

FOOD **Manufacturing**[®]

**THE INFORMATION & TECHNOLOGY AUTHORITY
FOR FOOD & BEVERAGE PROFESSIONALS**

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MINDUSTRIAL
MEDIA

2022 Media Kit

The Leading Source of News & Product Info

Regulatory compliance, constantly changing consumer tastes, processing efficiency, quality and safety are just a handful of the critical issues that drive the need for food and beverage manufacturers to stay informed. *Food Manufacturing* is the information and technology authority for the making and finishing of food and beverage products. Our engaged audiences are comprised of influential buyers and decision makers seeking the latest news, products, and information available. Varied media formats, engaging content, and assorted marketing options ensure that no matter what your target market is seeking, they can find it at *Food Manufacturing* – with your name beside it.

Food Manufacturing provides a complete portfolio of integrated marketing solutions using print and digital products. New in 2021, *Food Manufacturing* offers big reach circulation as a print supplement in pages of *Industrial Equipment News* with 182,000 circulation. *Food Manufacturing* also offers single and multi-sponsored newsletters, daily newsletters, resource guides, sponsored video webinars, custom video, social media, website display, single sponsored eblasts, and guaranteed performance marketing with lead generation.

Our full-time editors are dedicated to reporting information that is valuable to food manufacturing professionals and providing marketers with a trusted platform for reaching key customers. **When you market with *Food Manufacturing* and its online products, your message is aligned with the strongest and most trusted name in the business.**



MOBILE

- All *Food Manufacturing* products are mobile friendly

NEWSLETTERS

- Highly engaged audience
- Targeted users
- Lead gen options
- Mobile friendly

WEBSITE

- Engaged audience
- Updated multiple times daily
- Responsive design
- Mobile friendly

VIDEO

- Daily and weekly video series focused on technology, daily news, and industry trends
- Custom commercials targeting an engaged audience
- Video creation, editing and distribution
- Promotion campaigns and lead gen options

PRINT

- Reaches a superior audience with authority and buying power
- Industry leading content including *Today In Food Manufacturing*, *Food Safety Focus*, *Technology Insights* and in-depth trade show coverage

CUSTOM LEAD GEN PROGRAMS

- Content marketing
- White papers
- Research
- Webinars
- Live video events
- Custom cost-per-lead campaigns

The Market

Safety and Quality Integral to Long-Term Success

The estimated 30,940 establishments that make up the \$564 billion annual wholesale food and beverage processing industry demand the utmost attention to safety and quality. While niche industries such as craft beer, organic vegetables, or gluten-free offerings have risen in popularity, Food Manufacturing research has found that 82% of all production occurs at 23% of all locations. Furthermore, 19% of all establishments have 50 or more employees and control 89.4% of the market (\$504 billion).



This leads to a production environment focused on larger quantities in order to offset smaller margins at most larger processing facilities. On the plant floor, solutions to lowering equipment downtime, improving line change-over rates, and avoiding disastrous quality control situations like recalls are all essential to long-term success and enterprise viability.

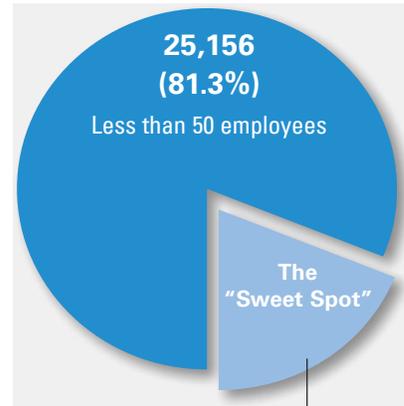


\$564 Billion Market*



**\$60 B
(10.6%)**
Controlled by 25,156 establishments
with less than 50 employees

30,940 Establishments*



**5,784
(18.7%)**
More than 50 employees

*U.S. Census Bureau.

Overview

Food Manufacturing is the information and technology authority for the making and finishing of food and beverage products, offering a from-the-field perspective in keeping these plant managers, operations, engineering, safety, and maintenance professionals, and other key decision-makers fully apprised of new products, technology, and processes in all market sectors, including:

- Dairy
- Bakery Goods/Snack Foods
- Meat, Seafood & Poultry
- Beverage
- Fruits/Vegetables
- Ingredients

In addition, coverage includes key production topics like safety, recalls, plant operations, sustainability, and packaging via articles, webcasts, product updates, and videos.

Today's savvy marketers use an integrated approach to engage industry decision-makers on a daily, weekly, and monthly basis. Food Manufacturing is an industry leader in communicating with your best prospects through its daily e-newsletter and hourly updates to a robust website, www.foodmanufacturing.com, all of which complements a rich print tradition.



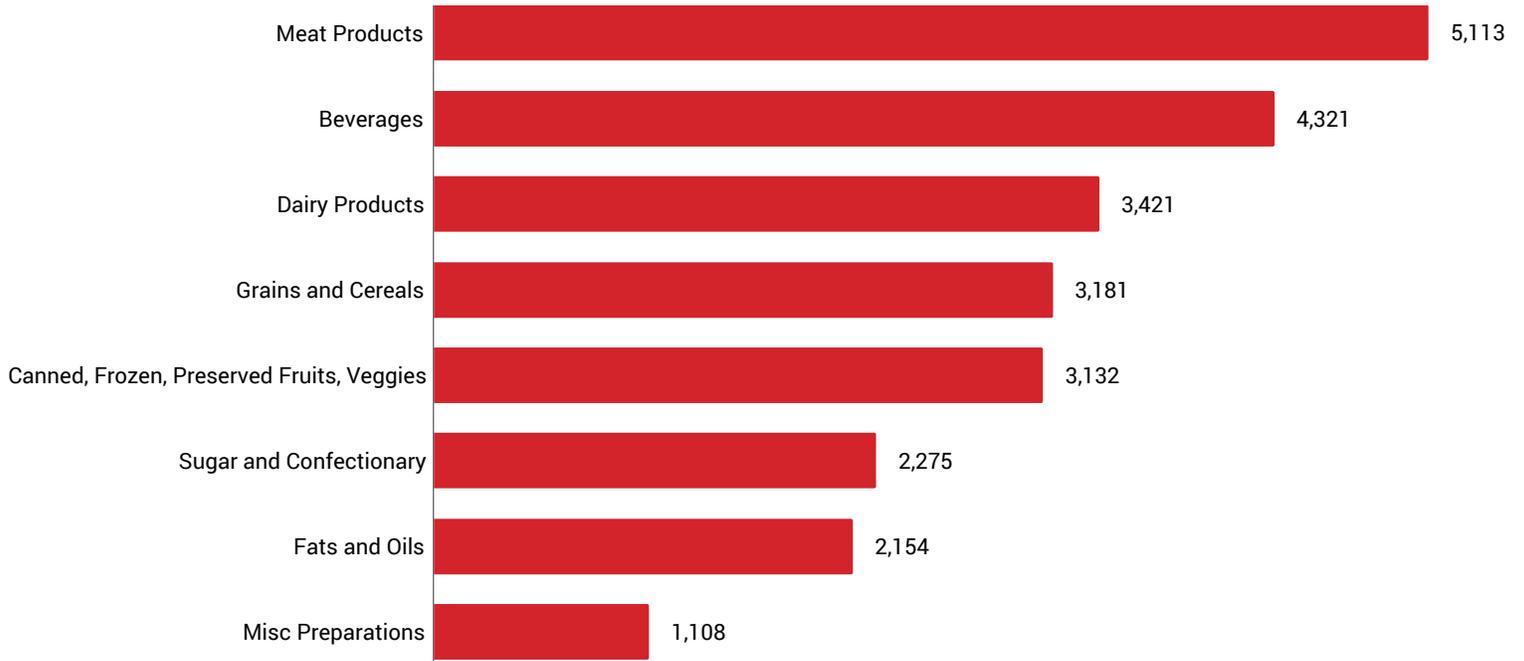
Top Influential Subscriber Companies

Food Manufacturing gives you greater access to your most important customers and prospects by reaching the key decision-makers in the top food and beverage manufacturing companies including:

- Anheuser Busch
- Archer Daniels Midland (ADM)
- Birds Eye Foods
- Bumble Bee Foods
- Butterball
- Campbell Soup
- Corbion
- Coca-Cola Bottling
- Conagra Foods
- Dean Foods
- Del Monte Foods
- Domino Sugar
- Dr. Pepper Snapple Group
- Frito Lay
- General Mills
- Gerber Products
- Hershey
- Kellogg Company
- Knouse Foods Cooperative
- Kraft Heinz
- Kroger
- Land O'Lakes
- Leprino Foods
- Nestlé
- Pepsi Bottling
- Perdue Farms
- Rich Products
- Sara Lee Foods
- Sargento Foods
- Smithfield Foods
- Sorrento Lactalis
- Tropicana Products
- Tyson Foods

Reach

Digital Audience



C-Suite/Admin



8,423

Operations



10,858

Engineering



5,700

Purchasing



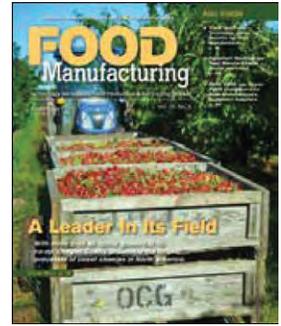
3,617

Other - 1,386



Print

Since 1986, Food Manufacturing has been the information and technology authority for the making and finishing of food and beverage products. Starting in 2020, Food Manufacturing began reaching 182,000 engaged industrial readers as a special segment in IEN magazine. This long-running resource reaching food & beverage processing industry professionals offers products, features and tips on food & bev quality, safety, compliance and more. IEN's circulation is strictly controlled, providing a superior audience with authority and buying power.



Display Ad Rates

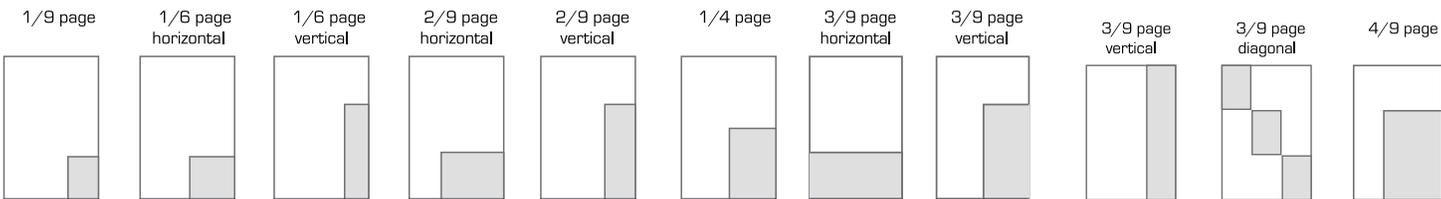
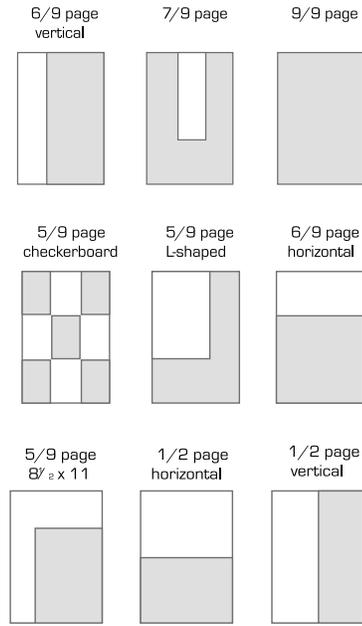
Size and Description	Rate
1/9 [Std 1/4 Pg]	\$1,700
1/6 [Std 1/3 Pg]	\$2,312
2/9 [Std Half Pg]	\$3,780
1/4 [Std Isl. Half Pg]	\$4,050
3/9 [1/3 Tab Pg]	\$4,870
4/9 Std	\$6,092
5/9 [Jr. Tab]	\$6,692
1/2 Half Tab	\$6,547
5/9 L-Shape/Checkerboard	\$6,950
6/9 2/3 Tab	\$7,927
7/9 U-Shape on Tab	\$8,905
9/9 Full Tab	\$9,932

Classified Advertising

Per column inch:	\$278
Second color:	\$160 additional
Column size:	2 1/2" wide

Ad Formats

PUB TRIM SIZE 10-7/16 WIDE x 13-3/4 DEEP			
Size and Description	Sizes Available/Shape	Trim Size	Bleed
1/9 [Std 1/4 Pg]	Vertical	3.25 x 4.25	N/A
1/6 [Std 1/3 Pg]	Horizontal & Vertical	4.875 x 4.25 or 2.1875 x 8.75	N/A
2/9 [Std Half Pg]	Horizontal & Vertical	6.625 x 4.25 or 3.25 x 8.75	N/A
1/4 [Std Isl. Half Pg]	Vertical	4.875 x 6.5	N/A
3/9 [1/3 Tab Pg]	Horizontal, 2 Verticals, Diagonal	10 x 4.25 or 4.875 x 8.75 or 3.25 x 13.25 or 3.25 x 4.25	N/A
4/9 Std	Vertical	6.625 x 8.75	N/A
5/9 [Jr. Tab]	Vertical	8.5 x 11	8.75 x 11.25
1/2 Half Tab	Horizontal & Vertical	10 x 6.5 or 4.875 x 13.25	N/A
5/9 L-Shape/Checkerboard	Vertical	3.25 x 4.25	N/A
6/9 2/3 Tab	Horizontal & Vertical	10 x 8.75 or 6.625 x 13.25	N/A
7/9 U-Shape on Tab	Vertical	3.25 x 4.25	N/A
9/9 Full Tab	Vertical	10.4375 x 13.75	10.6875 x 14
Cover Snipe	Vertical	2.377 x 2.383	N/A
Strip Ad	Horizontal	3.1028 x 0.6802	N/A



2022 Digital Editorial Calendar

Edition	Food Safety Focus	Technology Insights	Cost Controls	Smart Builds - Equipment Upgrades
January	Traceability Checkweighing	Automation M2M Communication	Equipment Downtime Reducing Recalls	Filling Equipment Conveyor Belts
February	Avoiding Recalls Foreign Matter Detection	Labeling and Packaging Machine Vision	Supply Chain Efficiency Lean Manufacturing	Metal Detection Packaging
March	Machine Vision Proper Labeling	Metal Detection Traceability	Waste Control Energy Efficiency	Automation Lighting
April	FSMA Update Machine Guarding	Industrial IoT Quality Controls	Safety Worker Training	Beverage Lines Labeling
May	Packaging Compliance Lock-Out Tag-Out	Software Integration Wastewater Management	Smart Sensors Automation Upgrades	Slicing/Sorting Equipment Sterilization
June	Worker Safety Cold Storage Best Practices	Blockchain Sensor Integration	Equipment Downtime Reducing Recalls	Inspection Conveyor Belts
July	Traceability Checkweighing	Supply Chain Management Intelligent Factory	Ingredient Sourcing Software Implementation	Material Handling QA/QC
August	Avoiding Recalls Metal and Plastic Detection	Automation Traceability	Material Handling Equipment Plant Floor Workflow	Labeling Slicing/Sorting Equipment
September	Machine Vision PPE Gear	Metal Detection Machine Vision	Data Management SIP/CIP	Temperature Controls Beverage Lines
October	OSHA Update Machine Guarding	Sensor Integration Traceability	Supply Chain Efficiency Lean Manufacturing	Filling Equipment Conveyor Belts
November	Packaging Compliance Oven Operations	Industrial IoT Quality Assurance	Waste Control Energy Efficiency	Material Handling Packaging
December	Worker Safety Lock-Out Tag-Out	Software Integration Intelligent Factory	Smart Sensors Automation Upgrades	Automation QA/QC

Contact Your Rep to Inquire About Topic Sponsorship

Special Segments

Today in Food Manufacturing



March/April

Top of the Food Chain: 2022 compliance update

Features Topic: Energy efficiency

Product Must-Haves: Test & Measurement, PPE, Dust control



July/Aug

Top of the Food Chain: Worker training for safety

Featured Topic: The intelligent factory

Product Must-Haves: Indoor air quality, Ovens, Packaging



Nov/Dec

Top of the Food Chain: Reducing recalls with high tech quality control

Featured Topic: OSHA inspections

Product Must-Haves: Processing Equipment, Weighing, Traceability

Departments

Smart Builds: Profiling custom equipment builds that have helped leading processors overcome specific product, packaging or inspection issues, improve efficiency, reduce downtime and preserve profits.

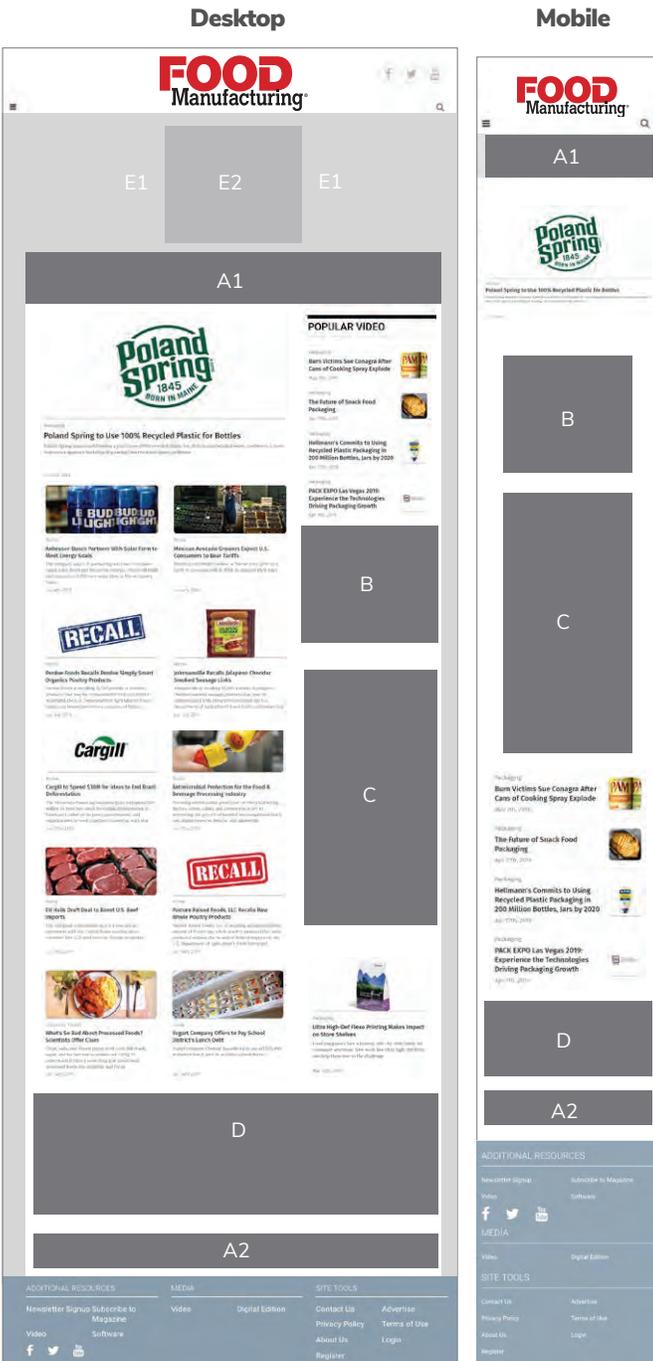
Food Safety Update: The latest on regulation, recall prevention strategies and technology focused on improving food quality and consumer safety.

Top Products: The newest products for food & beverage processing applications.

Web Specs and Rates

The Online Connection to Food and Beverage Manufacturers

Food Manufacturing's website is a content-rich destination for news, intelligence, new products and technology, and a wealth of additional tools for food and beverage manufacturing professionals. Updated throughout the day with current information by our editorial staff, www.foodmanufacturing.com maintains a continuous connection with the audience you need to reach.

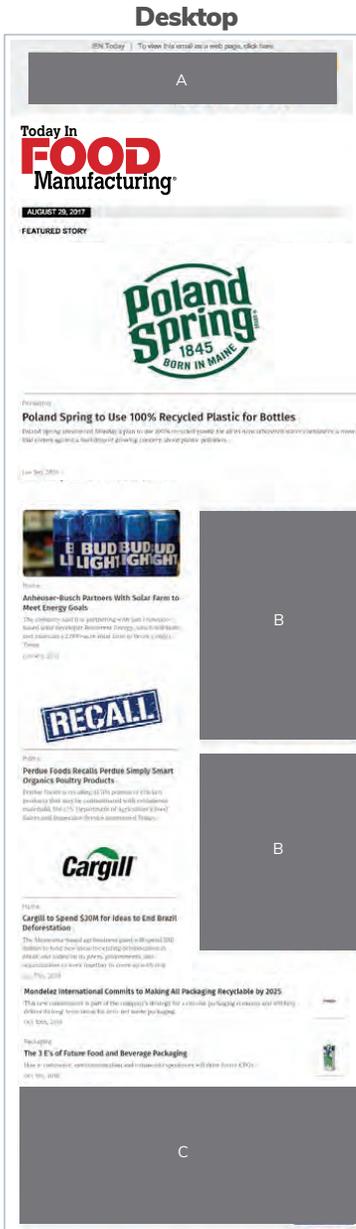


- A Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B Boombox:** \$65 CPM; 300x250
- C Tower:** \$65 CPM; 300x600
- D Billboard:** \$65 CPM; 970x250
- E Reveal Ad:** \$125 CPM; Requires two independent creatives:
E1: 2500x1450 background image
E2: 300x250 transparent PNG (messaging / call-to-action should go here)

AD SPECS

- Maximum file size: 1MB
- Rich Media: looping animation and Flash included
- Flash, include .fla file [for lead tracking], .swf, and alternate .gif or .jpg
- gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units

Daily Newsletter Specs & Rates



Leaderboard: \$2,495 (per week)
600x100 pixels (Desktop)
300x50 pixels (Mobile)
Link



T.O.C. Text and Image: \$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Inline Text and Image Ad: \$1,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Email Marketing

Today in Food Manufacturing Offers Direct Access to Our Highly Engaged Audience

Drive sales leads & website traffic • Build brand recognition
100% share of voice • Immediate impact

\$350 PER THOUSAND	\$450 PER THOUSAND
<ul style="list-style-type: none"> One standard email deployment Performance metrics provided: opens, open rate, CTRO, link tracking and demos 	<ul style="list-style-type: none"> One standard email deployment Second deployment to all opens to help engage your best audience Performance metrics provided: opens, open rate, CTOR, link tracking and demos

SPECS

- HTML, all images and source links. Contact your sales representative for more info.
- 500,000 + Manufacturing Names

AD SPECS

- Maximum file size: 1 MB
- File type: .jpg and .png
- Include linking URL for ad units

Food Manufacturing TV

The Food Manufacturing TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content that Food Manufacturing has to offer. Featuring a mix of short-form product videos, as well as exclusive live events and interviews, the video showcase highlights the premium, engaging content created by Food Manufacturing's editorial staff.

Rates

- One Deployment - \$1,495 each
- Two Deployments - \$1,346 each
- Three Deployments - \$1,211 each
- Four Deployments - \$1,029 each
- Five+ Deployments - \$950 each

AD SPECS

- Image: 640px x360px
- Headline: 80 Character Max
- Body: 250 Character Max
- Link to landing page

Video Production

- 20 to 30 sec
- Materials needed: three to five high res photos, high res logo, 75 to 150 words that best describes product
- Videos are professionally produced by the creative team at **Unit 202 Productions**, a division of Food Manufacturing.

Rates

- Video Production + 2 Food Manufacturing TV Deployments - \$2,295
- Video Production + 4 Food Manufacturing TV Deployments - \$4,995





Charlie's Produce Acquires Better Life Organics
Charlie's Produce has acquired Better Life Organics, a Los Angeles-based distributor of organic produce and food products.

NSD Seafood, Inc. Acquires Assets of National Fish & Seafood, Inc.
NSD Seafood, Inc. announced the majority asset purchase of National Fish & Seafood, Inc., which ceased operations on May 10, 2019.

Beyond Meat Opens First Production Plant Outside U.S.
The El Segundo, California-based company is partnering with Dutch meat producer Zandbergen World's Finest Meat. Zandbergen will make Beyond Meat products starting next year at a new facility in the Netherlands.

Marketing Qualified Lead Programs | Content Syndication

Generate quality sales leads for your organization by reaching Industrial Media's entire network of manufacturing professionals using our content syndication campaigns.

Content Syndication Package: Reach multiple audiences and generate leads using your existing assets or work with Industrial Media's content experts to develop customized content for your campaign.

STEP 1

Choose your brands. Multiple brands provide the best results.

STEP 2

Supply three or more of the following assets or work with Industrial Media to develop custom:

- Whitepaper
- eBook
- Infographic
- Podcasts
- Video
- Video Podcasts
- Case Studies
- Custom Research
- Custom Projects



STEP 3

Industrial Media to provide a custom registration page that includes First Name, Last Name, Title, Email, and State.

STEP 4

Industrial Media begins promoting your assets across our network. Promotions include daily newsletters ads, text based eblasts, website display and print.

STEP 5

Weekly lead delivery begins. Leads are sent via .xlsx file.



Unit202 Video Productions

Unit202 Video Productions, a Div. of Industrial Media, LLC. provides professional video services specializing in the US manufacturing sector.

All videos can be combined with a marketing campaign including daily newsletters, display ads, video showcases, targeted eblasts and social media. Campaigns can be used to generate brand awareness, generate leads or digitize your entire library of product releases.

Product Videos

- **360 Videos**, Filmed in a light box turntable, 360 videos gives the user a full 360 degree view allowing you to tell your product story in a unique way.
- Product Videos are an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as 92% of B2B prospects consume online video.
 - **Product Release Video** (20-30 seconds)
 - **Product Video** (1 to 1.5 mins)
 - **Social Media** (up to 20 seconds)
- **Sales Brochure videos** can bring your sales brochure to life and create a more engaging experience with your target customer
- **Unboxing videos** have become a powerful marketing tool and a great way to engage your target audience by telling your product story. Ideal for promoting new products with cool features.

Educational Videos

- **5 Mins with Industrial Media** is a new short format that uses video to engage with your target audience.
- **Video Podcasts** are a new webinar format that uses video to engage with your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.
- **Whiteboard Videos** can be an incredibly effective tool. They are an exciting and innovative way to advertise and market your services or products.

Made In America/Corporate Videos

- **Made in America series** highlights manufacturers who remain committed to the U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff. Videos are recorded on site.



Daily Video Pre-Roll Sponsorship

Daily Video Pre-Rolls

Video is an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as **92% of B2B prospects consume online video**. Harness the power of video marketing by running a pre-roll on our industry leading manufacturing daily videos. An Industrial Media pre-roll video sponsorship is **100% share of voice and a powerful tool** to attract new customers.

Daily Manufacturing News Videos

Industrial Media's editorial staff writes, films and produces three news style videos daily that cover the manufacturing sector. Our daily videos generated over **1.8 millions views in 2020**.

Daily Video Distribution

Our daily videos are posted on all 8 Industrial Media websites and are delivered to an average of 150,000 manufacturing professionals via our 13 daily newsletters. Videos will also run on our social media channels.

Daily Videos

[IEN Now](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

[Design & Development Today](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles design engineers constantly face.

[The Manufacturing Minute](#) is a daily video series that provides exclusive industry news. Each episode is focused on the most recent developments impacting the time, cost, market conditions, and regulatory battles industrial professionals constantly face.

[The Manufacturing Brief](#) is a daily video series that provides exclusive industry news in a quick, easy-to-digest, text overlay format.

Pre-Roll Examples: [COAST](#) [Nippon Pulse](#) [Wurth](#) [Alibaba](#) [Magnatag](#)



Industrial Media

Industrial Media represents a joint venture between Thomas Publishing Company LLC and Rich Media Group. Industrial Media manages all content creation, advertising sales, and marketing initiatives for the following brands, including magazines, videos, websites and associated digital media products. Industrial Media also offers a number of vertically-focused digital products, content marketing programs and custom publishing services focused on the industrial space.



IEN is the largest marketing platform serving the industrial marketplace. IEN's combined reach in print, daily newsletters, IEN.com and social media is unmatched, and serves a diverse and highly engaged audience.



Unit 202 is a creative video production group that produces captivating and unique videos to help manufacturers and distributors share their product, capability and company stories.



Finishing World provides product news and technical information for plating, paint & powder, coating, spraying and related operations in manufacturing facilities, along with relevant finishing industry news.



Design & Development Today (DDT) is a digital resource serving design engineering professionals in aerospace, automotive, energy, IoT, manufacturing, medical and military.



Industrial Maintenance & Plant Operation provides engineers and maintenance techs with the latest in lean processes, automation, and MRO products.



Food Manufacturing is the leading source of news and product information for food and beverage processing and manufacturing professionals.



Industrial Distribution has delivered the information industrial distributors need to succeed since 1911. Concurrently, the publication provides a complete portfolio of integrated marketing solutions with print and online products, digital magazine delivery, single and multi-sponsored e-newsletters, a daily e-newsletter, resource guides and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.



Manufacturing.net reaches a global community with news, trends, and opinions shaping the manufacturing landscape. It's part of the daily routine for upper level management, plant engineers, procurement specialists, product developers, and more.



Manufacturing Business Technology is the leading manufacturing and supply chain resource for corporate, IT and operations management seeking the latest automation, operations, and IT news and information.



Contacts and Sales Territories

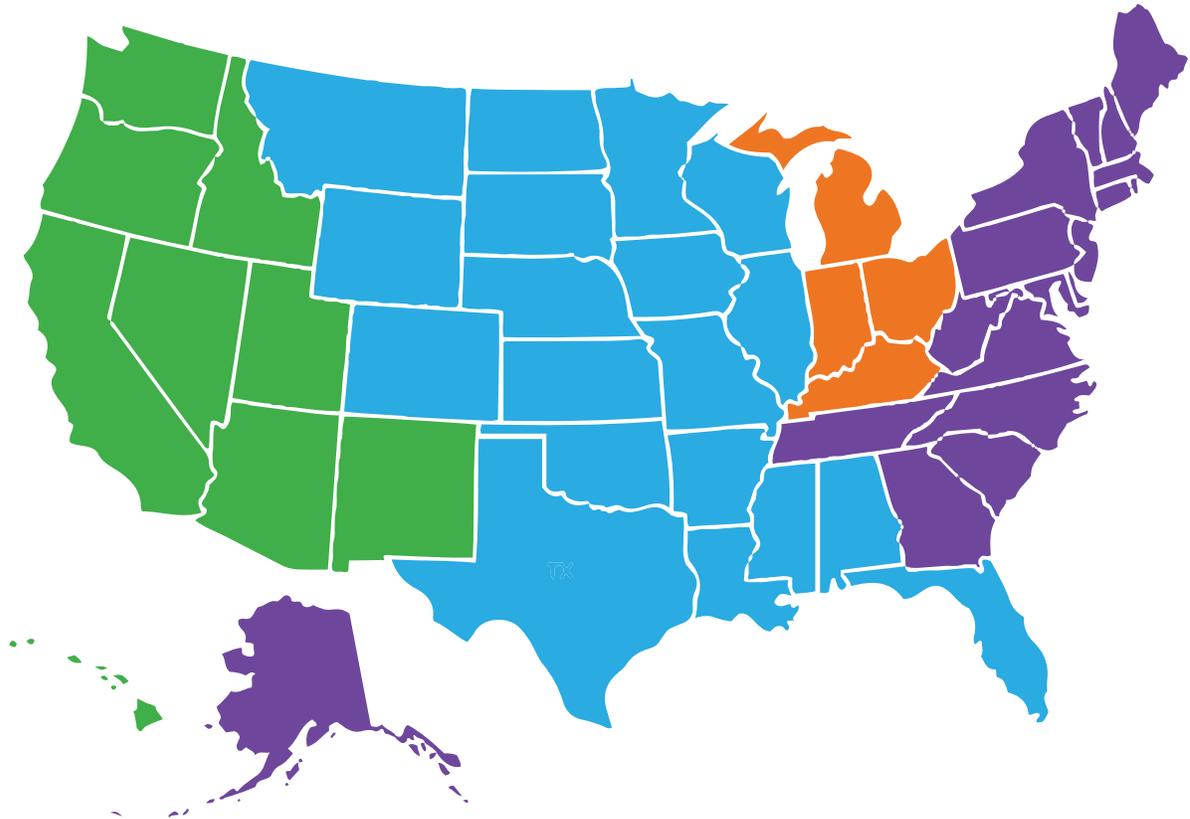
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The Information & Technology Authority for Food & Beverage Professionals

www.FoodManufacturing.com