Manufacturing® foodmanufacturing.com

2024 MEDIA KIT

THE INFORMATION & TECHNOLOGY LEADERS FOR FOOD & BEVERAGE PROFESSIONALS

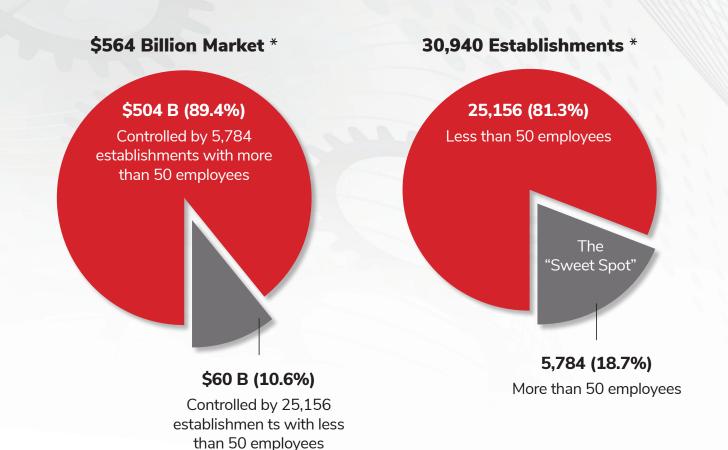


The Leading Source Of News & Product Info

With an engaged audience of over 47,000, Food Manufacturing is the foremost authority in providing information and technology solutions for the food and beverage manufacturing marketplace.

Regulatory compliance, labor shortages, evolving consumer preferences, process efficiency, and safety are among the crucial challenges that necessitate staying informed.

Our audience comprises influential buyers and decision-makers who rely on Food Manufacturing to access the latest technologies, enabling them to maintain competitiveness and expand their market share.



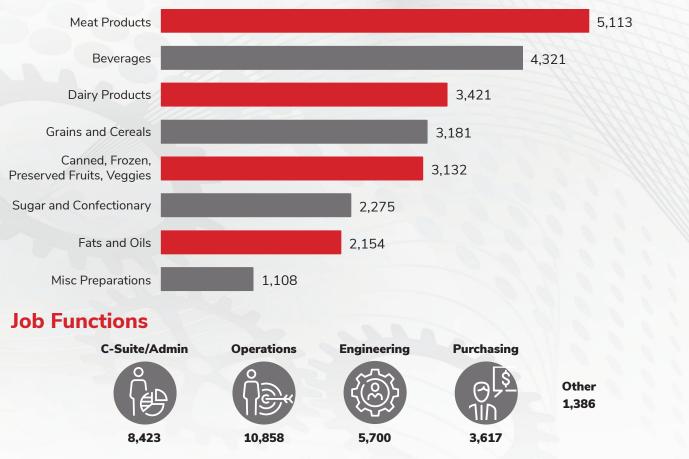
*U.S. Census Bureau.





Food Manufacturing Reach

Digital Audience



Food Manufacturing provides unparalleled access to your most valuable customers and prospects by connecting you with the pivotal decision-makers within the leading 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

Calendar

2024 Print & Digital Calendar

Print

January/February

- Cold Storage
- Traceability
- Compliance

March/April

- Consumer Trends
- Automatioin
- Packaging

May/June

- Quality Control
- Elec. Safety + Lockout/Tagout
- IIoT

July/August

- Supply Chain Management
- Inspection Technology
- Capital Equipment

September/October

- Software
- Conveyor Technology
- Staffing/Training Tools

November/December

- Recalls
- Automation
- Sterilization

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
- IloT
- Software

June

- Rotating Equipment
- Dock Safety
- Recalls
- Energy Management

Digital

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

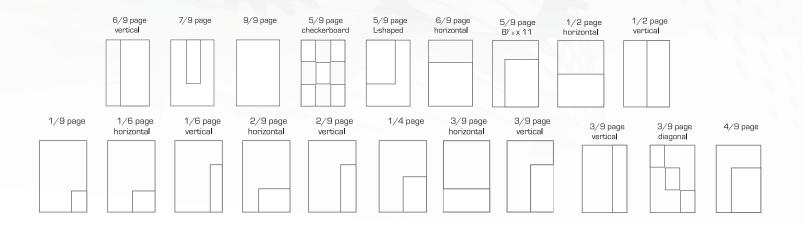
- Energy Loss
- Consumer Trends
- Machine Vision
- Conveyors

December

- Material Handling
- Sensors
- Recalls
- Compliance

2024 Print Rates & Specs

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

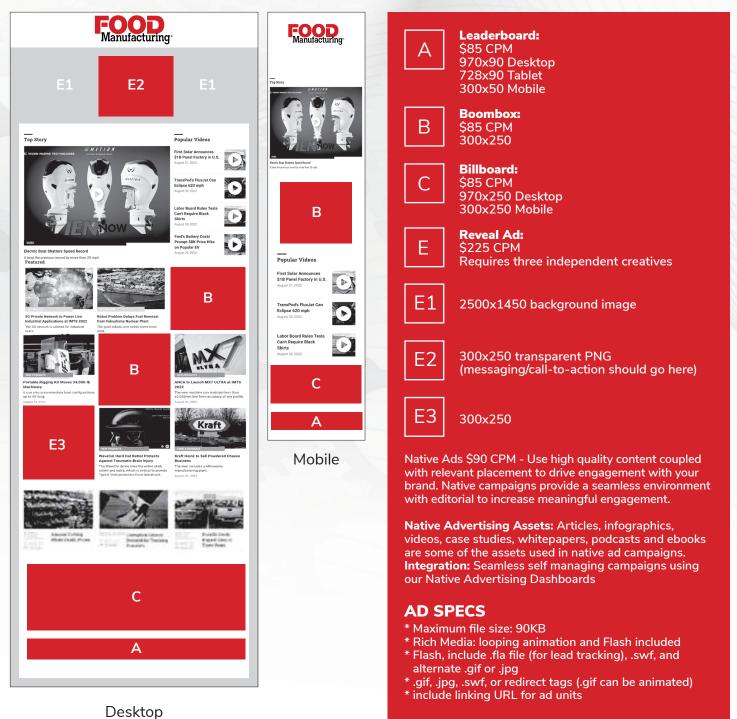




foodmanufacturing.com

Website Advertising Options and Rates

Monthly Page Views - 77,500 Monthly Unique Visitors - 54,500





Daily Newsletter

2024 Daily Newsletter Specs & Rates

Our e-newsletters offer a unique combination of industry news, original editorial, and new technology updates. Each deployment features fresh content, giving subscribers a compelling reason to open and engage with them.

Circulation: 15,000 daily average **Frequency:** Daily

Focus:

Daily Food Industry News, New Products, and Industry Trends

litles:	
Plant Operations	36%
Plant Management	28%
Purchasing	12%
IT & Software	10%
R&D	9%
C-Level	5%
C-Level	5%

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

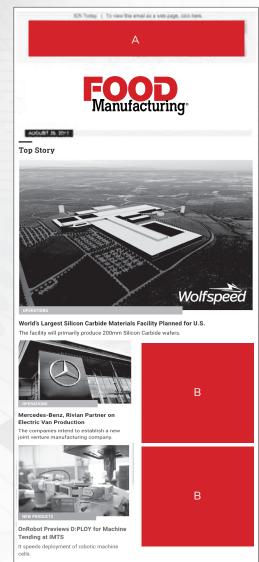
Pricing:

Today in Food Manufacturing Daily: Monday - Friday Food Manufacturing Weekly: 5 consecutive weeks

A- Leaderboard	\$2,995
B- TOC	\$2,995
C- Inline	\$2,495

AD SPECS

- Leaderboard: 600x100 pixels and link
- TOC Text & Image Ad: -50 character headline, 250 character of text, 150x125 pixel image & link
- Inline Text & Image Ad: -50 character headline, 250 characters text, 150x125 pixel image & link
- Maximum file size: 1MP
- File Type: .jpg



3 Killed in Russian Ammunition Plant Explosion It is one of the country's largest makers of explosives and

Drone Co. Exect to be Charged with Freud Reports allege one of the Israeli company's drones was laden with explosives when it landed near a military zone



High Level MQL Lead Generation Program

Effortlessly extend your reach across Industrial Media's 7 brands while generating high-quality registration leads through our Market Qualified Lead program. We utilize your valuable content to precisely target your chosen audience, delivering guaranteed leads.

What we need from you:

Simply provide us with three or more of the following:

- Whitepapers
- E-books
- Videos

- Infographics
- Research studies
- Webinars

[Be sure to include a high resolution logo, and that is it.]

What happens next:

Our production team will create a custom landing page and all promotional materials. We employ various channels, such as e-newsletters, custom deployments, and social media to optimize your campaign in delivering the best return on your marketing investment.

	Ca	pital Investment Consumer Trends Facility Labeling Labor	New Products Packaging Recalls/Alerts Safety	Supply Chain
		The United States and Canada enjoy the world's largest and n of jobs in each country.		and the second se
LANDING PAGE	Canada is traditionally the top U.S. export market, accounting exports to Canada exceeded total U.S. exports to China, Japar Download this new guide from EXIM and learn how to ent Name*	a, & India combined.		
EXAMPLE		First Name Title*	Last Name	
		Company*		
		DownL	DAD GUIDE	



Webinar Format That Uses Video To Engage Your Target Audience

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 .xlxs file.



Video Promotion and Video Creation

Video is a powerful medium for connecting with customers and prospects. B2B video marketing is highly effective, with 92% of B2B prospects consuming online videos.

Video supplied by you:

Pre-Roll Sponsorship on Manufacturing Now

- As a sponsor, your video ad gains prime placement at the start of our top editorial video, Manufacturing Now. A non-skippable, five-second button guarantees maximum message visibility and ensures 100% share of voice.
- Manufacturing Now is featured on all 8 Industrial Media websites and reaches an average of 150,000 manufacturing professionals via our 13 daily newsletters.
- Detailed metrics will be provided post-campaign for comprehensive impact tracking.

Website Pop Up Video Player:

- Introducing our innovative pop-up video player, designed to enhance user engagement. This dynamic feature appears as a separate window or pop-up, seamlessly immersing site visitors with your video content. The best part? Users can enjoy your content without being redirected or leaving the current page they are browsing.
- With guaranteed impressions and an exclusive 100% share of voice, it presents a unique and effective way to convey your message.

Video created for you by us:

Product Videos

- Standard Product Video (20-30 seconds)
- Extended Product Video (1 to 1.5 mins)
- Whiteboard Videos (up to 3 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 Content Videos:

- 5 Mins with Industrial Media (new short educational format)
- Video Webinar (New webinar format)
- Video White Paper Summary
- Marketing Research Videos
- Made In America/Corporate Videos:

Unit 202 Video Productions, a division of Industrial Media, LLC, specializes in providing professional video services dedicated to the U.S. manufacturing sector.





Digital Rate Card

PRODUCT	TYPE/SPECS/LEADS	LEADS	RATE	MINUT
AILY NEWSLETTERS		· · · · · · · · · · · · · · · · · · ·		
Leaderboard	Deploys Monday-Friday 600x100 + Link		\$ 2,995	
TOC Inline Text & Image	Deploys Monday-Friday 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,995	
Inline Text & Image	Deploys Monday-Friday 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,495	
Newsletter Sponsorship	One month sponsorship, sponsors log at top of newsletters and inline ad for 4 weeks		\$ 15,995	
Campaign Optimization	Optimized campaign with guaranteed leads 240 CPC		\$ 10,000	
Leaderboard	Deploys Monday for 5 consecutive weeks 600x100 + Link		\$ 2,995	
TOC Inline Text & Image	Deploys Monday for 5 consecutive weeks 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,995	
Inline Text & Image	Deploys Monday for 5 consecutive weeks 50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,495	
ONTHLY NEWSLETTERS				
Video Showcase	Specs: Image 640x360 pixels, Headline 80 charactors max, Body 250 Character, link		\$ 1,050	
eBlast Rates	See eBlast Specs Page		\$350/m	
eBlast Rates	Includes a second send to opens		\$450/m	
EBSITE			Ç-30/m	·
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	Great for content advertising Targeted Campaigns		\$90/m	
ONTENT				
Content Syndication	100 Registration Leads (client provides minumum 3 pieces of gated content)	MQL	\$ 11,995	
Whitepaper	100 Registration Leads and includes 1500 Word Whitepaper	MQL	\$ 14,845	
eBook	100 Registration Leads and includes 2600 Word eBook	MQL	\$ 16,990	
eBook Multi-Sponsored	100 Registration Leads and includes 2600 Word eBook	MQL	\$ 8,995	
Custom Research	Custom		\$ 29,995	
Content Creation	Custom		\$1.90/Word	
DEOS/WEBINARS			<u> </u>	45
Video Podcast (New Webinar Format)	100 Registration Leads	MQL	\$ 16,990	45
Traditional Webinar (Slide Presentation)	100 Registration Leads	MQL	\$ 22,995	45
Video Whitepaper	100 Registration Leads	MQL	\$ 14,995	15
Market Research Video	100 Registration Leads	MQL	\$ 14,995	5
Video Podcasts Multi-Sponsored DDCASTS	100 Registration Leads	MQL	\$ 9,995	45
Foday In Manufacturing Weekly Podcast	Monthly Sponsorship	Sponsorship	\$ 9,595	
Security Breach Podcast STOM PRODUCT VIDEOS	Monthly Sponsorship	Sponsorship	\$ 9,595	
Social Media Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	30 se
Video Ads	Includes one week in daily newsletter of 10k pre-roll		\$ 3,495	1
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	1
Whiteboard Video Ad	Includes one week in daily newsletter of 10k pre-roll		\$ 4,495	
				3
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	2
Unboxing Video Ad RPORATE VIDEOS	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	3
Corporate Video	Custom Pricing \$1,500 + expenses per day			
Made In America Video	Custom Pricing \$1,500 + expenses per day			
ITORIAL PRE-ROLL VIDEOS				
Pre-Roll	Runs on daily editoral videos	Sponsorship	\$260/m	
Pop-Out Video Player	Video runs on website home page/Select Secondary Pages	Sponsorship	\$190/m	





Industrial Media is a leading B2B 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.



MEDIA

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.

DESIG DEVELOPMENTIC

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

USTRIAL DISTRIBUTION

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.

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.

ТИРО

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



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.

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.



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

Manufacturing Business Technology

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.



Manufacturing®

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