

# Food Safety News 2016 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, and they gave us such 'rock star' treatment that it was a little embarrassing at times.**

*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.

Our annual traffic has grown to more than 5 million unique visitors in 2015, fueled by over 21,000 direct subscribers and

a social network base that will soon top 200,000. Doubling our subscribers and tripling our social media presence in just over a year tells us Food Safety News is providing much-needed coverage of topics important, not only to our core audience of food industry leaders, but to everyone who cares about the safety of the food supply.

**Food Safety News** entered its 7th year of publication in September 2015. 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 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*

Cathy Siegner, *Managing Editor*

Lydia Zuraw, *Washington Correspondent*

Chuck Jolley, *Sales & Marketing*



# 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**

DENVER, COLORADO

Email—dflynn@foodsafetynews.com

**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

Email—csiegner@foodsafetynews.com

**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.



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

WASHINGTON, DC

Twitter—@lydiazuraw

Email—lzuraw@foodsafetynews.com

**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.



**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, 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**

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 over one million people around the world every year.

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

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



# 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 ten button-style ads and one premium banner-style ad which 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. 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 Banner	N/A	\$4,785.00	\$12,919.50	\$23,254.00	\$41,855.00
Homepage Banner	N/A	\$5,241.50	\$14,151.50	\$25,470.50	\$45,853.50
Prime #1	N/A	\$4,356.00	\$11,759.00	\$21,164.00	\$38,093.00
Prime #2	N/A	\$3,916.00	\$10,560.00	\$19,000.00	\$34,210.00
Prime #3	N/A	\$3,520.00	\$9,500.00	\$17,105.00	\$30,790.00
Prime #4	N/A	\$2,821.50	\$7,617.50	\$13,711.50	\$24,684.00
Prime #5	N/A	\$2,400.00	\$6,473.50	\$11,654.50	\$20,977.00
Spot ad #1	\$715.00	\$1,095.00	\$2,955.00	\$5,320.00	\$9,570.00
Spot ad #2	\$715.00	\$1,095.00	\$2,955.00	\$5,320.00	\$9,570.00
Spot ad #3	\$715.00	\$1,095.00	\$2,955.00	\$5,320.00	\$9,570.00
Spot ad #4	\$715.00	\$1,095.00	\$2,955.00	\$5,320.00	\$9,570.00
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

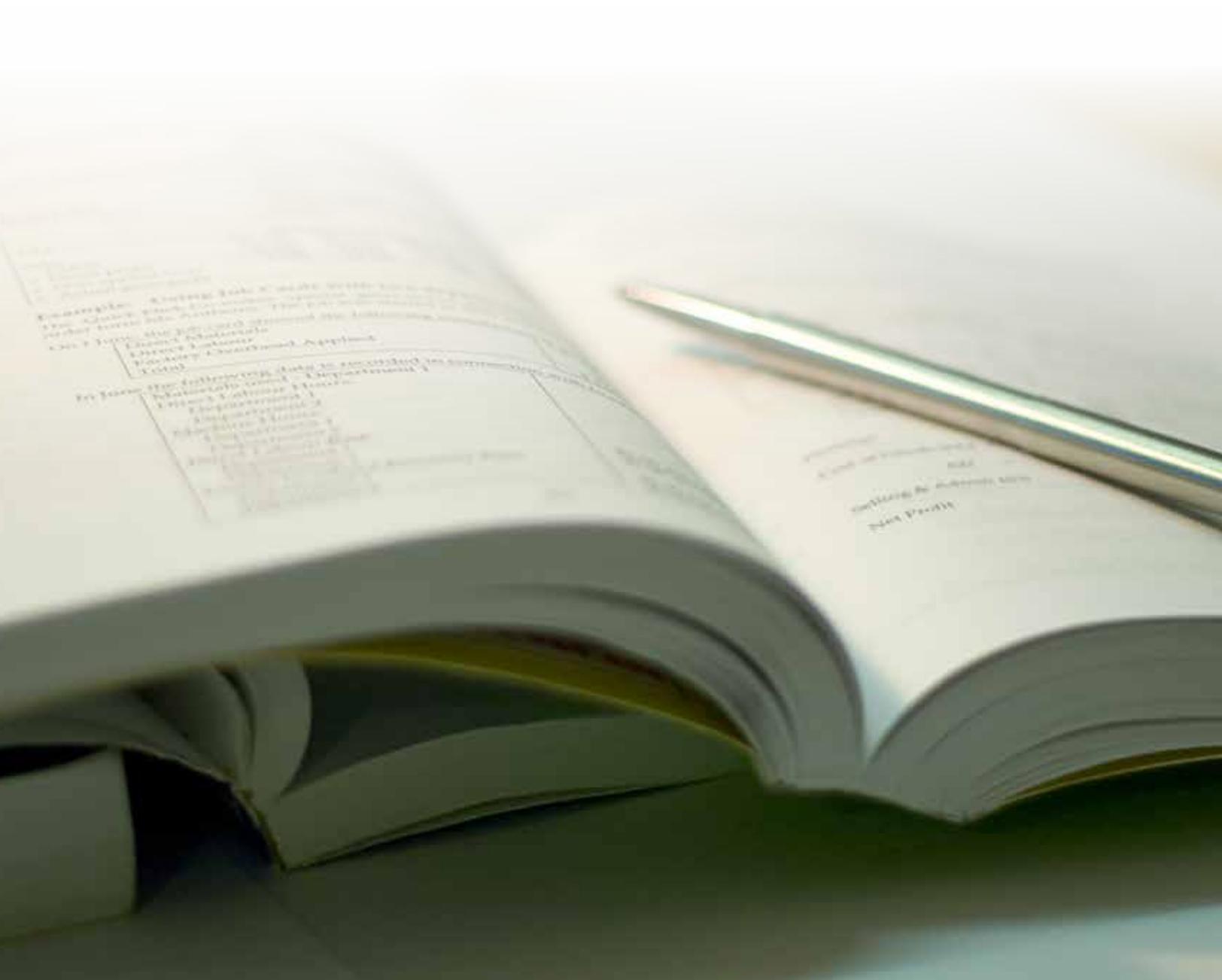
<b>Daily Headlines Email banner:</b>	600x74
<b>Homepage Banner:</b>	728x90
<b>Buttons:</b>	231x231

**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 important marketing benefits:

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



# FOOD SAFETY NEWS ADVERTISER DASHBOARD

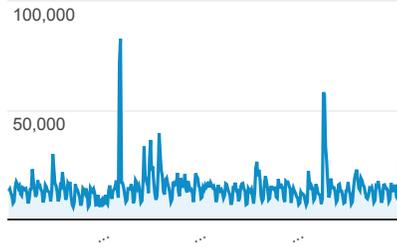


http://www.foodsafetynews.com http://www.foodsafetyn...  
www.foodsafetynews.com

Oct 1, 2013 - Sep 30, 2014

## Visits

Sessions



## Visits

**5,292,239**

% of Total: 100.00% (5,292,239)



## % New Visits

**72.63%**

Site Avg: 72.63% (0.00%)



## Unique Visitors

**3,905,566**

% of Total: 100.00% (3,905,566)



## Pageviews

**8,010,531**

% of Total: 100.00% (8,010,531)



## Pages/Visit

**1.51**

Site Avg: 1.51 (0.00%)



## Bounce Rate

**78.43%**

Site Avg: 78.43% (0.00%)



## Avg. Time on Page

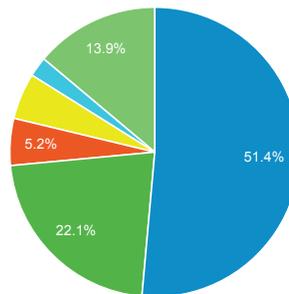
**00:02:32**

Site Avg: 00:02:32 (0.00%)



## Traffic Sources Overview

google (direct) facebook.com  
m.facebook.com bing Other



## Visits and Pageviews by Social Network

Social Network	Sessions	Pageviews
Facebook	592,683	696,252
LinkedIn	114,401	144,179
Twitter	58,528	76,994
reddit	32,350	34,229
Disqus	14,017	33,750
Fark	4,816	5,197
WordPress	2,177	3,078
Google+	1,911	2,429

## Country/Territory

Country / Territory	Sessions	Pages / Session
United States	4,351,204	1.53
Canada	213,961	1.47
United Kingdom	121,927	1.28
India	57,667	1.35
Australia	55,953	1.29
Philippines	30,635	1.75
Malaysia	29,025	1.62
China	19,721	2.07
Mexico	18,855	1.83
Singapore	17,971	1.42

# 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 21,000 email subscribers, but our daily traffic counts go far beyond that. The answer might be in our dominance of social media. We have over fifty times the Facebook 'likes' as our next nearest competitor and almost three times as many Twitter followers. Our social media leadership brings us almost a million extra page views for your 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	152,396	28,315	4,679	185,390
Food Safety Magazine	3,016	10,512	804	14,332
IFSQN	2,586	472	182	3,240
GFSR	83	451	1,667	2,201
Food Safety Tech	1,770	1,541	0	3,311

