

Food Logistics



2014
MARKETING PLANNER

Global Supply Chain Solutions for the Food and Beverage Industry

Food Logistics is the only publication exclusively dedicated to covering the movement of product through the food and beverage supply chain. In each print and digital issue, as well as online, we cover industry news, trends, innovations, and analysis that help food manufacturers, retail grocers, convenience markets, and foodservice providers make better business decisions.

With 27,005* subscribers, *Food Logistics* reaches corporate level executives who make the critical buying decisions for products, services, technology, and equipment that transport, warehouse, and manage product through the food and beverage supply chain, in the U.S. and globally.

Although there are other logistics-related publications in the marketplace, only *Food Logistics* and **Foodlogistics.com** covers transportation and logistics' issues specific to the food and beverage industry. These include tracking and tracing of food products throughout the supply chain, regulatory compliance issues, perishable and cold chain management, changing consumer demands, globalization, and a variety of other challenges.

The industry remains one of the largest and fastest growing in the world. According to the Food Marketing Institute, total U.S. supermarket sales topped \$602 billion in 2012, while the National Restaurant Association projects that 2013 industry sales hit \$660.5 billion.



Food Logistics and **Foodlogistics.com** report on the topics, developments, and dynamic changes underway in the food and beverage industry in a variety of mediums. Our experienced editorial staff keeps readers up to date on issues related to:

- Warehousing and Material Handling
- Transportation and Logistics
- Software and Technology
- Cold Chain Management
- Regulatory Compliance
- Sustainability

If you are providing transportation and logistics products, services, or technology solutions to the food and beverage industry, there's simply no better publication to deliver your message than *Food Logistics*.

Food Logistics

is the only industry publication and website 100% dedicated to the food and beverage supply chain. Our 27,005* subscribers represent some of the largest food manufacturers, retailers, distributors, and foodservice providers in the business. If that's your target audience, then no other publication has a more comprehensive reach than *Food Logistics*.

*Source: June 2013 BPA Statement



Delivering to Our Subscribers—News, Trends, and Analysis

The food and beverage industry is one of the most dynamic in the world, and *Food Logistics* is committed to keeping our readers up to date with the latest information to help them remain competitive. We deliver content how and when they want it—in print and digital formats, from feature articles to daily eNewsletters.

Over the past 17 years, *Food Logistics* has remained a trusted and respected source of news, trends, and analysis. Our editorial content has evolved as our readers' business needs have changed. For 2014, we have added quarterly market analyses on key global regions, including Europe, Asia, Latin America, and Africa and the Middle East. Our digital offerings continue to expand with weekly audio blogs, exclusive online content, and more.

Some highlights of this year's coverage include:

- Automation in the Food Warehouse
- Food Safety From A to Z
- Field Trip With Growers & Grocers
- Sustainability in the Food Supply Chain
- Ocean Carriers & Ports in the Food Supply Chain
- Taking a Restaurant Chain Global
- Focus on Foodservice
- How Consumers are Driving Change
- The Impact of E-Commerce
- Trends to Watch in 2015

In addition, *Food Logistics'* annual lists—**Top Green Providers** (June), **Top 3PL & Cold Storage Providers** (August), and **FL100 Software & Technology Providers** (Nov/Dec)—serve as valuable resource guides for the industry.

Each issue also provides third-party and refrigerated logistics features on:

- Recalls: Prevention & Response (Jan/Feb)
- Fish & Seafood (March)
- Cold Storage Facilities (May)
- Reverse, Recycle & Repurpose (June)
- Intermodal Rail (Aug)
- Fresh & Frozen (Sept)
- Getting the Most Out of Your 3PL (Oct)
- High Value Food & Beverages (Nov/Dec)

As well as **Sector Reports** on Warehousing, Transportation, and Software & Technology, along with **Departments** and **Columns** that include news summaries, import/export statistics, and opinions and observations from leading executives and experts.

Foodlogistics.com offers easy navigation and unique content. The weekly audio blog, **The Week Ahead in 60 Seconds**, is a one-minute

podcast devoted to a current and hot news item from Editor-in-Chief, Lara Sowinski. The site also contains more in-depth podcasts, including analysis and interviews with industry experts on a variety of topics.

There are also videos on **Foodlogistics.com** showcasing companies and products, along with other industry-related video clips. A variety of Web seminars are also available on the site, both current and archived.

Our newly designed online Buyer's Guide features products and services related to the food and beverage, and transportation and logistics industries. Listings are organized by category and include company name, address, and contact information.

Food Logistics' eNewsletters, **Fresh Take On:**, offer daily updates on general Industry News, Software & Technology, Sustainability, and Safety & Security.



Delivering to You—The Industry’s Decision Makers

Food Logistics provides broad market coverage, while reaching deep into the food and beverage industry. With a qualified circulation of 27,005* subscribers, *Food Logistics* has the deepest penetration of food and beverage logistics professionals of any publication. We reach corporate level executives at food warehouses and distribution centers, as well as vice presidents, directors and managers. And because *Food Logistics* delivers a unique editorial mix of strategy and hands-on practice, it appeals to the entire management team. Advertisers reach the multiple influencers on buying decisions. In addition, *Food Logistics* has over 3,005* eBook subscribers.

TOTAL QUALIFIED CIRCULATION: 27,005*

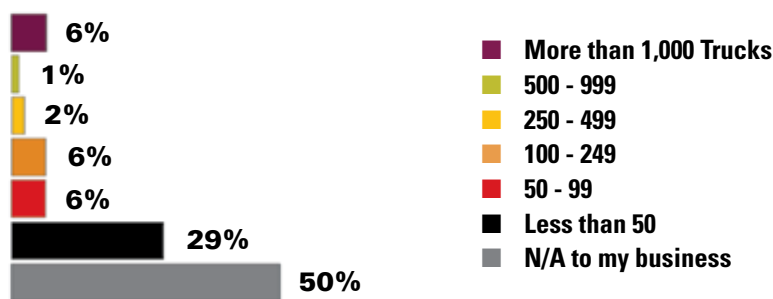
QUALIFIED CIRCULATION BY BUSINESS*



QUALIFIED CIRCULATION BY TITLE*



QUALIFIED CIRCULATION BY FLEET SIZE**



Foodlogistics.com**

- Avg. Monthly Visitors – 18,719
- Avg. Unique Visits – 11,475
- Avg. Page Views – 37,751
- eBook — 3,005*
- eNewsletter Subscriptions – 14,098
- eBlast Subscriptions – 12,966

Food Logistics Readers Make Purchasing Decisions

82% of our readers report that they specify, evaluate, recommend, select or buy equipment, products or services for transportation, material handling and information technology.**

*Source: June 2013 BPA Statement

**Publisher’s own data

SUBSCRIBER SNAPSHOT

Food industry leaders are deciding where to invest in products and services. If you're interested in capturing a piece of this growing market, *Food Logistics* will help you get your marketing message to these subscribers throughout the food supply chain. Here is a sample of some of the companies we reach:

MANUFACTURERS

ADM Co.
Alpac Corp.
American Bottling Co.
Anheuser-Busch
Archer Daniels Midland Corp.
Birds Eye Foods
Blue Bell Creameries
Blue Diamond Brewing
Boars Head Provisions
Bryne Dairy
Cadbury Schweppes Americas Beverages
Campbell Soup
Canada Dry Bottling Co.
Cargill, Inc.
Chiquita Brands
Coca-Cola
ConAgra
Coors Brewing Co.
CTI Foods
Dean Foods
Del Monte Corp.
Diamond Foods
Florida Crystals
Flowers Baking Co.
Frito Lay Inc.
General Mills
Hershey Foods Corp.
Hidden Valley Industries
Hillshire Brands
H.J. Heinz Co.
Hormel Foods Corp.
International Brand
Interstate Brands Corp.
Kellogg Co.
Kraft Foods
Land O'Lakes
MillerCoors LLC
Nestle USA
Ocean Spray
PepsiCo
Perdue Farms
Procter & Gamble
Quaker Oats
Red Bull North America Inc.
Sara Lee
Sees Candies
7 UP / RC Cola Bottling Co.
Shamrock Foods
Snapple Group
Tropicana Products
Tyson Foods Inc.
Unilever
United Dairy Farmers
Wayne Farms LLC

Welch Foods Inc.
Wells Dairy Inc.
Windsor Foods

RETAILERS

A&P
Albertsons
Brookshire Bros.
Circle K
Costco Wholesale Corp.
Cub Foods
CVS Caremark
CVS Corp.
Demoulas Super Markets
Exxon Mobil Corp.
Food 4 Less
Food City
Food Lion
Giant Eagle Inc.
Giant Food
Holiday Foods & Groceries
Hy Vee Incorporated
Kroger Co.
Kwik Trip Foods Inc.
Marsh Supermarkets
Meijer
New Albertson's Inc.
Osco Drug
Pathmark Stores
Piggly Wiggly Carolina Co.
Publix Supermarkets
Rite Aid
Roundys Supermarket Inc.
Safeway Inc.
Sam's Club
Save-A-Lot Food Stores Inc.
Save Mart Supermarkets
7 Eleven
Shaw's Supermarkets
Smart & Final Stores Corp.
Smith's Food & Drug Centers
Southeast Frozen Foods Co.
Target
Wakefern Food Corp.
Walgreens
Wal-Mart Supercenters
Weis Markets Inc.
Whole Foods Market
Winn-Dixie Stores
Woodmans

DISTRIBUTORS

Affiliated Foods Inc.
Associated Grocers
Associated Wholesale Grocers
DiCarlo Distributors
Ebby Brown Co.
Giant Eagle Co.
Harris Nash Foods
Imperial Trading
J.B. Hunt Transport
Natch Foods
McLane
Nash Finch Co.
Roundy's Inc.
Spartan Stores
Supervalu Inc.
Unified Grocers
United Wholesale Grocery
Wakefern Food Group

RESTAURANT/ FOODSERVICE

Aramark Corp.
Bashas
Ben E. Keith Foods
Blue Line Foodservice Distribution
Dominos Pizza
Dot Foods
Farmer Bros. Co.
Foodservices Inc.
Gordon Food Service
Jack-In-The-Box
Keystone Foods
LaBatt Food Service
Levy Restaurants
McCain Foodservice
McCormick Foodservice
McDonald's Corp.
McLane Foodservice

Papa John's International
Performance Food Group
Pizza Hut
Reinhart Foodservice
Shamrock Foods
Sysco Food Service
Taco Bell
U.S. Foodservice

3PLs & COLD STORAGE PROVIDERS

AmeriCold Logistics
Atlas Cold Storage
BNSF Railway
C.H. Robinson
Cloverleaf Cold Storage
C.R. England
CSX Transportation
DOT Foods
DHL Global Forwarding
FedEx
Hanson Logistics
Henningson Cold Storage
Interstate Warehousing
Kane Is Able
Landstar Global Logistics
Millard Refrigerated Service
Norfolk Southern
ODW Logistics
OHL
Penske Logistics
Preferred Freezer Services
Ruan Transportation
Ryder System Inc.
Schneider Logistics
U.S. Cold Storage
Weber Logistics



2014 EDITORIAL CALENDAR

ISSUE DATE

SPECIAL REPORTS

KEY FEATURES

JANUARY/ FEBRUARY

Double Issue

Ad Close: 1/23/14

Material Due: 1/31/14

- **Automation in the Food Warehouse**
- **The Fleet Manager's Guide**

Third-Party/Refrigerated Logistics:
Recalls: Prevention & Response

MARCH

Ad Close: 2/26/14

Material Due: 3/6/14

- **The Global Food Supply Chain**
- **Food Safety From A to Z**
- **Q1 Market Analysis: Europe**

Third-Party/Refrigerated Logistics:
Fish & Seafood

APRIL (BONUS ISSUE)

Ad Close: 3/14/14

Material Due: 3/24/14

- **Software & Technology in the Global Food Supply Chain**

MAY

Ad Close: 4/16/14

Material Due: 4/24/14

- **Food Logistics' Field Trip With Growers & Grocers**
- **e-Commerce**

Third-Party/Refrigerated Logistics:
Cold Storage Facilities

JUNE

Ad Close: 5/22/14

Material Due: 6/02/14

- **Sustainability in the Food Supply Chain**
- **Food Logistics' Top Green Providers**
- **Q2 Market Analysis: Asia**

Third-Party/Refrigerated Logistics:
Reverse, Recycle & Repurpose

JULY (BONUS ISSUE)

Ad Close: 6/12/14

Material Due: 6/20/14

- **The Modern Food Warehouse—Automation and More**

AUGUST

Ad Close: 7/16/14

Material Due: 7/24/14

- **Food Safety & Security**
- **Food Logistics' Top 3PL & Cold Storage Providers**

Third-Party/Refrigerated Logistics:
Intermodal Rail

SEPTEMBER

Ad Close: 8/19/14

Material Due: 8/27/14

- **Ocean Carriers & Ports in the Food Supply Chain**
- **Taking a Restaurant Chain Global**
- **Q3 Market Analysis: Latin America**

Third-Party/Refrigerated Logistics:
Fresh & Frozen

OCTOBER

Ad Close: 9/16/14

Material Due: 9/24/14

- **Focus on Foodservice**
- **How Consumers Are Driving Change in the Food Supply Chain**

Third-Party/Refrigerated Logistics:
Getting the Most Out of Your 3PL

NOVEMBER/ DECEMBER

Double Issue

Ad Close: 11/12/14

Material Due: 11/20/14

- **Food Logistics' FL100 Software & Technology Providers**
- **The Future of Food Logistics: Trends to Watch in 2015**
- **Q4 Market Analysis: Africa & Middle East**

Third-Party/Refrigerated Logistics:
High Value Food & Beverage

- Topics/Editorial Calendar Subject to Change
- Bonus Distribution/Tradeshows based on 2013 distribution

SECTOR REPORTS

Warehousing:

Green Upgrades

Transportation:

Rules and Regs in 2014

Software & Technology:

WMS

Warehousing:

Dock Equipment

Transportation:

Air Cargo

Software & Technology:

Tracking and Tracing

Warehousing:

Pallets, Packages & Cartons

Transportation:

Bulk & Liquid Bulk

Software & Technology:

Social Media's Impact on Supply Chain

Warehousing:

Lift Trucks

Transportation:

Alternative Fuel Vehicles

Software & Technology:

Food Safety Testing

Warehousing:

AGVs

Transportation:

Refrigerated Trailers & Containers

Software & Technology:

Voice Solutions

Warehousing:

Robotics

Transportation:

A Greener Fleet

Software & Technology:

TMS

Warehousing:

Racking Solutions

Transportation:

Telematics

Software & Technology:

Smart Labels & Packaging

Warehousing:

Energy Efficiency

Transportation:

Home Grocery Delivery

Software & Technology:

Mobile Devices

BONUS DISTRIBUTION/ TRADE SHOWS

- International Warehouse and Logistics Association (IWLA) – Annual Convention
- Modex 2014
- WTG Supply Chain & Logistics Summit
- Food Shippers of America Annual Logistics Conference

- TOC Container Supply Chain Asia
- RFID Journal LIVE!

- The Logistics and Supply Chain Forum
- IARW-WFLO Annual Conference
- Warehousing & Education Research Council (WERC) Annual Conference

- GS1 Connect 2014
- United Fresh 2014
- Food Logistics Forum

- TOC Container Supply Chain Europe

- IFDA—2014 Distribution Solutions Conference
- CSCMP 2014
- TOC Container Supply Chain Americas

- ProMat 2015
- GMA-FMI Supply Chain Conference



FACT-

ADVERTISING IN FOOD LOGISTICS GENERATES ACTION:

Over 90 percent of our readers took a positive action with regard to a product or service after seeing it advertised in *Food Logistics*. Of those, 53.2 percent said they sought more information from an advertiser's website.**

FOOD LOGISTICS READERS ARE ENGAGED:

Our readers spend quality time reading *Food Logistics*. Over 73 percent spend at least 30 minutes or more reading each issue of *Food Logistics***

FOOD LOGISTICS READERS MAKE PURCHASING DECISIONS:

Eighty-two percent of our readers report that they specify, buy, authorize or recommend products or services for transportation, material handling and information technology.**

**Publisher's own data

PRINT RATES

Food Logistics publishes each issue in print and electronically using e-Book, an exact replica of the printed magazine

2014 Ad Rates

Four-Color Print Ad Rates (NET)

- includes print & electronic version

Value-Added—Includes two months Sponsored Research lead generation program for each ad placed

Ad Size	1X	3X	6X	8X	10X
Full Page	5,262	5,052	4,848	4,412	4,038
2-Pg Spread	8,517	8,276	7,839	7,347	6,724
2/3 Page	4,212	4,041	3,878	3,534	3,233
1/2-Page Spread	5,457	5,239	5,024	4,593	4,203
1/2 Page Island	3,348	3,083	2,944	2,810	2,571
1/2 Page	3,065	2,796	2,573	2,318	2,214
1/3 Page	2,680	2,577	2,467	2,253	2,061
1/4 Page	2,298	2,202	2,108	1,927	1,764

Premium Positions

Back Cover	6,581	6,316	6,061	5,512	5,045
Ins Front Cover	6,316	6,066	5,819	5,295	4,845
Ins Back Cover	5,791	5,559	5,331	4,854	4,441

TERMS & CONDITIONS

Production charges may be billed at a rate of \$85 per hour if applicable. Interest will be charged if an invoice is not paid within 30 days. The rates are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate. Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.

Make your print advertising stand out by utilizing one or more premium, high impact options:

- Inserts
- Belly Band
- French Door Cover
- Gatefold Cover
- Posters
- Fold-out Tabs
- BRC Cards
- Stickers

2014 Marketplace Classified Advertising Rates

Ad In Food Logistics Magazine		1x	3x	6x	8x	12x	Duplicate On Website
1 Column Inch	3.125"w x 1"d	255	230	215	200	185	45
1/8th	3.125"w x 2.25"d	430	380	355	330	300	65
1/4th	3.125"w x 4.75"d	710	650	600	550	490	85
1/2 Journal	6.375"w x 4.75"d	1,160	1,050	975	885	785	105
Full Journal	6.375"w x 10"d	1,790	1,675	1,535	1,415	1,210	125

FREE COLOR TO ALL 8X ADVERTISERS

- Ad highlighted in a Post-issue Marketplace Showcase eBlast as value added
- Ad duplication on the website: Appear on the classifieds page & include a free link to your website and/or eMail address

CLASSIFIED / MARKETPLACE

All rates listed are net rates per insertion per publication. All marketplace classified Advertising is pre-paid prior to closing. Mastercard, Visa, Discover Card and American Express.

CLASSIFIED CONTACT:
 Jamie Bauer
 Phone: 800-547-7377 x1314
 Email: jbauer@foodlogistics.com

PRE-PAYMENT MAILING ADDRESS:
 Cygnus Business Media
 1233 Janesville Avenue
 Fort Atkinson, WI 53538

Ad Specifications / Sizes

Publication trim size	7 7/8" w x 10 3/4" h
Full page bleed size	8" w x 11" h
Full page no bleed	7" w x 9 3/4" h
Full page spread no bleed	15" w x 9 3/4" h
Full page spread bleed size	16" w x 11" h
2/3 page no bleed	4 5/8" w x 9 3/4" h
2/3 page with bleed	5 1/4" w x 11" h
1/2 page spread no bleed	15" w x 5" h
1/2 page spread w/bleed	16" w x 5 1/2" h
1/2 page island no bleed	4 5/8" w x 7 1/2" h
1/2 page island w/bleed	5 1/8" w x 8 1/8" h
1/2 page horizontal no bleed	7" w x 4 7/8" h
1/2 page horizontal w/bleed	8" w x 5 1/2" h
1/2 page vertical no bleed	3 3/8" w x 9 3/4" h
1/2 page vertical w/bleed	3 7/8" w x 11" h
1/3 page square	4 1/2" w x 4 7/8" h
1/3 page horizontal	7" w x 3 1/4" h
1/3 page vertical w/bleed	2 3/4" w x 11" h
1/3 page vertical no bleed	2 1/8" w x 9 3/4" h
1/4 page square	3 3/8" w x 4 7/8" h
1/4 page horizontal	7" w x 2 1/4" h

Instructions for sending material to the Cygnus FTP Site

We are able to accept email through our FTP site. Files must be compressed. Please contact Suzette Shear at 631-963-6260 prior to uploading to the site.

To send a file to the Cygnus FTP site:

1. Go to <http://webftp.cygnuspub.com>
2. Type in Suzette - press continue
3. Select Suzette Schear from list that comes up
4. Fill in your name/subject/email address and message.
5. Press the browse button to attach the file.
6. Hit continue.

Once your ad has been successfully been downloaded, you will receive an email confirmation.

**KEEP LIVE MATTER 3/8" AWAY FROM FINAL TRIM
AND 1/2" FROM BLEED SIZE
CRITICAL MATERIAL SHOULD NOT RUN INTO GUTTER**

EMAIL ADS TO:

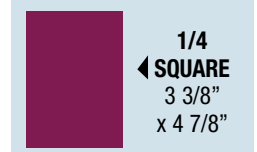
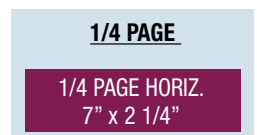
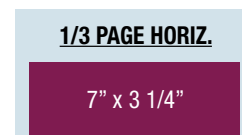
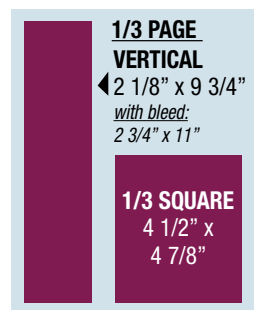
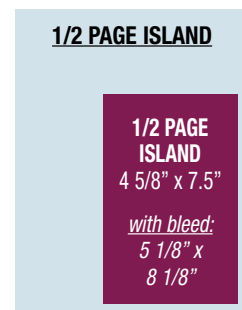
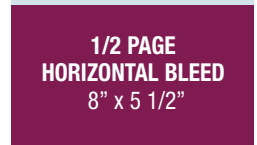
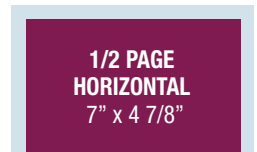
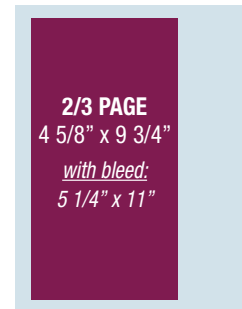
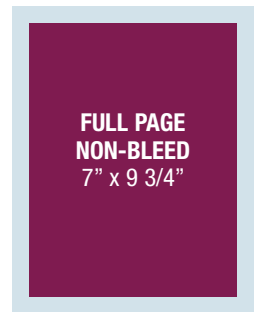
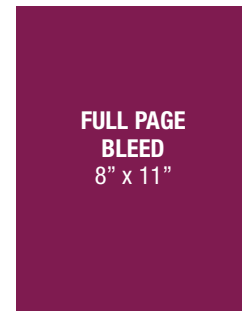
suzette.shear@cygnus.com

File(s) must not exceed 10MB in size. All graphics must be 300 dpi or higher.

MAIL AD MATERIAL TO:

Cygnus Business Media, 3 Huntington Quad., Suite 301N • Melville, NY 11747

Attn: Suzette Schear



DIGITAL ADVERTISING

Increase your company's awareness to our executive audience.

Lead Generation—Exclusive eMail Blast

Promoting White Papers and Case Studies

Generate qualified sales leads by marketing your white papers and case studies to our email list of 12,966 industry executives. List selects available



Lead TRACKtion—New Product Offering

Combine direct marketing with social media and primary research to generate highly qualified leads that convert into sales.

The best way to know if your brand messaging is gaining traction is to track who's seeing your message in the marketplace. The TRACKtion Lead program provides complete campaign transparency. Receive report on progress, engagement and result.

Sponsored Research Lead Generation Program

Exclusive to print advertisers—call for details.

Channelization—New Product Offering

Food Logistics is now offering channel integration

- Dominate your key market segment
- Ads are delivered on:
 - Channel "home" page
 - Channel "section" page
 - Next to Channel-relevant content *site-wide*
 - In the *Food Logistics'* Buyer's Guide
 - In Channel eNewsletters
- Market focus increases engagement, resulting in dramatically higher click-through rates



All New Buyer's Guide

- What's new?
- Visitors love the new site (March 2013 relaunch)
 - Responsive design – Content automatically fits the visitor's device
 - Easy navigation
 - Faster access to relevant information; site preloads information based on visitor interaction on the site
 - No special apps to download

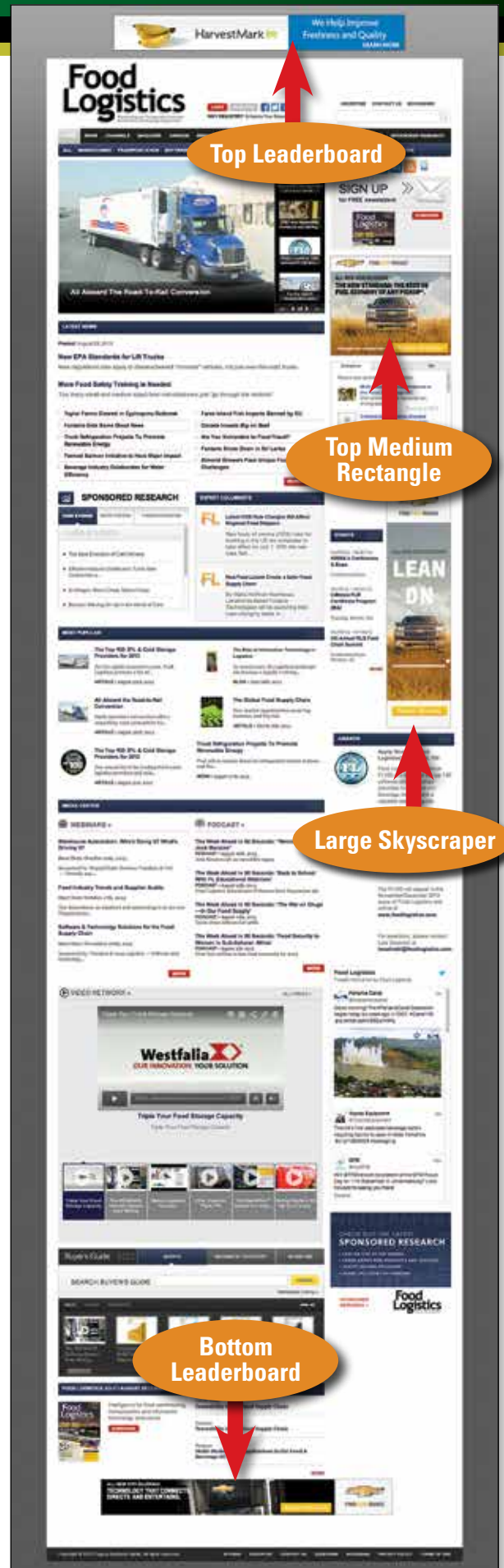
- GET INFO NOW! button – Speeds product and purchase requests to the manufacturer or distributor

Contact us today for Rates

Website Advertising

We accept ads in .GIF, .JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

- **Top Leaderboard** – 970 x 90 + Smartphone 320 x 50 – 40K max file
- **Top Medium Rectangle** – 300 x 250 – 40K max file
- **Secondary Medium Rectangle** – 300 x 250 – 40K max file
- **Large Skyscraper** – 300 x 600 – 40K max file
- **Bottom Leaderboard** – 970 x 90 – 20K max file
- **Page Peel** – 75 x 75 / 500 x 500
- **Wallpaper**
- **Welcome Ads** – 550 x 480 – 30k w/images, 40k for flash max file



eNewsletter Sponsorships

Each day, *Food Logistics* delivers to our most dedicated subscribers an eMail newsletter that contains headlines and summaries to the week's news and feature story highlights from **FoodLogistics.com**. Besides covering the industry's general news, *Food Logistics* focuses on three of the most dynamic topics key to the food supply chain.

- Mondays & Thursdays: *Food Logistics*' "**Fresh Take on: Industry News**"
- Tuesdays: *Food Logistics*' "**Fresh Take on: Sustainability**"
- Wednesdays: *Food Logistics*' "**Fresh Take on: Software & Technology**"
- Fridays: *Food Logistics*' "**Fresh Take on: Safety & Security**"

As the name implies, "**Fresh Take on: Industry News**" covers a range of general news relative to the food supply chain, including trends and developments in the industry, new products and services, regulatory compliance issues, and changes in trade policy, to name a few.

The newest offering, "**Fresh Take on: Software & Technology**," focuses on a very critical and rapidly evolving sector in the food supply chain—software and technology. Advancements and innovations that improve supply chain visibility and collaboration, enhance tracking and tracking, and streamline operations are just some of the news items that will be covered each Wednesday.

Friday's eNewsletter, "**Fresh Take on: Safety & Security**," reports on safety issues as they apply to both physical safety (in the warehouse environment, for example), as well as safety in the food supply chain (regulatory developments, etc.), while Tuesday's "**Fresh Take on: Sustainability**" looks at news relating to sustainability in the food supply chain, from transportation and logistics practices to more efficient packaging design.

Each newsletter is an opportunity to reach a growing number of subscribers through text and banner ads.

- Top Leaderboard
- Skyscraper
- Mid-Page Banner Ad
- Bottom Banner Ad
- Text Ad – Logo, Title, 50 Word Description

Web Seminars

Partner with *Food Logistics* to reach literally hundreds of influential business and thought leaders with your message. Our editorial and marketing teams will work with you to determine the best way to build the appropriate content for your specific Web seminar topic and discuss how to generate audience appeal among our subscribers. Web seminar sponsorships include the following: customized promotional eMails, eNewsletter promotions, streaming PowerPoint presentation for the event (video and product demos capabilities are also available as additional enhancements), one-year archiving of the event on our site for additional on-demand viewing, print promotional advertising and a detailed demographic interactive report of each Web seminar registrant (including their responses to polling questions and live Q&A as additional enhancements). On average our subscribers participate/attend 34 Web seminars each year. More than 80% of our audience participate in Web seminars each year.

Podcasts

This effective communication tool utilizes the news/talk radio concept and the Internet's delivery capabilities, allowing you to increase your marketing reach and visibility while building your lead generation database.

Custom Surveys

If you want to find out more about your customers or potential customers, don't rely on intuition. Let *Food Logistics* ask them targeted questions to give you data that's specifically tailored to help drive your strategic planning and decision-making processes. Real-time reporting is included in the survey offering.

Pitch Kitchen—New Product Offering

Food Logistics' readers are hungry for hot products and information, but they want it fast. The Pitch Kitchen is where our advertisers offer a 60-second elevator pitch in a quick, casual video format that's easy to digest.

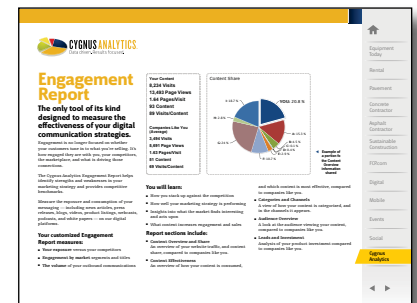


In 60 seconds, give readers your "elevator pitch."

Cygnus Analytics—New Product Offering

Engagement Measurement

Engagement is no longer focused on whether your customers tune in to what you are selling. It's how engaged they are with you, your competitors, the market in general, and what is driving those connections. Cygnus Analytics' Engagement Report helps identify strengths and weaknesses in marketing strategy and provides competitive benchmarks. Find out how you stack up to your competition. Contact Your Sales Rep today for more information.



Apps

Mobilize your company's assets with on-demand product information for your clients and potential clients who are on the go. Let us help you create your company's own app for the Smartphone and/or tablet users. Please call your sales representative for more details and pricing structure.

Video Network

A unique, effective way to market your products in action. The *Food Logistics*' Video Network allows you to leverage the power of video to highlight your competitive advantages, showcase your customers using your products and announce exciting new products or services coming to the market.



2014 DIGITAL AD RATES

Food Logistics

Global Supply Chain Solutions for the Food and Beverage Industry

Lead Generation	Per Program
Exclusive eBlasts	\$2,869
TRACKtion Leads (choose all leads, or qualified only)	
Base Fee	\$3,500
+ Each Lead (All)	\$20
+ Each Lead (Qualified Only)	\$40
Sponsored Research - available only to print advertisers	\$2,298 - \$5,261

eNewsletter Sponsorships	Per Month
Top Leaderboard 468 x 60	\$1,721
Skyscraper 120 x 600	\$1,377
Mid-Page Banner 468 x 60	\$861
Bottom Banner 468 x 60	\$836
Text Ad - logo, title and 50 word description	\$669

Buyers Guide	Per Year
Tier One	\$4,800
Tier Two	\$1,200

Web Seminars	Per Event
	\$13,368

Website Advertising	Rates			
	1 Month	3 Month	6 Month	12 Month
Top Leaderboard 970 x 90 + Smartphone (320 x 50) 15% premium if expandable	\$1,721	\$1,678	\$1,592	\$1,506
Top Medium Rectangle 300 x 250	\$1,377	\$1,342	\$1,273	\$1,204
Secondary Medium Rectangle 300 x 250	\$2,484	\$2,422	\$2,298	\$2,174
Large Skyscraper 300 x 600	\$1,689	\$1,647	\$1,562	\$1,478
Bottom Leaderboard 970 x 90	\$713	\$695	\$660	\$624
Page Peel	\$2,228	\$2,172	\$2,061	\$1,950
Wallpaper	\$2,228	\$2,172	\$2,061	\$1,950
Welcome Ad	\$2,228	\$2,172	\$2,061	\$1,950

Podcasts	Per Podcast
	\$3,500

Tablet Apps
Custom App Available and priced per app

Channelization Sponsorship (Monthly per Channel, 3 month min.)						
Channels	3 Months		6 Months		12 Months	
	100% Share of Voice	50% Share of Voice	100% Share of Voice	50% Share of Voice	100% Share of Voice	50% Share of Voice
Warehousing • Transportation • Software & Technology • Safety & Security • Cold Chain • Third-Party Logistics • Sustainability (Includes a Tier One Online Buyer's Guide sponsorship at no additional cost.)						
Channel With Weekly Newsletter	\$2,650	\$1,750	\$2,450	\$1,550	\$2,150	\$1,250
Channel Without Weekly Newsletter	\$2,150	\$1,450	\$1,950	\$1,250	\$1,650	\$950

Video	Per Month
Pitch Kitchen (60 second "elevator pitch" format)	\$300
Video Network	\$669
Customized Video	Available and priced per shoot

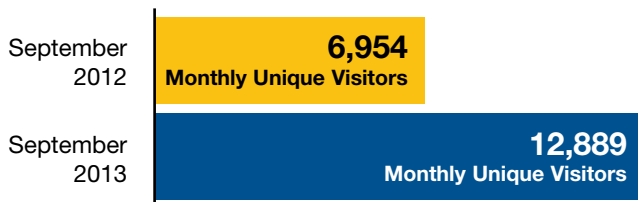
Custom Surveys	Per Survey
Client provides questions, Food Logistics deploys to our readers (via eblast and eNewsletter ads)	\$5,000

FoodLogistics.com

GROWING EXCLUSIVE CONTENT, READER ENGAGEMENT

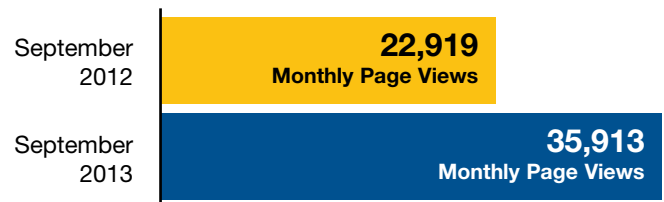
At **FoodLogistics.com**, our daily news updates along with exclusive content ranging from audio blogs to guest commentaries and more are driving Web site traffic and reader engagement.

MONTHLY UNIQUE VISITORS



86%
Increase

MONTHLY PAGE VIEWS



57%
Increase

Source: Google Analytics

FoodLogistics.com REACHES...

MORE NEW POTENTIAL CUSTOMERS

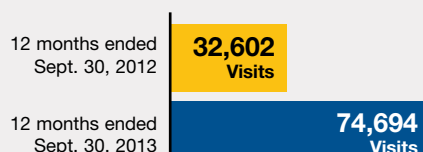
NEW VISITORS



56%
Increase

MORE REPEAT CUSTOMERS

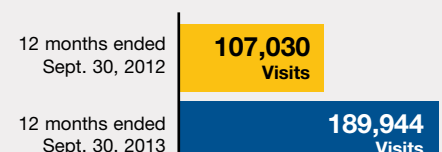
RETURNING VISITORS



129%
Increase

MORE OF THE TOTAL MARKET

TOTAL VISITS



77%
Increase



Cygnus Business Media reaches millions of professionals annually. As one of America's top business-to-business media companies, Cygnus is leading the way in providing targeted content to top decision-makers and organizations. The company's corporate initiatives and organizational architecture are built with one goal: fully engaging audiences in Aviation, Building & Construction, Public Safety & Security, Agriculture vertical markets and a variety of other industries. Find us at www.cygnusb2b.com

Food Logistics

Global Supply Chain Solutions for
the Food and Beverage Industry

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