

# Food Safety News

*Breaking news for everyone's consumption*



With print publishing falling out of favor and more and more people turning to the Web for instant information, **Food Safety News** is in a unique position to deliver your message to the people charged with the safety of our food supply.

**Food Safety News** reaches your customers' email every day, and because food safety issues don't take the day off, **Food Safety News** doesn't either. It's a publication that digs deep into the important issues that too many are afraid to touch.

**Food Safety News** is the ONLY daily publication focusing exclusively on food safety.

We're the first to talk with the key people behind breaking news, and the first to write about important food safety solutions.

Our readers look to **Food Safety News** for early updates on what's going on in Washington and for exclusive interviews with government and food industry leaders responsible for protecting the nation's food supply.

**Food Safety News** brings our readers the kind of old-fashioned, in-depth news coverage that many people thought didn't exist anymore. And it's focused on just one, very important issue: Food Safety.



# Focus on Food Safety:

Delivering in-depth news coverage on food 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**

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**Dan Flynn** is a Denver-based writer and editor with more than ten 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.



## **Cathy Siegner, Food Safety News Managing Editor**

HELENA, MONTANA

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**Cathy Siegner** is the managing editor of Food Safety News and a Montana-based journalist who launched and operated a weekly newspaper in the capital city of Helena and has been an editor and reporter in Montana and Oregon. She has degrees in journalism from the University of Oregon and Northwestern University.



## **James Andrews, Food Safety News Freelance Writer**

SEATTLE, WASHINGTON

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**James Andrews** is a Seattle-based reporter covering science, agriculture and foodborne illness outbreaks. He holds degrees in Environmental Journalism and English from Western Washington University and has previously worked as a science writer for the National Park Service. He received first prize for consumer affairs reporting and second prize for general features at the 2012 Washington Press Association awards.



## **Lydia Zuraw, Food Safety News Washington Correspondent**

WASHINGTON, DC

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**Lydia Zuraw** is the Washington, D.C. Correspondent for **Food Safety News**, mainly covering the FDA, the USDA and Congress. She is a graduate of Northwestern University with a bachelor's from the Medill School of Journalism. She was born and raised in the suburbs of Baltimore and lived in Illinois, Scotland and Washington state before returning to the East Coast. In the past, she worked for NPR's Science Desk, the Johns Hopkins Applied Physics Laboratory and The Pacific Northwest Inlander.



**Suzanne Schreck, Food Safety News Web Producer & Contributing Writer**

SEATTLE, WASHINGTON

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**Suzanne Schreck** is Web Producer for **Food Safety News** and a contributing writer. She served as Project Manager for Food Safety News, bringing today's publication through conceptualization, design, development and deployment. She has acted as Managing Editor and currently oversees the day-to-day operations of the publication. In addition to her role with Food Safety News, Suzanne is Communications Director for Marler Clark, the law firm that underwrites Food Safety News.



**Cookson Beecher, Freelance Writer**

SKAGIT COUNTY, WASHINGTON

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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, Wash. She received her B.A. in political science from Hunter College in New York City, and before moving West, she worked for publishing companies in mid-town Manhattan. In the 1970s and 80s, she and her family lived in North Idaho, where they built a log home and lived a "pioneer life" without running water and electricity for almost ten years. She currently lives in rural Skagit County of Washington state.



**Bill Marler, Food Safety News Publisher**

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**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 over one million people around the world every year.



# 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 five button-style ads and one premium banner-style ad which is placed run-of-site. All other pages feature the top two homepage ad placements (Prime #1 and #2) and bottom banner. We offer a special premium positioned banner ad with our emailed daily headlines.

**Food Safety News** publishes daily, Monday through Sunday, even on major holidays. If news breaks on holidays, 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.



Food Safety News Advertising Plans					
	Daily (4X)	Monthly	Quarterly	Semi-Annual	Annual
Daily Headlines Email Banner	N/A	\$4,250	\$11,800	\$21,250	\$38,250
Prime #1	N/A	\$3,600	\$9,720	\$17,500	\$31,500
Prime #2	N/A	\$3,400	\$9,180	\$16,500	\$29,700
Homepage #3	\$ 750	\$1,800	\$4,860	\$8,750	\$15,750
Homepage #4	\$ 650	\$1,600	\$4,320	\$7,345	\$13,220
Homepage #5	\$ 550	\$1,400	\$3,780	\$6,800	\$12,250
Homepage Banner	N/A	\$3,960	\$9,965	\$17,935	\$32,280

**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

<b>Daily Headlines Email banner:</b>	600x74
<b>Homepage Banner:</b>	728x90
<b>Buttons:</b>	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 a company name, headquarters address, key contact with email address and telephone. You can add these marketing benefits:

Website link:	\$250
Link + Logo:	\$500
Business Card:	\$500



# FOOD SAFETY NEWS ADVERTISER DASHBOARD

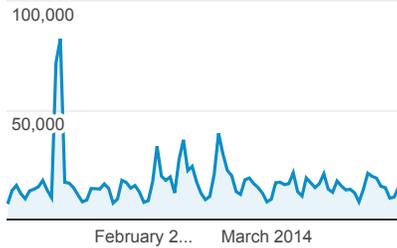


http://www.foodsafetynews.com http://www.foodsafetyn...  
www.foodsafetynews.com

Jan 1, 2014 Mar 31, 2014

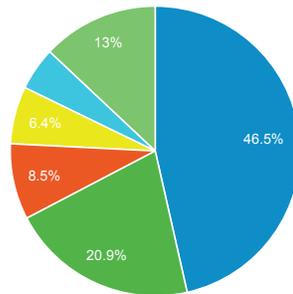
## Visits

● Visits



## Traffic Sources Overview

■ google ■ (direct) ■ m.facebook.com  
■ linkedin.com ■ facebook.com ■ Other



## Visits

**1,539,059**

% of Total: 100.00% (1,539,059)



## % New Visits

**74.96%**

Site Avg: 74.96% (0.00%)



## Unique Visitors

**1,196,111**

% of Total: 100.00% (1,196,111)



## Pageviews

**2,288,299**

% of Total: 100.00% (2,288,299)



## Pages/Visit

**1.49**

Site Avg: 1.49 (0.00%)



## Bounce Rate

**79.43%**

Site Avg: 79.43% (0.00%)



## Avg. Time on Page

**00:02:37**

Site Avg: 00:02:37 (0.00%)



## Country/Territory

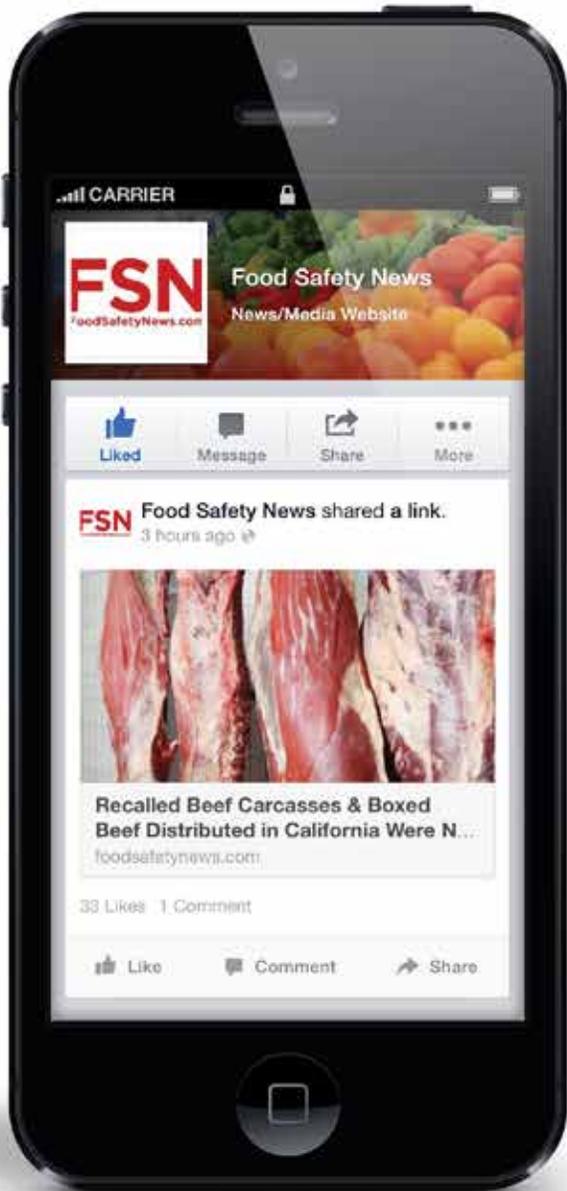
Country / Territory	Visits	Pages / Visit
United States	1,232,362	1.51
Canada	61,881	1.47
United Kingdom	48,673	1.24
India	22,877	1.28
Australia	20,004	1.26
Philippines	7,784	1.51
Malaysia	7,421	1.67
China	5,860	2.07
Netherlands	5,843	1.39
Mexico	5,256	1.91

# 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 over 15,000 email subscribers, but our daily traffic counts go far beyond that. The answer might be in our dominance of social media. We have over eighty-four times the Facebook 'likes' as our next nearest competitor and almost four times as many Twitter followers. 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	65,952	20,797	1,218	87,967
Food Safety Magazine	783	5,573	259	6,615
Food Safety Tech	638	683	29,759	37,695

# 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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