

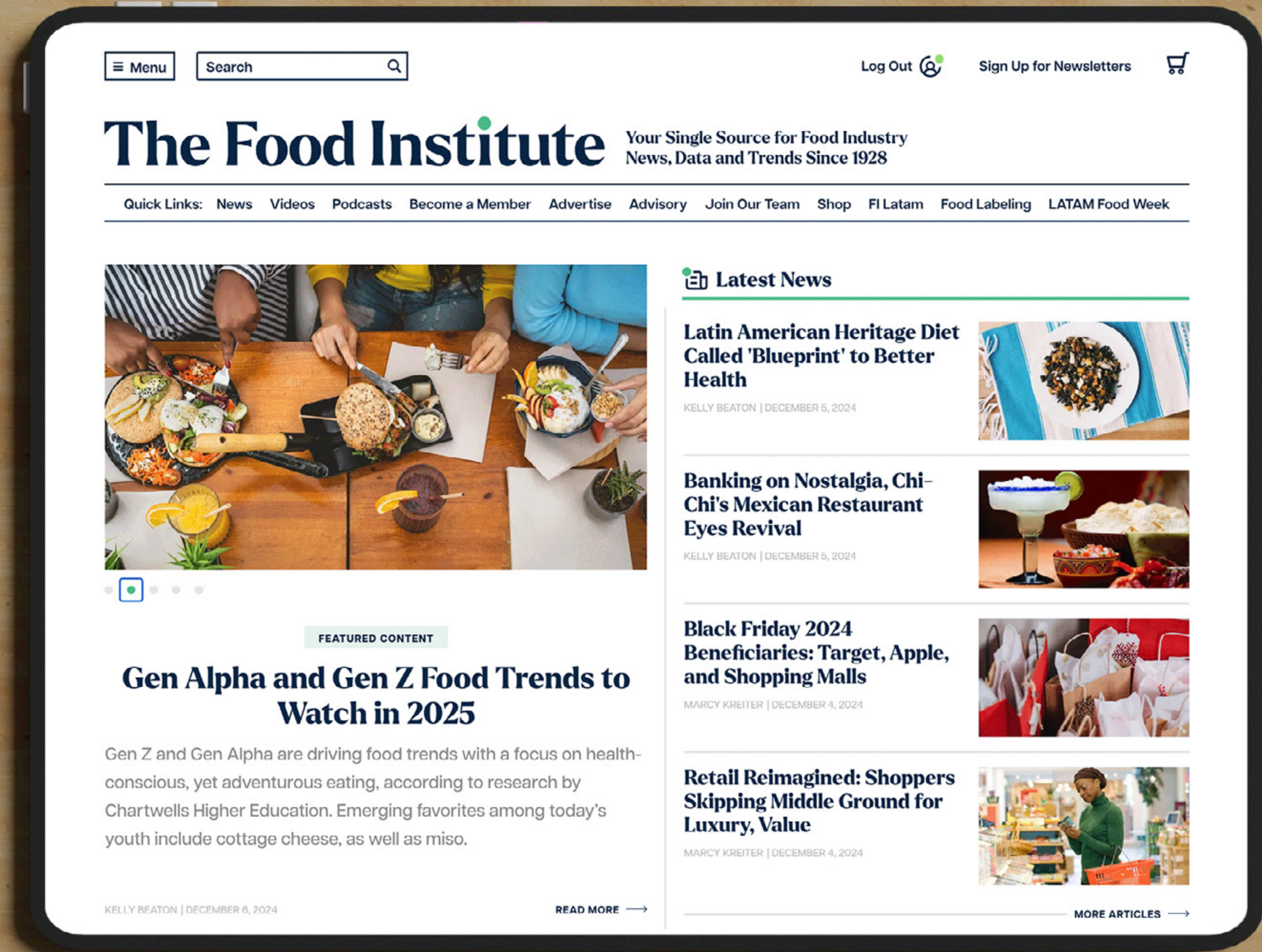


**The Food Institute**  
**2025 Media Kit**

**Your Gateway into the  
Food Industry**

# About

The Food Institute is a multimedia company providing insights-driven content for key decisionmakers in the food and beverage industry. With a farm-to-fork reach since 1928, The Food Institute delivers business news, data and trends for its global readership. Through its daily newsletters, articles, research reports, podcasts, webinars, videos and other digital content, members receive insights quick enough to respond to real-time issues and opportunities in the marketplace.



# Audience

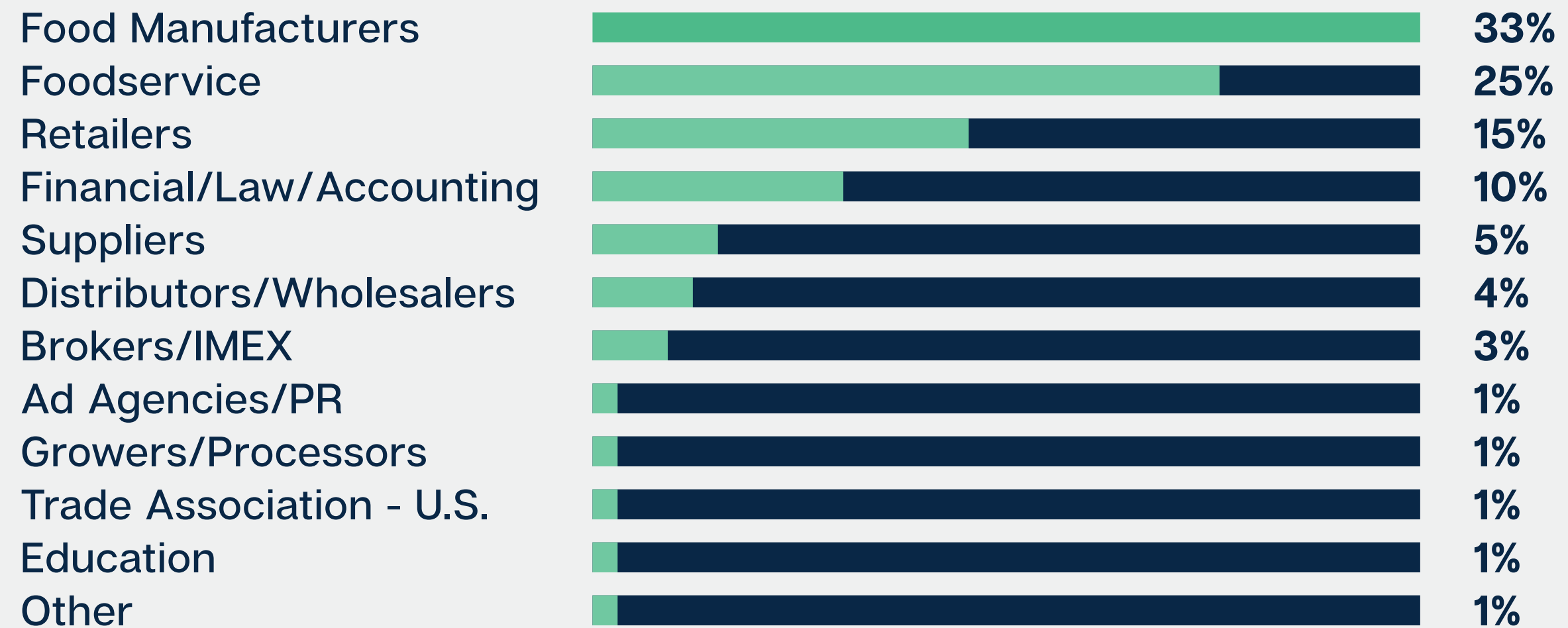


Our impact  
soars with  
a reach of  
**75,000+**



**74% of Subscribers are  
Key Decision-Makers**

## DEMOGRAPHICS



**29%**  
CEO/President

**17%**  
Vice-President

**28%**  
Director/Manager

## SOCIAL MEDIA STATISTICS

MEMBERS  
**30,700+**

FOLLOWERS  
**5,100+**

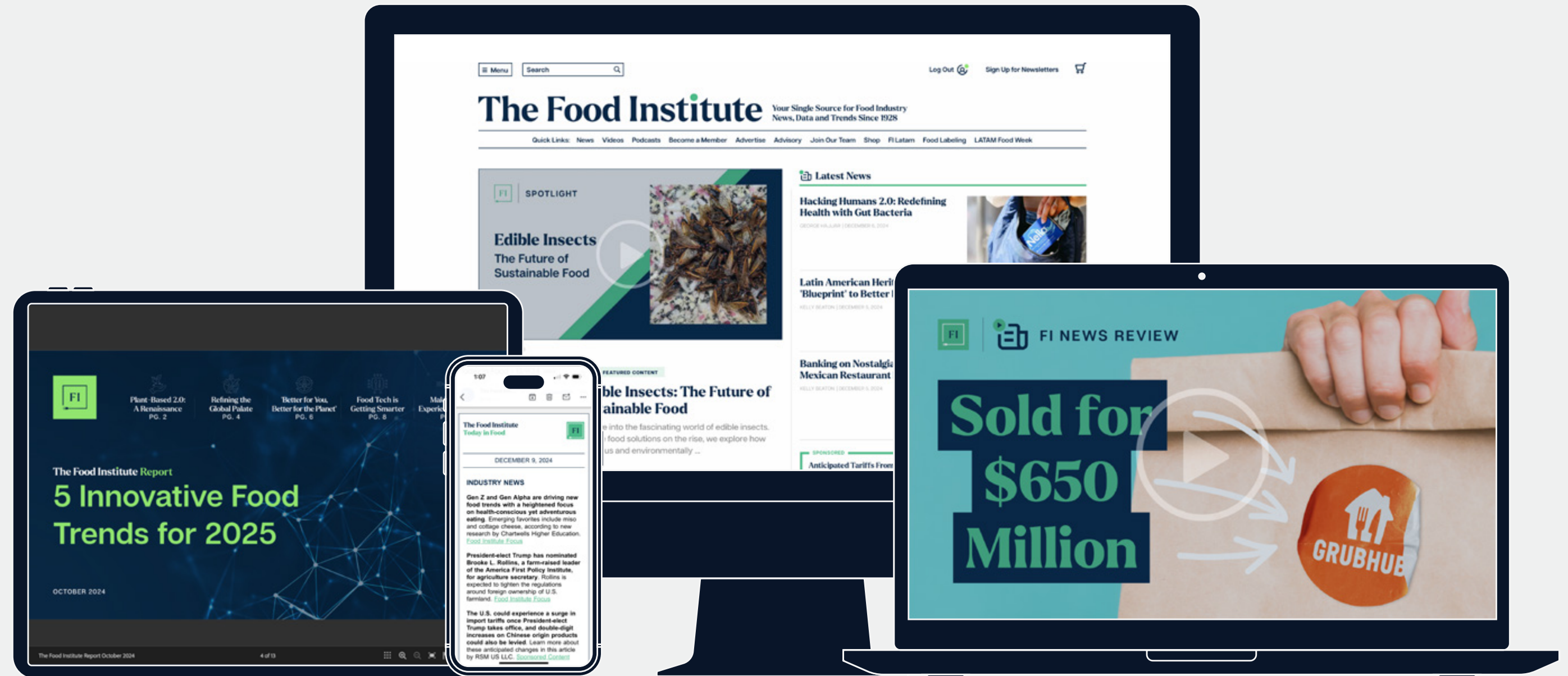
FOLLOWERS  
**1,800+**

FOLLOWERS  
**200+**

SUBSCRIBERS  
**1,400+**

# Membership

A Food Institute membership provides exclusive access to essential information about the food industry, including new products, market trends, legislation, and more. It's your one-stop source for timely insights, saving you time and money. Plus, you'll connect with thousands of decision-makers.



**Unlock member benefits.**

Click below to view our membership tiers.



## The Food Institute Report

Monthly reports highlighting the most important industry news and trends



## Online Portal

Research library on your desktop available anytime



## Today In Food

E-newsletter delivered to your inbox daily

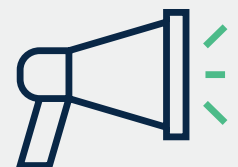


## Events and Reports

Monthly and annual webinars, seminars and industry reports

# Sponsorship Opportunities

The Food Institute offers four annual levels of sponsorship that allow your business to develop professional contacts, showcase your products and services, and take advantage of an array of promotional opportunities. Choose the level that is right for you.

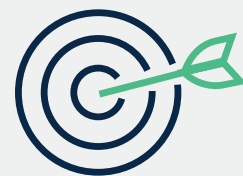


**Unlock your brands potential.**  
Explore sponsorship opportunities today.

Sponsorships	Bronze \$10,000	Silver \$20,000	Gold \$30,000	Platinum \$40,000
Webinar	1	2	3	4
Podcast	1	1	2	3
Written Article	1	2	3	4
Number of Ads in Rotation on FI Platforms for One Year		12	24	36
Number of Webinars as Participant		1	2	3
FI Spotlight			1	2
Logo in Food Institute Report (2x)			●	●
Food Institute Report Guest Column (2x)				●
Full Page Ad in Food Institute Report (2x)				●

# Advertising Opportunities

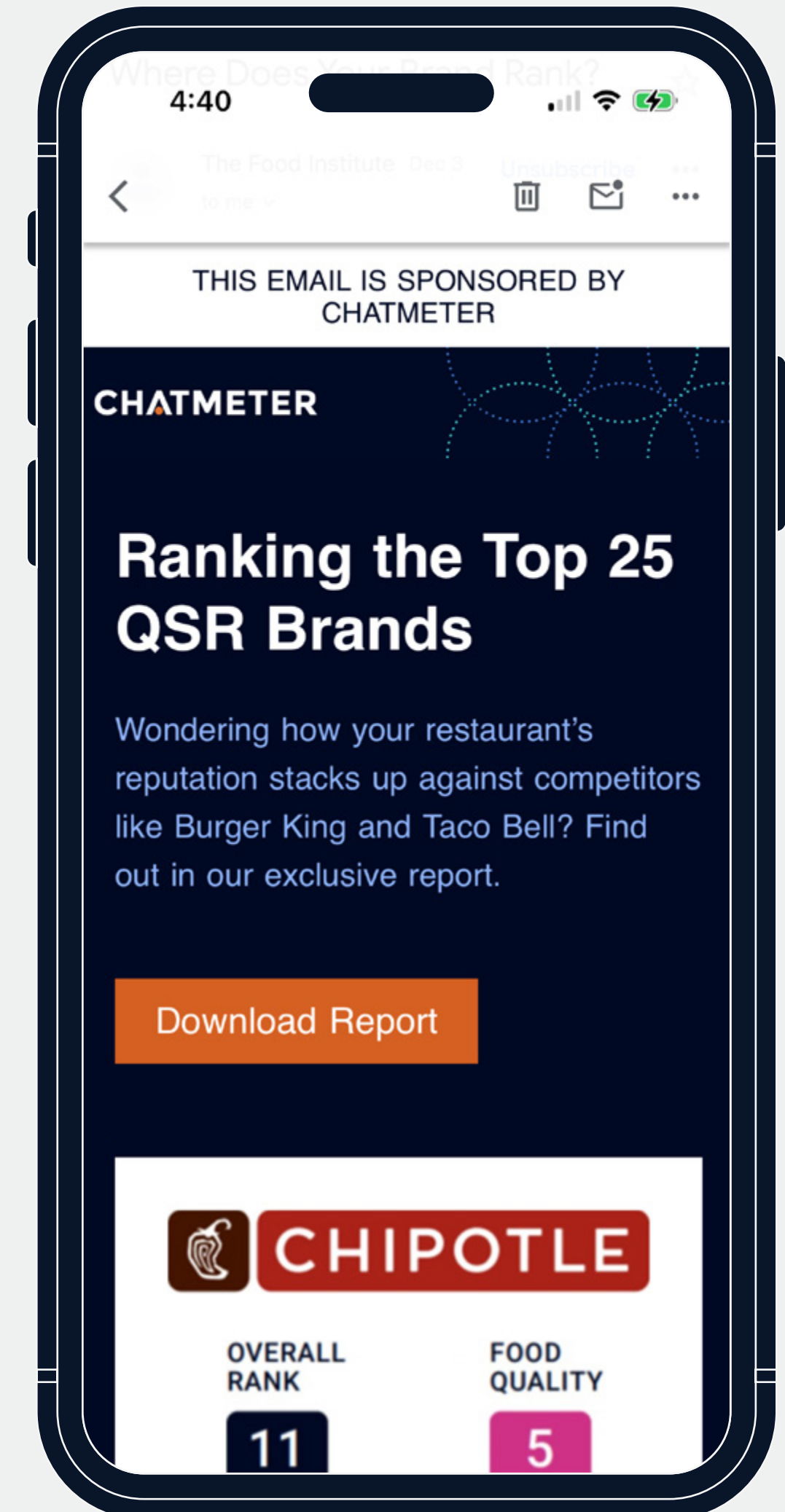
The Food Institute offers four annual levels of sponsorship that allow your business to develop professional contacts, showcase your products and services, and take advantage of an array of promotional opportunities. Choose the level that is right for you.



**Target a diverse and engaged audience.**  
Amplify your impact with our various



Advertisement	Price
Sponsored Article	\$250/day
Webinar	\$7,500/day
Audio Podcast	\$2,750/each
FI Spotlight	\$2,500/day
Digital Video Sponsorship	\$4,000/each
E-Blast to FI's Readership	\$1,750/send



# Webinars

Sponsoring a webinar with *The Food Institute* makes it easy to expand the reach of your brand, broadcasting to an audience that is interested and attentive. Our members and followers represent a cross section of the food industry, one that you won't find anywhere else. Our reach is to over 75,000 food industry executives!



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**Expand the reach of your brand.**  
**Sponsor a webinar today.**

# The Food Institute Podcast

The Food Institute Podcast delves into real issues shaping the food industry, from farm to fork. Featuring guests across food-service, retail, manufacturing, supply chain, agriculture, and consumer insights, our candid conversations with industry leaders tackle challenges head-on.

Hosted by Food Institute VP Chris Campbell, The Food Institute Podcast can also be the perfect vehicle for you to explain, in detail, new corporate strategic initiatives, platforms, or programs to our audience.

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**Join the conversation.**

**Interested in sponsoring an episode or have an idea for one?**





# FI Video

A variety of content ranging from social media shorts to feature-length segments on the hottest topics impacting the food industry.

## FI News Review

A weekly breakdown of the top F&B news stories in an easy to view format.

## FI Spotlight

In-depth interviews and investigations with food industry leaders on current industry trends and data that impact food businesses.

## FI Studios

Full-length feature interviews with VIP guests on a wide range of food and beverage industry subjects.

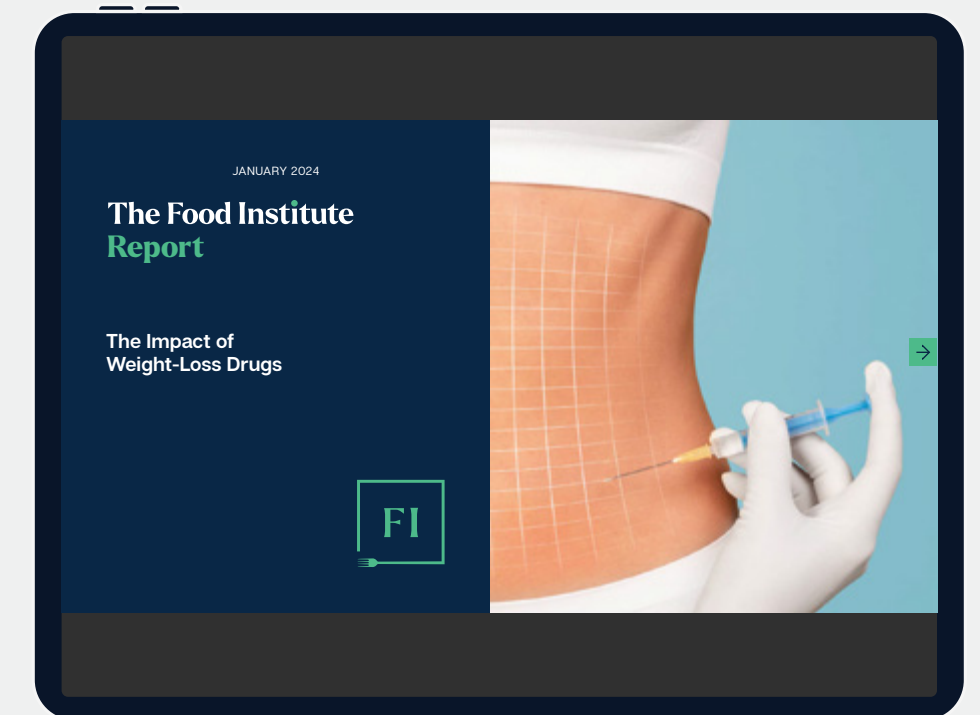
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**Don't just follow the conversation, lead it!**

**Sponsorships and guest interview opportunities available.**

# The Food Institute Report

The Food Institute Report is widely known as the most reputable, unbiased reports available to the food and food-related industries. For more than 90 years, it has provided executives like you actionable information and analysis on the entire industry from farm to fork.



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**A wealth of news and information.**

**Contact us to discuss your next sponsored article or ad placement.**

# Event Livestream Production

The Food Institute's livestreaming service is your go-to solution for providing brand activation livestreaming coverage at food shows and exhibitions. We understand the importance of bringing your event to a global audience, and our digital video team is here to make it happen seamlessly.



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**Activate your brand through interactive livestreaming.**  
**Need event coverage? Get in touch.**

# Press Release Services

Amplify your brand's visibility with our press release services. Make a lasting impact in the food industry with strategic communication that is designed to showcase your company's news with maximum exposure or host your existing press release for *The Food Institute* readership to discover.



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**Amplify your brand's visibility.**

**Have a press release you'd like to distribute? Contact us today.**

# Speaker Engagements

Bring *The Food Institute's* expertise to your next event. Our team of industry analysts and thought leaders can deliver impactful presentations on key topics such as economics, megatrends, sector highlights, and more. Additionally, Food Institute experts are also available to moderate panel discussions, ensuring engaging conversations and valuable takeaways for your audience.



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**Serve up success with insights that feed innovation.**  
Book your dynamic food industry speaker today.

