

# Advertising Media Kit



**International**  
Food Safety & Quality Network

*The world's leading online food safety community!*

# The world's leading online food safety community!

International Food Safety & Quality Network (IFSQN) was founded in 2003 to provide food safety practitioners with a platform to share knowledge and information to enable the effective implementation, operation and continual improvement of food safety management systems.

With new regulations such as FSMA and the ever increasing requirement for businesses to become certified to GFSI benchmarked standards such as BRC, SQF and FFSC 22000 the importance of IFSQN has never been greater.

The future will continue to bring fresh challenges for food safety practitioners and IFSQN strives to be the go-to place for information and support.

## Corporate Sponsor Safefood 360°

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



# IFSQN supports the global food safety community



# IFSQN key facts & figures

## Key Statistics 2022

Unique Visitors	50,000 per month
Visits	75,000 per month
Page Views	210,000 per month
Registered Members	110,000
Webinar Attendees	50,000
Email Subscribers	25,000

## Top Visiting Countries 2022

United States	27,000 per month
United Kingdom	8,000 per month
India	6,000 per month
Canada	6,000 per month
Philippines	3,000 per month
All Other Countries	25,000 per month

## IFSQN Social Media Presence

We extend the reach of the IFSQN website by pushing content to our social media channels



45,237



7,800



13,600



1,174

## Who Visits IFSQN?

CEOs, Senior Managers, Food Safety Managers, Quality Assurance Managers, Food Safety Practitioners, Food Scientists, Regulatory Personnel, Researchers, Purchasing Professionals, Packagers, Distributors, Plant Workers, Consultants

# Powerful marketing to maximize ROI and 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.

## 1. E-Blast Event

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

## 2. E-Blast Webinar

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

## 3. E-Blast White Paper

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

## 4. E-Blast Press Release

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

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.

## 5. Food Safety Fridays Sponsorship

Sponsor the IFSQN webinar program and support thousands of food safety practitioners in accessing 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
- 30 second video included in sponsors ads

## 6. Food Safety Live Sponsorship

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
- 30 second video ad included (see #7)

## 7. Food Safety Live Video Ads

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

## 8. Webinar Collaboration

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 the webinar
- Guaranteed minimum 500 qualified registrants

# 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.

## 9. Job Listing Subscription

A job listing subscription will allow you to post unlimited jobs on the IFSQN Jobs Board for one calendar month. Each job posted will be listed on the jobs board and will also be featured in the weekly "Food Safety Talk" newsletters and shared to our social media channels.

## 10. Site-Wide Banners

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.

## 11. Keyword Rental

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.

## 12. Business Directory Listing

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.

# Advertising price list

Cost effective advertising packages with flexible payment terms. All prices are in USD,

1-4. Dedicated Email Blast	\$2,997 /each
5. Food Safety Fridays Sponsorship	\$5,997 /12 month
6. Food Safety Live Sponsorship	\$3,997 /each
7. Food Safety Live Video Ads	\$47 /second
8. Webinar Collaboration	\$5,997 /each
9. Job Listing Subscription	\$197 /month
10. Site Wide Banners	\$2,497 /30 day...\$5,497 /90 day
11. Keyword Rental	\$3,497 /12 month
12. Business Directory Listing	\$297 /12 month
13. All in One Corporate Sponsorship	\$11,997 /12 month

## 13.

### All-in-one Corporate Sponsorship

**All-in-one Corporate Sponsorship** is our premier advertising package providing maximum exposure with the IFSQN community for a full 12 months. The annual charge provides a huge saving on the cost of individual ad packages. Corporate Sponsorship includes:

Food Safety Fridays Sponsorship  
Food Safety Live Sponsorship  
Listing on IFSQN Sponsors Page  
Priority Press Publication

Site-Wide Banners  
Video Ad at Food Safety Live  
Video Ad on IFSQN Sponsors Page  
Featured Business Directory Listing

Two Dedicated E-Blasts  
Keyword Rental  
Newsletter Sponsorship  
Unlimited Job Posts





Advertising inquiries and bookings  
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0044 (0) 1204-887168  
[www.ifsqn.com](http://www.ifsqn.com)



We are happy to share our website data with you.  
Contact us to request an up to date report.