

2023

The Food Institute Media Kit

Your Gateway into the
Food Industry



About

The Food Institute is a multimedia company providing insights-driven content for key decision-makers 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.



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.

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
Number of "FI LIVE" Livestream Sponsorships			1	2
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)				●

Membership



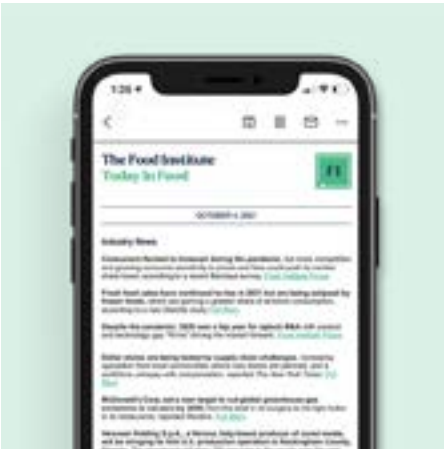
The Food Institute Report

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

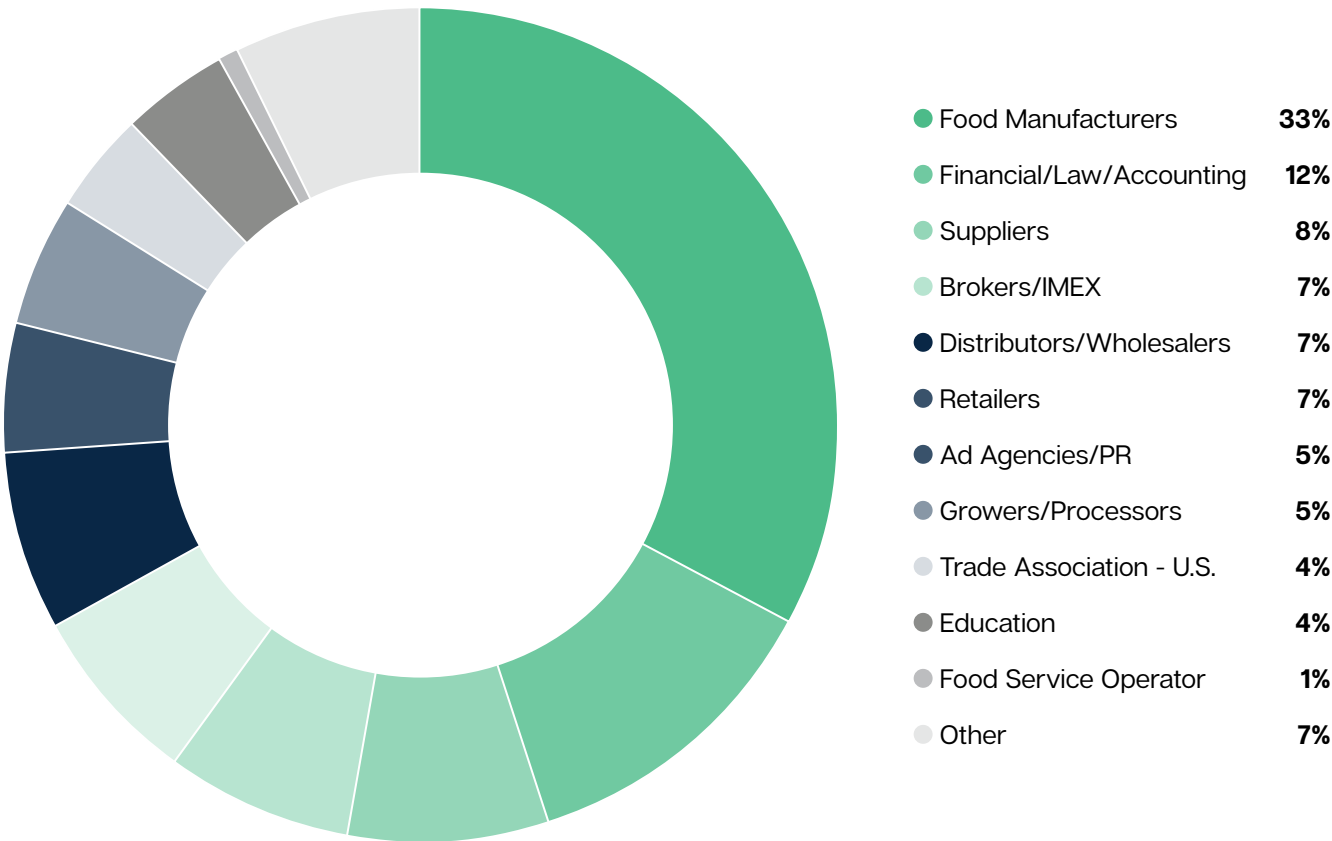
Membership Options

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

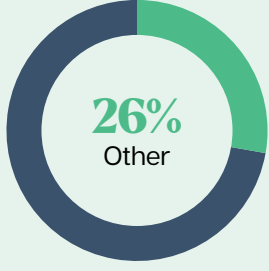
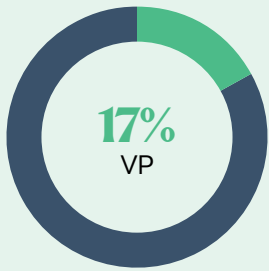
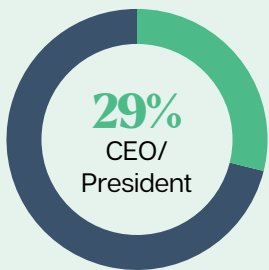
		Today in Food \$149 / year Individual	E-Member \$599 / year Individual	Professional \$995 / year Individual	Corporate \$8,995 / year Up to 20 Users	Enterprise \$19,995 / year Up to 50 Users
MEMBER BENEFITS						
TODAY IN FOOD EMAIL & ARCHIVES		●	●	●	●	●
PODCASTS & VIDEOS		●	●	●	●	●
ACCESS TO FOODINSTITUTE.COM			●	●	●	●
THE FOOD INSTITUTE REPORTS			●	●	●	●
MONTHLY ECONOMIC DATA ANALYSIS			●	●	●	●
ACCESS TO WEBINAR ARCHIVE				●	●	●
MEMBER PROFILE IN NEWSLETTERS				●	●	●
ACCESS TO FI EXCLUSIVE EVENTS				●	●	●
TRAINING SEMINAR DISCOUNTS					●	●
ADVISORY SERVICES DISCOUNTS					●	●
NUMBER OF SPONSORED ARTICLES					2	4
PROMOTIONAL BANNER ADS					12	24

Readership

Subscriber Demographics



Over 70% of Subscribers are Key Decision-Makers



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
“FI LIVE” Livestream 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.



Content Calendar Overview

MONTH	REPORT	FI INTERACTIVE LIVESTREAM	FI PODCAST	WEBINAR
January	●	2x	2x	2x
February	●	2x	2x	2x
March	●	2x	2x	2x
April	●	2x	2x	2x
May	●	2x	2x	2x
June	●	2x	2x	2x
July	●	2x	2x	2x
August	●	2x	2x	2x
September	●	2x	2x	2x
October	●	2x	2x	2x
November	●	2x	2x	2x
December	●	2x	2x	2x

Additional Content: Hot Topics news videos (weekly), FI Fast Break news podcast (weekly)

**Calendar and topics are subject to change*



FI Webinar Calendar

January Health & Wellness Trends in the Food & Beverage Market Food Labeling – Top New Developments in 2023	February Category Level Food Trends – The Latest IRI Data & Insights Food Inflation – Where are we headed in 2023?	March State of Mergers and Acquisitions in the Food Industry (I) How Retail Media Networks are Transforming the Food Industry	April The Evolution of Alt. Protein What's the Future of the Restaurant Industry (QSR, Fast Casual, Fine Dining, etc.)?
May Latest Developments of Vertical/In-door Farming The Psychology of the Food Consumer	June How LATAM is influencing the US Food Industry Future of Food Retail	July State of VC Funding in the Food & Beverage Industry Latest in Food Tech (AI, Robotics, AR, VR)	August Latest Developments of Food Innovation (i.e., taste, ingredients) Impact of Strategy & Design for the Food Industry
September FI's Inaugural Global Food LATAM Conference State of the Wine/ Beer Industry in the US State of Mergers and Acquisitions in the Food Industry (II)	October 2023 Food Labeling Summit: Training Session with OFW How the World is Snacking	November The Latest in Upcycling/ Food Waste Trends The Rise of International Cuisine	December What's Ahead In 2024?

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FI Podcast Calendar

January Food Trends 2023 Exploring new food trends for the year with a food industry expert on the topic. New Year, New Diet What diets are the most popular heading into the start of 2023, and which ones could take a more prominent role in 2023?	February Rise of West African Cuisine Taking a look at the rise of West African fast casual concepts, and how these flavors are growing in importance for American consumers. International Impact of Food Retail From the emergence of German retailers like Lidl and Aldi to the growing importance of Asian-themed grocers like H Mart, food retail is growing increasingly international in the U.S.	March Best Retail Practices for Boomers What's the best strategy for meeting Baby Boomers in today's high-tech world? Retailers will share their perspectives on this generation's buying habits at the retail level. Where Are Baby Boomers Eating Out? Taking a look at what restaurants and concepts are most popular with this aging generation, and what that could mean for future generations.	April Growing Food at School Targeting to bring Stephen Ritz back on the show, talking about his efforts with Green Bronx Machine to grow food at schools and teaching children to do so. Where Are Consumers Eating in 2023? The pandemic, rising inflation, and supply chain challenges shifted eating patterns the past few years, but where are consumers eating today?
May Beyond the Pump As convenience stores move into foodservice and better-for-you products, will they be landlocked to gas stations or move into other parts of the American experience? Does Delivery Trump Convenience? With delivery companies increasingly offering services from grocers and convenience stores, is the entire dynamic of "convenience" being changed?	June How Recession-proof is Food? It's often said that food is recession-proof since we all have to eat, but how true is this mantra? A financial expert will explain the pitfalls of this type of thinking. How to Provide Value to Consumers Amid rising inflation and darkening economic indicators, how can companies still present a value proposition to the cost-conscious consumer?	July Food Allergens and Resulting Diets With sesame being recognized by FDA, the focus on food allergens has never been higher. What are food brands doing to communicate their allergy-free status to consumers? Low FODMAP Interview The Food Institute will interview a low FODMAP food producer, much like the interview with Gourmend in August 2022.	August Fight for \$15+ Employees are demanding higher wages, and some governments are backing their calls. Is there a business case to embrace higher pay for employees? Employees React to Robots Rising labor costs are causing companies to turn to robotics, but how is that impacting employee morale? The Food Institute investigates.
September An Interview with Olipop Following up on a 2020 episode, The Food Institute will speak with Olipop's Ben Goodwin on developing classic soda flavors with functional benefits. Rise and Thrive Energy drinks are all the rage, but which ones are actually providing energy and other functional benefits?	October Purchasing Power of Parents While Generation Alpha is coming into its own, Millennials and Gen Z are the ones raising them. How does this dynamic impact their food choices? Gen Alpha Dive What food trends (i.e. authenticity, sustainability, etc.) are really pushing this generation forward?	November State of Plant-Based Podcast 2023 The Food Institute will speak with plant-based insiders for the first annual State of Plant-Based podcast, taking a look at the year in review and what trends will lead the category moving forward. Cellular Meat Deep Dive While still a nascent category, how much of a threat does cell-cultured meat represent to plant-based?	December 2023 In Review Recapping the biggest food industry trends for 2023, ranging from foodservice to food retail. 2024 Preview What's coming for the food industry in the coming year? We'll take a look at major trends the food industry could face in 2024.

*Calendar and topics are subject to change

Additional Content: FI Fast Break news podcast (weekly)



FI Report Calendar

January Issue: 1/17 Ad Deadline: 1/1 Trends to watch in 2023 The Food Institute will present expert analysis on which trends loom large as the calendar turns to the year ahead.	February Issue: 2/21 Ad Deadline: 2/1 Revisiting the Rise of International Cuisine Ethnic, or global cuisine, is growing in popularity; We'll analyze some of the latest trends in this segment, like birria tacos and Cuban sandwiches, and examine their growth potential.	March Issue: 3/21 Ad Deadline: 3/1 Baby Boomer Preferences The Food Institute will examine the changing nature and demographics of consumption patterns pertaining to the sizable elderly generation.	April Issue: 4/18 Ad Deadline: 4/1 Victory Gardens 2.0 Amid inflation, we're seeing a slow but steadily increasing movement of consumers choosing to grow their own gardens. What's behind the movement, and how could it impact businesses like retailers?
May Issue: 5/16 Ad Deadline: 5/1 Convenience Stores' Evolution Gas stations without gas represent an increasing trend, plus upscale C-stores are becoming more prevalent in cities like Chicago. We'll examine what's inspiring the trend, such as the auto industry's shift toward electric vehicles. Additional content: webinar	June Issue: 6/20 Ad Deadline: 6/1 Tips for preparing your business to survive a recession The Food Institute will share experts' advice on how to brace for the predicted recession ahead. Additional content: webinar	July Issue: 7/18 Ad Deadline: 7/1 A Look at Low-FODMAP Foods Examining which types of companies are focusing on low-FODMAP foods, which cater to consumers dealing with issues like IBS. Additional content: webinar	August Issue: 8/15 Ad Deadline: 8/1 Examining Employee Wellness A closer look at mental illness among employees, especially at restaurants. What's causing workers to abuse drugs like fentanyl, for example?
September Issue: 9/12 Ad Deadline: 9/1 A Deep Dive into Functional Drinks The pandemic inspired many consumers to focus more on exercise and to strive for an active lifestyle in general. Beverage manufacturers have taken note and are seizing the opportunity to meet demand.	October Issue: 10/17 Ad Deadline: 10/1 A Look at How Impactful Gen Alpha Will be Children born from 2010 or more recently are a unique group of evolving consumers, especially in the respect that the pandemic accelerated their push toward digital games and the metaverse.	November Issue: 11/21 Ad Deadline: 11/1 Charting the Progress of the Plant-Based Segment With innovations like "fishless fish" captivating many consumers, The Food Institute will look at a few forms of alternative protein that appear to have the most staying power.	December Issue: 12/19 Ad Deadline: 12/1 Trends to watch for in 2024 The Food Institute will present expert insight regarding which trends appear likely to shape the food and beverage industry over the next 12 months.

*Feature Topics are subject to change

*Ads should be received no later than noon EST by then end of the 1st week of the issue month

**Contributing authors should send their finished articles to Executive Editor no less than seven days before Issue date

Regulatory, Legal and Markets covered in every issue.

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

Additional forms of content:

Weekly: Hot Topics News Videos, FI Fast Break Podcast

Bi-Weekly: Webinar, FI Livestream Conversations, FI Podcast

FI LIVE Calendar



January 2023 Trends/Flavors with Melanie Bartelme Lab Grown Coffee (Atomo, etc)	February Supply Chain Issues: Where Are We? Global Food LatAm Related Topic	March AI In Restaurants: What's It Like? VIP Guest: Indra Nooyi	April Sweet Treats (Belgian Boys / Do) Aldi/ Trader Joe's: Secrets to Grocery Success
May Mental Health and Food Industry (Ag) Dairy: A Thing Of The Past?	June Baby Food And Innovation Latest In Fast Food	July Where Are We In Fine Dining? Inspiring Employees In Crisis	August Taking A Brand Global How Companies And Unions Can Work Together
September Businesses And Locally Sourcing Inflation/Shrinkflation Update	October The Sweet Spot On The Candy Industry Lab Developed Foods	November Dealing With Hunger Dealing With Amazon	December Generational Businesses: A Dying Breed? 1 Year After FAST Legislation

*Calendar and topics are subject to change

Fancy Food Livestream Sponsorship

The Food Institute (FI) has partnered with the Specialty Food Association (SFA) in 2023 to bring the Winter Fancy Food and Summer Fancy Food shows to a global virtual audience via a 3-day livestream for each event. Sponsors will now have the opportunity to reach a 100,000+ specialty food industry audience via a state-of-the-art media production platform.

SPONSORSHIP BENEFITS	Title Sponsor \$25,000 1x available	Platinum Sponsor \$10,000 2x available	Gold Sponsor \$5,000 3x available	Silver Sponsor \$2,500 5x available
NETWORKING EVENT AT SHOW	●			
LIVE INTERVIEW AT MEDIA BOOTH	●			
LIVE INTERVIEW AT EXHIBITOR BOOTH	●	●		
COMMERCIALS (30 SEC)	●	●	●	
VERBAL MENTIONS	●	●	●	●
LIVESTREAM BANNER ADS	●	●	●	●

**Sponsorship tiers can be customized*

To inquire about sponsorship opportunities, please contact Paola Garcia at paola.garcia@foodinstitute.com.

Written Content Sponsorship

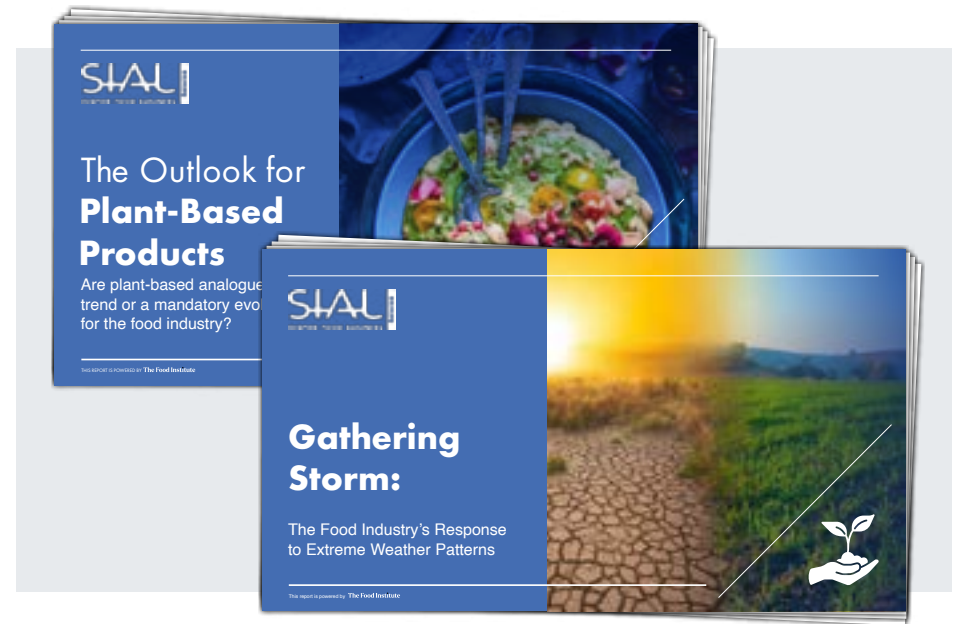
Research Report / White Paper Sponsorship

- 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.*



Custom reports written and designed by The Food Institute

Contact the Team

Partner with us. For advertising/sponsorship inquiries, or to submit a press release or story pitch, reach out to one of the people below.

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