



International
Food Safety & Quality Network

Advertising & Webinar Media Kit 2026

About IFSQN

The International Food Safety & Quality Network (IFSQN) is a global professional community supporting food safety, quality and compliance professionals across the food supply chain.

Founded in 2003, IFSQN connects industry practitioners, consultants, certification bodies and solution providers through online forums, webinars, training and industry events.

Why IFSQN

- Established global food safety community
- Practitioners across food manufacturing, packaging and distribution
- Strong international participation
- Trusted, independent industry platform

Audience & Reach Snapshot

Audience Scale & Activity

- **130,000+** registered food safety & quality professionals
- **25,000+** opted-in email subscribers
- **35+** live webinars delivered annually
- **1,000–2,000** typical webinar registrants
- **500** minimum guaranteed webinar registrations

Socials Following

- **130,000+** LinkedIn Group
- **18,000+** YouTube
- **8,000+** Facebook

Geographic Distribution

- 60% North America
- 20% Europe
- 20% Rest of World

Audience Roles

- Food Safety & Quality Managers
- Technical & Compliance Managers
- Operations & Site Management
- Consultants & Auditors

Advertising & Sponsorship Opportunities

Core Activation Channels

- Sponsored educational webinars
- Email and newsletter campaigns
- Website display advertising
- Event and conference sponsorship
- Job listings and recruitment advertising
- Supplier directory and keyword listings

Typical Objectives

- Brand awareness within regulated food industries
- Lead generation and demand creation
- Thought leadership and education
- Product and service visibility
- Recruitment and employer branding

Advertising & Sponsorship Options

Sponsored Webinars

What They Offer

- Co-branded educational webinars hosted by IFSQN
- Live sessions with real-time audience engagement
- Designed for knowledge-sharing and thought leadership
- Strong alignment with regulatory and operational topics
- Suitable for global and regional campaigns

Typical Structure

- 60-minute live session
- Typically structured as:
 - 45-minute presentation
 - 15-minute live Q&A
- Moderated by IFSQN
- Interactive features including chat, polls and audience Q&A

Webinar Delivery & On-Demand Access

Live Webinar Delivery

- Live webinar hosted and moderated by IFSQN
- Delivered via a professional webinar platform
- Speaker support and technical setup provided
- Interactive audience features including live Q&A, chat and polls
- Single rehearsal scheduled prior to the live event

Recording & On-Demand Access

- Webinar recording included as standard
- Available on-demand following the live session
- On-demand access available indefinitely
- Suitable for ongoing lead generation and content reuse

Promotion & Marketing Support

Promotion Channels

- Dedicated listings on the IFSQN website
- Promotion to the IFSQN opt-in email subscriber base
- Inclusion within regular IFSQN newsletters
- Homepage and category page visibility where appropriate
- Social media promotion across IFSQN channels

Promotion Cadence & Reach

- Promotion typically begins 4–6 weeks prior to campaign launch
- Multiple email sends scheduled across the promotion window
- Reminder communications sent ahead of live events
- Minimum 500 registrations guaranteed for sponsored webinars
- Typical registration range 1,000–2,000 with sufficient lead time

Lead Data & Reporting

Registration & Engagement Data

- Name
- Email address
- Company
- Country
- Job title (where requested)
- Phone number (optional, where requested)
- Attendance status and engagement indicators (where applicable)

Registration fields can be customised to advertiser requirements.

Data Access & Delivery

- Full registrant and attendee data provided post-campaign
- Data delivered within 24 hours of campaign or event completion
- Real-time or interim registration lists available on request
- Advertisers may contact registrants and attendees post-campaign
- Ongoing on-demand performance data available where relevant

Pricing & Commercial Terms

Sponsored Webinars

- £8,997 per sponsored webinar
- Flat fee, irrespective of final registration volume
- Includes:
 - Webinar delivery and moderation
 - Promotional campaign
 - On-demand hosting
 - Full lead data delivery

Other Advertising & Sponsorship Options

- Email and newsletter campaigns
- Website display advertising
- Event and conference sponsorship
- Recruitment advertising
- Supplier directory and keyword listings
- All-in-one annual corporate sponsorship

Full rate card available on request.

Additional Advertising Options

Email & Newsletter Campaigns

Campaign Types

- Dedicated email campaigns (single sponsor)
- Newsletter feature placements
- Event and webinar promotion emails
- Product, service or content announcements
- Recruitment and job promotion emails

Delivery & Reach

- Sent to IFSQN's opt-in global email subscriber base
- Targeting available by geography and interest area
- Professional HTML email design and deployment
- Performance reporting provided post-campaign
- Suitable for standalone or multi-touch campaigns

Website Display Advertising

Ad Placements

- Homepage banner placements
- Category and forum page banners
- Article and content page placements
- Sidebar and in-content display ads
- Campaign-specific landing page visibility

Delivery & Reach

- High-visibility placements across IFSQN.com
- Audience exposure aligned to relevant content areas
- Fixed-duration or campaign-based placements
- Performance reporting available on request
- Suitable for long-term brand awareness or campaign support

Food Safety Fridays Sponsorship

About the Series

- Long-running IFSQN webinar and content series
- Regular schedule throughout the year
- Trusted by the food safety community
- Educational, practitioner-focused format
- Hosted and moderated by IFSQN

Sponsorship Benefits

- Consistent brand exposure across multiple sessions
- Co-branding on registration pages and promotions
- Brand presence in live sessions and on-demand recordings
- Lead data from sponsored sessions
- Ideal for long-term brand building and awareness

Food Safety Live Conference Sponsorship

About the Conference

- Annual IFSQN food safety conference
- Brings together industry practitioners, experts and solution providers
- Focus on practical, real-world food safety challenges
- Mix of presentations, panels and interactive sessions
- Strong international participation

Sponsorship Opportunities

- Event-level branding and visibility
- Session or track sponsorship options
- Brand presence across event marketing and materials
- Lead capture and post-event reporting
- Opportunities for bespoke sponsorship packages

Job Listings & Recruitment Advertising

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Sponsorship Opportunities

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- Session or track sponsorship options
- Brand presence across event marketing and materials
- Lead capture and post-event reporting
- Opportunities for bespoke sponsorship packages

Supplier Directory & Keyword Listings

Directory Listings

- Company profile listings within the IFSQN supplier directory
- Visibility to members searching for products and services
- Suitable for solution providers, consultants and service partners
- Ongoing presence rather than time-limited campaigns
- Ideal for long-term brand discovery

Keyword & Category Visibility

- Featured placement against relevant keywords and categories
- Increased visibility within search and navigation results
- Alignment with specific food safety and compliance topics
- Suitable for targeted, intent-driven exposure

Bespoke & Multi-Channel Campaigns

Campaign Approach

- Custom campaigns built around advertiser objectives
- Combination of webinars, email, website and event placements
- Flexible formats and timelines
- Suitable for product launches, brand building or lead generation
- Single point of coordination via IFSQN

Typical Campaign Components

- Sponsored webinars or content
- Email and newsletter promotion
- Website display advertising
- Event or series sponsorship
- Reporting and post-campaign review

Next Steps & Contact

Next Steps

- Discuss objectives and preferred activation channels
- Align on timing, scope and target audience
- Share detailed rate card where required
- Confirm campaign plan and next steps

Contact

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