



# MEDIA KIT

## Your Industry | Your Audience | Your Goals

Dear Advertiser,

The Food Institute's vision for 2021 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 2021.

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

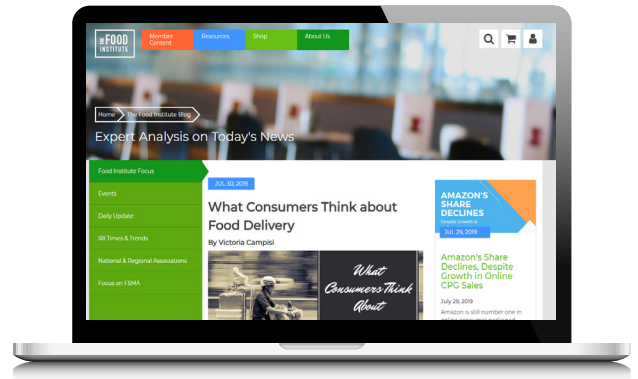
of Corbaley's principals raised funding to establish a central information organization that accumulated and disseminated industry facts to its members.



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.

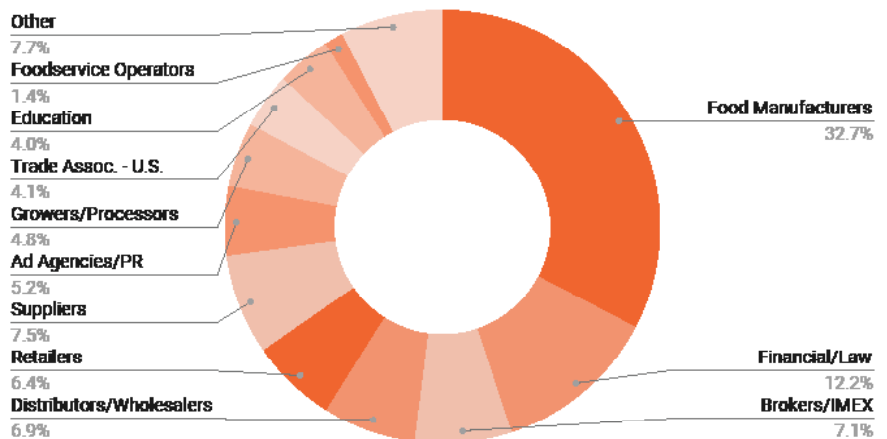
# THE FOOD INSTITUTE TODAY

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.

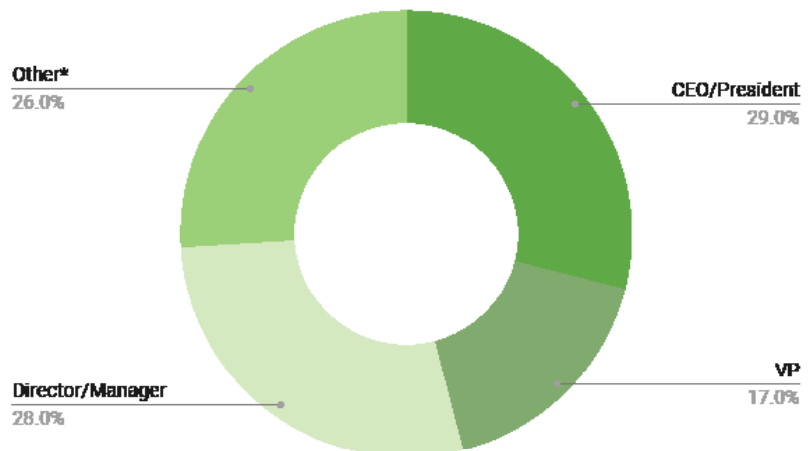


## READERSHIP

### SUBSCRIBER DEMOGRAPHICS:

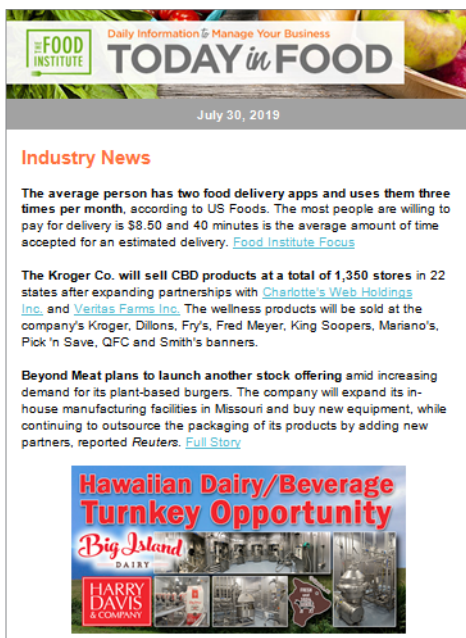


### OVER 70% OF SUBSCRIBERS ARE KEY DECISION-MAKERS



\*includes Purchasing, Sales, Analysts, Assistants and more

## OUR PRODUCTS

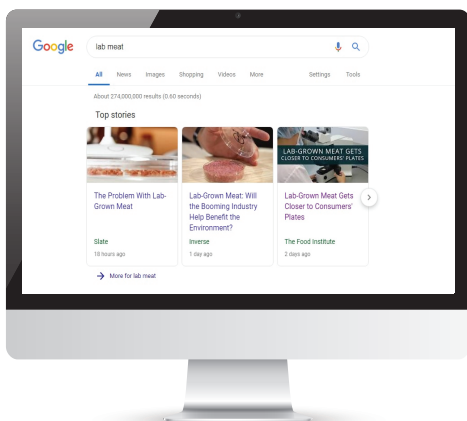


## INDUSTRY NEWSLETTERS

**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 got an update in 2021. The newsletter was 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 2021 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 - Website Banner Ad	900x180	PNG/GIF	100KB	\$150
Food Institute Report	Half page	PDF		\$150
	Full Page			\$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 Paola Garcia at (855) 791-5570 ext.706 or [advertising@foodinstitute.com](mailto: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.

**Audio Podcast Sponsorship:** 15 – 20-minute interviews in Q&A format with sponsor or guest on desired topics. Food Institute will feature sponsor (Logo, company description, verbal mention during podcast intro + close). Food Institute will provide sponsor all trackable data including number of listeners, impressions, and number of e-blast unique clicks.

**Digital Video Sponsorship:** 2-5-minute promotional or content video produced by the Food Institute's dedicated production team. Food Institute's video production team will work closely with sponsor's staff to design each video.

**Sponsored Article:** Full page article featuring specific topics related to sponsor's impact in the Food & Beverage industry. Articles are published across all Food Institute newsletters.

# FOOD INSTITUTE REPORT EDITORIAL CALENDAR 2021

Issue	Ad Deadline*	Feature Topic**
Jan. 18	Jan. 12	How is the ESG Movement Affecting the Food Industry?
Feb. 15	Feb. 9	Restaurant of the Future
March 15	March 9	The Rise of International Cuisine
April 19	April 13	Food as Medicine
May 17	May 11	The Latest Developments in CBD in Food & Beverage
June 21	June 15	Gen Z Preferences (Demographic Study)
July 19	July 13	How has the Agriculture Industry has Changed in the Post-Pandemic world?
August 16	August 10	How the Food Industry is tackling Food Waste
September 20	September 14	Next Generation of Alternative Protein
October 18	October 12	The Growth of the Snack Market
November 15	November 9	Latest Developments in Food Tech
December 20	December 14	Food Industry Outlook 2022

*\*Feature Topics are subject to change*

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

*\*\*Contributing authors should send their finished articles to Executive Editor seven days before Issue*

## Also covered 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