

# 2023 Media Kit

THE INFORMATION & TECHNOLOGY LEADERS FOR  
FOOD & BEVERAGE PROFESSIONALS

# 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 of 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. 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 names in the business.

- Marketing Opportunities
- Print (Supplement in Industrial Equipment News)
- Content Creation (Whitepapers, eBooks, Infographics, Video)
- Content Syndication
- Custom Newsletter
- Custom Research
- Daily Newsletter
- Lead Generation (MQL or CPC)
- Native Advertising
- Sponsorships
- Video (whiteboard, 360, sales brochure, Unboxing)
- Video Ads
- Video Podcasts (New Webinar Format)
- Website Display

# Overview

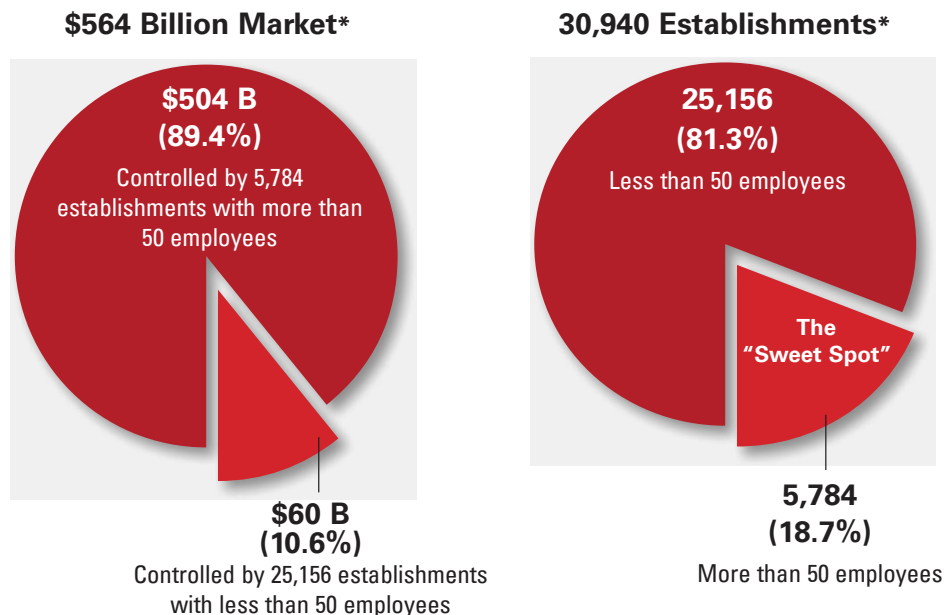
Food Manufacturing is the information and technology authority for the making and finishing of food and beverage products.

- 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.

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).

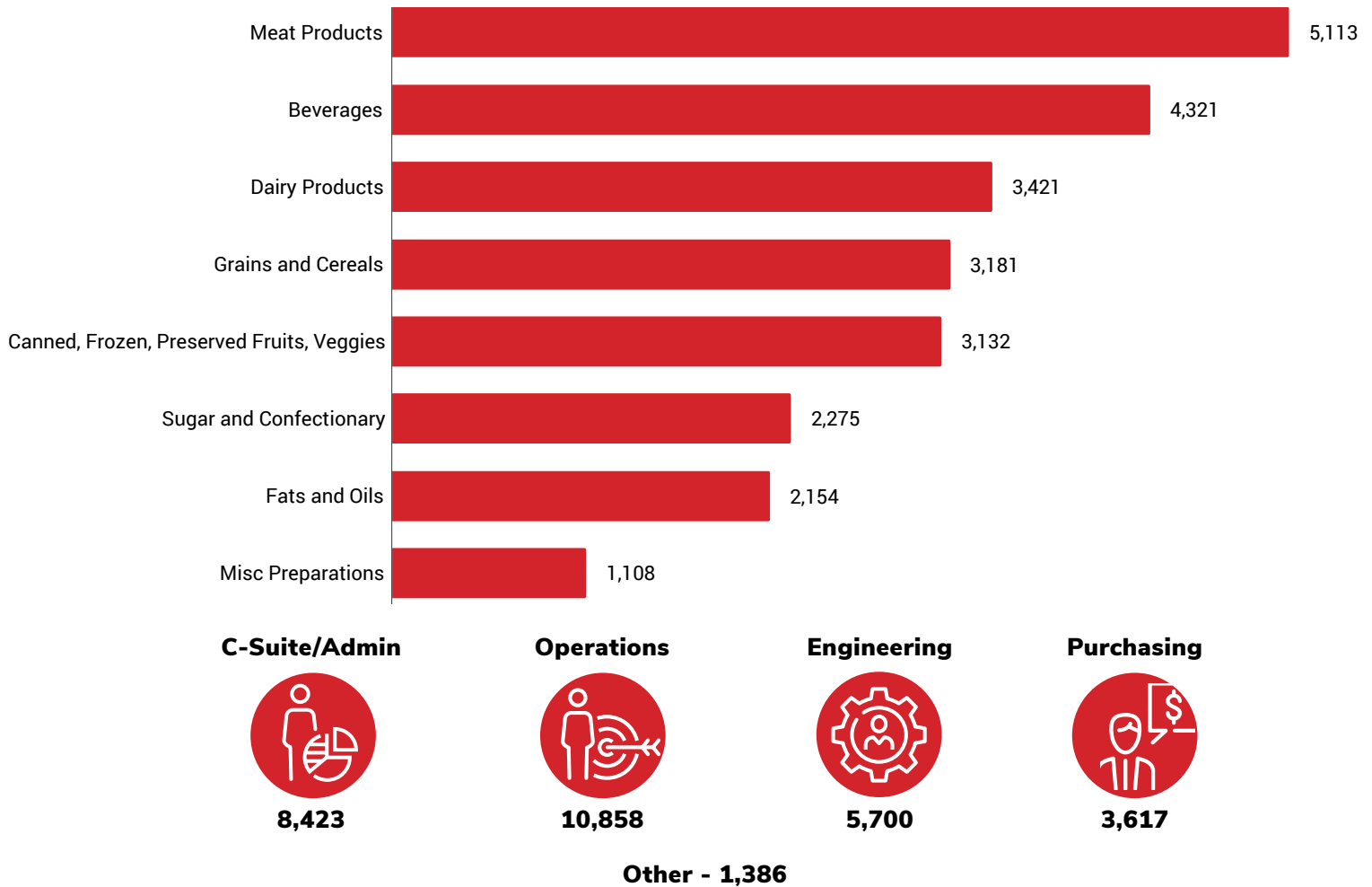
This leads to a production environment focused on larger quantities in order to offset smaller margins at most larger processing facilities, on the plant floor, solutions to lowering equipment down-time, improving line change-over rates, and avoiding disastrous quality control situations like recalls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



\*U.S. Census Bureau.

# Reach

## Digital Audience



### 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

# 2023 Digital Editorial Calendar

## Print

### January/February

- Consumer Trends
- Traceability
- Material Handling

### March/April

- Recall Prevention
- Sanitization
- Automation

### May/June

- Quality Control
- Energy Management
- Packaging

### July/August

- Supply Chain Management
- Foreign Matter Detection
- Capital Equipment

### September/October

- Safety
- Conveyor Technology
- Bulk Bag Equipment

### November/December

- Quality Control
- Automation
- Lockout/Tagout

## Digital

### JANUARY

- Material Handling
- Cold Storage
- Traceability
- Compliance

### FEBRUARY

- Pest Control
- Sanitation
- Recalls
- Machine Vision

### MARCH

- PPE
- Lean Manufacturing
- Recruitment
- Slicing/Sorting

### APRIL

- Wastewater
- Consumer Trends
- Metal Detection
- Packaging

### MAY

- Bottling
- Quality Control
- IIoT
- Software

### JUNE

- Rotating Equipment
- Dock Safety
- Recalls
- Energy Management

### JULY

- Checkweighing
- Automation
- Food-Safe Lubricants
- Consumer Trends

### AUGUST

- Filling Equipment
- Quality Control
- Staffing
- Intelligent Factory

### SEPTEMBER

- Pest Management
- Software
- Worker Training
- Material Handling

### OCTOBER

- Sterilization
- Traceability
- Inspections
- Cold Storage

### NOVEMBER

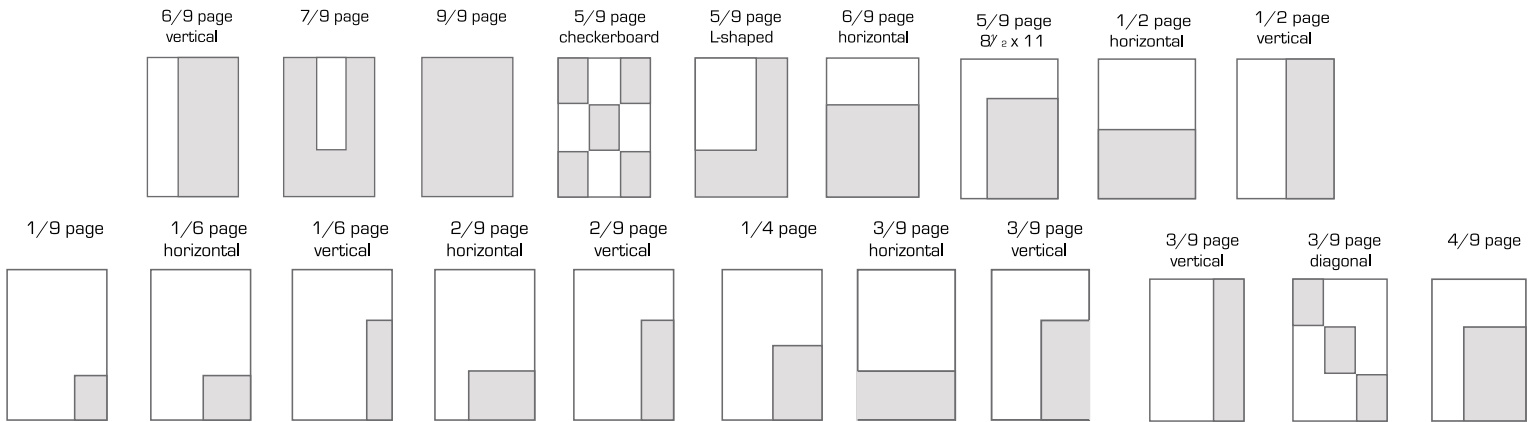
- Energy Loss
- Consumer Trends
- Machine Vision
- Conveyors

### DECEMBER

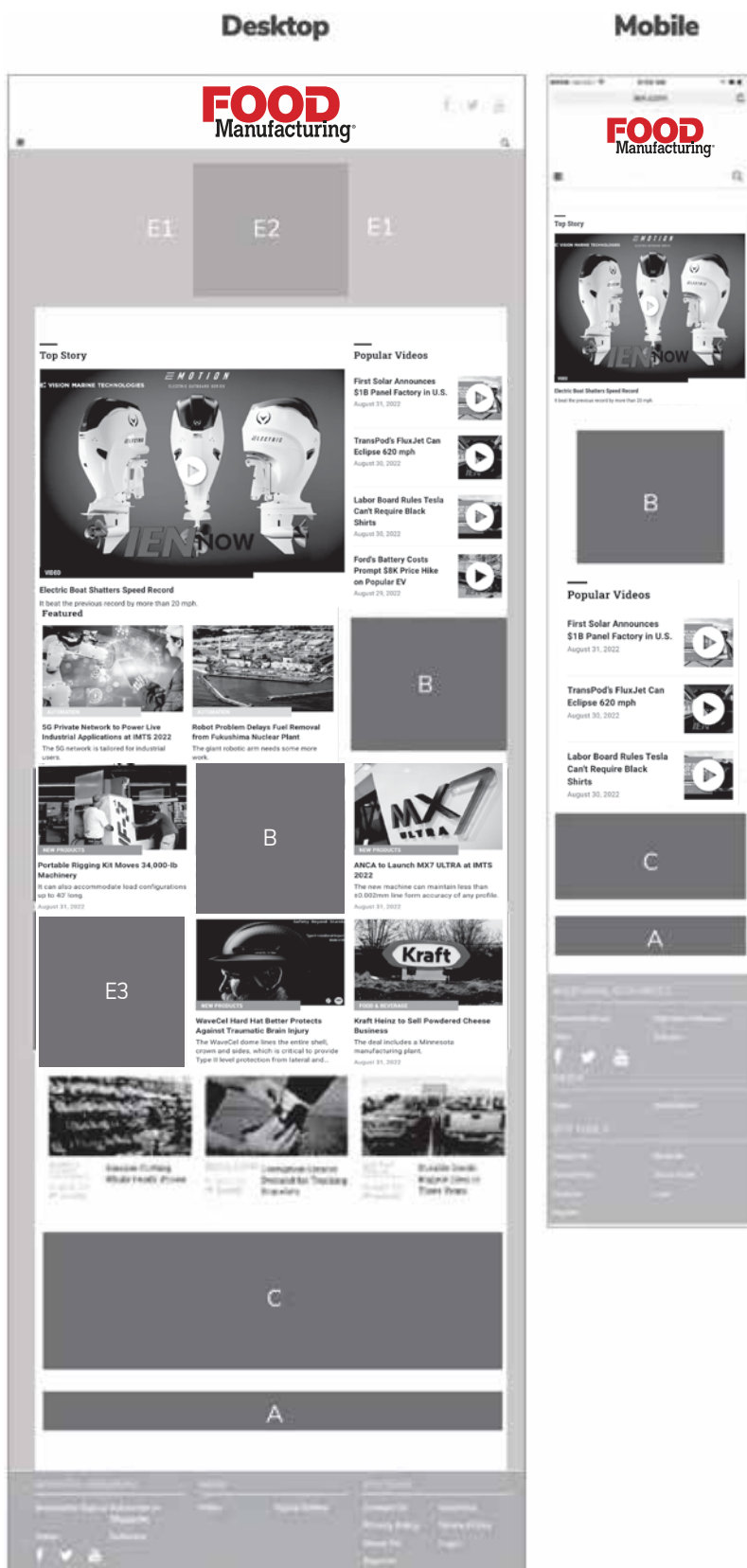
- Material Handling
- Sensors
- Recalls
- Compliance

# 2023 Print Rates

| AD SIZE                  | RATE    | TRIM SIZE  | BLEED      |
|--------------------------|---------|--|------------|
| 1/9 (STD 1/4 PG)         | \$1,700 | Vertical 3.25 x 4.25   | N/A        |
| 1/6 (STD 1/3 PG)         | \$2,312 | Horizontal & Vertical 4.875x4.25 or 2.1875x8.75                      | N/A        |
| 2/9 (STD Half Pg)        | \$3,780 | Horizontal & Vertical 6.625x4.25 or 3.25x8.75                        | N/A        |
| 1/4 (STD Isl. Half Pg)   | \$4,050 | Vertical 4.875x6.5   | N/A        |
| 3/9 (1/3 Tab Pg)         | \$4,870 | Horizontal & Vertical 10x4.25 or 4.875x8.75, 3.25x13.25 or 3.25x4.25 | N/A        |
| 4/9 STD                  | \$6,092 | Vertical 6.625x8.75  | N/A        |
| 5/9 (Jr. Tab)            | \$6,692 | Vertical 8.5x11 8.75x11.25   | 8.75x11.25 |
| 1/2 Half Tab             | \$6,547 | Horizontal & Vertical 10x6.5 or 4.875x13.25                          | N/A        |
| 5/9 L-Shape/Checkerboard | \$6,950 | 3.25x4.25  | N/A        |
| 6/9 2/3 Tab              | \$7,927 | Horizontal & Vertical 10x8.75 or 6.625x13.25                         | N/A        |
| 7/9 U-Shape on Tab       | \$8,905 | Vertical 3.25 x 4.25   | N/A        |
| 9/9 Full Tab             | \$9,932 | 10.4375x13.75  | 10.6875x14 |
| Cover Snipe              | \$3,995 | 2.377x2.383  | N/A        |
| Strip Ad (For 3)         | \$3,995 | Horizontal 3.1028x0.6802   | N/A        |
| Literature Review        | \$1,900 | 5" x 2.25"   | N/A        |



# Web Specs and Rates



A

**Leaderboard:**  
\$85 CPM  
970x90 Desktop  
728x90 Tablet  
300x50 Mobile

B

**Boombbox:**  
\$85 CPM  
300x250

C

**Billboard:**  
\$85 CPM  
970x250 Desktop  
300x250 Mobile

E

**Reveal Ad:**  
\$225 CPM  
Requires three independent creatives

E1

2500x1450 background image

E2

300x250 transparent PNG  
(messaging/call-to-action  
should go here)

E3

300x250

Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

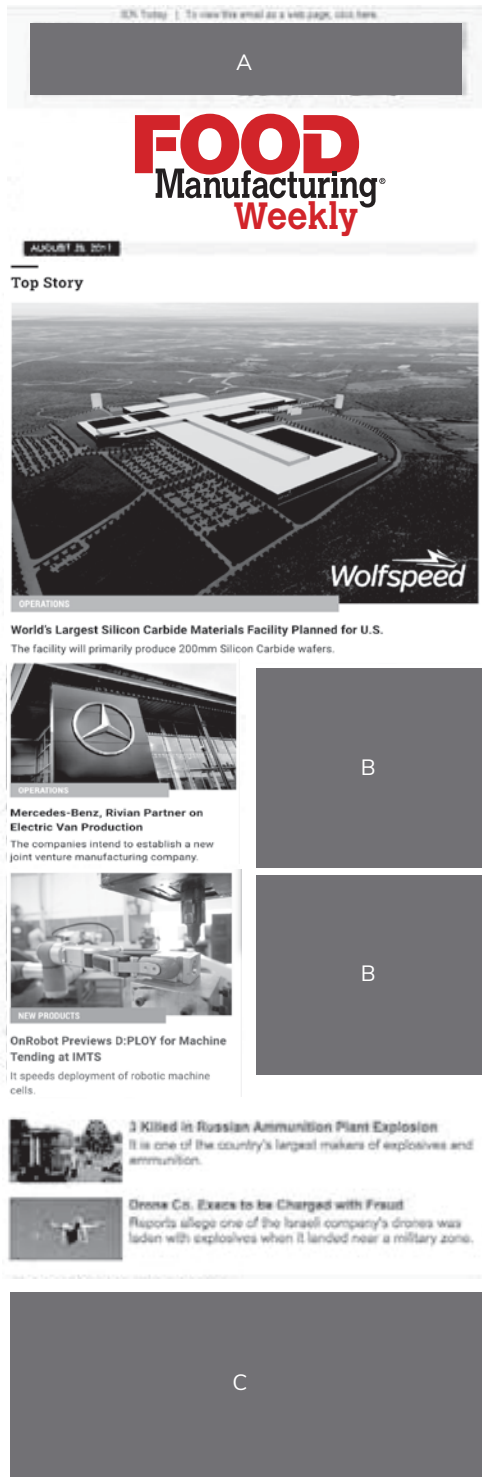
Native Advertising Assets: Articles, infographics, videos, case studies, whitepapers, podcasts and ebooks are some of the assets used in native ad campaigns. Integration: Seamless self managing campaigns using our Native Advertising Dashboards

## AD SPECS

- \*Maximum file size: 90KB
- \*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



A

**Leaderboard:** \$2,995 (per week)  
600x100 pixels Desktop  
Link

B

**T.O.C. Text and Image:** \$2,995 (per week)  
50 character headline including spaces  
250 characters of text including spaces  
150x125 pixel image  
Link

C

**Inline Text and Image Ad:** \$2,495 (per week)  
50 character headline including spaces  
250 characters of text including spaces  
150x125 pixel image  
Link

**Industrial media leads the market with the highest open rate and CTR in the industry\***

Open Rate Average 35.64% vs. Industry Average of 22.42%  
**13.22% Higher than industry average**

CTR Average 20.82% vs. Industry Average of 8.72%  
**12.10% Higher than industry average**

\*Omeda Benchmark Study

**FOOD**  
Manufacturing®  
Weekly

## AD SPECS

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



# Marketing Qualified Lead Programs | Content Syndication

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

## STEP 1

Choose your brands.

## STEP 2

Supply three or more of the following assets or work with Food Manufacturing to develop custom content:

- Whitepapers
- eBooks
- Video
- Video Podcast
- Webinars
- Custom Research

## STEP 3

Food Manufacturing to provide a custom registration page that includes First name, Last name, Company and email address.

## STEP 4

Food Manufacturing begins promoting your assets across our network. Promotions include daily newsletters, ads and text based eblasts.

## STEP 5

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

Send materials to [digitalmaterials@ien.com](mailto:digitalmaterials@ien.com)

# Video Podcast

A new webinar format that uses video to engage your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.

Traditional webinars are time consuming and require company resources at a time where marketers are stretched thin and don't have several hours to create powerpoint presentations. Video Podcasts require a fraction of the time while the end result is a better quality product that can be used to generate qualified leads across all marketing channels.

Video Podcasts are pre-recorded, edited and approved by sponsors before the canned video podcast is presented "live".

## STEP 1

Work with our content sales representative to identify your topic and target audience

## STEP 2

Schedule a 30 minute call with our sales representative, video director and editor to discuss video podcast talking points.

## STEP 3

Live video recording (60 minutes).

## STEP 4

In 7 business days or less, sponsor receives the first draft of the video podcast for review and modifications. New drafts will be returned within 2 days for approval.

## STEP 5

Custom registration page that includes First name, Last name, Company and email address will be provided.

## STEP 6

Video Podcast live date is set and promotion begins in our daily newsletters, and dedicated text based eblasts.

## STEP 7

Weekly lead delivery begins two weeks after the live date. Leads are sent via .xlsx file.

# Video Ads by Unit202 Video Productions

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

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.

All videos can be combined with a marketing campaign including daily newsletters, pre-rolls for our daily editorial video, display ads, video showcases, targeted eblasts and social media. Video production and campaigns are completely turnkey can be used to generate brand awareness, generate leads or digitize your entire library of product releases.



## VIDEOS

- Product Release Video 20-30 seconds
- Video Ads up to 1 min
- Product Video 1 to 1.5 mins
- Social Media up to 20 seconds
- 360 videos up to 2 mins
- Sales Brochure Video up to 1 min
- Unboxing video Up to 3 mins
- Educational Videos: 5 Mins with Industrial Media is a new short format that uses video to engage with your target audience
- Video Podcasts (New webinar format) up to 50 mins
- Video Whitepapers
- Whiteboard Videos up to 3 mins
- Marketing Research Videos
- Made In America/Corporate Videos: Made in America series highlights manufacturers who remain committed to 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 up to 15 mins.

# 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.

## PRE-ROLL SPONSORSHIP

As a sponsor, your video ad will play at the beginning of our daily editorial videos. Your pre-roll will have the full attention of our engaged users. A five second non-skip button ensures your message will be seen and received by the viewers. Full metrics are available after the campaign is completed.

## 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 **2.2 millions views in 2021**.

## 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.

# Digital Rate Card

| PRODUCT                               | TYPE/SPECS/LEADS  | LEADS       | RATE            | MINUTES |
|---------------------------------------|---|-------------|-----------------|---------|
| <b>VIDEOS/WEBINARS</b>                |   |             |                 |         |
| Video Podcast (New Webinar Format)    | 100 MQL   | MQL         | \$16,995        | 45      |
| Video Podcasts Multi-Sponsored        | 50 MQL + 300 CPC  | CPC/MQL     | \$10,995        | 45      |
| Video Podcasts Multi-Sponsored        | 100 MQL   | MQL         | \$11,995        | 45      |
| Video Whitepaper                      | 100 MQL   | MQL         | \$14,995        | 15      |
| Video Podcast Brief (<5min)           | 100 MQL   | MQL         | \$12,995        | 5       |
| Traditional Webinar                   | 100 MQL   | MQL         | \$22,995        | 45      |
| Market Research Video                 | 100 MQL   | MQL         | \$14,995        | 5       |
| Today In Manufacturing Weekly Podcast | Monthly Sponsorship   | Sponsorship | \$9,595         |         |
| Security Breach Podcast               | Monthly Sponsorship   | Sponsorship | \$9,595         |         |
| <b>PRODUCT VIDEOS</b>                 |   |             |                 |         |
| Video Ads                             | Includes one week in daily newsletter   |             | \$3,495         | 1       |
| Unboxing Video Ad                     | Includes one week in daily newsletter   |             | \$4,495         | 3       |
| 360 Video Ad                          | Includes one week in daily newsletter   |             | \$4,495         | 2       |
| Social Media Video Ad                 | Includes one week in daily newsletter   |             | \$3,495         | 30 sec  |
| Whiteboard Video Ad                   | Includes one week in daily newsletter   |             | \$4,495         | 3       |
| Sales Brochure Video Ad               | Includes one week in daily newsletter   |             | \$3,495         | 1       |
| <b>CORPORATE VIDEOS</b>               |   |             |                 |         |
| Corporate Video                       | Custom  |             | -               |         |
| Made In America Video                 | Custom  |             | -               |         |
| <b>EDITORIAL PRE-ROLL VIDEOS</b>      |   |             |                 |         |
| Pre-Roll                              | Runs on daily editorial videos  | Sponsorship | \$260/m         |         |
| Pop-Out Video Player                  | Video runs on website home page/Select Secondary Pages                                | Sponsorship | \$260/m         |         |
| <b>CONTENT</b>                        |   |             |                 |         |
| Content Creation                      | Custom  |             | \$1.90 Per Word |         |
| Custom Research                       | Custom  |             | \$29,995        |         |
| Content Syndication                   | 100 MQL   | MQL         | \$14,995        |         |
| Whitepaper                            | 100 MQL   | MQL         | \$11,995        |         |
| eBook                                 | 100 MQL   | MQL         | \$14,995        |         |
| eBook Multi-Sponsored                 | 100 MQL   | MQL         | \$11,995        |         |
| eBlasts                               |   |             |                 |         |
| eBlast Rates                          | See eBlast Specs Page   |             | \$350/m         |         |
| eBlast Rates                          | Includes a second send to opens   |             | \$450/m         |         |
| <b>WEBSITE</b>                        |   |             |                 |         |
| Leaderboard                           | 970x90 Desktop, 728x90 Tablet, 300x50 Mobile  |             | \$85/m          |         |
| Billboard                             | 970x250 & 300x250 (Mobile)  |             | \$85/m          |         |
| Boombox                               | 300x250   |             | \$85/m          |         |
| Reveal Ad                             | BIG IMPACT POSITION   |             | \$225/m         |         |
| Native Ads                            |   |             | \$90/m          |         |
| <b>DAILY NEWSLETTERS</b>              |   |             |                 |         |
| Campaign Optimization                 | Optimized campaign with guaranteed leads   240 CPC                                    |             | \$10,000        |         |
| Newsletter Sponsorship                | One month sponsorship, sponsors logo at top of newsletters + inline ad                |             | \$15,995        |         |
| Leadboard                             | Deploys Monday-Friday   600x100   |             | \$2,995         |         |
| TOC Inline Text & Image               | Deploys Monday-Friday   50 Character headline including                               |             | \$2,995         |         |
| Inline Text & Image                   | spaces, 250 Character Text, 150x125 Pixel + Link                                      |             | \$2,495         |         |
| <b>WEEKLY NEWSLETTERS</b>             |   |             |                 |         |
| Leadboard                             | Deploys 5 consecutive weeks   600x100   |             | \$2,995         |         |
| TOC Inline Text & Image               | Deploys 5 consecutive weeks   50 Character headline including                         |             | \$2,995         |         |
| Inline Text & Image                   | spaces, 250 Character Text, 150x125 Pixel + Link                                      |             | \$2,495         |         |
| Video Showcase                        | Specs: Image 640x360 pixels, Headline 80 characters max,<br>Body 250 characters, link |             | \$1,050         |         |

# Industrial Media

Industrial Media is a leading B to B publisher serving the US manufacturing professional. 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 via video.



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

**Thomas Lynch, President/Publisher**

tom@ien.com

608-628-8718

**Bill Koenen, Senior Sales Director**

bill@ien.com

608-733-7447

Territories: AL, AR, CO, FL, IL, IA, KS, LA, MN, MS, MO, MT, NE, ND, OK, SD, TX, WI, WY

**Chuck Marin, Senior Sales Director**

chuck@ien.com

973-800-6191

Territories: Canada, CT, DE, GA, ME, MD, MA, NH, NJ, NY, NC, PA, RI, SC, TN, VT, VA, WV

**Mike Riege, Sales Director**

mike@ien.com

608-698-3348

Territories: AK, AZ, CA, HI, ID, NV, NM, OR, UT, WA

**Mike Peterson, Sales Director**

mikep@ien.com

608-692-2304

Territories: IN, KY, MI, OH