



MEDIA KIT

Your Industry | Your Audience | Your Goals

Dear Advertiser,

The Food Institute's vision for 2020 is clear: To provide improved digital products combined with diverse advertising opportunities.

For over 90 years, our organization has been the go-to source when it comes to news, data and trends for food executives.

While our reporting has evolved—changing to reflect the developments in the industry—the basic premise of getting the correct information and delivering it fast enough so professionals can act on it has never wavered.

Our e-mail newsletters are the best way of reaching an audience in the food industry. We are the most respected information source that your customers depend on every day!

We look forward to partnering with you in 2020.

Sincerely,
Brian Choi
Managing Partner & CEO, The Food Institute



A BRIEF HISTORY

The Food Institute was founded in 1928 by Seattle food broker Gordon C. Corbaley who kept his principals—mainly canners—and his customers better informed about the marketplace by distributing semi-regular postings. Impressed with his reports, some

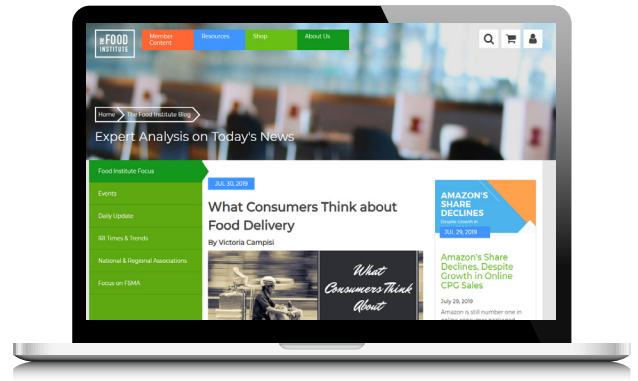
of Corbaley's principals raised funding to establish a central information organization that accumulated and disseminated industry facts to its members.



While the Food Institute has served as a non-profit for most of its 90-plus career, it recently became a private company in 2017. Poised for growth via private equity backing, the new organization is now able to expand its offerings and increase its advertising and sponsorship base.

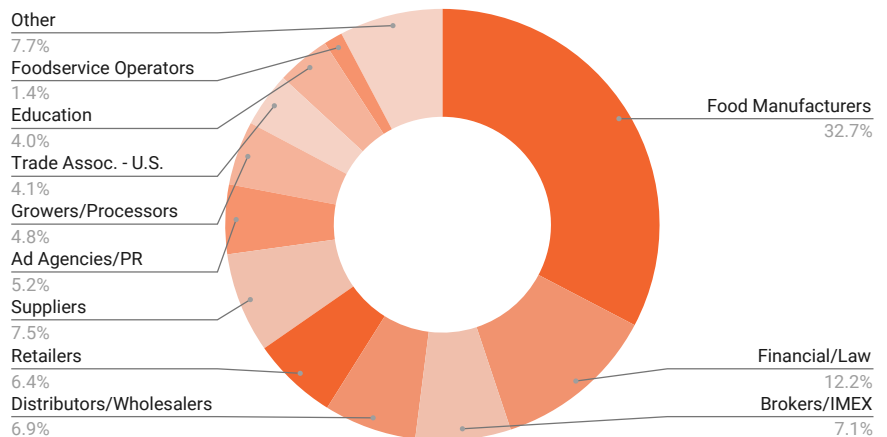
THE FOOD INSTITUTE TODAY

The Food Institute is the preferred single source of reliable information for key decision-makers in the food industry. With a farm to fork reach since 1928, the information service provider publishes business news, trends and data for its global readership. Through its daily e-news alerts, biweekly reports and other industry resources, members receive insight quick enough to respond to real-time issues and opportunities in the marketplace.

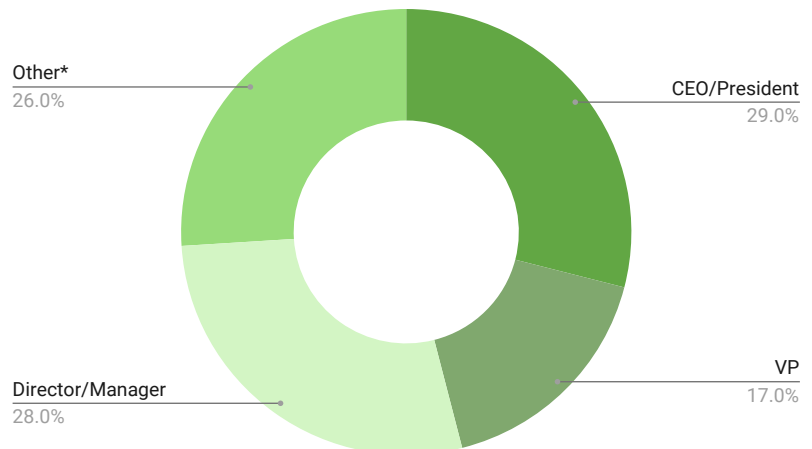


READERSHIP

SUBSCRIBER DEMOGRAPHICS:

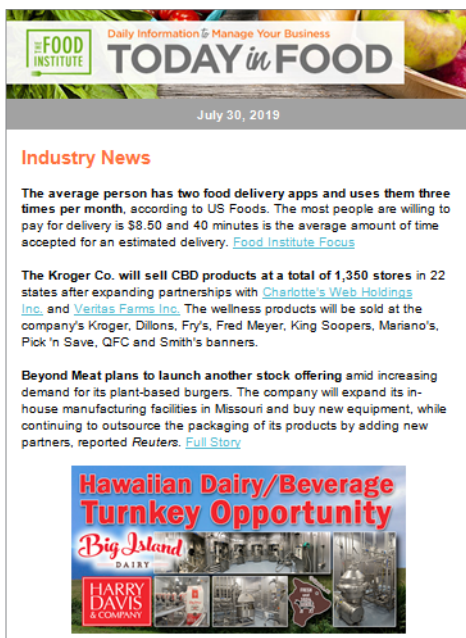


OVER 70% OF SUBSCRIBERS ARE KEY DECISION-MAKERS



*includes Purchasing, Sales, Analysts, Assistants and more

OUR PRODUCTS

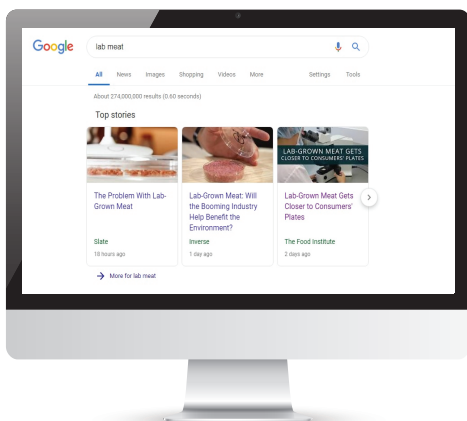


INDUSTRY NEWSLETTERS

Today in Food: A daily e-mail newsletter for food industry executives with actionable industry news, culled from hundreds of sources. Organized into five sections for easier reading: Industry, International, Health, Washington and Markets. **Subscribers: 1,000+ | Open Rate: 40% | CTR: 25%**

Daily Update: A shortened version of the Today in Food newsletter, featuring only the top news items in each section. **Subscribers: 4,500+ | Open Rate: 18% | CTR: 12%**

Today in Food Retail Edition: A daily e-mail newsletter for food retail executives, focusing on four categories: Retail, Supplier, Consumer Insights and Washington. **Subscribers: 3,000+ | Open Rate: 13% | CTR: 10%**



THE FOOD INSTITUTE FOCUS

An online feature series where our analysts take a deeper look into the top news of the day.

FI Focus posts are showcased as the top items in Today in Food and the Daily Update and are featured on social media and Google News.

Post Views: Up to 2,000 over 90 days



THE FOOD INSTITUTE REPORT

The most reputable report in the food industry for close to a century is getting updated in 2020. The newsletter will be redesigned and include a more comprehensive view on important topics from farm to fork with exclusive reporting, expert commentary, trend analysis and industry data. For 2020 editorial calendar, see page 5.

Subscribers: 650+ (over 70% are key decision-makers)
Download Rate: 40%

AD SPECS & PRICING

Type	Dimensions	Format	Weight	Price/Day
Daily Newsletter - Full Ad	600X300	PNG/GIF	150KB	\$150
Daily Newsletter - Text Ad	n/a	Text	50-75 words	\$100
Food Institute Focus - Online Banner Ad	500x100	PNG/GIF	100KB	\$150
Food Institute Report	Half page Full Page	PDF		\$150 \$300

Advertisers will receive:

- **Daily Newsletters:** Monthly reports of ad impressions and clicks with a full list of company and job title for all readers that clicked on your ad.
- **Food Institute Focus:** Monthly reports of ad impressions and clicks.
- **Food Institute Report:** Monthly reports of downloads and views.


WANT TO CUSTOMIZE YOUR AD PLAN?

We offer the ability to build an advertising plan that works best for your business. If you are interested in a more comprehensive or tailor-made plan, please contact Cathie Sloan at 201-791-5570 x 211 or advertising@foodinstitute.com.

ADDITIONAL OPPORTUNITIES

Webinar Sponsorships: With the Food Institute's campaign, a sponsor gets more than just sales leads—they get multiple opportunities to build brand awareness over a period of weeks and months.

Foodie Insider Newsletter: A NEW daily offering that reaches consumers interested in the top trends in food and an inside look into the food industry.



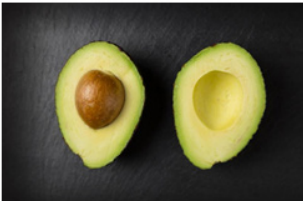
FOODIE INSIDER

An inside look at the top news in supermarkets, restaurants, products and more

Chipotle to Offer Free Guacamole

To celebrate National Avocado Day on July 31, Chipotle will offer free guacamole. The offer is valid for Chipotle Rewards members and customers who purchase any delivery or order-ahead entree at the regular price through the restaurant's app or website.

It's limited to one free guacamole topping per entree, and each order must total at least \$10 for the offer to apply, reported [Popsugar](#). [Full Story](#)



FOOD INSTITUTE REPORT EDITORIAL CALENDAR 2020

Issue	Ad Deadline*	Feature Topic**
Jan. 20	Jan. 14	Cold Storage
Feb. 3	Jan. 28	Economic Pulse
Feb. 17	Feb. 11	Health & Wellness
March 2	Feb. 25	e-Commerce
March 16	March 10	Distribution
March 30	March 24	Cannabis
April 13	April 7	Sustainability
April 27	April 21	Automation
May 11	May 5	Food Allergies
May 25	May 19	Economic Pulse
June 8	June 2	Food Safety
June 22	June 16	Transportation
July 6	June 29	Plant Based
July 20	July 14	Labeling
Aug. 3	July 28	Executives
Aug. 17	Aug. 11	Flavors
Aug. 31	Aug. 25	Packaging
Sept. 14	Sept. 8	Crisis Management
Sept. 28	Sept. 22	Economic Pulse
Oct. 12	Oct. 6	Hygiene
Oct. 26	Oct. 20	Ingredients
Nov. 9	Nov. 3	Security
Nov. 23	Nov. 17	Economic Pulse
Dec. 7	Dec. 1	Inventory Management
Dec. 21	Dec. 15	Year in Review

*Ads should be received no later than noon EST on Ad Deadline

**Contributing authors should send their finished articles to Executive Editor
14 days before Issue date

In every issue:

- Regulatory
- Legal
- Markets

Departments include Sales, Mergers & Acquisitions, Business Buzz and Foreign Deals.

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THE FOOD INSTITUTE
Your single source for food industry news, data and trends