

# FSN

# Food Safety News

*Breaking news for everyone's consumption*

# 2022 Media Kit





# Focus on Food Safety:

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

Today's **FOOD SAFETY NEWS** has more than 43,000 subscribers, avid readers who receive our news every morning – Monday through Sunday. As an added bonus, our social media following is rapidly approaching 300,000. No other publication can compete with our reach and frequency. No other publication can do as much for establishing your brand or sending qualified leads to your sales team. 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.

Major food safety events in North America, Europe, Asia, and Africa come to us for help in promoting their conferences and seminars. We actively promote or participate in such wide-ranging industry gatherings such as the Food Safety Summit, the National Food

Policy Conference, IAFP's worldwide meetings, the China International Food Safety & Quality Conference, Food Contact Asia, and the Neutraceutical and Functional Food Asia/Pacific Focus on Food Safety

The **FOOD SAFETY NEWS staff** is a talented, award-winning group of journalists who pursue their craft with a singular passion. Together they produce a daily, web-based publication dedicated to reporting on issues surrounding food safety. It is the 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. They work hard to provide timely reporting on food safety issues and publish contributed articles from leaders in government, the food industry, academia, and the non-profit sector.

## STAFF



### **Dan Flynn, Food Safety News Editor-in-Chief**

DENVER, COLORADO | Email—[dflynn@foodsafetynews.com](mailto:dflynn@foodsafetynews.com)

**Dan Flynn** is a Denver-based writer and editor with more than 12 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.



### **Coral Beach, Food Safety News Managing Editor**

KANSAS CITY, KANSAS | Email—[cbeach@foodsafetynews.com](mailto: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.

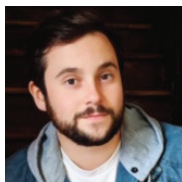


### **Joe Whitworth, Food Safety News Staff Writer**

MANCHESTER, UK | Email—[jwhitworth@foodsafetynews.com](mailto: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). Along with covering the UK, Whitworth also keeps an eye on important European and African issues.

more >



### **Jonan Pilet, Food Safety News Staff Writer**

UPSTATE NEW YORK

**Jonan Pilet** 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.



### **Cookson Beecher, Food Safety News Freelance Writer**

SKAGIT COUNTY, WASHINGTON

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 the Courier Times in Skagit County, WA. She received her bachelor's degree in political science from Hunter College in New York City.



### **Chris Koger, Food Safety News Freelance Writer**

LAWRENCE, KANSAS

**Chris Koger** has been a journalist for more than 30 years, starting as a general assignment reporter at daily newspapers throughout Kansas, covering everything from police/courts, school boards, health care and features. He joined The Packer, the leading fresh produce B2B publication, in 2000 as a staff writer. Other roles at The Packer include Crops & Markets Editor, Special Sections Editor and most recently News Editor.



### **Bill Marler, Food Safety News Publisher**

SEATTLE, WASHINGTON | twitter—@bmarler | Email—bmarler@marlerclark.com

**Bill Marler** is an accomplished personal injury attorney and internationally recognized 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 U.S. 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.

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 most 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 2022

**TO ADVERTISE**

**Contact Chuck Jolley, Jolley & Associates**  
913-205-3791 | [chuck@jolleyassociates.com](mailto: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

**Dr. David Acheson**

**Al Almanza**

**Lone Anderson**

**Jeff Benedict**

**Dr. Mindy Brashears**

**Dr. Christine Bruhn**

**Roy Costa**

**Dr. Russell Cross**

**Carl Custer**

**Darin Detwiler**

**Nancy Donley**

**Ron Eustice**

**Thomas Gremillion**

**Dr. Elizabeth Hagen**

**Dr. Steven Hagen**

**Bob Hibbert**

**Dr. Scott Hurd**

**Dr. Michael Jacobson**

**Timothy Lytton**

**Dr. James Marsden**

**Marion Nestle**

**Dr. Stephen Ostroff**

**Dr. Richard Raymond**

**Mike Robach**

**Brian Ronholm**

**Carmen Rottenberg**

**Donna Schaffner**

**Dr. Keith Warriner**

**Frank Yiannas**

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**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**.



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# MARKETING WITH FOOD SAFETY NEWS

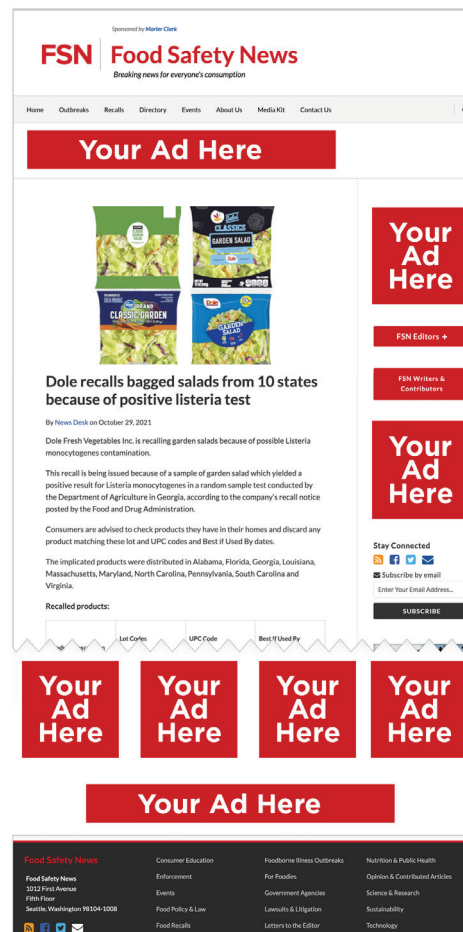
## Why do we limit the number of ads?

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, 365 days a year, including all holidays. 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.

**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.



## Food Safety News Advertising Plans

	Monthly	Quarterly	Semi-Annual	Annual
Top banner	\$5,200	\$13,260	\$22,540	\$38,320
Prime #1	\$4,735	\$12,075	\$20,525	\$34,890
Prime #2	\$4,260	\$10,860	\$18,465	\$31,385
Prime #3	\$3,835	\$9,780	\$16,625	\$28,265
Prime #4	\$3,450	\$8,800	\$14,955	\$25,425
Prime #5	\$3,105	\$7,920	\$13,460	\$22,880
Prime #6	\$2,795	\$7,130	\$12,120	\$20,595
Interstitial #1	\$995	\$2,540	\$4,320	\$7,340
Intersitial #2	\$995	\$2,540	\$4,320	\$7,340
Spot ad #1	\$3,545	\$9,040	\$15,365	\$26,125
Spot ad #2	\$3,545	\$9,040	\$15,365	\$26,125
Spot as #3	\$3,545	\$9,040	\$15,365	\$26,125
Spot as #4	\$3,545	\$9,040	\$ 5,365	\$26,125
Bottom Banner	\$5,000	\$12,750	\$21,675	\$36,845
Email Banner	\$5,500	\$14,025	\$23,845	\$40,535

**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

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913-205-3791 | [chuck@jolleyassociates.com](mailto:chuck@jolleyassociates.com)

Contact sales for  
restrictions & scheduling.

# 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 address, key contact, email address, telephone number and website.

For even more impact, consider **an enhanced listing** which includes hotlinked email and website plus linked company logo on directory opening page with up to three descriptive terms about your products and services.  
\$250 for one year.

### Example of an enhanced listing:



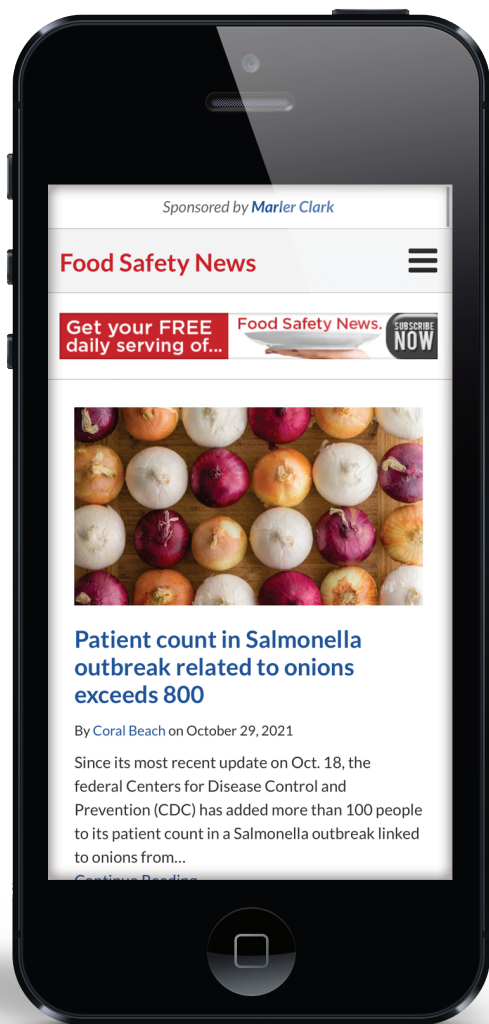
[Microbial Interventions, Cleaning Chemicals](#)

## 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](mailto:chuck@jolleyassociates.com)



# 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 43,000 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.



SOCIAL MEDIA	FACEBOOK	TWITTER	LINKEDIN	TOTAL
				
FOOD SAFETY NEWS	206,161	40,243	15,385	261,789
Food Safety magazine	17,262	23,080	42,079	84,421
Food Safety & Quality	261	3,759	33,372	37,752
Food Safety Tech	4,048	7,299	0	11,347

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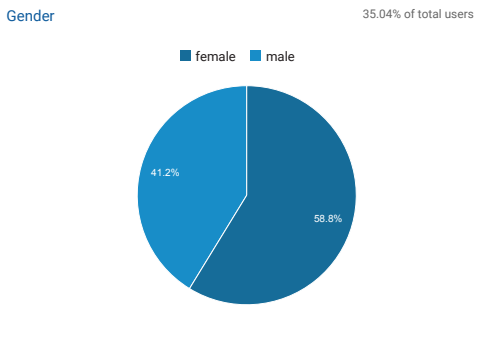
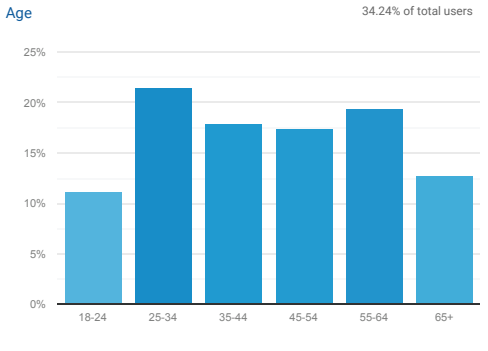
(data taken on 10/9/2021)

# FOOD SAFETY NEWS ADVERTISER DASHBOARD



Nov 1, 2020 - Oct 31, 2021

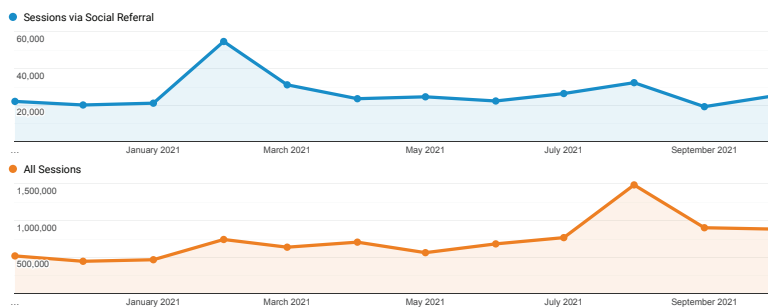
Key Metric:



Overview



Social Referral



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	211,712 (65.78%)	469,675 (63.94%)	00:00:21	2.22
2. LinkedIn	65,105 (20.23%)	153,548 (20.90%)	00:00:39	2.36
3. Twitter	31,816 (9.88%)	74,754 (10.18%)	00:00:31	2.35
4. reddit	4,102 (1.27%)	9,392 (1.28%)	00:00:18	2.29
5. YouTube	2,578 (0.80%)	7,078 (0.96%)	00:00:50	2.75
6. Disqus	1,584 (0.49%)	7,477 (1.02%)	00:06:49	4.72
7. Blogger	1,094 (0.34%)	3,573 (0.49%)	00:01:55	3.27
8. Pinterest	916 (0.28%)	2,034 (0.28%)	00:00:21	2.22
9. Instagram	876 (0.27%)	2,050 (0.28%)	00:00:30	2.34
10. Instagram Stories	673 (0.21%)	1,471 (0.20%)	00:00:13	2.19

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@Google 2021