

Food Safety News 2017 Media Kit

Breaking news for everyone's consumption



Welcome to FOOD SAFETY NEWS!

Food Safety News was founded in 2009 to fill a void. At the time, both print and broadcast media were facing consolidation and serious budget cuts. Reporters dedicated to the food safety beat were being reassigned or seeing their positions disappear altogether. Serious coverage was in danger of becoming an afterthought.

“At the annual meeting of the International Association for Food Protection, it seemed that almost everyone there was a **Food Safety News** reader.”

Dan Flynn, Editor-in-Chief

Food safety attorney Bill Marler saw an opportunity to pull together a team of talented journalists and give them the resources to provide timely reporting on food safety issues. Today, our original, in-depth news reports are published daily, and are complemented by contributed articles and

opinion pieces written by food safety leaders from every sector of the industry. Our reporters have been granted access to the White House, the Supreme Court, and multiple Congressional offices, usually ahead of the nation's leading newspapers and media networks.

Food Safety News enjoyed more than 10.5 million page views in the past 12 months, fueled by more than 29,000 direct subscribers and a social network base of almost 230,000 people. We've added 50% more subscribers and

doubled our social media presence between October 2015 and September 2016.

Those are impressive gains in readership that tell us we do a better job of covering the important topics for our core audience of food safety professionals as well as everyone who cares about the safety of our food supply.

Food Safety News entered its eighth year of publication in September 2016. Our reporters pledge to continue to bring our readers outstanding coverage of topics ranging from policy and politics to outbreaks of foodborne illness, science, and research.

“We have been able to dominate our niche because of the extraordinary loyalty of our readers.”

Bill Marler, Publisher

We invite our industry's product and service suppliers to talk with us today about creating a marketing program designed to help increase their market

share and firmly establish their brand in the minds of our fast-growing readership.

The **Food Safety News** Team:

Bill Marler, *Publisher*

Dan Flynn, *Editor in Chief*

Coral Beach, *Managing Editor*

Cookson Beecher, *Freelancer*

Chuck Jolley, *Sales & Marketing*



Focus on Food Safety:

Delivering in-depth daily news coverage on food safety, recalls, outbreaks, policy and more!

The staff of **Food Safety News** is a talented, award-winning group of journalists who pursue their craft with a singular passion. Together we produce a daily, Web-based publication dedicated to reporting on issues surrounding food safety.

We have created one place that pulls it all together for the food safety community and fills a void in our food safety system. It is about using the Web to put as much food safety information in one place as is possible. We provide timely reporting on food safety issues with contributed articles from leaders in government, the food industry, academia and the non-profit sector, and other food safety authorities.



Dan Flynn, Food Safety News Editor-in-Chief

DENVER, COLORADO | Email—dflynn@foodsafetynews.com

Dan Flynn is a Denver-based writer and editor with more than 10 years of food safety experience. As a public affairs professional, he worked with government and regulatory agencies at the local, state, and federal levels. His career as a journalist included working for newspapers throughout the West, from the Black Hills to Seattle. His on-scene reporting on the collapse of Idaho's Teton Dam and the suicide bombing at Washington State University's Perham Hall was carried by newspapers around the world and both stories were recognized regionally by the Associated Press for Best Reporting on a Deadline. Most of the disasters he attends these days involve food illnesses.



Coral Beach, Food Safety News Managing Editor

KANSAS CITY, KANSAS | Email—cbeach@foodsafetynews.com | Twitter—Coral_TheBeach

Coral Beach is based in Kansas City and brings over 30 years of daily newspaper editing and reporting to Food Safety News. Most recently she worked for The Packer, a trade journal which covers the North American produce industry. Over the years, her work has been honored by the Kansas Press Association, The American Cancer Society, Truck Writers of North America, The William Randolph Hearst Foundation and the Kansas City Press Club. Beach earned a Bachelor of Science in journalism from the University of Kansas.



Cookson Beecher, Food Safety News Freelance Writer

SKAGIT COUNTY, WASHINGTON | Email—cooksonb@sos.net

A journalist by trade, **Cookson Beecher** spent the past 12 years working as an agricultural & environmental reporter for Capital Press, a four-state newspaper that covers agricultural and forestry issues in the Pacific Northwest. Before working at Capital Press, she was the editor of a small-town newspaper, the Courier Times in Skagit County, WA. She received her B.A. in political science from Hunter College in New York City.



Bill Marler, Food Safety News Publisher

SEATTLE, WASHINGTON | twitter—@bmarler | Email—bmarler@marlerclark.com

Bill Marler is an accomplished personal injury lawyer and national expert on foodborne illness litigation. His advocacy for better food regulation has led to invitations to address local, national, and international gatherings on food safety, including testimony before the US House of Representatives Committee on Energy and Commerce. Bill spends much of the year speaking on issues related to foodborne illness. His personal blog, Marler Blog, is read by more than one million people around the world every year.

AN INCREDIBLY TALENTED AND INFLUENTIAL LIST OF CONTRIBUTORS

The most accomplished people in the food safety industry are frequent contributors of news, opinion and editorials. Our guest writers number well over 300 and they include such well-known and respected people as

Brian Ronholm
David Acheson
Douglas Powell
Dr. Elisabeth Hagen
Michael Jacobson
Nancy Donley
Dr. Richard Raymond

Caroline Smith DeWaal
David Gumpert
Denis Sterns
Dr. James Marsden
Mischa Popoff
Roy Costa

Chris Waldrop
Sen. Diane Feinstein
Dave Theno
Jim Prevor
Michael Taylor
Sen. Jon Tester

Food Safety News is always searching for the voices that should be heard. Whether they be well-credentialed experts in certain segments of food safety or influential and knowledgeable essayists whose opinions are among the most respected in the industry, you'll find them here.

We seek the best in industry, government and academia and offer them space to express their ideas and opinions. In addition, our editorial staff works daily to keep our readers up to date on news, research and government activities.

Our readers come to us every morning for the news and information that will give them insights and ideas to help protect their businesses from food borne illnesses, and make smart decisions about the products and services they need.

The **Food Safety News** staff writes about the people, ideas and technologies effecting the world of food safety. Our staff supplies the strategic insights that give our readers a competitive edge in food production.

There is no better resource for news, information and learned opinion than **Food Safety News**.



MARKETING WITH FOOD SAFETY NEWS

Food Safety News, believing firmly that access to a strong and involved readership is the most critical part of what we have to offer, limits the number of ads per issue. The homepage has space for just 10 button-style ads and one premium banner-style ad that is placed run-of-site. We offer a special premium positioned banner ad with our emailed daily headlines, too.

Food Safety News publishes daily, Monday through Sunday, even on major holidays. Whenever important news breaks, we're there with the latest news and updates. You can select advertising options ranging from specific day to monthly, quarterly, semi-annual and annual programs, depending on availability.

The specific day option allows you to run your ad every week on a selected day with a minimum one month purchase. Want to run your ad every Monday morning? This is the program for you.

Monthly programs cover 4 weeks. Quarterly programs are 3 full months and semi-annual programs are 6 full months.

In the past 12 months, our advertisers enjoyed 55,614,205 ad impressions and 283,632 clicks for a CTR of .51%. Monthly totals for a single ad reached as high as 1,801,660 impressions with 10,941 clicks.



Food Safety News Advertising Plans					
	Daily (4X)	Monthly	Quarterly	Semi-Annual	Annual
Daily Headlines Banner	N/A	\$5,500.00	\$14,850.00	\$26,740.00	\$48,135.00
Homepage Banner	N/A	\$6,025.00	\$16,275.00	\$29,290.00	\$52,730.00
Prime #1	N/A	\$5,010.00	\$13,525.00	\$24,340.00	\$43,810.00
Prime #2	N/A	\$4,500.00	\$12,145.00	\$21,850.00	\$39,340.00
Prime #3	N/A	\$4,050.00	\$10,925.00	\$19,670.00	\$35,410.00
Prime #4	N/A	\$3,245.00	\$8,760.00	\$15,770.00	\$28,385.00
Prime #5	N/A	\$2,760.00	\$7,445.00	\$13,400.00	\$24,125.00
Spot ad #1	\$825.00	\$1,260.00	\$3,400.00	\$6,120.00	\$11,005.00
Spot ad #2	\$825.00	\$1,260.00	\$3,400.00	\$6,120.00	\$11,005.00
spot ad #3	\$825.00	\$1,260.00	\$3,400.00	\$6,120.00	\$11,005.00
Spot ad #4	\$825.00	\$1,260.00	\$3,400.00	\$6,120.00	\$11,005.00
Special Editorial Content	Project priced				

Prime Placements include button ad on homepage as well as corresponding placement on internal pages

Daily Ads are selected days (Monday through Sunday) on 4 consecutive weeks

Daily Headlines Email banner:	600x74
Homepage Banner:	728x90
Buttons:	231x231

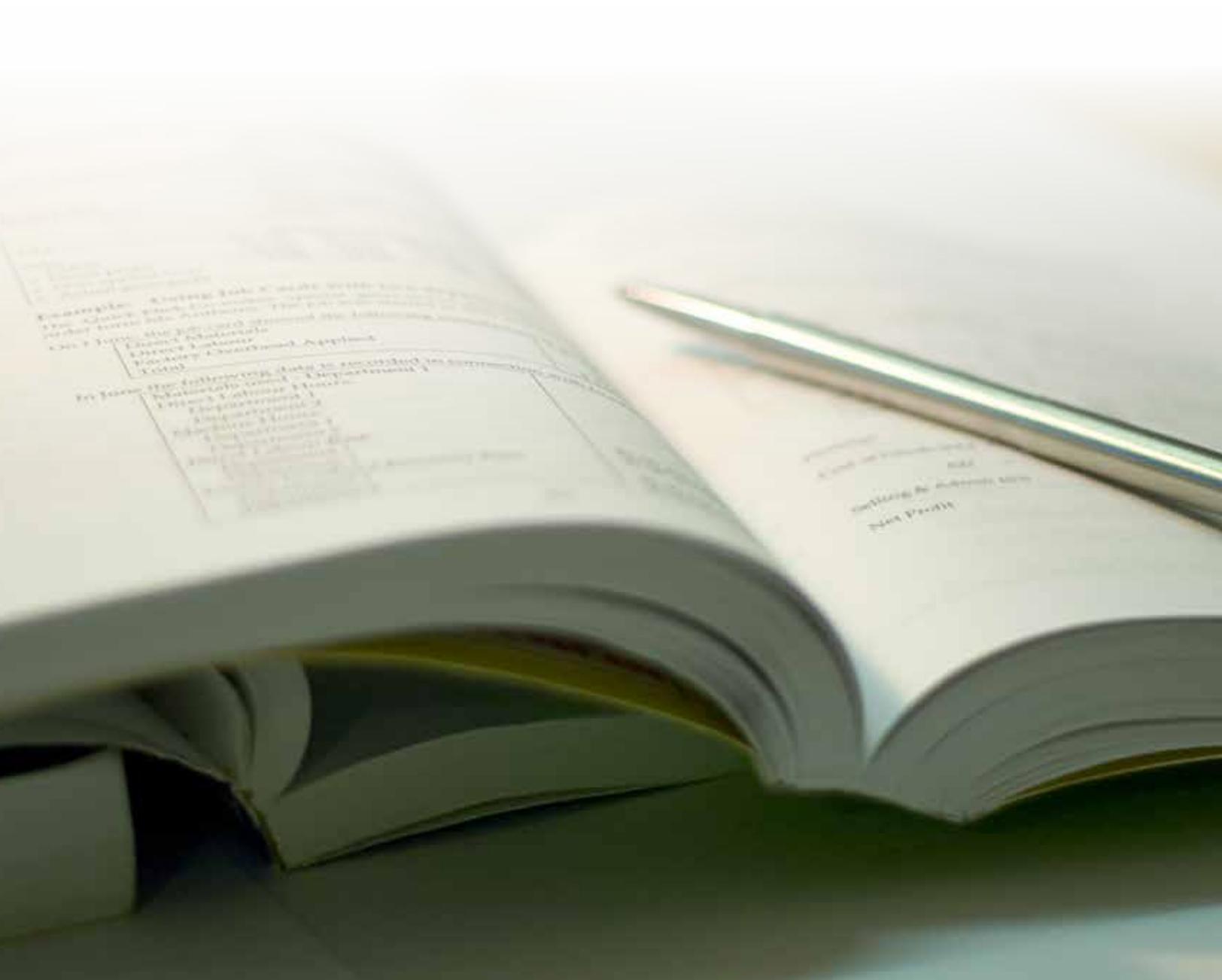
Format: JPG, GIF, Animated GIF. File size is limited to 50k

THE DIRECTORY

The **Food Safety News** directory lists companies that offer food safety products or services. Company names are arrayed by category and the directory is searchable. The listing is free and includes, headquarters address, key contact with email address and telephone.

You can add these important marketing benefits:

Website link:	\$250
First Page Logo:	\$500
Business Card:	\$500



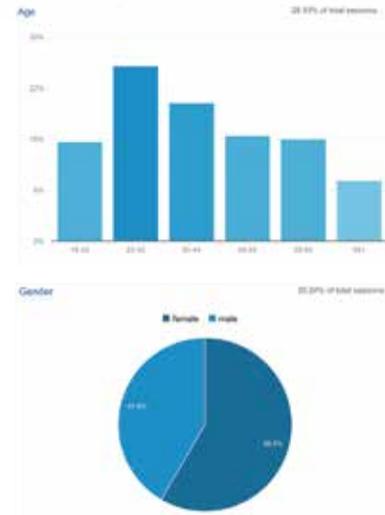
FOOD SAFETY NEWS ADVERTISER DASHBOARD



October 1, 2015 - September 30, 2016



Pageviews
10,530,028
 Unique Pageviews
9,205,529
 Avg. Time on Page
00:02:33
 Bounce Rate
81.00%
 % Exit
69.99%



	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
1 Organic Search	4,290,810	74.54%	5,483,083	81.00%	1.43	00:01:08	<0.01%	726	\$0.00
2 Direct	1,726,016			80.47%			0.01%		
3 Social	851,566			77.05%			<0.01%		
4 Referral	467,343			90.91%			0.01%		
5 (Other)	22,607			82.49%			<0.01%		
6 Email	9,402			81.52%			0.00%		
7 Paid Search	2			70.75%			0.00%		
				100.00%			0.00%		

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	754,461 (88.89%)	849,543 (80.45%)	00:00:22	1.13
2. Twitter	44,534 (5.23%)	58,005 (5.90%)	00:00:49	1.30
3. LinkedIn	22,404 (2.63%)	30,728 (3.13%)	00:00:54	1.37
4. reddit	13,765 (1.62%)	14,612 (1.49%)	00:00:11	1.06
5. Disqus	9,240 (1.09%)	20,605 (2.10%)	00:03:21	2.23
6. BuzzFeed	1,761 (0.21%)	1,943 (0.20%)	00:00:16	1.10
7. Google+	939 (0.11%)	1,354 (0.14%)	00:01:32	1.44
8. Blogger	918 (0.11%)	1,376 (0.14%)	00:01:40	1.50
9. paper.li	672 (0.08%)	945 (0.10%)	00:00:59	1.41
10. LiveJournal	452 (0.05%)	465 (0.05%)	00:00:11	1.03

Country	Sessions	% Sessions
1. United States	6,256,224	84.89%
2. Canada	286,937	3.89%
3. United Kingdom	122,119	1.66%
4. India	86,419	1.17%
5. Australia	69,446	0.94%
6. Philippines	37,412	0.51%
7. Malaysia	32,457	0.44%
8. Spain	26,137	0.35%
9. Singapore	22,189	0.30%
10. Mexico	22,102	0.30%



FOOD SAFETY NEWS RULES THE SOCIAL MEDIA SCENE



Measuring readership today is far more than looking at a simple audited statement. With the fast-growing number of information sources available – print, on-line, social media – trying to find the right data to back up your media buy is increasingly complex.

Food Safety News has more than 29,000 email subscribers, but our daily traffic counts go far beyond that. The answer might be in our dominance of social media. We have more than forty times the Facebook 'likes' as our nearest competitor and more than two times as many Twitter followers. Our social media leadership brings us millions of extra page views and it's a testament to the importance of our news coverage.

There is no other publication, print or online, that has the impact enjoyed by **Food Safety News**. It's where the most important people in business, government and academia come first for the important news they need to start their day, every day. It's where your marketing message should be.

SOCIAL MEDIA	FACEBOOK	TWITTER	LINKEDIN	TOTAL
				
Food Safety News	190,000+	32,900	7,077	228,896
Food Safety Magazine	4,321	14,122	1,720	20,163
Food Quality News	845	9,611	5,90	11,046
Food Quality & Safety	4,039	693		4,732

Food Safety News

For help developing a **FOOD SAFETY NEWS** marketing plan that will give you the kind of R.O.I. you demand, contact:

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