

2022

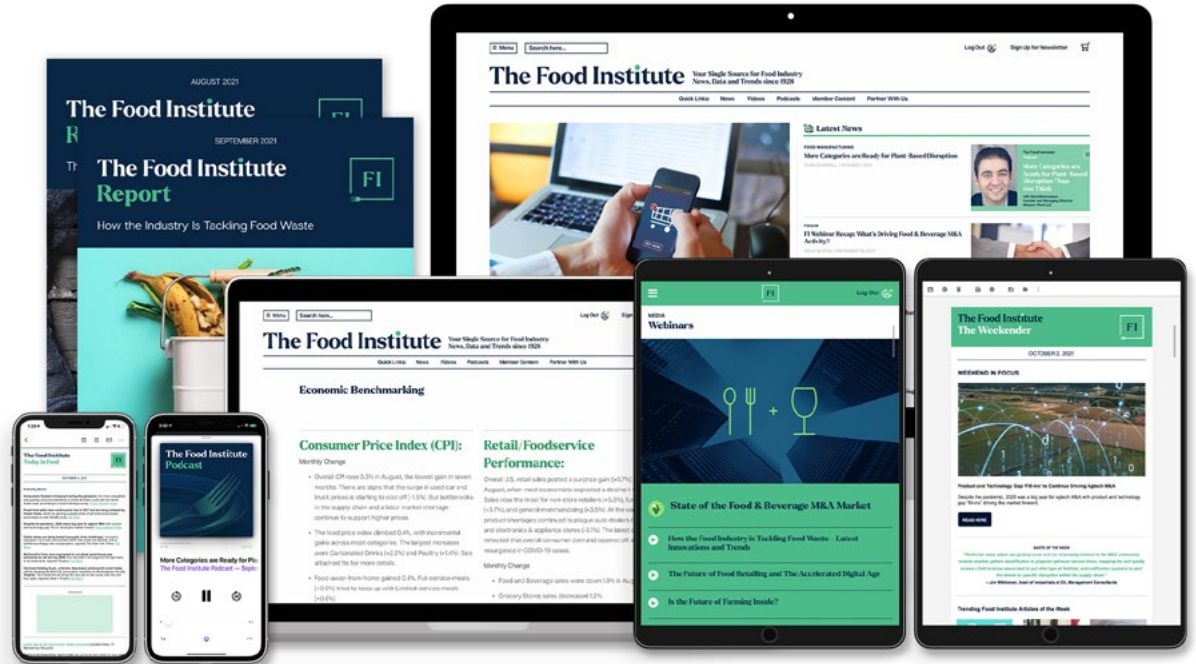
The Food Institute Media Kit

Your Gateway into the
Food Industry



About

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.

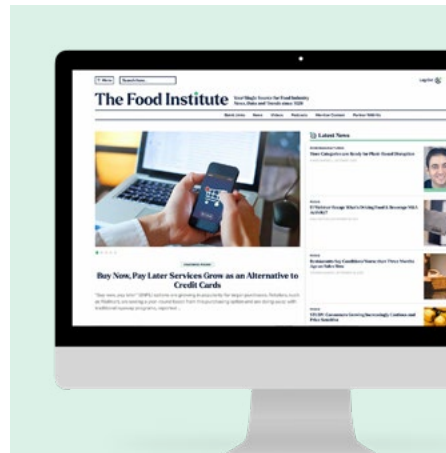


Membership



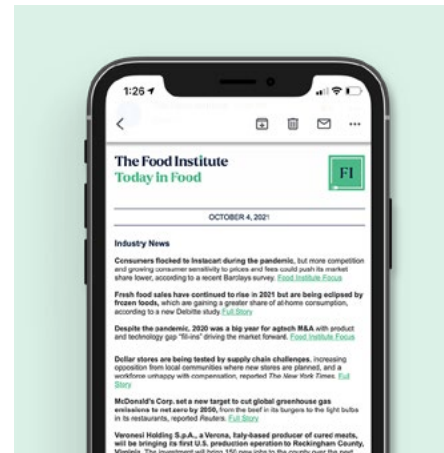
The Food Institute Report

Monthly reports highlighting the most important industry news and trends



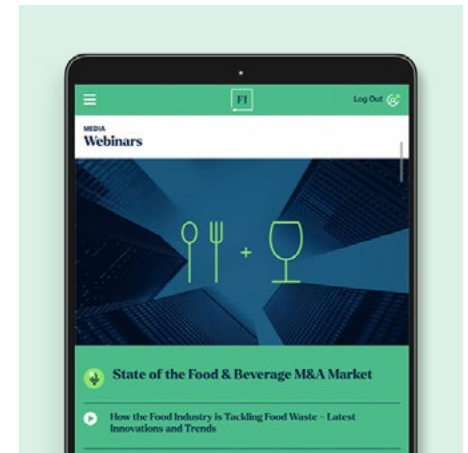
Online Portal

Research library on your desktop available anytime



Today In Food

E-newsletter delivered to your inbox daily

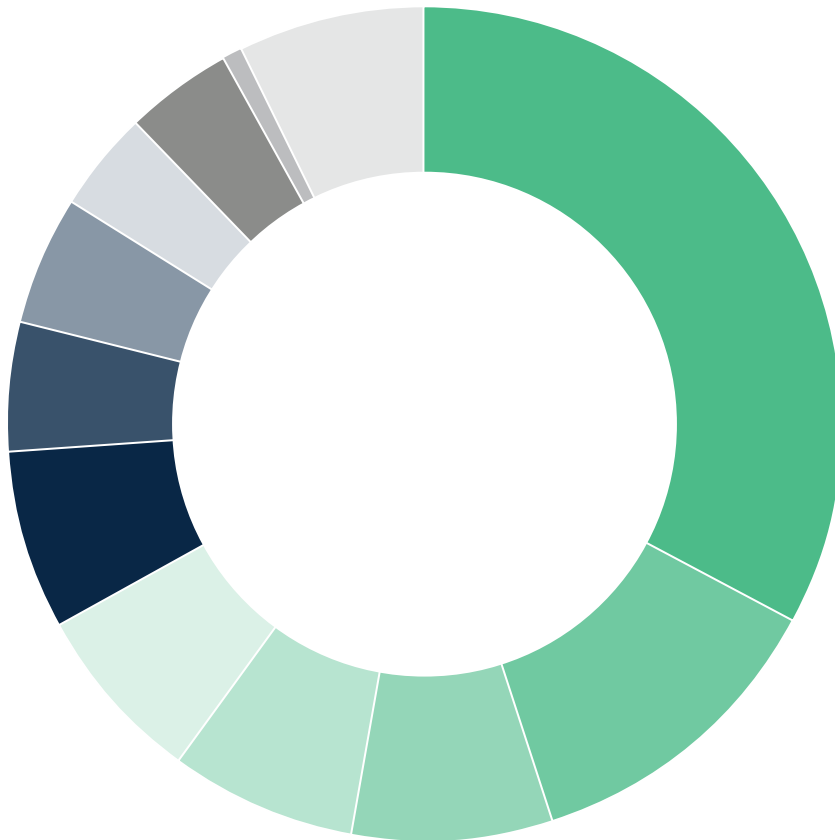


Events and Reports

Monthly and annual webinars, seminars and industry reports

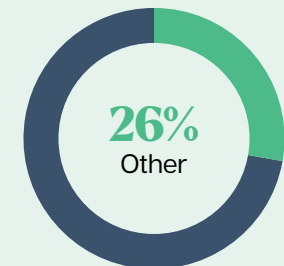
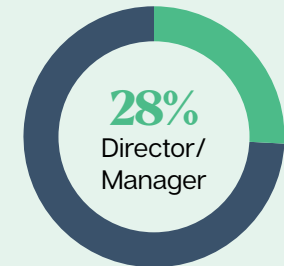
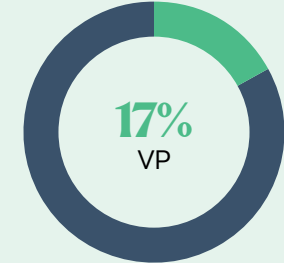
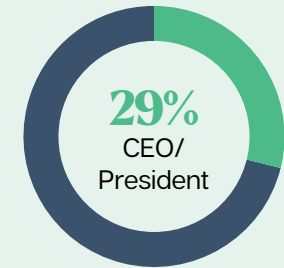
Readership

Subscriber Demographics



| | |
|----------------------------|-----|
| ● Food Manufacturers | 33% |
| ● Financial/Law/Accounting | 12% |
| ● Suppliers | 8% |
| ● Brokers/IMEX | 7% |
| ● Distributors/Wholesalers | 7% |
| ● Retailers | 7% |
| ● Ad Agencies/PR | 5% |
| ● Growers/Processors | 5% |
| ● Trade Association - U.S. | 4% |
| ● Education | 4% |
| ● Food Service Operator | 1% |
| ● Other | 7% |

Over 70% of Subscribers are Key Decision-Makers



Membership Options

A Food Institute membership will deliver insights on new products, crop markets, legislation, customer demographics, mergers, food industry statistics, competitors, market trends and more!



| | Today in Food \$149 / year Individual | E-Member \$599 / year Individual | Professional \$995 / year Individual | Corporate \$8,995 / year Up to 20 Users | Enterprise \$19,995 / year Up to 50 Users |
|---|--|---|---|--|--|
| MEMBER BENEFITS | | | | | |
| PODCASTS & VIDEOS | ● | ● | ● | ● | ● |
| THE WEEKENDER EMAIL | ● | ● | ● | ● | ● |
| TODAY IN FOOD EMAIL & ARCHIVES | ● | ● | ● | ● | ● |
| MONTHLY ECONOMIC DATA ANALYSIS | ● | ● | ● | ● | ● |
| ACCESS TO FOODINSTITUTE.COM | | ● | ● | ● | ● |
| THE FOOD INSTITUTE REPORT | | ● | ● | ● | ● |
| WEBINAR RECORDINGS | | | ● | ● | ● |
| MEMBER PROFILE | | | ● | ● | ● |
| ADVISORY SERVICES DISCOUNT | | | ● | ● | ● |
| EVENT DISCOUNTS | | | ● | ● | ● |

Sponsorship Opportunities

The Food Institute offers three 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.

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

Standard Pricing

The Food Institute is your portal to the food industry. Our various offerings extend an exclusive opportunity for your organization to increase exposure, build relationships and enhance your company's image with industry decision makers.

| ADVERTISING OPPORTUNITIES | Dimensions | Format | Length | Price |
|--|------------|--------|-----------|------------------------|
| Article Sponsorship | Full Page | PDF | 500 words | \$250/day |
| Webinar Sponsorship | N/A | N/A | N/A | \$7,500/each |
| Podcast Sponsorship | N/A | N/A | N/A | \$2,500/each |
| Digital Video Sponsorship | N/A | N/A | N/A | \$2,000 - \$4,000/each |
| E-Blast to Food Institute's Readership | N/A | N/A | N/A | \$1,500/each |

Ad Specs and Pricing

| TYPE | Desktop Dimensions | Mobile Dimensions | Format | File Size | Price / Day |
|--|---------------------|----------------------------|--------|-------------|---------------|
| Daily Newsletter – Full Ad | 600 x 300 | N/A | PNG | 150 Kb | \$250 |
| Daily Newsletter – Text Ad | N/A | N/A | Text | 50-75 words | \$200 |
| Food Institute Homepage Banner Ad | 580 x 190* | 300 x 100 or 300 x 250* | PNG | <1 Mb | \$750 |
| Food Institute Focus Banner Ad | 900 x 180* | 300 x 100 or 300 x 250* | PNG | 150 Kb | \$150 |
| Food Institute Focus Footer Banner Ad | 728 x 90* | 300 x 100* | PNG | 150 Kb | \$150 |
| Food Institute Focus Vertical Rectangle Ad | 300 x 600* | 300 x 100 or 300 x 250* | PNG | 150 Kb | \$150 |
| Food Institute Monthly Report | Half Page/Full Page | N/A | PDF | N/A | \$150 / \$300 |

*Note: Ads will display at these dimensions but art should be sent at 2x dimensions to account for higher density pixel monitors (example: 728 x 90 banner ad will display as such but art should be sent as 1456 x 190).

Advertising/Sponsorship Benefits

Sponsors will receive:

Webinar: 1 hour webinar as a sponsor or presenter/co-presenter. The Food Institute will provide sponsor with a monthly report of webinar registrants (includes contact information), along with a final list webinar registrants post release date.

Average Registrants: 300 – 500

Audio Podcast: 15 – 20-minute interviews in Q&A format with sponsor on desired topics. The Food Institute will feature sponsor (Logo, company description, verbal mention during podcast intro + close). We'll also provide the sponsor with the contact information of podcast listeners post release date.

Average Reach: 10,000+

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

Average Reach: 10,000+

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.

Average Reach: 10,000+

E-Blast: A marketing email sent to all FI's daily newsletter platforms.

Average Reach: 10,000+

Advertisers will receive:

Daily Newsletters: Monthly report 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.



Written Content Sponsorship

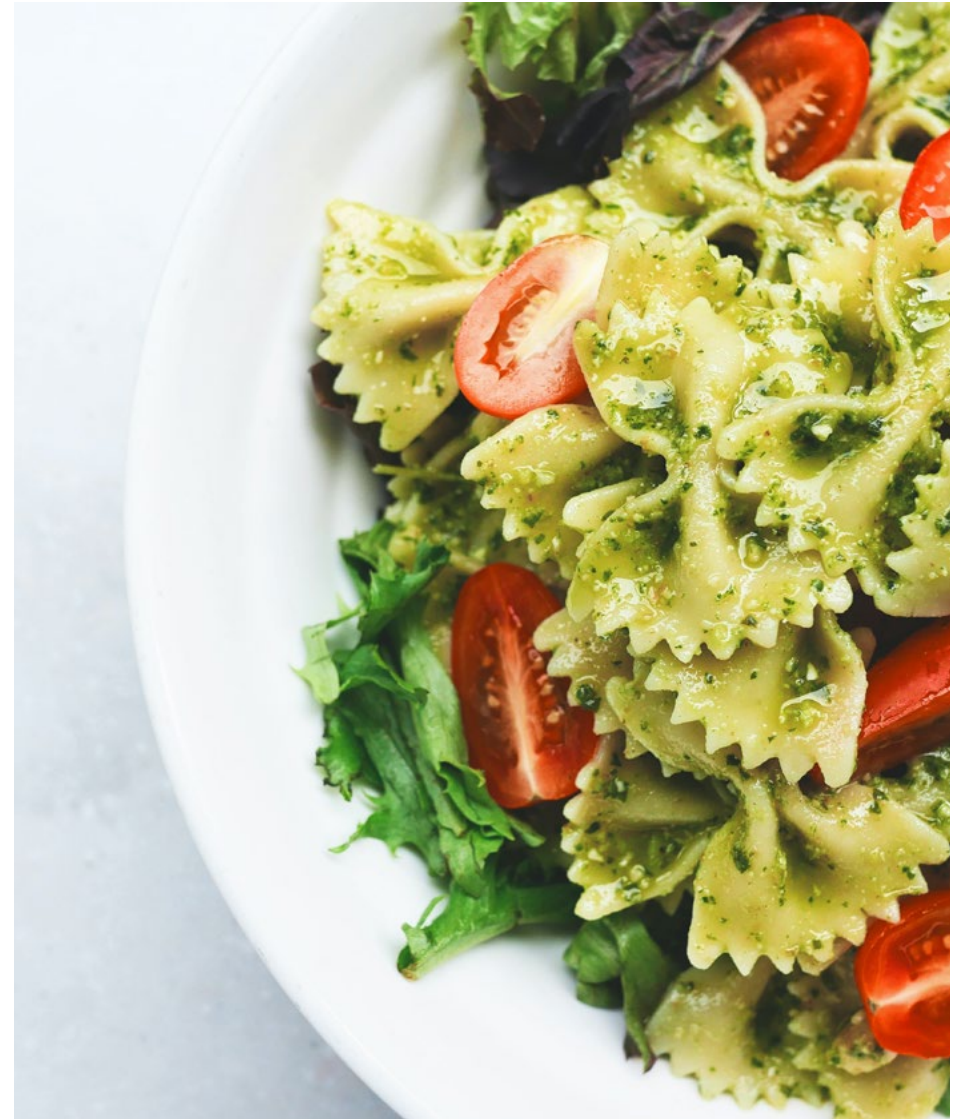
Research Report / White Paper Sponsorship

- The Food Institute can produce a white paper-style research report on a specific topic of interest for your company.
- The report can be co-branded (e.g., The Food Institute & your company) and can incorporate commentary from your company's research analysts.
- The Food Institute will help and conduct research on your company's desired topics. Research report to be featured on your company's and The Food Institute newsletters.
- Frequency: can be written and published quarterly

Sponsorship Written Articles

- Full page article written by your company will be published on The Food Institute website and distributed to all Food Institute members (10,000+ food executives).
- Summary of article will be published across all of The Food Institute's newsletters.
- The full article will be published on The Food Institute website.
- The contact information of your company will be featured at the end of the article.
- The sponsored article will be marketed across The Food Institute's social media platforms.

**Pricing is dependent on the size and scope of project.*



Meet Our Team

Brian Choi

Managing Partner/CEO

Brian Choi, an experienced financial executive in the Food & Agricultural industry, was recently named Managing Partner / CEO of The Food Institute. His vision is to build the company into the “go-to” source for news, research, advisory and analytics for the food industry.

Earlier in his career, Brian served as Vice President of Finance & Business Development at Woerner Holdings, LP, a single-family investment office focused on private equity investments in the food, beverage, and agricultural industries.

Before joining Woerner Holdings, Brian worked at Ernst & Young as Manager in their Transaction Advisory Services group, performing valuation analyses on companies and complex securities. In addition, he worked at Lehman Brothers and Goldman Sachs as part of their Investment Banking and Fixed Income divisions. He is a CFA Charterholder and holds a Finance degree from the University of British Columbia in Canada.

Kelly Beaton

Digital Content Strategist

Kelly Beaton, the Digital Content Strategist for The Food Institute, helps oversee editorial content, social media, and analytics, as well as planning for digital content throughout the calendar year.

Previously, Kelly helped oversee content for multiple publications at 10 Missions Media in St. Paul, Minnesota. Earlier in his career, Kelly served as Associate Digital Content Manager for both FOX Sports North and FOX

Sports Wisconsin, following seven years serving as a reporter at The Waterloo (Iowa) Courier newspaper. He is a graduate of the University of Iowa, where he earned a Bachelor's Degree in Journalism.

Chris Campbell

Associate Content Manager

Chris Campbell, the Associate Content Manager for The Food Institute, helps with daily editorial direction, hosts the Food Institute Podcast, and works on the Food Institute's many webinar projects. Additionally, he assists in client relationship management and guest acquisition for the company's digital platforms.

Previously, Chris worked in a variety of industries, ranging from educational tutoring to website content creation to client management. He is a graduate of Rutgers University with a Bachelor's Degree in English, and a proud alumnus of Don Bosco Preparatory High School.

Paola M. Garcia

Business Development Director

Paola M. Garcia, the Business Development/Sales Director for the Food Institute, manages the sales and digital event cycle, while also providing after sales and event-support to maximize client satisfaction.

Paola has an array of experience specializing in the hospitality industry, ranging from expertise in customer service, sales, and event/meeting planning for various sectors. Previously, Paola worked for Four Seasons Hotels, MGM Resorts International, and Wyndham Hotels. Paola is a graduate of Roosevelt University with a Bachelor's Degree in Hospitality & Tourism Management.