

WILEY



Food Quality & Safety

MEDIA GUIDE 2024



MEDIA GUIDE

The global food safety testing market was valued at **\$17.4 billion** in 2021. It is projected to grow at a rate of **7.2% year over year**. By 2027, the food safety testing market is expected to **exceed \$31.2 billion**.*

Partnering with **Food Quality & Safety** gives you the ability to align with a market that has undeniable growth.

* Precedence Research, 2020



Dear Advertisers,

Food Quality & Safety is the premiere resource for the food and beverage industry. Our well-recognized brand has been providing readers with thought-provoking and relevant information on quality assurance and food safety for more than 30 years.

Food Quality & Safety's easy-to-digest content is designed for busy professionals, providing practical information that can be applied to their job functions. Our award-winning material covers the latest and most relevant news, regulations, technologies, trends, and issues impacting the food industry.

With the help of a robust Editorial Advisory Panel, *Food Quality & Safety* constantly strives to ensure its content is well-rounded and meets the needs of our loyal professional audience. *Food Quality & Safety* is the ideal partner to meet your marketing goals for 2024 and beyond.

Thank you for your support,

Samara Kuehne, Editor, and the
Food Quality & Safety editorial team

***Food Quality & Safety* is committed to editorial excellence**

The food and beverage industry looks to the *FQ&S* suite of communications as a go-to resource for expert-contributed technical content. By consistently soliciting feedback from its readership, including an Editorial Advisory Panel of experienced professionals from all industry segments, *FQ&S* generates must-read editorial content.

Our regular features highlight the hottest topics

Every issue features a cover story on the latest industry trends. Other subject areas regularly covered include:

- Food Defense
- Emerging Pathogens
- Traceability
- Sustainability
- Environmental Monitoring
- Authenticity

Awards

Food Quality & Safety has won multiple awards in the following editorial and design competitions:

- Azbee Awards of Excellence
- Tabbies International Editorial & Design Awards
- APEX Awards For Publication Excellence

***FQ&S* Industry Awards**

Each year, *FQ&S* honors organizations that have significantly improved their food safety and QA programs with the Annual *Food Quality & Safety* Award.

We have also introduced the *Food Quality & Safety* Analytical Innovation Award, which will recognize suppliers to the food industry in the areas of microbiology and chemistry.

Regular columns for 2024 include

Washington Report

Every issue we review the latest happenings in Washington with regard to regulatory agencies, laws, politics, and budgets.

Legal Update

Shawn K. Stevens, Esq., from Food Industry Counsel, LLC, provides his take on hot-button legal issues in every issue.

Allergen Control

The team at the Food Allergy Research and Resource Program (FARRP) updates readers on allergen control as related to analytical methods, risk assessment, and sanitation in the Feb./March, June/July, and Oct./Nov. issues.

Career Development

We provide advice on career advancement and leadership development for all levels of food safety professionals in the Feb./March, June/July, and Oct./Nov. issues.

Industry Leadership

Our reach

Magazine circulation:.....20,909

Magazine total reach (including pass-along):.....36,882

Average monthly page views:.....22,923

Unique monthly website visitors:.....11,362

Influential end-users



Reach by region

North America

Print edition:20,072

Digital edition:3,125

Website visitors (p/m):*... 12,425

Europe, Middle East, Africa

Digital edition:1,782

Website visitors (p/m):*.....5,648

Asia-Pacific

Digital edition:1,337

Website visitors (p/m):*....13,448

What our audience does

| Management-level professionals | 48.4% | 46.2% | Professionals staff |
|--------------------------------|-------|-------------|---------------------|
| QC/QA/safety..... | 26.1% | 17.9% | Scientist |
| Corporate..... | 8.3% | 14.6% | Technical |
| Operations..... | 5.5% | 6.0% | R&D |
| Production/plant..... | 2.7% | 5.5% | Other |
| R&D/lab..... | 2.5% | 3.9% | Engineer |
| Purchasing..... | 1.9% | 3.8% | Other Staff |
| Other | 1.1% | | |
| Marketing mgmt..... | 0.3% | | |

Job functions of FQ&S readers

| | | | | |
|-------|--------------------------|---------------------|-------------------------|------------|
| 37% | 19% | 26% | 17% | 8% |
| QA/QC | Operations/ Corporate | R&D / Laboratory | Plant and Production | Purchasing |

* average monthly visits for the last 12 months (July 2022 - July 2023)

The *FQ&S* audience influences purchases

| | |
|-----|---|
| 94% | are involved in buying decisions |
| 74% | use <i>FQ&S</i> to help form opinions or make decisions |
| 91% | are involved in suggesting new food safety initiatives |
| 88% | select suppliers of food safety-related technology |

Organizations where *FQ&S* audience members have influence on purchase decisions will spend an average of **\$1.6 million** on food-safety related products, systems, and services.

The *FQ&S* audience is influencing decisions in these areas:

- Analytical Instrumentation Systems
 - Audits/ Certification/ Training
 - Environmental Monitoring
 - Inspection Systems
 - Functional Ingredients
 - Inspection Systems
- Laboratory Accreditation
 - Laboratory Proficiency Testing
 - Microbiology
 - Pathogen Reduction
 - Pest Control
 - Software
- Facilities
 - Test Kits and Instruments
 - Sanitation and Hygiene
 - Laboratory
 - Services and Supply

The *FQ&S* audience invests in:

| | | | |
|-----------------------------------|-----|------------------------------|-----|
| Microbiology Equipment Sales..... | 67% | Diagnostic Kits..... | 71% |
| Instrumentation..... | 77% | Sanitation Technologies..... | 82% |
| Lab Equipment..... | 67% | Validation Services..... | 78% |
| Lab Software..... | 44% | Contract Lab Setup..... | 74% |

Targeting options

Advertisers can target specific segments of the *Food Quality & Safety* audience:

| We can reach and engage with: | Based on their products or services: | In various Industries: | Recipients who have Purchasing Influence: |
|---|--|--|--|
| <ul style="list-style-type: none">• Purchasers• IT• Sales• QA/QC Managers• Research and Development | <ul style="list-style-type: none">• Meat• Poultry• Seafood• Dairy• Snacks/Cereal/Baking• Pet Food• Fruits/ Vegetables• Infant Foods | <ul style="list-style-type: none">• Food & Beveraging Process• Retail• Food Service• Agriculture• Government | <ul style="list-style-type: none">• Chemical Analysis• Instrumentation Equipment• Microbiology Equipment and Testing• HACCP Products• Personal Hygiene & Supplies• Auditing, Inspection & Crisis Mgt.• Sanitation Equipment & Supplies |

2024 Food Quality & Safety Planning Guide

FQ&S February - March Issue

Print date: February 16

| Ad Close | Material Close |
|---|----------------|
| 01/05/24 | 01/12/24 |
| The Weekly Menu (e-newsletter) | |
| Issue | Ad Close |
| 02/06/24 | 01/30/24 |
| 02/13/24 | 02/06/24 |
| 02/20/24 | 02/13/24 |
| 02/27/24 | 02/20/24 |
| 03/05/24 | 02/27/24 |
| 03/12/24 | 03/05/24 |
| 03/19/24 | 03/12/24 |
| 03/26/24 | 03/19/24 |
| Tradeshows | |
| Pittcon , Feb 24-28, San Diego, CA | |

FQ&S April - May Issue

Print date: April 19

| Ad Close | Material Close |
|------------------------------------|----------------|
| 03/08/24 | 03/15/24 |
| The Weekly Menu (e-newsletter) | |
| Issue | Ad Close |
| 04/02/24 | 03/26/24 |
| 04/09/24 | 04/02/24 |
| 04/16/24 | 04/09/24 |
| 04/23/24 | 04/16/24 |
| 05/30/24 | 04/23/24 |
| 05/07/24 | 04/30/24 |
| 05/14/24 | 05/07/24 |
| 05/21/24 | 05/14/24 |
| 05/28/24 | 05/21/24 |
| Tradeshows | |
| FSS , May 6-9, Rosemont, IL | |

FQ&S June - July Issue

Print date: June 21

| Ad Close | Material Close |
|--|----------------|
| 05/03/24 | 05/10/24 |
| The Weekly Menu (e-newsletter) | |
| Issue | Ad Close |
| 06/04/24 | 05/28/24 |
| 06/11/24 | 06/04/24 |
| 06/18/24 | 06/11/24 |
| 06/25/24 | 06/18/24 |
| 07/02/24 | 06/25/24 |
| 07/09/24 | 07/02/24 |
| 07/16/24 | 07/09/24 |
| 07/23/24 | 07/16/24 |
| 07/30/24 | 07/23/24 |
| Tradeshows | |
| IFT , July 14-17, Chicago, IL | |
| IAFP , July 14-17, Long Beach, CA | |

Every issue covers topics such as:

- Traceability
- Environmental Monitoring
- Pathogen Detection
- Pet Food
- Pest Control
- Training Recommendations
- Agriculture
- FSMA/Auditing
- Labeling
- Food Fraud
- Trace Analysis
- Pesticides
- Recall Procedures
- Testing
- Ingredients
- Life

FQ&S August - September Issue

Print date: August 16

| Ad Close | Material Close |
|--------------------------------|----------------|
| 07/05/24 | 07/12/24 |
| The Weekly Menu (e-newsletter) | |
| Issue | Ad Close |
| 08/06/24 | 07/30/24 |
| 08/13/24 | 08/06/24 |
| 08/20/24 | 08/13/24 |
| 08/27/24 | 08/20/24 |
| 09/03/24 | 08/27/24 |
| 09/10/24 | 09/03/24 |
| 09/17/24 | 09/10/24 |
| 09/24/24 | 09/17/24 |

FQ&S October - November Issue

Print date: October 18

| Ad Close | Material Close |
|--------------------------------|----------------|
| 09/06/24 | 09/13/24 |
| The Weekly Menu (e-newsletter) | |
| Issue | Ad Close |
| 10/01/24 | 09/24/24 |
| 10/08/24 | 10/01/24 |
| 10/15/24 | 10/08/24 |
| 10/22/24 | 10/15/24 |
| 10/29/24 | 10/22/24 |
| 11/05/24 | 10/29/24 |
| 11/12/24 | 11/05/24 |
| 11/19/24 | 11/12/24 |
| 11/26/24 | 11/19/24 |

FQ&S December - January Issue

Print date: December 20

| Ad Close | Material Close |
|--------------------------------|----------------|
| 11/08/24 | 11/18/24 |
| The Weekly Menu (e-newsletter) | |
| Issue | Ad Close |
| 12/03/24 | 11/26/24 |
| 12/10/24 | 12/03/24 |
| 12/17/24 | 12/10/24 |
| 12/24/24 | 12/17/24 |

Awareness building opportunities

Advertising options

No other medium unites the most influential industry decision makers in a singular audience. *FQ&S* is the leading resource for food quality and safety professionals and marketers.

Advertising opportunities include display, classified and magazine inserts. *FQ&S* is published 6x a year and delivered to more than 22,000 food industry readers.

- GEO copy-splits (NA vs. ROW) are available.
- 2-page spreads earn a 10% discount.

Display ad specifications

Accepted file types

Display ads must be submitted as flattened PDF files compatible with Acrobat 4 (1.3) and suitable to print as is. Please embed all fonts and convert all RGB colors to CMYK, with a minimum resolution of 300dpi.

Ads provided in native applications (such as InDesign, Photoshop, Illustrator, and QuarkXPress) or as JPG and GIF files will not be accepted.

2024 Print net rates

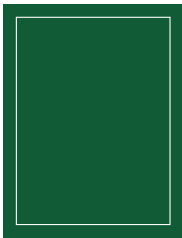
| Ad size | Price |
|--|----------|
| Full-page color | \$ 5,000 |
| Half-page color | \$ 3,980 |
| Third-page color | \$ 2,250 |
| 3 x Third-page color (consecutive pages) | \$ 5,400 |

| Cover positions | Uplift |
|-----------------|--------|
| Cover 2 | 10% |
| Cover 3 | 5% |
| Cover 4 | 20% |

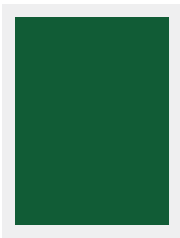
| Frequency rate information | Rate |
|----------------------------|------|
| 3-6x | 3% |
| 7-9x | 6% |
| 10-24x | 10% |



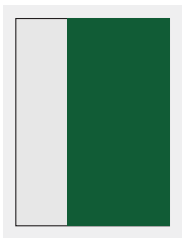
Print ad specifications



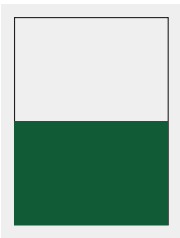
Full page bleed
W | 8.375"
H | 11.125"



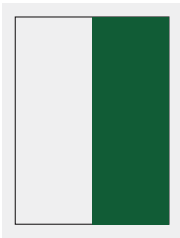
Full page no bleed
W | 7"
H | 10"



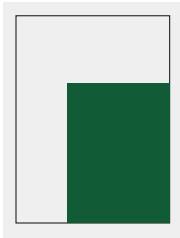
2/3 page vertical
W | 4.6875"
H | 9.75"



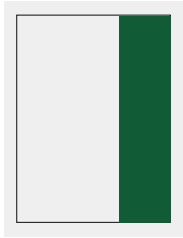
1/2 page horizontal
W | 7.125"
H | 4.75"



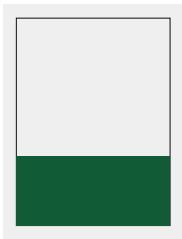
1/2 page vertical
W | 3.5"
H | 9.75"



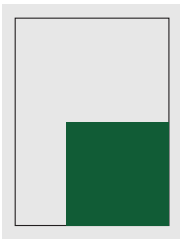
1/2 page island
W | 4.6875"
H | 7.125"



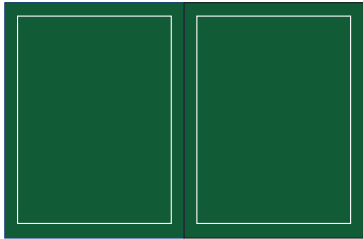
1/3 page vertical
W | 3.5"
H | 9.75"



1/3 page horizontal
W | 7.125"
H | 3.0625"



1/3 page square
W | 4.6875"
H | 4.625"



2-page spread bleed
W | 16.65"
H | 11.125"

Final page trimsize:
8.125" x 10.875"

Live area:
7.625" x 10.875"

Insert requirements

2-page or 4-page: 8.375" (w) x 11.125"(h)

Trim allowance

Head and foot minimum distance 0.125", width: 0.125" with safety margin in the gutter and 0.125" safety at side.

Delivery

Furnish multi-page inserts folded. Pack cartons with quantity, publication name, and bi-monthly issue clearly marked. Provide 3 samples. Insert stock not to exceed 100lb coated.

Submission of artwork

Ad artwork files (up to 10MB) should be emailed to: **Claudia Vogel**, cvogel@wiley.com.

Contact Claudia for instructions if files are larger than 10MB. If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad. Additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in files format.

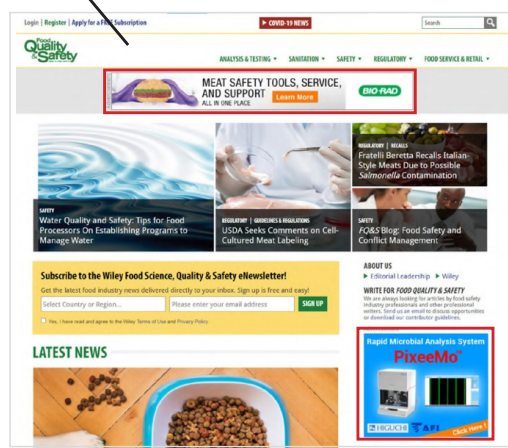
Digital advertising solutions

Banner on FQ&S.com

Engaged website visitors return to the site for the latest industry updates and content from the magazine. Take advantage of rich media, live links, and comprehensive tracking when you advertise on our website.

Leaderboard

\$2,050 per month



MPU Banner Top Position

\$1,850 per month

Leaderboard

Size:

728x90 px

File types:

GIF, JPG, PNG & HTML5

Max file size:

200Kb

Click-through URLs required

MPU (Boom Box)

Size:

300x250 px

File types:

GIF, JPG, PNG & HTML5

Max file size:

200Kb

Click-through URLs required

Gated Whitepaper

FQ&S can launch your whitepaper and get it into the right hands! Content is promoted extensively via:

- Banner promotion on the weekly FQ&S newsletter
- Two email blasts targeted to desired subscribers
- 40-80 average leads

Investment for 6-month exposure = USD 9,000 net.

(Additional cost if we create the content.)

For detailed digital advertising specifications, visit:

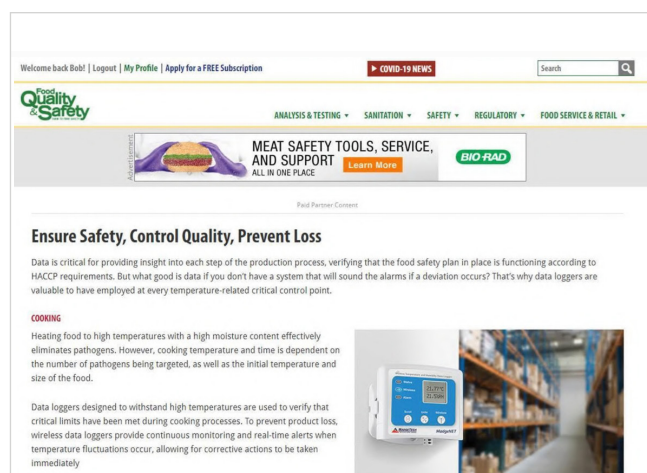
<https://corporate.solutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf>

Native advertising

Content produced by an advertiser that matches the form and style otherwise seen in the magazine. Your teaser ad runs on every page of the website. It will drive traffic to your full-page landing page on our site.

Your native ad gets additional coverage through a product spotlight in one issue of the FQ&S weekly newsletter.

\$5,600 for a minimum of 2 months of exposure and one product spotlight in the FQ&S weekly newsletter



Interstitial ads

The most prominent banner opportunity on the FQ&S website is a 15-second full screen static ad that launches when a viewer clicks on our website a second time. It is clickable. Driving traffic to your desired page. Excellent branding and presence of ownership.

Full month of exposure: \$3,350

The Weekly Menu e-Newsletter

The Weekly Menu, *Food Quality & Safety's* must-read e-newsletter puts your brand and products directly in the path of decision makers. Connect with the FQ&S community with news and content. Each issue includes timely news articles, industry resources, and upcoming events.

- 37,000 opt-in subscribers
- Deployed every week on Tuesdays

e-Newsletter advertising cost

| Type | Cost |
|-------------------|---------|
| MPU (Upper) | \$1,950 |
| MPU (Lower) | \$1,850 |
| Product Spotlight | \$2,000 |

Single-Sponsored Newsletter

The newsletter is deployed to the complete FQ&S list. Advertising opportunities include up to 2 product spotlights and 3 MPU ads. This is an exclusive sponsorship so you do not share the spotlight with any other sponsors.

Cost: \$9,550

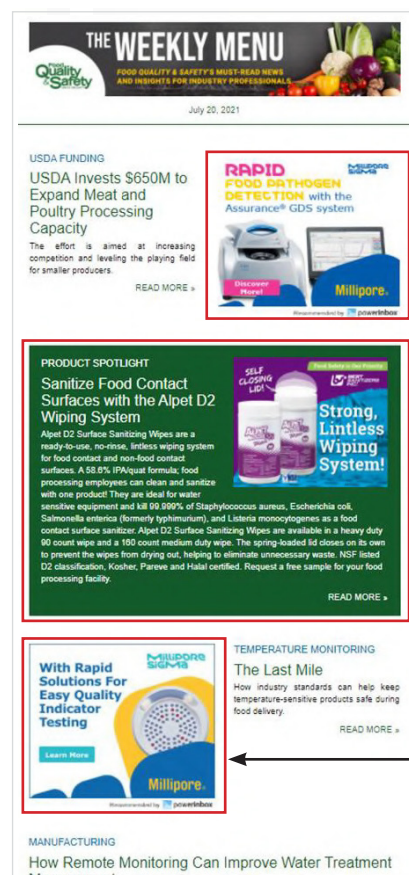
Extend your digital reach into other Food Sciences journals

Contact your sales rep for further information on banner advertising options (MPU & Leaderboard) and our high impact ePDF sponsorship opportunities on selected Wiley Food Science journals:

- Journal of Food Science (an IFT journal)
- Comprehensive Reviews for Food Safety and Food Science
- Journal of Food Safety
- Journal of Food Process Engineering
- Journal of Sensory Studies

For detailed digital advertising specifications, visit:

<https://corporate.wiley.com/assets/downloads/wol-advertising-specifications.pdf>



MPU (Upper)

Size: 300x250px
Files: JPG or non-
animated GIF
30 Kb max

Product Spotlight

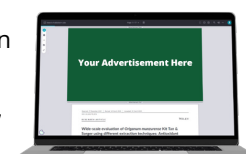
8-word headline
60-word paragraph
image: 250x210 px
low-res 72x96 dpi

MPU (Lower)

Size: 300x250px
Files: JPG or non-
animated GIF
30 Kb max

ePDF advertising

Associate your rich media digital advertisement with scholarly content in one of our participating *Food Quality & Safety*. When a reader views the article, your ad and associated calls-to-action can't be overlooked.



Place your digital advertisement as an ePDF ad onto a scholarly article of your choosing as an exclusive full-page (960 x 1265 pixels) advertisement in FQ&S. When a reader views and downloads the article in its digital format, your ad is included along with it.

Technical specifications:

- Ad size: 960 x 1265 pixels
- Include your URL with ad creative file
- More advertising sizes are available, please refer to the [advertising specifications deck](#)

MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



Virtual Events

Engage your target audience through sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.



Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

Communications and Events & Education solutions may vary by title or society

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About Wiley

Wiley is a world-leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles.

Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at **corpsolutions@wiley.com**

Food Quality & Safety is unique in its ability to engage food and beverage industry professionals with award-winning editorial content and tap deep the resources of Wiley, a tremendous publisher of 1,700 scholarly peer-reviewed journals, books and other resource materials. Our aim to marketers is to effectively deliver a strong, profitable relationship with more customers and grow your business.