

# FSN

# Food Safety News

Breaking news for everyone's consumption



2024 Media Kit 2.0



## Food Safety News (FSN)

was created in 2009 by noted food safety attorney Bill Marler to fill a void in public health media coverage.

Since its inception, **FSN** has provided dedicated journalism addressing critical food safety issues. Starting with just 8,000 subscribers, we're celebrating our 14th anniversary with more than 55,000 subscribers. The extent of our expansion and influence encourages us to continue our vital mission.

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## A look back

As traditional print and broadcast news grappled with slashed budgets, journalists with expertise in food, health and safety were marginalized. Marler created a cadre of skilled reporters empowered to delve into food safety matters with unparalleled vigor. Soon, the platform became the foremost source of comprehensive and timely food safety news.

**FSN's** infancy was defined by grit and innovation. With funding and support from Marler, the editorial staff embarked on a mission to provide insights that would set **FSN** apart. Their groundbreaking, in-depth reports, complemented by contributed articles and perspectives from industry luminaries, solidified **FSN's** position as a trailblazing publication.

The digital age fueled **FSN's** rapid expansion. The platform's yearly web traffic, a testament to its worldwide influence, surged to eclipse 15 million unique visitors and an astonishing 45 million pageviews in the past year alone. This meteoric growth includes a remarkable social media following: 202,000 on Facebook, 42,500 on Twitter (X), 5,500 on Instagram, and 36,000 on LinkedIn.

Under the visionary guidance of Bill Marler, **FSN** has resonated with global professional and public audiences deeply invested in food safety. The platform's domestic and international reporters have garnered acclaim for their coverage encompassing government policy, politics, foodborne illness outbreaks, sustainability, science, and research. **FSN** reporters have direct access to pivotal institutions, cementing the platform's reputation as an unwavering source of credible information.

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## Going forward

As **FSN** celebrates its 14-year milestone, it's poised to continue its transformative journey, upholding its commitment to securing a safer food supply for all.

In its unique position as a link between industry, government, and the public, **FSN** has become an indispensable daily read for everyone vested in food safety. Envisioning a broader impact on the global discourse surrounding food safety, **FSN** seeks to unearth novel dimensions of food safety reporting, fostering dialogues that transcend national borders and industry sectors



# WHO WE ARE



## **Bill Marler, PUBLISHER AND FOUNDER OF FSN,**

is an accomplished personal injury lawyer and an internationally recognized expert on foodborne illnesses. His advocacy for better food regulations worldwide has led to invitations to address local, national, and international audiences including testimony before the U.S. House Committee on Energy and Commerce. His blog ([www.MarlerBlog.com](http://www.MarlerBlog.com)) is read by more than 1 million people around the world every year.



## **Dan Flynn, SENIOR EDITOR,**

is a Colorado-based writer and editor with over 15 years of food safety experience. As a public affairs professional, he has 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. He has been recognized by the Associated Press for Best Reporting on a Deadline.



## **Coral Beach, MANAGING EDITOR,**

joined the FSN team in 2016 as managing editor. Based in Kansas City, she has more than 30 years as a reporter and editor for several major newspapers and trade publications. Her work has been honored by the Kansas Press Association, the American Cancer Society, the William Randolph Hearst Association and the Kansas City Press Club. She has a B.S. in Journalism from the University of Kansas.



## **Chuck Jolley, SALES AND MARKETING DIRECTOR,**

saw tremendous potential when he joined the team 10 years ago when its distribution was less than 9,000 people. Today, it reaches 55,000+ direct subscribers and more than 300,000 people through social media. It has become the major player in furthering food safety around the world.

As **FSN** marks 14 years of influence, it stands as a testament to the potency of persistence, transformative journalism, and the relentless pursuit of a more informed public and a safer global food supply.

# KEY STAFF



**JOE WHITWORTH** covers food safety policy, outbreaks and more across the globe from his home base in Manchester, England. Recently, he was recognized by the Alliance to Stop Foodborne Illness as one of the Top 40 Food Safety Professionals Under 40 making significant contributions to the field of food safety.



**JONAN PILET** is an FSN contributing writer and Social Media Coordinator. He earned his Bachelor of Arts in writing at Houghton College in New York and studied writing at the University of Oxford. He received a Master of Fine Arts in creative writing from Seattle Pacific University.



**COOKSON BEECHER** is an award-winning journalist who produces in-depth pieces on topics capturing the attention of the food safety world. She spent 12 years as an agricultural and environmental reporter for the Capitol Press, a newspaper that covers 4 states in the Pacific Northwest. She received her Bachelor's degree in Political Science from Hunter College in New York City.

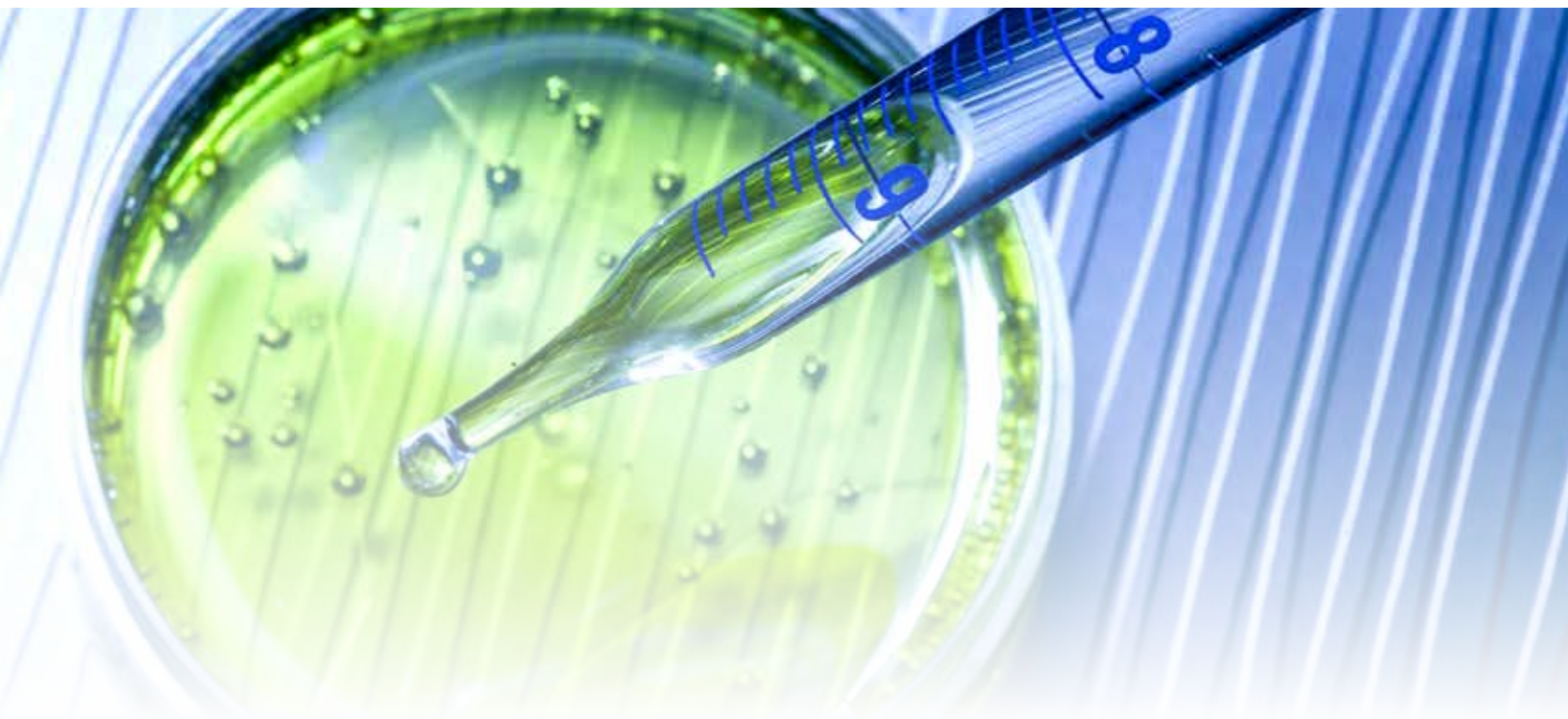
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# Influential opinion pieces were written recently for FSN by renowned industry leaders like:

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- **Darin Detwiler**, Associate Professor at Northeastern University, author, consultant and speaker.
- **Mindy Brashears**, former Undersecretary for Food Safety at USDA.
- **Frank Yiannas**, former Deputy Commissioner for Food Policy and Response at FDA.
- **Jennifer McEntire, Ph.D.**, Founder of Food Safety Strategy LLC.
- **Mitzi D. Baum, M.Sc.**, CEO for Stop Foodborne Illness.
- **Mike Taylor**, Former FDA Deputy Commissioner for Foods and current Board Member Emeritus at Stop Foodborne Illness
- **Wendelyn Jones**, Executive Director of the Institute for the Advancement of Food and Nutrition Sciences (IAFNS)
- **Phyllis Entis**, author of the blog, eFoodAlert, and food safety books such as "Food Safety: Old Habits, New Perspectives" and "Food Microbiology — The Laboratory."
- **Thomas Gremillion**, head of research, analysis and advocacy for the Consumer Federation of America's (CFA) food policy activities
- **Peter Lurie, MD, MPH**, President and Executive Director, Center for Science in the Public Interest (CSPI)
- **Teresa Thorne**, Executive Director, Alliance for Food and Farming
- **Susan Mayne**, Director, Center for Food Safety and Applied Nutrition
- **Bonnie Fernandez-Fenaroli**, Executive Director, Center for Produce Safety
- **Bryan Hitchcock**, Chief Science and Technology Officer at the Institute of Food Technologists (IFT)
- **Elsa A. Murano**, Former Undersecretary for Food Safety at USDA; Director of the Norman Borlaug Institute for International Agriculture; President Emerita and Professor of Food Science & Technology, Texas A&M University
- **Robert A. Califf**, FDA Commissioner of Food Safety



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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 9 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.



## Food Safety News Advertising Plans

	Monthly	Quarterly	Semi-Annual	Annual
Prime #1	\$5,200	\$13,200	\$22,500	\$38,380
Prime #2	\$4,700	\$12,000	\$20,300	\$34,500
Prime #3	\$4,200	\$10,750	\$18,250	\$31,000
Prime #4	\$3,800	\$9,680	\$16,450	\$28,000
Prime #5	\$3,400	\$8,700	\$14,800	\$25,000
Spot #1	\$3,900	\$9,900	\$16,900	\$28,750
Spot #2	\$3,900	\$9,900	\$16,900	\$28,750
Spot #3	\$3,900	\$9,900	\$16,900	\$28,750
Spot #4	\$3,900	\$9,900	\$16,900	\$28,750
Bottom Banner	\$5,500	\$14,000	\$23,800	\$40,530
Email Top Banner	\$6,000	\$15,450	\$26,230	\$44,600

**NOTE:** Spot ads #1 through #4 available as a combo buy. Deduct 50%

**\*Special Projects:** Sponsored editorial \$2,500/week, minimum 4 week buy

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\*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 Headlines Email banner:** 600x74

**Home Page Banner:** 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 six 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 **55,000** direct subscribers but our daily traffic counts are trending way above those numbers, consistently surpassing 5 million per month. The reason? Our dominance of social media. We have more than 2 times the social media following of our closest competitor. Our leadership brings us millions of extra page views and it's a testament to the importance of our daily news coverage.

There is no other food safety publication, print or online, that has the impact enjoyed by **Food Safety News**. We are where the most influential people in business, academia and government around the world come daily for the important news they need. It's where your marketing message should be.

## WE LEAD IN TOTAL NUMBERS ON SOCIAL MEDIA

 [facebook.com/FoodSafetyNews](https://facebook.com/FoodSafetyNews)  
**202,000 followers**

 [twitter.com/FoodSafetyNew](https://twitter.com/FoodSafetyNew)  
**43,000 followers**

 [linkedin.com/company/Food-Safety-News](https://linkedin.com/company/Food-Safety-News)  
**36,000 connections**

 [instagram.com/Food\\_Safety\\_News](https://instagram.com/Food_Safety_News)  
**5,500 followers**

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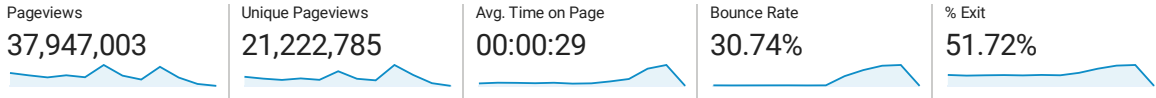
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(data taken on 3/15/2024)

# FSN ADVERTISER DASHBOARD

## Overview

Oct 1, 2022 - Sep 30, 2023

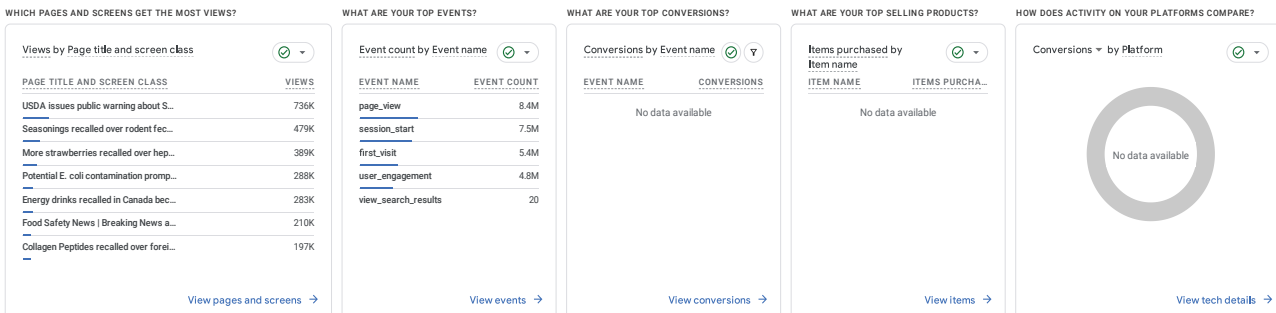
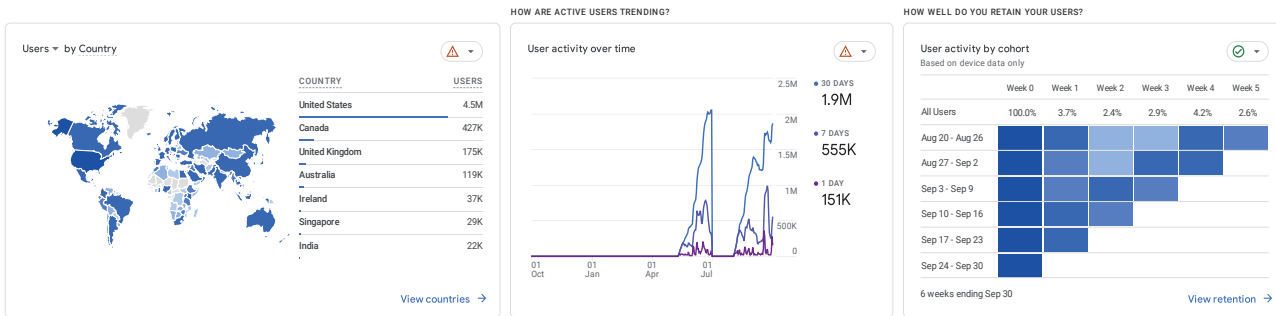
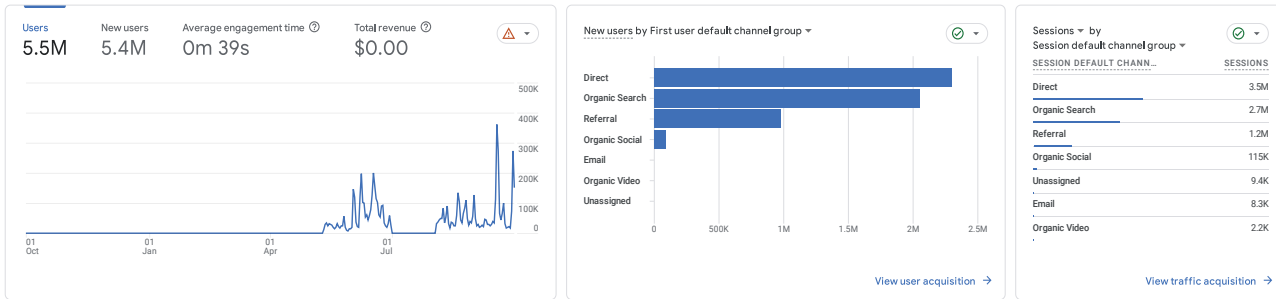


Page	Pageviews	% Pageviews
1. /2023/03/more-than-300000-cereal-and-snack-packages-recalled-because-of-metal-in-products/	2,197,629	5.79%
2. /2023/03/two-pet-food-companies-warned-after-salmonella-and-listeria-found-in-finished-products/	1,739,099	4.58%
3. /2022/10/more-than-200-backpackers-and-rafters-sickened-in-grand-canyon-national-park-backcountry/	1,483,749	3.91%
4. /2023/06/more-strawberries-recalled-over-hepatitis-a-contamination/	787,880	2.08%
5. /2023/07/six-million-pounds-of-batters-breaders-seasoning-rubs-marinades-and-more-recalled-over-salmonella-concerns/	589,862	1.55%
6. /2023/04/salmonella-outbreak-leads-to-fda-warning-another-firm-warned-because-of-listeria-and-insects/	575,509	1.52%
7. /2023/06/energy-drinks-recalled-in-canada-because-of-high-levels-of-caffeine/	568,056	1.50%
8. /2022/10/scientists-reveal-parasite-contamination-of-produce/	500,089	1.32%
9. /2023/07/rodents-flies-and-listeria-in-baking-companys-facility-prompt-fda-warning/	393,843	1.04%

All Users

Custom Oct 1, 2022 - Sep 30, 2023

## Reports snapshot



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