

FOOD *in* CANADA

Canada's food & beverage processing magazine



Media Planner

MAY-DEC. 2018

www.foodincanada.com

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Cover photo: mrakor/Getty Images

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



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



Join us in celebrating 80 years in publishing in 2018

Advertise in our July/August issue
commemorating our 80th anniversary.



www.foodincanada.com/advertise

EDITORIAL

Calendar



FROM MAY – DECEMBER 2018

ISSUE	Sector Report	Food Trends	Maintenance Engineering	Packaging	Special Sections
May <i>Space Closing: May 4</i> <i>Material Due: May 11</i>	Confectionery Packaging	Vending	Food-grade lubricants	High-wear items	Top 10 companies to watch
June <i>Space Closing: June 6</i> <i>Material Due: June 11</i>	Food security	Mushrooms	Robotics	AR (augmented reality)	<i>Petfood in Canada</i> <i>Research Chefs in Canada</i>
July/August <i>(80th year issue)</i> <i>Space Closing: July 6</i> <i>Material Due: July 13</i>	Fruit & Vegetables	Pickling	Worker clean stations	Packaging design, marketing and advertising	Logistics <i>Research Chefs in Canada</i>
September <i>Space Closing: Aug. 3</i> <i>Material Due: Aug. 10</i>	Beverages	Food tourism	Life cycle analysis and traceability	New materials for f&b packaging	Top 100 Canadian processors
October <i>Space Closing: Aug. 31</i> <i>Material Due: Sep. 7</i>	Exporting	Olive oil	Clean-in-place technology	Packaging for ecommerce	2019 Buyers' Guide
Nov/Dec <i>Space Closing: Nov. 2</i> <i>Material Due: Nov. 9</i>	Fish & Seafood	Condiments	The maintenance engineer	Packaging Technology Maintenance	<i>Petfood in Canada</i>

In every issue:

Focus on Food Safety • Food Law • Regulatory Affairs
Product Showcase • Industry News • Profiles

FOR MORE INFORMATION or to ADVERTISE, VISIT OUR WEBSITE www.foodincanada.com/advertise or contact Jim Petsis (416) 510-6775 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

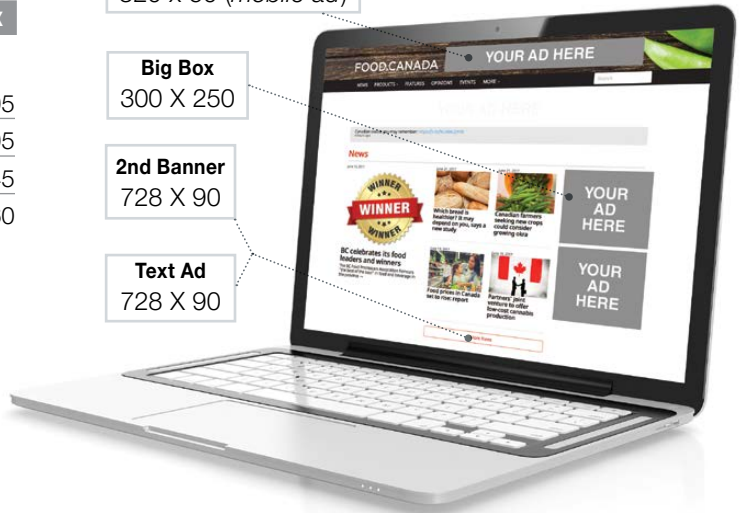
Maximum 5 ads in rotation

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

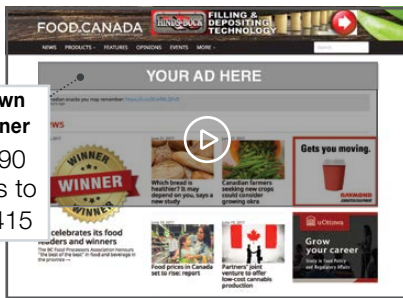
Big Box
300 X 250

2nd Banner
728 X 90

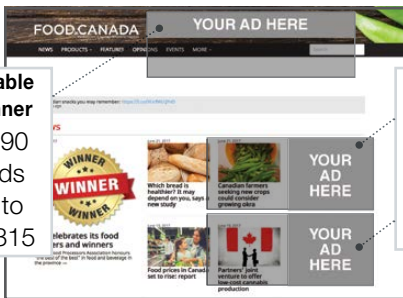
Text Ad
728 X 90



Pushdown Top Banner
970 X 90
expands to
970 X 415



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



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

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



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)

E-Blasts 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.”

2018 eDirect/eBlast

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

- Engage targeted prospects with your customized e-marketing 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 CASL compliant, opt-in subscriber list)
- Educate and inform a top-level audience of subscribers

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



100% CASL Compliant

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.

@-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

100% CASL Compliant

SPECIAL

Supplements



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



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.



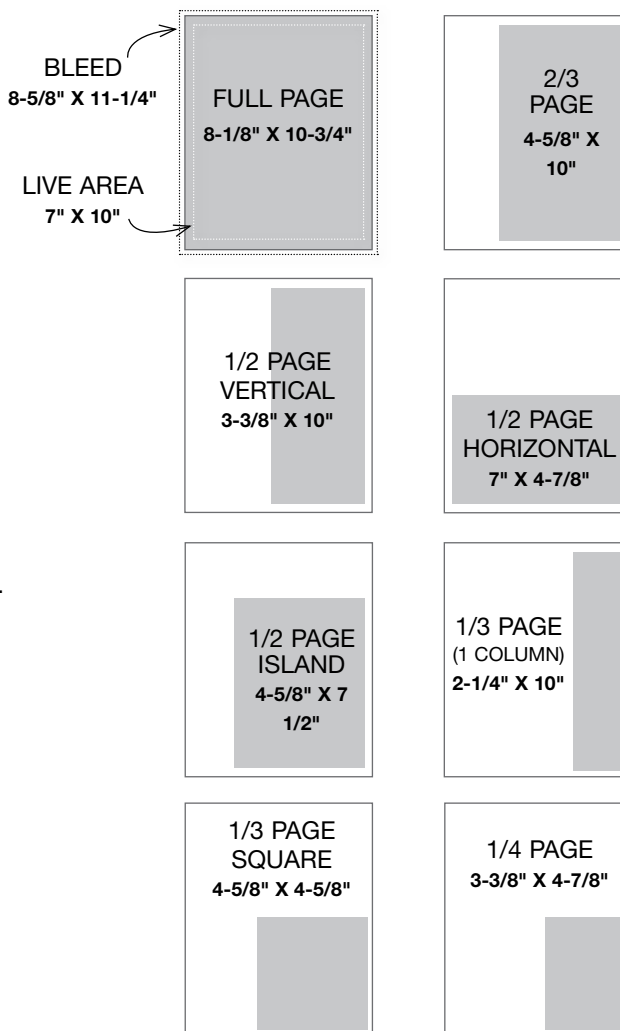
Canadian Food Industry Report

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!

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

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

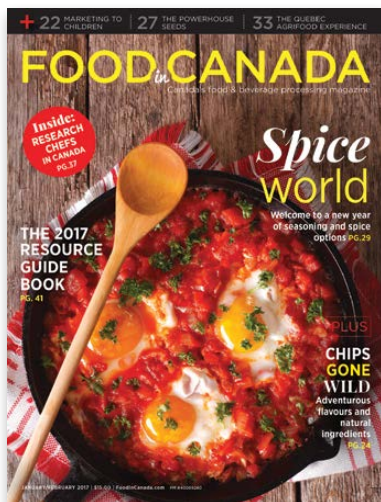
FRENCH

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

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The leading information provider to the
food & beverage processing industry

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FOR MORE INFORMATION OR TO ADVERTISE CONTACT:

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