

Welcome to
the **NEW**
FSN
Food Safety News



The industry reads it here, first.

The entire food industry knows when something important in food safety happens, they'll read about it first in **FOOD SAFETY NEWS**. We're their only daily resource with the largest reporting staff in the industry so, of course, we'll get the story before anyone else.

Here are just four of the top stories that broke in 2017, and the industry read them here first:

- *Soy nut butter still on sale seven months after recall*
- *Pink Slime trial ends*
- *Dave Theno dies in Hawaii*
- *4 deadly salmonella outbreaks traced to Mexican papayas*

Want reader engagement? When we surveyed our readers, more than 80% said they read **FOOD SAFETY NEWS** at least 4 times a week, 56% read us everyday.

Want depth of coverage? We have more than 35,000 direct subscribers and 250,000+ followers on various social media. Top execs with major food corporations, the most important government decision-makers, and

key R&D and QA personnel all start their day with a cup of coffee and **FOOD SAFETY NEWS**.

What should you like about **FOOD SAFETY NEWS**? Our unmatched daily coverage of the news means no other publication is better positioned to help you build a brand name or sell your products.

Your ad can reach well over a quarter million people with news and information about your products and services every day, not just once a month or every other month.

Our reader involvement works hard for you, too. Food safety people are digitally driven. They like to learn about industry advances online and they use the internet to help them make buying decisions. The proof is our extraordinary number of ad impressions, averaging a quarter of a million or more for each monthly ad.

If you're serious about examining better ways to improve your marketing program ROI in 2018, take a few minutes to review our media kit and then let's schedule a time to talk. Hurry, though. We limit the number of ads we run so a sold-out month can prevent you from reaching the largest combined audience in the food safety business.



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 foodborne illnesses.



Coral Beach, Food Safety News Managing Editor

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

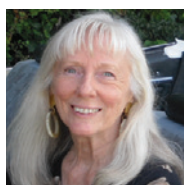
Coral Beach is based in Kansas City and has more than 30 years of experience in print news. She worked as a reporter and editor for several daily newspapers in the Kansas City area. Beach also worked for trade publications covering the trucking and fresh produce industries in North America. Over the 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.



Joe Whitworth, Food Safety News Contributing Writer

MANCHESTER, UK | Email—jwhitworth@foodsafetynews.com

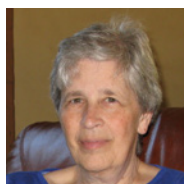
Joe Whitworth is a food and beverage trade journalist. Prior to reporting for Food Safety News, he worked for William Reed Business Media since 2012 as Editor of Food Quality News before becoming food safety editor for Food Navigator. Whitworth has moderated sessions at Food Ingredients Europe in 2015 and The Ingredients Show in 2018. Before joining William Reed, he worked on newspapers run by Fairfax Media in Australia. Whitworth graduated with a journalism degree from the University of Central Lancashire (UCLan).



Cookson Beecher, Food Safety News Freelance Writer

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

A journalist by trade, **Cookson Beecher** spent 12 years working as an agricultural and 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 bachelor's degree in political science from Hunter College in New York City.

**Phyllis Entis, Food Safety News Contributing Writer**

CARMEL-BY-THE-SEA, CALIFORNIA | Email—pentis@foodsafetynews.com

Phyllis Entis is the author of "Food Safety: Old Habits, New Perspectives" and "Food Microbiology — The Laboratory." She has been a food safety microbiologist for 35 years, and has worked both in government and industry. She believes that everyone — government regulators, farmers and ranchers, food processors, food service workers, educators and consumers — has a responsibility to ensure that the food we eat is as safe as we can make it. Entis specializes in covering pet food news, especially when it poses a threat to pet owners.

**Laura Mushrush, European Contributing Correspondent**

SHROPSHIRE COUNTY, ENGLAND | lauraamushrush@gmail.com

Laura Mushrush is an international print and digital media journalist with a focus on agricultural and food production industries. After graduating from Kansas State University with degrees in agricultural journalism and animal science and industry, she began her journalism career at Farm Talk Newspaper and later Drovers Magazine, covering ag policy, food safety, business management and production practices for U.S. livestock industries. Recently, Mushrush relocated to the England/Wales border county of Shropshire in the United Kingdom to help bridge the marketing gap between North American and European agricultural companies. In her spare time, you can find Mushrush hiking in the Yorkshire Dales or at the pub with a proper pint of bitter. She takes her scotch neat, steak rare and burgers cooked to 160 degrees F.

**Bill Marler, Food Safety News Publisher**

SEATTLE, WASHINGTON | twitter—[@bmarler](https://twitter.com/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.



TO ADVERTISE

Contact Chuck Jolley, Jolley & Associates
913-205-3791 | chuck@jolleyassociates.com

AN INCREDIBLY TALENTED AND INFLUENTIAL LIST OF CONTRIBUTORS

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

David Acheson
Roy Costa
Caroline Smith DeWaal
Nancy Donley
Sen. Diane Feinstein
David Gumpert
Dr. Elisabeth Hagen
Michael Jacobson
James Marsden
Douglas Powell
Jim Prevor
Dr. Richard Raymond
Brian Ronholm
Denis Sterns
Michael Taylor
Sen. Jon Tester
Chris Waldrop

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 foodborne 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**.

TO ADVERTISE

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MARKETING WITH FOOD SAFETY NEWS

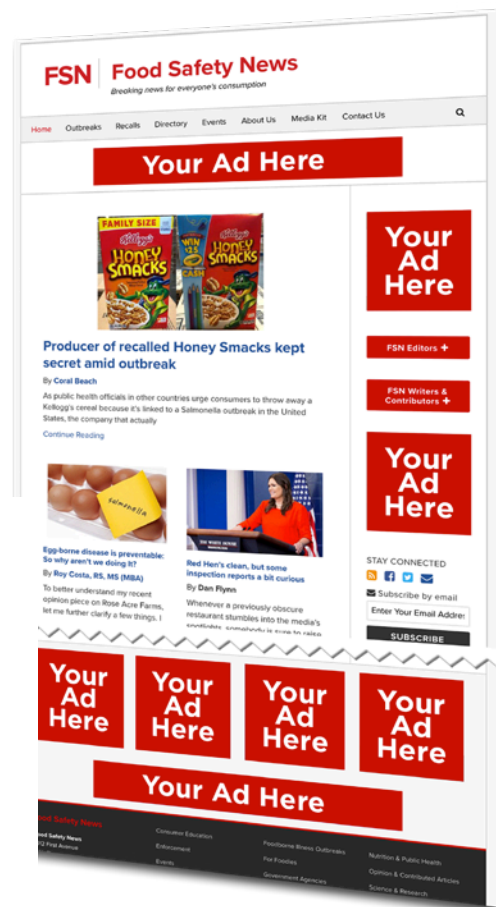
Food Safety News, believing firmly that access to a strong and involved readership is the most critical part of what we have to offer, limits the number of ads on our website. Our homepage has space for just 12 button-style ad ads and two premium banner ads. We offer a special banner ad positioned at the top of our emailed daily headlines for maximum impact, too.

Food Safety News publishes 7 days a week, 365 days a year, including all holidays. Whenever important news breaks, we're there with the latest updates. You can select advertising options ranging from specific days, to monthly spots, 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

	Monthly	Quarterly	Semi-Annual	Annual
Homepage top banner	\$ 6,500.00	\$ 17,550.00	\$ 31,590.00	\$ 56,860.00
Homepage bottom banner	\$ 6,025.00	\$ 16,275.00	\$ 29,290.00	\$ 52,730.00
Daily headline banner	\$ 5,500.00	\$ 14,850.00	\$ 26,740.00	\$ 48,135.00
Prime #1	\$ 5,010.00	\$ 13,525.00	\$ 24,340.00	\$ 43,810.00
Prime #2	\$ 4,500.00	\$ 12,145.00	\$ 21,850.00	\$ 39,340.00
Prime #3	\$ 4,050.00	\$ 10,925.00	\$ 19,670.00	\$ 35,410.00
Prime #4	\$ 3,245.00	\$ 8,760.00	\$ 15,770.00	\$ 28,385.00
Prime #5	\$ 2,760.00	\$ 7,445.00	\$ 13,400.00	\$ 24,125.00
Prime #6	\$ 2,485.00	\$ 6,710.00	\$ 12,075.00	\$ 21,740.00
Interstitial #1	\$ 3,750.00	\$ 9,110.00	\$ 16,400.00	\$ 29,525.00
Interstitial #2	\$ 3,750.00	\$ 9,110.00	\$ 16,400.00	\$ 29,525.00
Spot ad #1	\$ 1,260.00	\$ 3,400.00	\$ 6,120.00	\$ 11,005.00
Spot ad #2	\$ 1,260.00	\$ 3,400.00	\$ 6,120.00	\$ 11,005.00
Spot as #3	\$ 1,260.00	\$ 3,400.00	\$ 6,120.00	\$ 11,005.00
Spot ad #4	\$ 1,260.00	\$ 3,400.00	\$ 6,120.00	\$ 11,005.00
Special Editorial Content	Project priced			

TO ADVERTISE

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FOOD SAFETY NEWS AD SIZES

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 Banners: 728x90

Buttons: 231x231

Format: JPG, GIF, Animated GIF.

File size: limited to 50k

AD SIZES (not shown actual size)

Homepage Banners

728x90

Daily Headlines Email banner

600x74

Buttons

231x231

THE DIRECTORY

The **Food Safety News Directory** lists companies that offer food safety products or services.

Company names are arranged by category and the directory is searchable. The listings are free and include, headquarters addresses, key contact with email address and telephone.

You can add these important marketing benefits:

Website link: \$250

First Page Logo: \$500

Business Card: \$500

TO ADVERTISE

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

Chuck Jolley | Jolley & Associates

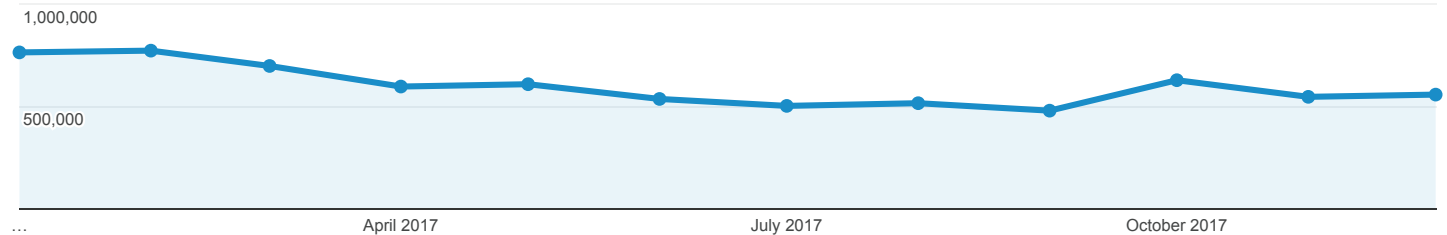
913-205-3791 | chuck@jolleyassociates.com
14117 W. 61st Street | Shawnee, Kansas 66216

FOOD SAFETY NEWS ADVERTISER DASHBOARD



January 1, 2017 - Dec 31, 2017

Pageviews



Users

3,480,186

New Users

3,418,069

Sessions

4,963,128

Number of Sessions per User

1.43

Pageviews

7,205,788

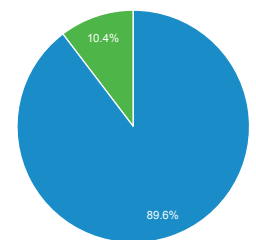
Avg. Session Duration

00:01:10

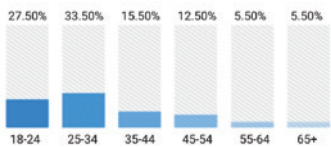
Bounce Rate

80.69%

New Visitor Returning Visitor



Age



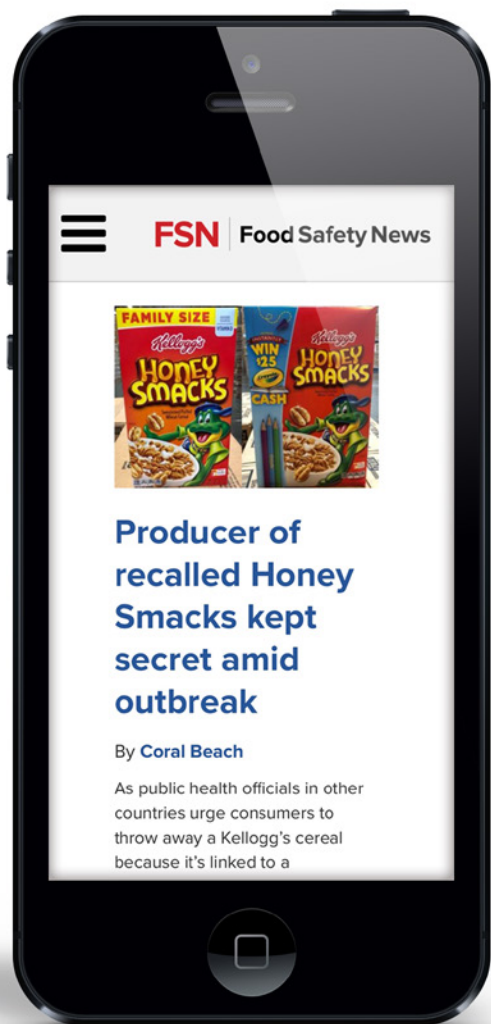
Gender



	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	3,480,186	3,418,069	4,963,128	80.69%	1.45	00:01:10	<0.01%	4	\$0.00
1 Organic Search	2,031,106			80.70%			<0.01%		
2 Direct	822,906			77.38%			<0.01%		
3 Social	342,253			91.92%			0.00%		
4 Referral	285,032			81.41%			0.00%		
5 (Other)	18,791			88.02%			0.00%		
6 Email	4,540			74.33%			0.00%		

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	326,179 (79.02%)	362,913 (77.03%)	00:00:20	1.11
2. Twitter	40,843 (9.89%)	49,612 (10.53%)	00:00:35	1.21
3. LinkedIn	26,853 (6.50%)	34,725 (7.37%)	00:00:56	1.29
4. reddit	13,568 (3.29%)	14,383 (3.05%)	00:00:10	1.06
5. Disqus	1,074 (0.26%)	2,609 (0.55%)	00:03:17	2.43
6. Pinterest	783 (0.19%)	870 (0.18%)	00:00:22	1.11
7. Google+	605 (0.15%)	2,221 (0.47%)	00:13:24	3.67
8. Blogger	504 (0.12%)	662 (0.14%)	00:00:55	1.31
9. paper.li	376 (0.09%)	496 (0.11%)	00:00:51	1.32
10. Instagram Stories	290 (0.07%)	360 (0.08%)	00:00:11	1.24

Country	Users	Users
	3,480,186 % of Total: 100.00% (3,480,186)	3,480,186 % of Total: 100.00% (3,480,186)
1. United States	2,831,137	81.51%
2. Canada	188,603	5.43%
3. United Kingdom	66,395	1.91%
4. Spain	44,590	1.28%
5. Australia	32,171	0.93%
6. India	29,030	0.84%
7. Philippines	20,882	0.60%
8. (not set)	14,003	0.40%
9. China	13,652	0.39%
10. France	13,581	0.39%



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, online, social media — trying to find the right data to back up your media buy is increasingly complex.




Food Safety News has more than 35,000 email subscribers, but our daily traffic counts go far beyond that. The answer might be in our dominance of social media. We have almost six times the social media following of our closest competitor. 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.

Check the numbers of the major social media below.

Food Safety News also has a major presence on Redditt, Disqus, Pinterest, Google+, Paper.li and Instagram.



SOCIAL MEDIA	FACEBOOK	TWITTER	LINKEDIN	TOTAL
				
Food Safety News	201,263	37,280	10,786	249,329
Food Safety Magazine	9,060	19,164	6,587	34,811
Food Quality & Safety	6,896	2,329	746	7,644