

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

**If they didn't read about it here. . .
did it really happen?**

That's how the food industry feels about **Food Safety News**. Our daily coverage means people check with us, first. And with the largest staff always on call, we're on the story early and we report it in depth

We've expanded our coverage, too. We've always been the #1 food safety publication in North America and we've enjoyed a growing international base. To serve them and to bring you more coverage of critical international stories, we've added staff based in the United Kingdom.

The quality of our content means serious reader engagement, too. When we surveyed our subscribers, we found that 80% read **FSN** at least 4 times a week; 56% start their day, every day, with us. With more than 37,000 direct subscribers, that's a lot of 'eyes' on your ad.

Want more? We reach more than 260,000 on social media and that's a total of approximately 300,000 people who see **FSN**.

The top execs with every major and minor food processor, the most influential USDA and FDA decision-makers, top researchers at universities and colleges, and key R&D and QA personnel start their day with a cup of coffee and **Food Safety News**.

People involved in food safety are primarily digitally-driven, too. They look online - their preferred delivery system - for news and information. **FSN** is where they go to learn about industry advances. Our complete events calendar is where they check to find webinars and seminars, many with an exclusive 15% FSN reader discount, that help them further their knowledge.

Want to improve your marketing ROI in 2020? Take a few minutes to review our media kit and let's talk. Hurry, though. To make sure your message has maximum impact, we limit the number of ads we run. A 'Sold Out' sign means you won't be able to reach 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 news space 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.



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 safely-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.



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

Mindy Brashears

Roy Costa

Carl Custer

Darin Detwiler

Ron Eustice

Thomas Gremillion

Scott Horsfall

Catherine Huddle

Timothy Lytton

Richard Raymond

Brian Ronholm

Donna Schaffner

Shawn Stevens

Caroline Smith DeWaal

Trevor Suslow

Frank Yiannis

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

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

MARKETING WITH FOOD SAFETY NEWS

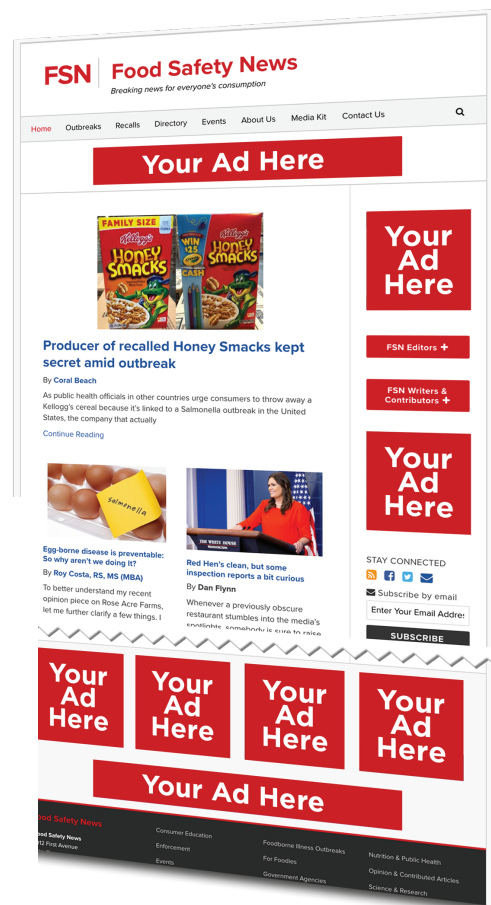
Food Safety News, believing firmly that access to a strong and involved readership is the most critical part of what we have to offer, limits the number of ads on our website. Our homepage has space for just 12 button-style ad ads and two premium banner ads. We offer a special banner ad positioned at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

Food Safety News publishes 7 days a week, 364 days a year, including all holidays except Christmas. Whenever important news breaks, we're there with the latest updates. You can select advertising options ranging from specific days, 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.

DELIVERING BIG NUMBERS: In the past 12 months, our advertisers enjoyed millions of ad impressions and approximately 300,000 clicks. Monthly totals for a single ad reached almost 1.8 million. No other publication can match those numbers.



Food Safety News Advertising Plans

	Monthly	Quarterly	Semi-Annual	Annual
Homepage top banner	\$5,500	\$14,025	\$26,400	\$49,500
Homepage bottom banner	\$5,250	\$13,385	\$25,200	\$47,250
Daily headline banner	\$5,650	\$14,850	\$26,740	\$48,135
Prime #1	\$5,010	\$13,525	\$24,340	\$43,810
Prime #2	\$4,500	\$12,145	\$21,850	\$39,340
Prime #3	\$4,050	\$10,925	\$19,670	\$35,410
Prime #4	\$3,245	\$8,760	\$15,770	\$28,385
Prime #5	\$2,760	\$7,445	\$13,400	\$24,125
Prime #6	\$2,485	\$6,710	\$12,075	\$21,740
Interstitial #1	\$1,260	\$3,400	\$6,120	\$11,050
Interstitial #2	\$1,260	\$3,400	\$6,120	\$11,050
(NOTE: Interstitial #1 and #2 available as a combo buy. Deduct 15%)				
Spot ad #1	\$3,750	\$9,110	\$16,400	\$29,525
Spot ad #2	\$3,750	\$9,110	\$16,400	\$29,525
Spot ad #3	\$3,750	\$9,110	\$16,400	\$29,525
Spot ad #4	\$3,750	\$9,110	\$16,400	\$29,525
(NOTE: Spot ads #1 through #4 available as a combo buy. Deduct 33%)				

TO ADVERTISE

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

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

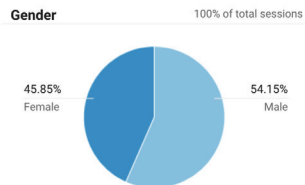
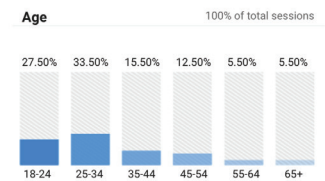
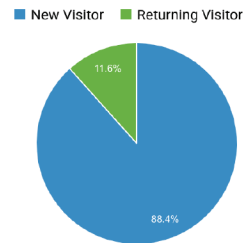
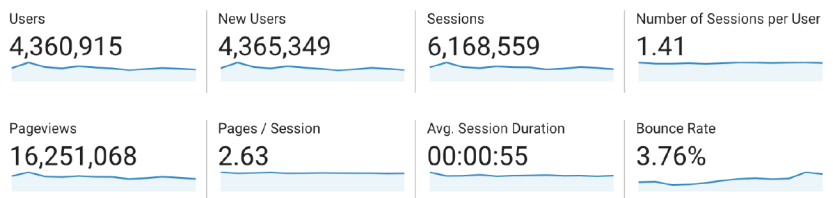
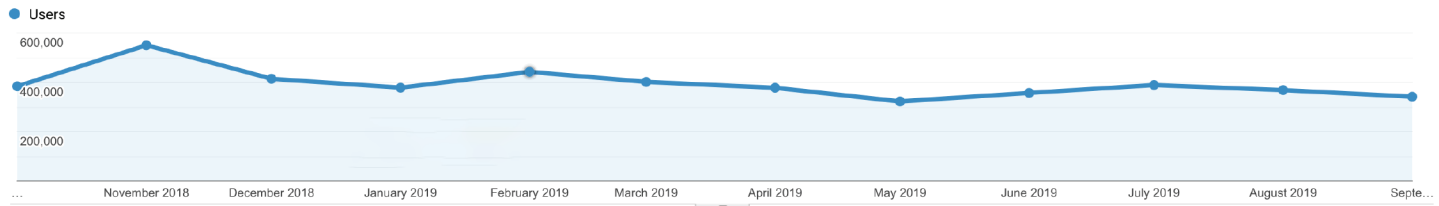
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FOOD SAFETY NEWS

ADVERTISER DASHBOARD



Oct 1, 2018-Sep 30, 2019



	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,360,915	4,365,349	6,168,559	3.76%	2.63	00:00:55
1 Organic Search	2,336,261			0.97%		
2 Direct	1,129,896			5.89%		
3 Referral	669,448			9.44%		
4 Social	391,990			1.38%		
5 (Other)	24,839			1.06%		
6 Email	4,325			1.29%		
7 Paid Search	581			4.50%		

Social Network	Sessions	% Sessions
1. Facebook	391,594	80.98%
2. Twitter	43,319	8.96%
3. LinkedIn	34,156	7.06%
4. reddit	8,103	1.68%
5. Blogger	1,199	0.25%
6. YouTube	771	0.16%
7. Pinterest	754	0.16%
8. Disqus	687	0.14%
9. WordPress	479	0.10%
10. Yammer	412	0.09%

Country	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,360,915 % of Total: 100.00% (4,360,915)	4,366,106 % of Total: 100.02% (4,365,349)	6,168,559 % of Total: 100.00% (6,168,559)	3.76% Avg for View: 3.76% (0.00%)	2.63 Avg for View: 2.63 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)
1. United States	3,632,072 (82.68%)	3,617,781 (82.86%)	5,131,964 (83.20%)	3.83%	2.61	00:00:53
2. Canada	208,660 (4.75%)	204,611 (4.69%)	276,262 (4.48%)	2.82%	2.61	00:00:50
3. United Kingdom	88,020 (2.00%)	87,751 (2.01%)	117,685 (1.91%)	1.83%	2.67	00:00:54
4. Australia	52,128 (1.19%)	51,873 (1.19%)	66,063 (1.07%)	3.28%	2.42	00:00:39
5. India	37,081 (0.84%)	36,989 (0.85%)	44,400 (0.72%)	4.79%	2.56	00:00:47
6. Malaysia	29,431 (0.67%)	29,171 (0.67%)	36,259 (0.59%)	10.53%	2.68	00:01:06
7. Philippines	24,978 (0.57%)	24,883 (0.57%)	32,544 (0.53%)	4.52%	3.05	00:01:44
8. Germany	16,374 (0.37%)	15,942 (0.37%)	21,364 (0.35%)	1.52%	2.77	00:00:59
9. South Africa	13,178 (0.30%)	13,046 (0.30%)	18,315 (0.30%)	4.54%	2.81	00:01:07
10. Spain	12,617 (0.29%)	12,334 (0.28%)	20,118 (0.33%)	2.15%	2.91	00:01:09

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 37,000 direct 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 in other important social media, too.



SOCIAL MEDIA	FACEBOOK	TWITTER	LINKEDIN	TOTAL
				
Food Safety News	205,631	39,000	13,406	258,037
Food Safety Magazine	16,057	21,300	22,528	45,433
Food Quality & Safety	114	3,200	18,438	21,752
Food Safety Tech	3,786	6,164	0	9,950