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

When FOOD SAFETY NEWS first published a decade ago, we were read by fewer than 9,000 people. Our goal was to become the most important voice in Food Safety. Today, with 42,000+ subscribers reading our daily news and more than a quarter of a million followers on social media, we’ve achieved that goal. No other publication comes near our reach and frequency. As the most widely quoted journal covering food safety issues around the world, no other publication can match our North American and international impact, either.

Every major food safety event in North America, Europe, Asia and Africa comes to us for help in promoting their conferences and seminars. We actively promote or participate in such wide-ranging industry gatherings as the Food Safety Summit, the National Food Policy Conference, IAFP’s worldwide meetings, the China International Food Safety & Quality Conference, Food contact Asia, the Neutraceutical and Functional Food Asia/Pacific Summit, and the Virtual Food Safety Summit 2020 in South Africa. It’s our deep industry involvement that keeps us up front when it comes to important news coverage.

Every day, ad messages reach the desks of top execs in every major and smaller food processors, the most influential USDA and FDA administrators, top researchers at universities and colleges around the world, and key R&D and QA personnel. Whether they be in the top floor corner office or working in the lab, odds are they start their day with a cup of coffee and FOOD SAFETY NEWS. In fact, many of the most influential people in the industry contribute to our daily coverage.

Want to do more with your ad dollars? Improve your ad stats with a significant increase in ad awareness as well as those all important ‘clicks’ that lead to more sales? Take a few minutes to read through this media kit and let’s talk about a program that best fits your goals in 2021.

STAFF

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.

Contact Chuck Jolley, Jolley & Associates
913-205-3791 | chuck@jolleyassociates.com
Bill Marler, Food Safety News Publisher

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.

Joe Whitworth, Food Safety News Contributing Writer

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

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.

Jonan Pilet, Food Safety News Contributing Writer

A writer residing in Upstate New York, he earned his Bachelor of Arts in writing at Houghton College in New York. He also studied writing at the University of Oxford and received a Master of Fine Arts in creative writing at Seattle Pacific University. Pilet has a passion for storytelling and has had short stories published in various journals and anthologies.

Coral Beach, Food Safety News Managing Editor

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.

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

- Lone Anderson
- Mindy Brashears
- Jeff Benedict
- Dr. Christine Bruhn
- Phyllis Entis
- Dr. Elizabeth Hagen
- Bob Hibbert
- Roy Costa
- Carl Custer
- Darin Detwiler
- Ron Eustice
- Thomas Gremillion
- Catherine Huddle
- Dr. Scott Hurd
- Dr. James Marsden
- Marion Nestle
- Dr. Stephen Ostroff
- Mike Robach
- Carmen Rottenberg
- Timothy Lytton
- Dr. Richard Raymond
- Brian Ronholm
- Donna Schaffner
- Frank Yiannas

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.
MARKETING WITH FOOD SAFETY NEWS

Why do we limit the number of ads?
We believe that direct access to a strong and involved readership is the most critical part of what we have to offer. Our homepage has space for just 12 button-style ads and two premium banner ads. We offer an exclusive banner ad positioned at the top of our daily emailed headlines for maximum impact, too.

Food Safety News publishes seven days a week, 364 days a year, including all holidays except Christmas. Whenever important news breaks, we’re there first with the facts. Choose monthly, quarterly, semi-annual or annual programs, depending on your marketing program and budget.

We will return unmatched ad impressions and more of those all-important ‘clicks’ than any other publication - print or electronic - in the food safety business.

DELIVERING BIG NUMBERS:
In the past 12 months, our advertisers enjoyed more than 71 million ad impressions. Monthly totals for a single ad reached almost 1.8 million. No other publication can match those numbers.

Food Safety News Advertising Plans

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Semi-Annual</th>
<th>Annual</th>
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<tbody>
<tr>
<td>Homepage top banner</td>
<td>$5,775</td>
<td>$14,725</td>
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<td>$51,975</td>
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<td>Homepage bottom banner</td>
<td>$5,500</td>
<td>$14,025</td>
<td>$26,400</td>
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<tr>
<td>Daily headlines banner</td>
<td>$5,900</td>
<td>$15,045</td>
<td>$28,320</td>
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<td>Prime #1</td>
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<td>$13,415</td>
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<td>Prime #6</td>
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<td>$12,530</td>
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<td>$3,378</td>
<td>$6,360</td>
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<td>Interstitial #2</td>
<td>$1,325</td>
<td>$3,378</td>
<td>$6,360</td>
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<td>Spot ad #1</td>
<td>$3,940.00</td>
<td>$10,050</td>
<td>$18,912</td>
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<tr>
<td>Spot ad #2</td>
<td>$3,940.00</td>
<td>$10,050</td>
<td>$8,912</td>
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<tr>
<td>Spot ad #3</td>
<td>$3,940.00</td>
<td>$10,050</td>
<td>$8,912</td>
<td>$35,460</td>
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<tr>
<td>Spot ad #4</td>
<td>$3,940.00</td>
<td>$10,050</td>
<td>$8,912</td>
<td>$35,460</td>
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</table>

NOTE: Interstitial #1 and #2 available as a combo buy. Deduct 20%
NOTE: Spot ads #1 through #4 available as a combo buy. Deduct 35%
Special Projects: Sponsored editorial $2,500/week, minimum 4 week buy

TO ADVERTISE Contact Chuck Jolley, Jolley & Associates 913-205-3791 | chuck@jolleyassociates.com Contact sales for restrictions & scheduling.

Analytics

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>3,820,113</td>
<td>78.39%</td>
</tr>
<tr>
<td>Canada</td>
<td>228,925</td>
<td>4.70%</td>
</tr>
<tr>
<td>UK</td>
<td>167,836</td>
<td>3.44%</td>
</tr>
<tr>
<td>India</td>
<td>62,049</td>
<td>1.27%</td>
</tr>
<tr>
<td>Australia</td>
<td>57,829</td>
<td>1.19%</td>
</tr>
<tr>
<td>Singapore</td>
<td>41,130</td>
<td>0.84%</td>
</tr>
<tr>
<td>Philippines</td>
<td>29,848</td>
<td>0.61%</td>
</tr>
<tr>
<td>Ireland</td>
<td>23,486</td>
<td>0.48%</td>
</tr>
<tr>
<td>South Africa</td>
<td>22,992</td>
<td>0.47%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>19,644</td>
<td>0.40%</td>
</tr>
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</table>

Audience Overview

Oct 1, 2019 - Sep 30, 2020

Overview

Users

... December 2019 February 2020 April 2020 June 2020 August 2020

500,000 500,000 500,000 500,000

1,000,000 1,000,000 1,000,000 1,000,000

1,500,000 1,500,000 1,500,000 1,500,000

Users

4,851,221

New Users

4,823,298

Sessions

6,542,150

Number of Sessions per User

1.35

Pageviews

16,967,619

Pages / Session

2.59

Avg. Session Duration

00:00:50

Bounce Rate

3.64%

New Visitor

11%

Returning Visitor

89%

© 2020 Google All Users 100.00%
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.

AD SIZES (not shown actual size)

<table>
<thead>
<tr>
<th>Format: JPG, GIF, Animated GIF.</th>
<th>File size: limited to 50k</th>
</tr>
</thead>
</table>

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.

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
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 42,000 direct subscribers, but our daily traffic counts go far beyond that. The answer might be in our dominance of social media. We have more than three 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.

<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
<th>FACEBOOK</th>
<th>TWITTER</th>
<th>LINKEDIN</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOD SAFETY NEWS</strong></td>
<td>206,161</td>
<td>40,243</td>
<td>15,385</td>
<td>261,789</td>
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<tr>
<td>Food Safety magazine</td>
<td>17,262</td>
<td>23,080</td>
<td>42,079</td>
<td>84,421</td>
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<tr>
<td>Food Safety &amp; Quality</td>
<td>261</td>
<td>3,759</td>
<td>33,372</td>
<td>37,752</td>
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<tr>
<td>Food Safety Tech</td>
<td>4,048</td>
<td>7,299</td>
<td>0</td>
<td>11,347</td>
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</table>

(data taken on 10/9/20)