**About us**

*Food & Drink Technology* is recognised as the leading monthly journal for the European food and beverage industry. Editorially led, it ensures a high quality and comprehensive overview of all sectors – from the latest packaging materials and processing methods to on-trend ingredients.

Capturing the latest industry news and innovations in each issue alongside technical content, the magazine also runs regular features on business news, comment, plant profiles, interviews and conference reports.

With a pan-European reach of more than 53,000, *Food & Drink Technology* is well placed to provide the best possible coverage of industry developments and guarantees a high profile at exhibitions, conferences and industry events.

Our editorial advisory board consists of industry experts from renowned food and beverage organisations including the Food and Drink Federation, Campden BRI and the Institute of Food Science & Technology. Through their regular contributions to the journal based on international research and development, readers are kept abreast of the latest insights within the industry from those in the know – be it the latest targets for efficiency & sustainability to the steps manufacturers are taking to reformulate; ongoing Brexit discussions and its impact on the EU workforce, regulatory framework and customs and trade; or the latest Industry concepts.

Our online platform – comprising a responsive website, weekly e-newsletter and well visited Twitter and LinkedIn pages – provides a perfect accompaniment to the printed journal and means manufacturers can keep their finger on the food and drink pulse at all times. The website www.foodanddrinktechnology.com features daily updates on industry news and product launches and our growing Twitter and LinkedIn pages are constantly refreshed to reflect the changing market landscape. Finally, the e-newsletter serves as a snapshot of the industry, providing a weekly roundup of the market’s movers and shakers.

Michelle Maynard, Editor
michelle@bellpublishing.com • +44 1474 532202

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**Editorial Advisory Board**

Our current Board members are:

- **Tim Rycroft**, Corporate Affairs Director, Food and Drink Federation
- **Dr Steven Walker**, Director General, Campden BRI
- **Fiona Kibby**, Director, Society of Food Hygiene and Technology
- **Jon Poole**, Chief Executive, Institute of Food Science & Technology
- **Professor Lisa Jack**, Co-ordinator, Food Fraud Group/Gate to Plate, University of Portsmouth
- **Richard Ratcliffe**, Food innovation consultant
- **Steve Osborn**, Principal Consultant, The Aurora Ceres Partnership

www.foodanddrinktechnology.com
Our readers

Who are our readers - who reads us and why?
Food & Drink Technology has a strongly loyal base of pan-European readers, mainly top executives and managers who read Food & Drink Technology for its high quality, topic-led news, business and expert technical features. Because we have a strong European circulation (as opposed to a purely UK-based readership like our competitors) our coverage is broader and takes into account the advancing technologies and developments within the entire European food and drink industry framework.

This pan-European circulation consists of key named personnel and is highly targeted at senior level food processors and manufacturers, who make up two thirds of the total circulation.

Total overall average reach: 53,817
Average print circulation: 6,685

Breakdown by Geographic Region (print copies)
UK 55% ● Europe 42% ● Rest of World 3%

Circulation Analysis by Job Function %
CEO/Director 25%
VP/Senior Management 11%
Production/Engineering 17%
Middle Management 22%
Executive/Assistant 10%
Other named individuals incl. Research/Academic, Consultants etc. 15%

In Brief
• Pan-European circulation in over 30 countries
• Published 10 times per year
• Named readership which is updated and verified regularly
• We cover all sectors from dairy to confectionery, bakery, ready meals, fresh and frozen products, and drinks.
• Bonus distribution at all the major European trade fairs and events gives even greater readership audience
• Highly targeted approach: the readership of over 38,400 is based on high quality data, guaranteeing the magazine, website and newsletter are read by the people who matter in European food and drink.

The Website
• FoodandDrinkTechnology.com is updated daily, ensuring up to date coverage of the stories that matter
• The new website includes focused filters for Organisations; People; Regions or Topics. The new topics bar on the top of the homepage allows visitors to instantly choose their area of interest and see only related content.
• Events, Features, and Editor’s Blog – all the content you need to keep abreast of the industry
• Upload your own Event and event logo (free of charge)
• Log in and read the magazine as a digital issue, or browse the back issue archive going back more than 7 years.
• Sign up for the weekly e-newsletter, follow Twitter for instant updates, or join our LinkedIn group to network with over 1,800 fellow food and drink professionals.

Newsletter & Social Media
Weekly e-newsletter: over 6,600 registrations
Geo coverage: 60 countries (October 2018).
Twitter: over 2,240 followers (up 24% on last year).
LinkedIn group: over 1,800 members
* This shows how users actively seek our site
<table>
<thead>
<tr>
<th>Month</th>
<th>Categories</th>
<th>Shows</th>
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<tbody>
<tr>
<td>February</td>
<td>New Food to go</td>
<td>Show: Food Expo Greece</td>
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<td>Cold storage</td>
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<td>Colours</td>
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<td>Hygiene</td>
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<td>March</td>
<td>New Plastics &amp; alternatives</td>
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<td>Functional ingredients</td>
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<td>Inspection, detection &amp; Measurement</td>
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<td>Fruit processing</td>
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<td>Show: IFE-Pro2Pac</td>
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<td>April</td>
<td>New Laboratory</td>
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<td>Fats &amp; oils</td>
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<td>Clean label</td>
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<td></td>
<td>New Contaminants</td>
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<td>Show: Vitafoods IFFA</td>
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<td>May</td>
<td>New Bakery edition</td>
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<td>Additives</td>
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<td>Canning</td>
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<td>New Vitamins and premixes</td>
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<td>June</td>
<td>New Meat &amp; poultry processing</td>
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<td>Flavours</td>
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<td>Weighing</td>
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<td>July/August</td>
<td>New Private label</td>
<td>Show: IBIE - International Baking Expo</td>
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<td>Conveying</td>
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<td>Labelling</td>
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<td>Hygiene</td>
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<td>September</td>
<td>New Recruitment &amp; training</td>
<td>Show: PPMA, Fachpack &amp; Sial</td>
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<td>Filling</td>
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<td>New Frozen food</td>
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<td>October</td>
<td>New Fish processing</td>
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<td>Beverages</td>
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<td>New Health &amp; nutritional ingredients</td>
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<td>Packaging &amp; Wrapping</td>
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<td>Show: Gulfoods &amp; BrauBeviale</td>
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<td>November</td>
<td>New Waste control &amp; Recycling</td>
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<td>Automation</td>
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<td>Sorting</td>
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<td>New Enzymes</td>
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<td>Show: Fi Europe &amp; Food Matters Live</td>
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<td>December/Jan</td>
<td>New Energy efficiency</td>
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<td>Laboratory</td>
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<td>Caps and closures</td>
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<td></td>
<td>Supplier Profiles</td>
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Why choose us ...

Proven readership
Our pan-European readership and subscriptions are heavily monitored to ensure we reach the most relevant audience and key decision-makers. We offer transparent audience and readership figures, so you can be sure your message will be seen by the right people.

You’re in safe hands
Our extensive industry knowledge built up over the last 20 years means we have established a firm reputation of loyalty with both advertisers and readers.

Value
We appreciate that marketing is an investment. That’s why we pride ourselves on providing the best value for clients wishing to take advantage of our extensive, targeted audience.

Quality editorial
We feature unbiased industry news and interviews, analysis, trends, company profiles and regulatory affairs across numerous sectors, including ingredients, labelling, packaging, processing and logistics.

* There are no charges for editorial coverage

Additional reach
Our brand is synonymous with industry-leading events. As a media partner at these events, we print and distribute additional copies at selected shows throughout the year, therefore giving you the opportunity to reach new and additional audiences.

Let’s get digital
Our multimedia options give you the opportunity to reach the full extent of our readership. Our growing web traffic and weekly enewsletter reach an unrivalled audience. Our new look website offers even greater reader interaction and multiple advert channels.

www.foodanddrinktechnology.com
In a market place of increased competition & consumer choice consistency is key. Research has proven that for advertising to be the most effective, a reader must be exposed to the advertisement message several times before turning interest into action. We reward our advertisers that wish to maximise on their market presence with generous series discounts.

$ Dollar Display Advertising Rates 2019

<table>
<thead>
<tr>
<th>Four Colour</th>
<th>1x</th>
<th>5x</th>
<th>10x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$6,632.50</td>
<td>$5,306.00</td>
<td>$4,368.00</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,465.00</td>
<td>$2,940.00</td>
<td>$2,604.00</td>
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<tr>
<td>Junior Page</td>
<td>$2,730.00</td>
<td>$2,310.00</td>
<td>$2,044.00</td>
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<tr>
<td>Half Page</td>
<td>$2,275.00</td>
<td>$1,932.00</td>
<td>$1,708.00</td>
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<tr>
<td>Quarter Page</td>
<td>$1,603.00</td>
<td>$1,365.00</td>
<td>$1,204.00</td>
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<tr>
<th>Prime Cover Positions</th>
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<tr>
<td>Inside Front</td>
<td>$3,962.00</td>
<td>$3,367.00</td>
<td>$2,975.00</td>
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<tr>
<td>Inside Back</td>
<td>$3,605.00</td>
<td>$3,066.00</td>
<td>$2,702.00</td>
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<tr>
<td>Outside Back</td>
<td>$4,242.00</td>
<td>$3,605.00</td>
<td>$3,178.00</td>
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Classified Adverts Rates 2019

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<th>5x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$1,974.00</td>
<td>$1,393.00</td>
<td>$994.00</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,435.00</td>
<td>$1,008.00</td>
<td>$714.00</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,204.00</td>
<td>$840.00</td>
<td>$560.00</td>
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</tbody>
</table>

Suppliers Guide

Benefit from a full year in our classified & online suppliers guide.

**Standard Box** in print & an online enhanced listing- under your choice of heading **$960**

**Double Box** in print & an online enhanced listing- under your choice of heading **$1310**

Bespoke sizes, Inserts, Sponsorship opportunities, Belly bands, Gatefolds & Reprints – details on request. We always aim to work with clients to create the best campaign for you, therefore if you are interested in a bespoke package please get in touch and we will be happy to help.
Let's get digital

With daily updates and the latest up to the minute news & industry developments our website continues to grow as the "go to" platform for the food & beverage technology industry.

Advertising Options

Top Leaderboard Banner-
Premium Homepage position
1 month $1,190
3 Months - 20% discount $2,855
6 months - 30% discount $3,550

MPU- Visable on homepage, news, events, features & editors
1 month $910
3 months -20% discount $2,180
6 months- 30% discount $3,820

White Paper Downloads

Want to help your brochures stand out? Have an important product you’d like to highlight?
Tired of having to post out your Brochures to potential clients?
You can create a fully interactive, sharable, page turning online brochure. With no restriction on page numbers or how much content you input you can give full profile to your own products & services.

You can host the brochure on your own site, email direct to clients, share as part of an E-shot and we’ll host on our site for 1 month too. $2,170

E-shots

Reach our full newsletter circulation of key industry personnel with your own solus e-shot. We believe in not overloading our subscribers, therefore we aim to only send 1 client E-shot per week, to ensure your impact is not diluted.
1 month $2,030
3 Months - 20% discount $1,624
(price per E-shot)

Video

Host your videos on our site and interact with our readers. It is predicted by 2020 70% of mobile online traffic will be video, reach this audience today.
2 weeks $910
1 month $1,680

Online Product Profile

Includes company profile (up to 300 words), contact details, email hyperlink, website hyperlink
4 weeks $280

Online Directory 1 year

Be one of more than 1,000 searchable suppliers in our Online Directory
Includes logo, hyperlink, company profile and full contact details
Online enhanced listing $700

Weekly Newsletters

Food and Drink has a weekly targeted subscription e-newsletter. You can reach this audience with the follow options.
Leaderboard banner (90 x 728 pixels)
1 month $1,050
MPU (250 x 300 pixels)
1 month $700
Sponsored Text- do you have good news to share with our readers? Profile this with 300 words and a link to your full story.
1 month $1,250

Homepage Takeover

Looking for maximum impact?
You can take advantage of our solus residency position and ensure every online readers see your message-details available on request.
Production Requirements for print & online

ADOBE ACROBAT PDF FILES (print)
We support files generated by Adobe Acrobat Pro using the specific Distiller Job Options setting listed below.
• A PDF should be generated from a high resolution Postscript file or printed to using high resolution settings.
• All application files must be flattened before generating PDF files.
  1) GENERAL – Compatibility: Acrobat Pro – Optimize PDF – Resolution: 2400 dpi
  2) FONTS – Check the Embed All Fonts box – Check the Subset All Embedded Fonts box and specify Below 100% - When Embedding Fails specify Cancel Job – for Embedding specify Base 14 Fonts – Always and Never Embed should remain empty.

ACCEPTABLE FORMATS (print)
Adobe Acrobat PDF Files (PREFERRED)
Adobe InDesign, Illustrator, Photoshop
Applications & formats must be indicated.
All files should be CMYK and have a resolution of 300 DPI.

ADOBE ACROBAT PDF FILES (online)
All sizes in pixels, height x width. Artwork should be supplied as web safe JPG or GIF file formats.
Files must be in RGB colour mode and at 72dpi.
Leaderboard Banner (90 x 728 pixels)
MPU’s (250 x 300 pixels)
E-shots supplied as html file with all links and images embedded. 600px wide, no restriction on height.

TRANSMISSION
E-mail ads should be sent to: katie@bellpublishing.com

REMOVABLE MEDIA
CDs - Applications & formats must be indicated.

SEND DISCS AND PROOFS TO
Food & Drink Technology, Bell Publishing Ltd
57 The Maltings, Bath Street, Gravesend, Kent DA11 ODF, UK.

PROOFS
Food & Drink Technology is NOT liable for final output of your ad if it is NOT a PDF and you do not send a proof at 100% with your file.

STORAGE OF PRINTED PDFs
Advertisements running in Food & Drink Technology will remain on file one year.

PRODUCTION CHARGES
There will be a production charge to design/produce adverts if required.

PRINTING & BINDING
Printing by sheet fed litho.