

2016 Media Kit



The world's leading online food safety community!

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International Food Safety & Quality Network (IFSQN) was founded in 2003 to provide food safety practitioners with an online platform for sharing knowledge and information and to enable collaboration on the effective implementation, operation and continual improvement of food safety management systems. More than a decade later this remains our primary goal. As food safety regulations continue to develop and third party food safety certification standards are mandated globally the importance of the IFSQN has never been greater.

The IFSQN website attracts more than 1,750 unique visitors every day. We also distribute the popular *Food Safety Talk* newsletter to over 22,500 'opt in' subscribers every week.

Our discussion forums are unique and unrivalled anywhere in the world; with over 43,000 members creating an archive of over 90,000 posts as well as 1'000's of files and documents to assist members old and new.

Each year we run the popular Food Safety Live online conference bringing together thousands of food safety practitioners for a free day of learning and in 2015 we began running regular free educational webinars for our members.

The future will no doubt continue to bring fresh demands and challenges for food safety practitioners and IFSQN strive to be their preferred choice for up to the minute information and support.



Food Safety Practitioners visit the IFSQN for solutions to their business challenges.

If you offer products or services to the food industry the IFSQN is where you'll find your customers.

Audience Facts & Figures...

Visitor numbers	2014	2015	+/-
Unique visitors	317,223	343,368	+8%
Visits	508,319	540,608	+6%
Page views	1,542,150	1,714,949	+11%

Who visits IFSQN?

CEOs, Senior Managers, Food Safety Directors / Managers, Purchasers, Quality Assurance Managers, Food Scientists, Regulatory Personnel, Researchers, Packagers, Distributors, Plant workers, Growers and more.

Top 5 countries	2014	2015	+/-
1. United States	164,021	177,371	+8%
2. United Kingdom	71,854	75,555	+5%
3. India	31,257	33,370	+7%
4. Canada	26,642	29,295	+10%
5. Australia	20,542	19,185	-7%

IFSQN Social Presence

We extend our reach beyond the IFSQN home pushing content to our social media channels



27,500



1,200



3,500



250



650



Email Database

22,500+ 'opt in' subscribers



Powerful marketing opportunities that maximize ROI and build brand awareness...

Exclusive, high impact, HTML format e-blasts are extremely effective for direct response campaigns, promotion around white papers, webinars, surveys, trade shows, or product launches.

Event e-blast

#1

When you have an upcoming training course or are exhibiting at a trade show and you want to maximize attendance.

- Distribute your HTML email to our entire database
- Share to our Social Media Channels
- Feature in the Food Safety Talk newsletter
- Add to our website calendar

Webinar e-blast

#2

When you have an upcoming webinar hosted on your own platform and you want a great turnout.

- Distribute your HTML email to our entire database
- Share to our Social Media Channels
- Feature in the Food Safety Talk newsletter
- Add to our website calendar

White paper e-blast

#3

When you have a new white paper and you want to share your organizations expertise with an engaged audience.

- Distribute your white paper to our entire database
- Share to our Social Media Channels
- Feature in the Food Safety Talk newsletter
- Add to our articles section and feature for a month

Press e-blast

#4

When you have an important piece of company or product news and you want to get your message out.

- Distribute your news to our entire database
- Share to our Social Media Channels
- Feature in the Food Safety Talk newsletter
- Add to our news section and feature for a month

Align your brand with IFSQN online educational webinars and conferences...

Highly regarded throughout the industry our free educational webinars and conferences have developed a loyal fan base of food safety practitioners that your business can leverage.

Food Safety Fridays Sponsorship #5

Sponsor the IFSQN webinar program and enable thousands of food safety practitioners to access regular free education.

- Logo included in all press and marketing literature
- Logo included at the top of the webinar schedule
- Logo included on live webinar holding slide
- Sponsor Offers box on certificate download page
- Logo on Certificate of Attendance

Webinar Collaboration #6

We'll work with you to design, promote and deliver an engaging webinar that delivers results.

- Assist with content development
- Co-branded slides and promotional material
- Website, email & social media promotion
- Facilitating and recording of webinar
- Guaranteed minimum 500 qualified registrants
- Distribution of leads

Food Safety Live Sponsorship #7

Sponsor the IFSQN annual online conference and become a part of the largest online gathering of food safety practitioners each year.

- Logo on event website home page
- 200 word bio on sponsors page
- Logo included in all press and marketing literature
- Logo included on live event holding slides
- 50% discount off video ads package

Food Safety Live Video Ads #8

We play your high impact video advertisement to the attendees at strategic points throughout the Food Safety Live online conference.

- Video ad auto played on pre conference website
- Video ad auto played before the conference
- Video ad auto played during intermissions

Website and newsletter opportunities that deliver results...

Visiting the International Food Safety & Quality Network is both a daily ritual and a pleasure for our loyal members. Our weekly newsletters are eagerly anticipated and drive engagement.

Newsletter Sponsorship

#9

The Food Safety Talk newsletter is a digest of the best content added to the website and discussion forums. Every week the newsletter is distributed to more than 20,000 food safety practitioners and shared to the IFSQN social media channels. This package allows you to place a hyperlinked image banner at the top of the newsletter under "Our Sponsors" in four consecutive weekly editions of the Food Safety Talk newsletter.

Site Wide Banners

#10

Your custom banners displaying in prominent zones across the entire IFSQN website and discussion forums. Banners can be booked for 30 or 90 day terms and they can be swapped out regularly to support your current promotions.

Keyword Rental

#11

Exclusive keywords and phrases related to your products and services. The system hyper-links the individual words within the text of a page to a small pop-up containing your advertising message.

Business Directory Listing

#12

The suppliers directory is used by members when sourcing products and services for their business. A listing includes a thumb-shot of your website homepage, company overview, contact details, brochures and web links.

Powerful digital marketing

All-in-one Corporate Sponsorship #13

All-in-one Corporate Sponsorship is our premiere 12 month advertising package and includes the following individual packages

- Food Safety Fridays Sponsorship
- Food Safety Live Sponsorship
- Listing on IFSQN Sponsors Page
- Video Ad on IFSQN Sponsors Page
- Site-Wide Banners
- Featured Listing in the Business Directory
- One Keyword Rental package
- Newsletter Sponsorship
- Two dedicated email blasts during the term

IFSQN Corporate Sponsor Safefood 360°

The IFSQN provides us with the opportunity to engage directly with our target buyers in a relaxed knowledge-sharing environment. It is an essential component of our overall marketing plan and we look forward to our continued association for many years to come.



Philip Gillen
Director of Operations



Advertising Price List

#1-4 - Dedicated Email Blast	\$1,497 /each
#5 - Food Safety Fridays Sponsorship	\$3,997 /12 month
#6 – Webinar Collaboration	\$3,997 /each
#7 – Food Safety Live Sponsorship	\$997 /each
#8 – Food Safety Live Video Ads	\$27 /second
#9 – Newsletter Sponsorship	\$997 /month
#10 – Site Wide Banners	\$2,497 /90 day
#11 – Keyword Rental	\$1,997 /12 month
#12 – Business Directory Listing	\$97 /12 month
#13 – All in One Sponsorship	\$8,997 /12 month

Advertising inquiries and bookings
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