generate new leads
- > Qualify prospects and move the right customers to the next stage of the sales process
- > Appear as industry experts

PRINT

Rates

(All rates are NET)

2018 Magazine Rates

	1x	3x	6x	9x
Full Page	7,280	7,070	6,860	6,450
2/3	5,850	5,700	5,505	5,400
1/2 island	4,995	4,835	4,680	4,470
1/2	4,575	4,420	4,310	3,950
1/3	3,740	3,535	3,430	3,220
1/4	2,910	2,805	2,700	2,595

FRENCH

Accent Alimentaire sur le Québec

	1x	2x	4x
Full Page	1,765	1,660	1,555
2/3	1,505	1,400	1,295
1/2 island	1,320	1,245	1,140
1/2	1,350	1,035	935
1/3	935	880	830
1/4	830	750	725

Increase Brand, Revenue, Market Share

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

Contact a *Food in Canada* representative today to discuss how we can help you grow your brand, increase revenue and boost market share.



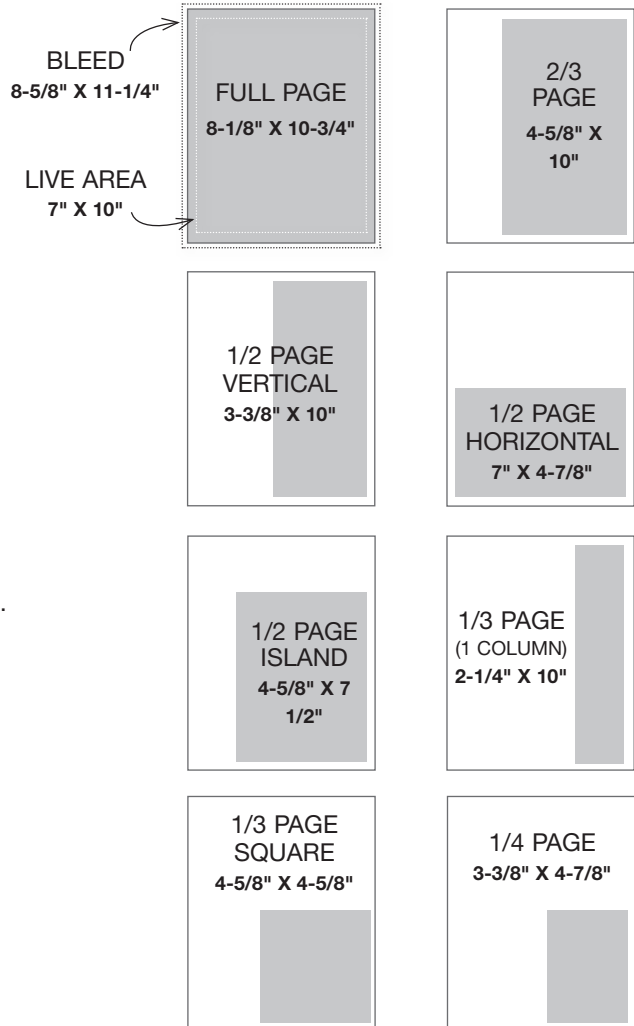
FOR MORE INFORMATION ABOUT ADVERTISING, VISIT OUR WEBSITE
www.foodincanada.com/advertise or contact

Jim Petsis (416) 510-6776 jpetsis@foodincanada.com | Daniela Piccone (416) 510-6773 dpiccone@foodincanada.com



Ad Specs

Standard unit size	Inches	Inches
full page (trim)	8-1/8	10-3/4
full page (bleed)	8-5/8	11-1/4
full page (live area)	7	10
2/3 page	4-5/8	10
1/2 page island	4-5/8	7-1/2
1/2 page (horizontal)	7	4-7/8
1/2 page (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:
<http://vip.fbcpublishing.com>
(No user name or password required)

For more info contact:

Arlene Bomback, Advertising Services Coordinator
(204) 944-5765 arlene@fbcpublishing.com

The leading information provider to the food & beverage processing industry

