



FOOD Manufacturing®

est. 1987

MARKETING DECK

click logo for audience info**



Manufacturing Business Technology



DESIGN AND DEVELOPMENT TODAY



Today In FOOD Manufacturing®

JUNE 18, 2025

FEATURED STORY



General Mills Joins Kraft Heinz in Removing Artificial Dyes

The company plans to remove artificial dyes from its U.S. cereals by next summer.



Danone Opens Expanded Florida Plant

The company added a \$65 million production line.



Meijer Recalls Dark Chocolate Almonds

The product may also contain dark chocolate-covered cashews.

Morse: Over 100 Models, Over 60 Demo Videos



Equipment to lift, move, rotate, tumble, pour from drums, rack drums, weigh drums, trucks, dollies, palletizers, forklift

attachments, rotators, rollers. Drum cones, pumps, heaters, wrenches, faucets. Custom handling equipment. Expert dealer support.

[Learn More & Watch Videos](#)

Simplifying Food & Beverage Supply Chain Operations



The saying "less is more" holds true in supply chain operations, especially in the food and beverage industry. This playbook

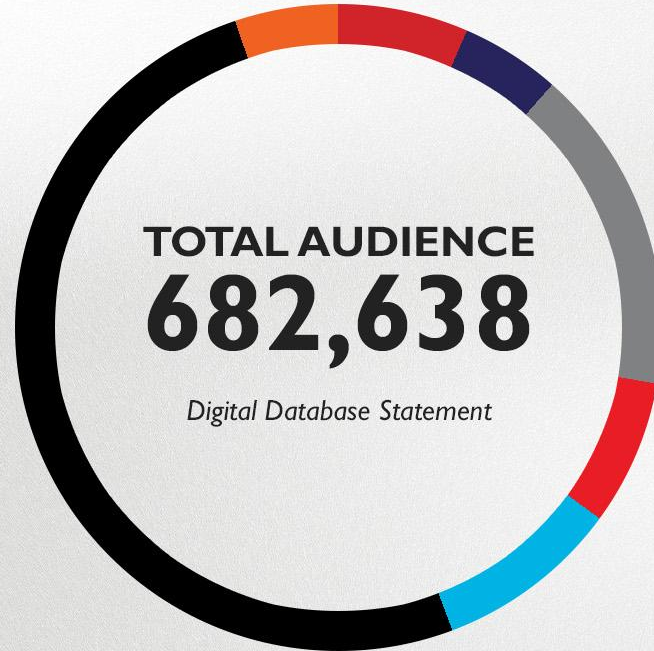
gives you a step-by-step overview on simplifying your food/bev supply chain operations, so you can support efficient workflows while delivering

PUBLICATIONS AUDIENCE (EMAIL SUBSCRIBERS*)

AUDIENCE:

96%
US/CAN

* Publication numbers reflect opted-in email subscribers and do not include social media or website traffic numbers.



FOOD
Manufacturing® 46,740

Manufacturing
Business Technology 33,800

MANUFACTURING
NET 112,628

IMPO 48,285

DESIGN AND
DEVELOPMENT TODAY 60,451

IEN
INDUSTRIAL EQUIPMENT NEWS 348,062

INDUSTRIAL DISTRIBUTION 32,672

CIRCULATION STATEMENT



DIGITAL DATABASE INFORMATION PUBLISHER'S OWN
DATA SEPTEMBER 2025

Industrial Media, LLC
199 East Badger Road #100
Madison, WI 53713
Phone: (608) 628-8718

SIC	Business / Industry	Total	PCT	EXEC (A)	OPS (B)	ENGR (C)	PURCH (D)	OTHER
201	Meat Products	8,840	18.91%	2,608	3,346	1,445	954	487
202	Dairy Products	6,918	14.80%	2,189	2,187	1,399	821	322
203	Canned, Frozen, Preserved Fruits, Veggies	3,004	6.43%	1,012	802	594	321	275
204	Grains and Cereals	3,744	8.01%	1,105	984	1,206	250	199
205	Bakery	6,841	14.64%	1,578	2,603	1,169	887	604
206	Sugar and Confectionary	4,374	9.36%	755	1,005	1,259	950	405
207	Fats and Oils	1,501	3.21%	369	255	301	155	421
208	Beverages	7,225	15.46%	2,547	1,699	1,732	700	547
209	Misc Preparations	4,293	9.18%	1,525	954	801	612	401
	GRAND TOTAL	46,740	100.00%	13,688	13,835	9,906	5,650	3,661

(A) Chairman of the Board, President, Vice President, Secretary, Treasurer/Finance, General Manager, Owner, Business Manager, Director Marketing, Director, IT Managers

(B)VP MFG/Operations/Production, Plant Manager/, Dir. of Plant, Manager, Supervisor, Superintendent, Foreman, Master Mechanic, Chief Machinist, Safety Dir., Maint. Manager

(C)VP Engineering, Engineer, Design Engineer, Dir. of Engineering, Automation Engineer, Controls Engineer, Maintenance Engineer, Plant Engineer, Chief Engineer, Process Engineer, Production Engineer, Mfg Engineer

(D) Vice President Purchasing, Buyer, Manager of Procurement, Director of Purchasing, Purchaser

FOOD MANUFACTURING PRINT

A dynamic opportunity to reach our collection of qualified buyers & specifiers

- Supplement to IEN's print magazine. Goes out to 185,000 readers per issue with 30,000 being Food Manufacturing specific readers
- Largest print circulation serving the industrial market.
- Only tabloid: Unique design & layout provides more exposure/bigger impact for your marketing message.
- Each issue features 75+ new products in providing the latest products and solutions focused on efficiency and cost-savings

In addition to the latest product news special features include:

- Focused new product sections
- Problem Solvers/Case Study Features

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 Food
- 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

CIRCULATION:
185,710



FOOD
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IEN
INDUSTRIAL EQUIPMENT NEWS

MANUFACTURING
NET

DESIGN AND
DEVELOPMENT TODAY

INDUSTRIAL DISTRIBUTION

IMPO Manufacturing
Business Technology

SINGLE ISSUE PRICING

Pricing note: STD is standard size pages for ads (8.5" x 11")

Full Page (TAB)	10.5" x 13.75"	\$6,895
Full Page (STD)	8.5" x 11"	\$4,195
1/2 Page (TAB)	6.5" x 10"	\$3,595
1/2 Page (STD)	4.25" x 6.5"	\$2,495
1/4 Page (STD)	3.25" x 4.25"	\$1,995



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EDITORIAL CALENDAR

2026 PRINT & DIGITAL CALENDAR



PRINT

JANUARY/FEBRUARY	Cold Storage, Automation, Quality Control
MARCH/APRIL	Consumer Trends, Traceability, Packaging
MAY/JUNE	Recalls, Electrical Safety, Pest Control
JULY/AUGUST	Material Handling & Storage, Inspection Technology, Capital Equipment
SEPTEMBER/OCTOBER	Software, Conveyor Technology, Artificial Intelligence
NOVEMBER/DECEMBER	Software, Loading Dock, Automation

DIGITAL

JANUARY	Material Handling, Cold Storage, Traceability, Compliance	MAY	Bottling, Quality Control, IIoT, Software	SEPTEMBER	Pest Management, Software, Worker Training, Material Handling
FEBRUARY	Pest Control, Sanitation, Recalls, Machine Vision	JUNE	Rotating Equipment, Dock Safety, Recalls, Energy Management	OCTOBER	Sterilization, Traceability, Inspections, Cold Storage
MARCH	PPE, Lean Manufacturing, Recruitment, Slicing/Sorting	JULY	Checkweighing, Automation, Food-Safe Lubricants, Consumer Trends	NOVEMBER	Energy Loss, Consumer Trends, Machine Vision, Conveyors
APRIL	Wastewater, Consumer Trends, Metal Detection, Packaging	AUGUST	Filling Equipment, Quality Control, Staffing, Intelligent Factory	DECEMBER	Material Handling, Sensors, Recalls, Compliance

DAILY NEWSLETTER

CLICK LOGO FOR EXAMPLE

Today In
FOOD
Manufacturing®

Fresh Content Daily

Click lead **Generation** of our readers who click on your ad - Email, name, company, title, industry, job function, State - all first party data

Today in FM (daily M-F newsletter)

- » Sent to 16,700 with 34% Open rate
- » Sold weekly M-F. Prices are for all 5 deployments.
- Leaderboard (A) : \$2,995.
- TOC (B): \$2,995.
- Inline (C): \$2,495.

Great combination of awareness, website traffic, and click leads.

A

Today In
FOOD
Manufacturing®

JULY 19, 2019

FEATURED STORY



Ferrero Plans to Buy Cereal Maker WK Kellogg for \$3.1B
The agreement includes manufacturing, marketing and distribution of Kellogg's cereals.



Cup Noodles Maker Launches Frozen Meal Lineup
The company said that Kazuo Meal is a critical pillar of its growth strategy.



Antitrust Threatens Neighborhood Meatpacking, Immigrants
It suggests unaccompanied workers are as much as 50% of the meat industry.



Lewis Brand Bread Recalled Over Undeclared Hazelnuts
The company said that a packaging orange led to the error.



Security Breach: You Think You Know Me
Cyber-based attacks and why machine identities might be the biggest cybersecurity risk.

B

B

C

Food Manufacturing Newsletter Audience

Today In
FOOD
Manufacturing®

Food Manufacturing: A leading source of news, operational strategies and the latest technology.

Topics: Regulations, product recalls, processing technologies, quality controls and safety.

Focus: Daily food & beverage industry news, products and management trends

Reach: 13,000 daily

Audience



SAMPLE CLICK LEAD DASHBOARD - NEWSLETTERS & EBLASTS

Excel spreadsheet sent weekly with deployment metrics, links to sends, and click leads of all opted-in subscribers who engaged with your eblast and newsletter ads.

CLICK LEADS



Email	First Name	Last Name	Title	Company Name	Address	City	State	Postal Code	Country	Industry	Job Function
...	Senior RF Physic	USA	Electrical & Elec	IT
...	President	USA	Contract Manufa	Executive Man
...	USA	Energy & Power	...
...	Chief Operating	USA	Metal Fabricator	Executive Man
...	Employee Health	USA	Instrumentation	Safety
...	Manager Land A	USA	Supply Chain	Maintenance, C
...	Manager Facility	USA	Packaging	Maintenance, C
...	Production Man	USA	Industrial & Com	Maintenance, C
...	Operations Man	USA	Industrial & Com	Maintenance, C
...	Quality Assuranc	USA	Electrical & Elec	Maintenance, C
...	Operations	USA	Off Road	Maintenance, C
...	Plant Manager	USA	Electrical & Elec	Maintenance, C
...	Manager Engine	USA	Industrial & Com	Maintenance, C
...	Manager Field S	USA	Industrial & Com	Maintenance, C

14	Food Manufacturing Weekly_11032025	Nov 3rd, 2025 @ 10:30am	9,697	2,364	24.40%
15	Today in Food Manufacturing_11032025	Nov 3rd, 2025 @ 12:30pm	12,264	4,894	39.90%
16	Today in Food Manufacturing_11042025	Nov 4th, 2025 @ 10:51am	12,208	4,795	39.30%
17	Today in Food Manufacturing_11052025	Nov 5th, 2025 @ 11:30am	12,449	4,658	37.40%
18	Today in Food Manufacturing_11062025	Nov 6th, 2025 @ 11:00am	12,870	5,072	39.40%
19	Today in Food Manufacturing_11072025	Nov 7th, 2025 @ 11:10am	12,456	4,511	36.20%



METRICS

NEWSLETTER METRICS - ONE WEEK

Newsletter	# Sent	Total Sent	Avg. Sent	Avg. Delivered	Avg. Delivery Rate	Total Unique Opens	Avg. Unq Open Rate	Avg. Unq CTR	Avg. Unq CTOR
Engineering News Today	5	57,278	11,456	11,402	99.50%	20,425	35.80%	8.90%	24.70%
Industrial Technology Today	5	46,066	9,213	9,167	99.50%	17,821	38.90%	8.90%	23.00%
Today in Manufacturing Business Th	5	68,197	13,639	13,498	99.00%	23,494	34.80%	8.40%	24.00%
Today in Industrial Distribution	5	70,318	14,064	13,867	98.60%	28,209	40.70%	6.30%	15.60%
Today in Food Manufacturing	5	71,983	15,197	14,210	98.70%	32,714	34.00%	11.90%	25.80%
Food Manufacturing Weekly	1	6,433	6,433	6,308	98.10%	2,669	42.30%	6.50%	15.40%
Today in Manufacturing.net	5	56,192	11,238	11,199	99.60%	22,113	39.50%	8.50%	21.60%
Manufacturing.net Newswire	5	69,845	13,969	13,866	99.30%	23,003	33.20%	7.50%	22.50%
Manufacturing.net Safety Weekly	1	12,567	12,567	12,490	99.40%	6,096	48.80%	5.90%	12.10%
Industrial Management Today	5	70,835	14,167	13,999	98.80%	22,789	32.60%	8.00%	24.50%
Design and Development Today	5	50,739	10,148	10,099	99.50%	16,743	33.20%	6.30%	19.10%
Design and Development Update	5	57,121	11,424	11,379	99.60%	19,097	33.60%	5.90%	17.70%
Design and Development Weekly	1	9,692	9,692	9,602	99.10%	4,702	49.00%	11.40%	23.30%
IEN Today	5	67,062	13,412	13,361	99.60%	26,258	39.30%	8.80%	22.50%
IEN Update	5	71,154	14,231	14,164	99.50%	25,693	36.30%	6.00%	16.50%
IEN Weekly	1	20,451	20,451	20,343	99.50%	10,610	52.20%	8.70%	16.70%
IMPO Insider	5	62,507	12,501	12,382	99.00%	18,519	29.90%	7.10%	23.80%

LEADERS IN MANUFACTURING

List your company in **LEADERS**, a smart, category-driven directory that features your company alongside relevant editorial content throughout Industrial Media's digital network.

LEADERS gives companies the high-impact opportunity to showcase your products and services to thousands of manufacturing professionals as they read related content on Industrial Media's sites. By being featured in our **LEADERS**, your business gains unmatched visibility with an audience actively searching for new products, technologies, and solutions.

Stand out from the competition and connect directly with decision-makers eager to partner with companies like yours in the perfect environment.

WHY PARTICIPATE?

- **Maximize Visibility:** Your company profile will appear next to editorial content that aligns with your expertise and offerings.
- **Centralized Content Hub:** All published content across our websites will be directly linked to your company profile.
- **Enhanced Profile Options:** Enrich your listing with product releases, YouTube videos, case studies, and more.
- **Print Exposure:** Your category and company logo will be featured once in print during 2026.
- **Sustained Presence:** Your category remains live through the end of 2026.
- **Monthly Exposure:** A dedicated newsletter each month highlights your chosen category.

LEADERS

PRICING

- **3 Category Package:** \$10,547 net (non-advertisers)
- **6 Category Package:** \$9,828 net (advertisers - minimum \$15,000 spend)
 - » 25,000 minimum ad impressions per category
 - » Pricing includes one site per category
 - » Packages available for 6+ categories

SINGLE SPONSORED EBLASTS

Targeted HTML or text eblasts

- Subscribers can be targeted by publication or segment our entire database by titles & industries
- All subscribers are first party data that have opted into newsletters and emails
- Highly engaged database - All subscribers are removed with three weeks of no engagement to newsletters or eblast sends
- Generates click leads of readers who opened and clicked on CTA. Great for building your database

Pricing Options

- Purchased \$350 CPM (per thousand)
- Generates high volume of click leads from our readers who open and engage



Advanced Technology To Prevent Tank Overflow

Learn about the exclusive design benefits that NOSHOK Intelligent Pressure and Level Transmitters offer to the food and beverage industry in our new video!

These transmitters require **no adaptors** and deliver reliable performance with active temperature compensation for fast, accurate readings that can help **prevent tank overflow** – and their industry-proven superior design has a proven **15+ year track record of accurate and long-lasting performance.**

Our instrumentation for the food & beverage industry offers many competitive, money-saving advantages that deliver superior performance, including exclusive design benefits, 3A certification & Hart® options, multiple connection options & a 3-year warranty.

[WATCH VIDEO](#)

NOSHOK

Sample Campaign

- Eblast to 10,000 targeted readers
- \$3,500. Expected 100-300 leads

NEWSLETTER & EBLAST PROPOSAL

- 5 weeks (25 deployments) in newsletters of your choice or mix in single sponsored eblasts - (campaign can be spread out over any timeframe - month, quarter, year)
 - » **March 25-29** **Food Manufacturing Today**
 - » **April 12-16** **Eblast to 8,000**
 - » **June 7-11** **Food Manufacturing Today**
 - » **September 9-13** **Eblast to 8,000**
 - » **November 13-17** **Food Manufacturing Today**
- Guaranteed 300 click leads (readers who clicked on your ad in the newsletter or CTA in eblast)
 - » We will do additional weeks in the newsletters or single sponsored eblasts to the newsletters audience to surpass the lead goal (if needed)
- Campaign Optimization - no additional cost
 - » Our editorial team will advise you on best practices for copy and images
 - » We will use our editorial expertise and audience knowledge to swap images and tweak copy during the campaign to increase CTR
- Package cost: \$12,000 (savings of \$2,975 from rate card)
 - » Billed in the months ran. In example above - billed \$2.4k in Jan, March, June, Aug, Nov.

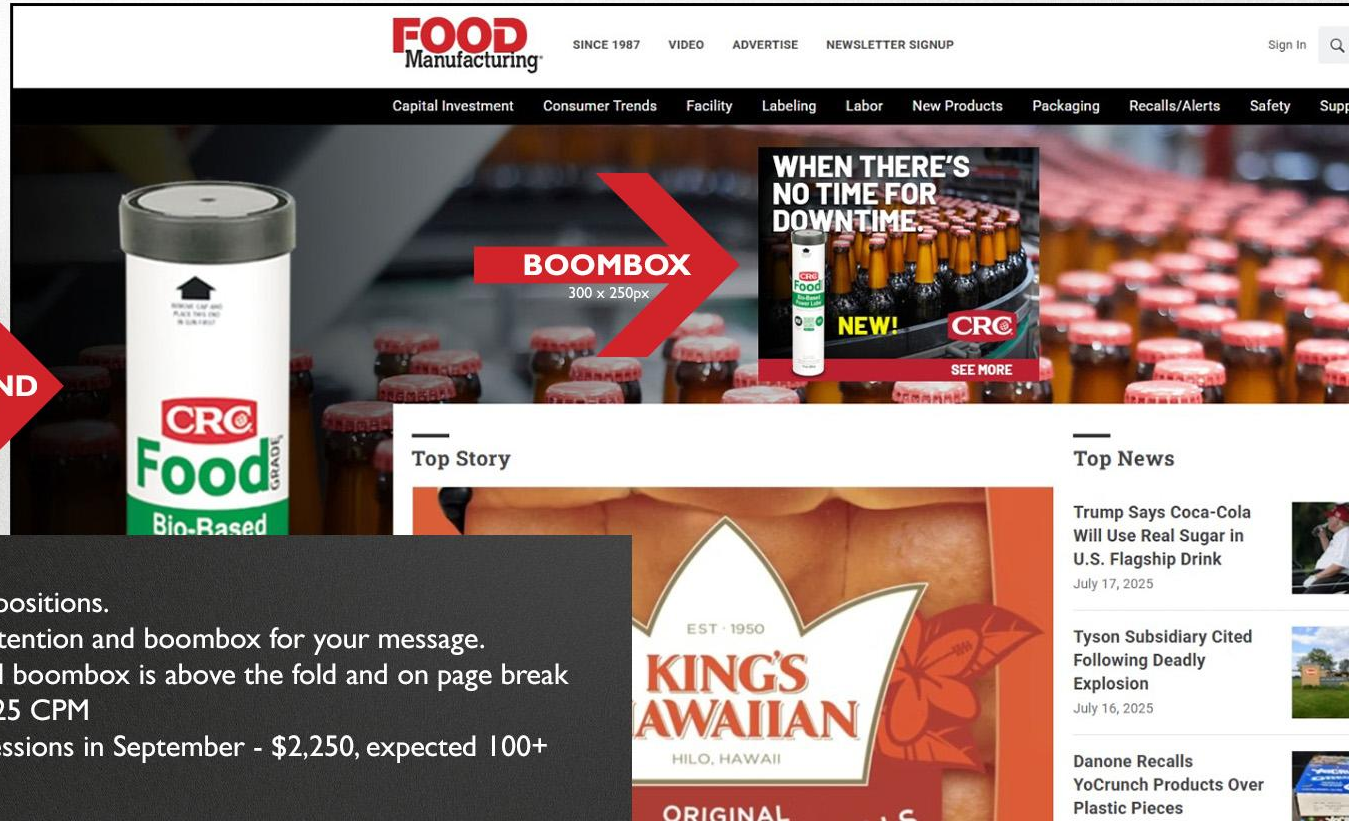
FOOD MANUFACTURING WEBSITE REVEAL AD

Food Manufacturing Website

- Pageviews: 126,200 / month
- Unique visitors: 81,000 / month

**BACKGROUND
WALLPAPER**
2500 x 1450px

BOOMBOX
300 x 250px



- High impact creative with three positions.
- Background wallpaper to grab attention and boombox for your message.
- Background scrolls with user and boombox is above the fold and on page break
- Averages 0.8-0.9% CTR | \$225 CPM
- Sample Campaign - 10,000 impressions in September - \$2,250, expected 100+

5 MINUTES WITH FOOD MANUFACTURING VIDEO SERIES

[Click here for sample video](#)



Great content for Newsletter advertising, eblasts, and social media

**Video Content Creation cost
\$4,495**

Includes one week in one of the daily newsletters
in lead generating position
(\$2,495 value)

- [Sample Video](#)
- 3 questions typically in problem/solution format and 30 minutes day of shoot from SME
- Highly turnkey - all Video editing done by Industrial Media video department
- Includes two rounds of edits and final approval from client before posting live

CONTENT SYNDICATION

- Industrial Media's content syndication combines your assets & fresh content with the reach of Industrial Media's (IM) 8 leading brands that serve the US manufacturing sector.
- IM will publish up to 5 assets across our brands with a goal of generating brand awareness and registration leads.
- Utilizes newsletter, eblast and website marketing created by Industrial Media
- Engagement with marketing materials leads to registration page: [Example](#)

VIDEO



WHITEPAPERS



INFOGRAPHICS



CONTENT SYNDICATION PROPOSAL

Content Syndication Advantages

- Cost effective way to get in front of entire relevant Industrial Media Audience
- Incredibly turnkey - send over assets and we create all ad copy, handle hosting/marketing, and optimize campaign
- More efficient than purchasing individual newsletters or eblasts at a la carte rates - client will receive \$20,000 ~ \$30,000 in marketing deployments for proposal below
- Campaign includes 10+ weeks in daily newsletters and weekly eblasts to reach lead guarantee. This includes 250,000+ impressions to your content across our channels.

2026 Proposal

- Registration leads - Guaranteed 100 Lead Campaign
 - First Name, Last Name, Email, Company, Job Title, Phone Number, State
 - All non manufacturing companies or non distribution companies, students, consultants, competitors, Sales Reps, and retired professionals will be removed
 - Primary marketing vehicles: newsletter deployments & single sponsored eblasts
 - » Secondary marketing options: website advertising and social media
- 100 registration leads
- \$14,995 - includes hosting, marketing, and content creation fees

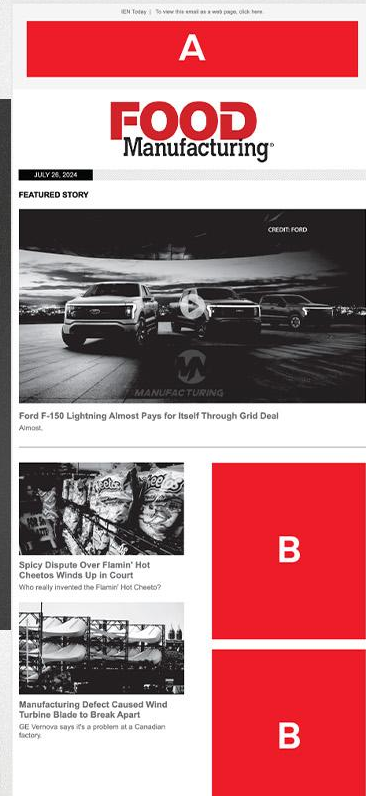


CONTENT SYNDICATION & WEBINAR DAILY NEWSLETTER PROMO

CLICK LOGO FOR EXAMPLE

FOOD
Manufacturing®

- Industrial Media creates and publishes copy for assets across relevant newsletters
- Fresh content daily
- Incredibly engaged audiences - Newsletters are sent to an average of 14,000 daily with 33% open rates
- Engagement with marketing materials leads to registration page: [Example](#)



WEBINARS AND VIDEO CREATION FOR MQL PROGRAMS



Turnkey Video Whitepaper Recap - [Example](#)

- In addition to promoting your whitepaper or eBook, our editors & video team will produce a short form summary video in a podcast format to educate the viewers and prompt them to read your content.
- Gives readers the opportunity to watch, listen, or read your content at their leisure.
- Same promotion as content syndication campaigns - Daily newsletter, eblasts, and Social Media
- Cost for Content creation (\$3,000) + 100 Leads (\$11,995)
 - \$14,995

Video Podcast (Webinar) - [Example](#)

- A new 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.
- Conversation supplemented with B-roll and graphics by our in-house video team
- 20-30 minutes to keep content fresh and engaging
- Same promotion as content syndication campaigns - Daily newsletter, eblasts, and Social Media
- Cost for Content creation (\$5,000) + 100 Leads (\$11,995)
 - \$16,995



CONTENT CREATION SERVICES



White Papers offer technical solutions for consideration-stage prospects



eBooks provide deeper context and effective lead generation



Infographics increase traffic through highly visual, easy-to-digest content



Video creates an authentic connection for potential conversions

\$1.90/word or \$4,495/video

CUSTOM RESEARCH

THE CHALLENGE

In today's manufacturing landscape, leaders face:

- Rapidly evolving technologies and supply chains
- Increased global competition and market uncertainty
- Shifting buyer behaviors and decision-making cycles
- Pressure to justify investments with hard data

Too often, companies rely on generic, off-the-shelf reports that fail to capture the specific insights they need to grow and compete.

OUR SOLUTION

We deliver research that is tailored to your exact business needs, powered by decades of industry expertise and direct access to thousands of manufacturing decision-makers.

- Rapidly evolving technologies and supply chains
- Increased global competition and market uncertainty
- Shifting buyer behaviors and decision-making cycles
- Pressure to justify investments with hard data

WHY PARTNER WITH US?

- **Industry Expertise:** Decades at the center of manufacturing B2B media
- **Trusted Access:** Exclusive reach into a highly engaged professional audience
- **Actionable Outputs:** Insights translated into strategies, not just data
- **Credibility:** Research backed by brands your customers already trust

BY PARTNERING WITH US, YOU GAIN:

- Clarity to make smarter, data-driven decisions
- Confidence to differentiate your brand with proprietary insights
- Tools to optimize your marketing and sales strategies
- A competitive edge in a market where precision matters



B2B Manufacturing Buyer Journey Study

Insights for Marketers in an Evolving Landscape

Findings based on more than 250 manufacturing executives and managers involved in making decisions on offerings with long sales cycles.

in collaboration with
IEN
INDUSTRIAL EXECUTIVES NETWORK

rhblake

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