



2021

**Food Quality
& Safety**

MEDIA GUIDE

WILEY

The global food safety testing market was worth **\$15.2** billion in 2018. It is continuing to grow at a **7.5%** increase year over year. In 2024, the food safety testing market will exceed **\$23.4** billion.

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



Dear Advertisers,

Food Quality & Safety magazine 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 25 years.

The magazine'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 our two seasoned Industry Editors, Richard Stier and Purnendu C. Vasavada, PhD, and 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 2021 and beyond.

Thank you for your support,
Samara Kuehne, Editor, and the ***Food Quality & Safety*** editorial team

Awards

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

- ASBPE'S Azbee Awards of Excellence
- Tabbies International Editorial & Design Awards
- APEX Awards For Publication Excellence
- Folio Ozzie Awards



The 19th Annual Food Quality & Safety Award

To honor organizations that have significantly improved their food safety and QA programs.

Visit: www.foodqualityandsafety.com/award

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** magazine 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:

- Safety & Sanitation
- Quality
- Testing
- In the Lab
- Manufacturing & Distribution
- Food Service & Retail

In addition, regular columns for 2021 include:

Washington Report

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

Legal Update

Joel S. Chappelle, Esq., and Shawn K. Stevens, Esq., from Food Industry Counsel, LLC, provide their 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.

Global Interests

Industry professional Aurora A. Saulo, PhD, shares her expertise on the latest matters affecting the international food community in the April/May, Aug./Sept., and Dec./Jan. issues.

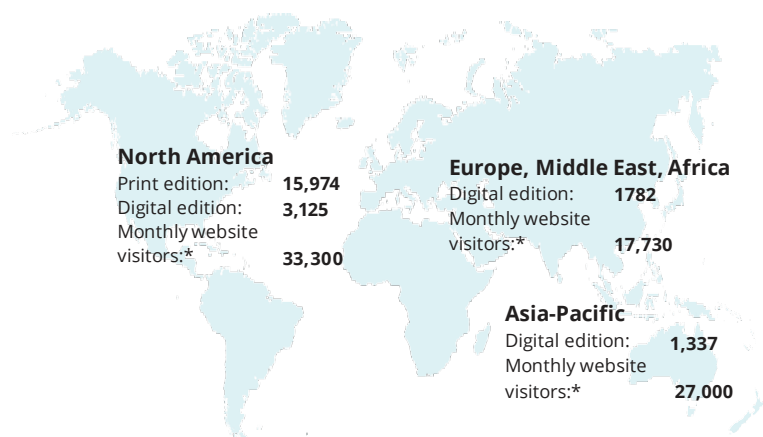
Food Defense

In this column, we provide coverage of industry and government food defense activities as they unfold in the Feb./March, June/July, and Oct./Nov. issues.

Cannabis Corner

From harvesting, processing, testing, and distributing, we examine the cannabis movement from different angles as it pertains to foods and beverages in every issue.

Industry Leadership



What Our Audience Does

48% are management-level professionals, while 46% are professionals.

Management	48.4
QC/QA/safety mgmt.	26.1
Corporate mgmt.	8.3
Operations mgmt.	5.5
Production/plant mgmt.	2.7
R&D/lab mgmt.	2.5
Purchasing mgmt.	1.9
Other mgmt.	1.1
Marketing mgmt.	0.3

Professional Staff	46.2
Scientist	17.9
Technical	14.6
R&D	6.0
Other	5.5
Engineer	3.9
Other staff	3.8

22,218
Magazine Circulation

36,882
Magazine Total Reach
including Pass-Along

108,350
Average Monthly Page Views
Source: Google Analytics

55,468
Unique Monthly
Website Visitors

Job functions of FQ&S readers:

37%
QA/QC

19%
Operations/
Corporate

26%
R&D /Laboratory

17%
Plant and
Production

8%
Purchasing

Influential End-User



The FQ&S Audience Influences Purchases

94%

are involved in buying decisions

74%

use **FQ&S** to help form opinions or make decisions

91%

are involved in suggesting new food safety initiatives

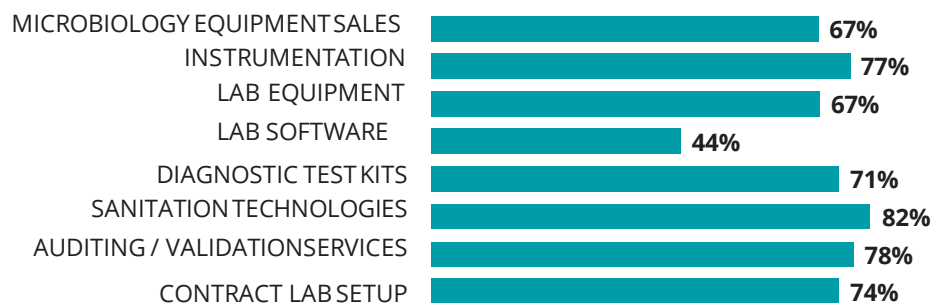
88%

select suppliers of food safety-related technology

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

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

Where FQ&S Audience Invests



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.

Advertisers Can Target Specific Segments of the Food Quality & Safety Audience

We can reach and engage with:

- Purchasers
- QA/QC Managers
- Research and Development
- IT
- Sales

In various industries:

- Food & Beverage Processing
- Retail
- Food Service
- Agriculture
- Government

Based on their products or services

- Meat
- Poultry
- Seafood
- Dairy
- Beverages
- Snacks/Cereal/Baking
- Pet Food
- Fruits/Vegetables
- Infant Foods

Recipients who have Purchasing Influence

- Chemical Analysis Instrumentation Equipment
- Microbiology Equipment & Testing
- Sanitation Equipment & Supplies
- HACCP Products
- Personal Hygiene & Supplies
- Auditing, Inspection & Crisis Management

Awareness-Building Opportunities

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.

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.

Banner on FQ&S.com

All ad content published in **FQ&S** is published on www.foodqualityandsafety.com continuously.

Take advantage of rich media, live links, and comprehensive tracking when you advertise on our website.

85,000 page views per month on average



Leaderboard:
\$1,965 per month

MPU Banner:
Top position
\$1,795 per month

File Requirements:

Leaderboard

728 X 90 (Desktop), 320 X 50 (Mobile)

File Types: GIF, JPG, PNG & HTML5

Max File Size: 200 Kb

Click-through URLs required

MPU (Boom Box)

300 X 250 Pixels

File Types: GIF, JPG, PNG & HTML5

Max File Size: 200 Kb

Click-through URLs required

2021 Print Net Rates

Size	Rate
Full page color	\$4,900
½ page color	\$3,900

Cover Position	Uplift
Cover 2	35%
Cover 3	25%
Cover 4	50%

Frequency	Discount
1-2x	0%
3-6x	3%
7-9x	6%
10-24x	9%

- Rates are based on reaching a global audience of 36,882.
- No bleed charges.
- GEO copy-splits (NA vs. ROW) are available.
- 2-page spreads earn a 10% discount.
- Cover tips are available to create a presence of ownership. Please inquire.

Banner opportunities also available on many other Wiley published 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*

As many impressions as desired. \$50 cost per thousand

Interstitial Banner Ad

The most prominent banner opportunity on the **FQ&S** website. It 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. We serve up 150,000 ad impressions with 500 average click throughs in a month.

Avg. CTR=0.32%

\$4,000/full month of exposure

Capture your customers' attention with a multi-page insert. Contact **Bob Zander** for prices and availability, bzander@wiley.com or call (312) 925-7648.

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.

- 47,000 opt-in subscribers
- Deployed every week on Tuesdays (52x a year)

Frequency discount schedule for e-Newsletter

	1x	3x	9x	12x	18x
MPU (Upper)	\$1,780	\$1,730	\$1,680	\$1,625	\$1,535
MPU (Lower)	\$1,600	\$1,555	\$1,510	\$1,465	\$1,385
Product Spotlight	\$1,895	\$1,800	\$1,715	\$1,635	\$1,550



Welcome to Our New Weekly Email!

We've revamped our weekly e-newsletter! We're still bringing you the industry news and trends you've come to expect from Food Quality & Safety, but with a fresh, new look. You can continue to count on us for must-read information that impacts food safety professionals.
Welcome to The Weekly Menu!

EXPORTING

Shellfish Trade Resumes Between U.S. and Europe

The landmark deal is in effect for the U.S. and Spain and the Netherlands, and opens up shellfish trade between the countries for the first time since 2010.

[READ MORE >](#)



MPU (Upper)

300 x 250px
Files: JPG or non-animated GIF, 30 Kb max

MPU (lower)

300 x 250px
Files: JPG or non-animated GIF, 30 Kb max



Product Spotlight

8 word headline, 60 word paragraph, image 150 x 150px, low-res 72 x 96dpi



FOOD WORKERS

Farmworkers Lack Federal Protections During COVID-19

There are no federal regulations to keep safe the farmworkers in the U.S. who help feed the country during the COVID-19 pandemic, and there have been virus outbreaks in fields across the nation.

[READ MORE >](#)

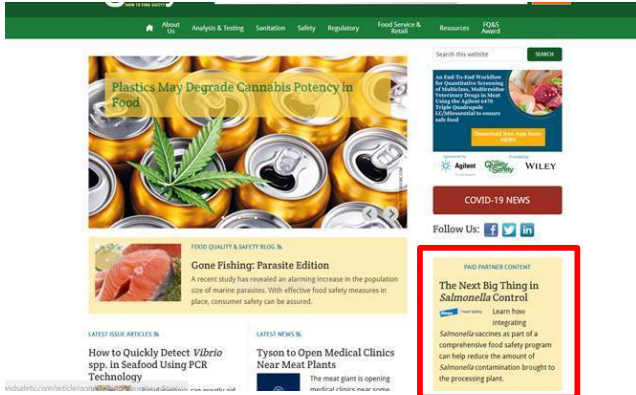
POLICY

FDA Proposes New Rules on Traceability

For more information, contact Bob Zander at bzander@wiley.com or call (312) 925-7648

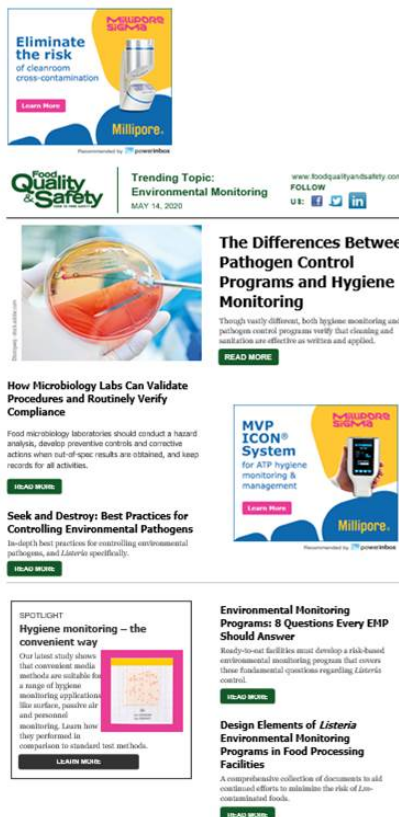
Native Advertising

Content produced by an advertiser that matches the form and style otherwise seen in the work of 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.



New! FQ&S Technology-Specific eNewsletter

FQ&S Technology-Specific eNewsletters can be customized to any topic of your choice and targeted to specific job title and geographic areas to create a one of a kind newsletter for your industry.



Lead Generating Opportunities

FQ&S can elevate marketers' brand awareness and generate quality leads through our customized projects. How do these options fit into your company's strategies? Let's discuss partnership opportunities that will drive successful results!

Marketers are seeking qualified SQLs—Sales Qualified Leads. They want to engage with quality decision-makers. **FQ&S** delivers both!

FQ&S is unique in its ability to tap deep resources at Wiley. These include:

- 48 journals in the food science and food safety
- Input from our esteemed editorial advisory board
- Alignment with leading food societies including IFT
- A dedicated Projects team that delivers positive results and manages all logistics lead development

Through Wiley's vast resources **FQ&S** ensures marketers positive results when investing in the following programs:

Webinars

FQ&S can collaborate with marketers on educational webinars on any topic relevant to food professionals to effectively generate leads. We orchestrate all detail supporting the web event, including promotion to attain maximum registration.

Benefits to sponsoring an **FQ&S** webinar include quality lead generation, solid promotion/branding, and working with a relied-upon third-party, independent content resource. Sponsors receive full contact information for all registrants who opt-in, averaging 250-450 industry professionals. In fact, a recent webinar sponsored by Intertek Alchemy surpassed expectations and exceeded opt-ins of 2,700 registrants.

After the live event, the on-demand version of the webinar is hosted on www.foodqualityandsafety.com for 6 months. We will provide sponsors with the digital file that can be posted on your website.

Marketing: Effective promotion for the webinar includes two to three email blasts sent to a target list and a banner to launch on **FQ&S** Weekly Menu e-newsletter. We will also promote the webinar to the other Wiley Food journals.

Webinar investment is \$13,500 net.

Essential Knowledge Briefings (EKBs)

FQ&S eBooks are developed with educational content written by a team of talented staff writers with deep technical/scientific backgrounds. Through exclusively-sponsored content, your company is positioned as an innovative industry leader. Incorporate these content marketing tools into your advertising and marketing program to generate leads and drive traffic to your site. These digital primers can be customized to a 10-40 page booklet. Content can delve in any topic desired such as:

- Microbial Food
- Testing Food
- Pathogens
- FSMA Compliance for any desired product area

Essential Knowledge Briefing content is gated with access after registering. Opt-in registrants average 200-400 quality decision-maker leads. EKBs are extensively promoted via:

- HTML ads for email blasts
- Banner ads on eNewsletters
- Banner ads on key food industry journals
- Social media announcements via the **FQ&S** LinkedIn, Facebook, and Twitter pages, as well as Wiley Food Science pages.

Investment is based on page size. For more information visit www.essentialknowledgebriefings.com. (Other eBook options are also available that can merge our repurposed content with yours.)

Article Collection Series

With this option **FQ&S** will compile a collection of valuable, relevant articles centered on the topic of your choice. All content is repurposed from our deep vault of articles valued by food safety decision-makers. This digital resource can also include articles from other Wiley Journals such as Journal of Food Safety. We can include content where our sponsor is mentioned!

Marketers have the option to bundle in their own content.

Whitepapers/Application Notes

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

- Banner promotion on The Weekly Menu
- Two email blasts targeted to desired subscribers
- 30-50 average leads

Investment for 6-month exposure = 6 Months - \$4,500 net. (Additional cost if we create the content.)

Other Projects

FQ&S and Wiley are well-positioned to implement other lead-generation opportunities including:

- Customized Infographics that will bring your technology to life
- Launching videos on our dedicated video channel
- Customized single-sponsored print issues on a topic of choice
- Sponsorship of a special symposia devoted to a topic of choice. For example, Wiley is developing a Cannabis Testing/Analysis Symposia relevant to food marketers. Sponsorship and lead generation opportunities remain available.
- Additional options and details are available upon request.

2021 Food Quality & Safety Planning Guide

Every issue covers topics such as:

Traceability · Pathogen Detection · Pest Control · Training Recommendations ·
Environmental Monitoring · Pet Food · Agricultural · FSMA/Auditing

FQ&S Feb.-March Issue

Vol. 28:1
Ad close: 1/8/21
Material close: 1/15/21

The Weekly Menu (e-newsletter)

Issue: 2/2/21	Ad close: 1/26/21
Issue: 2/9/21	Ad close: 2/2/21
Issue: 2/16/21	Ad close: 2/9/22
Issue: 2/23/21	Ad close: 2/16/21
Issue: 3/2/21	Ad close: 2/23/21
Issue: 3/9/21	Ad close: 3/2/21
Issue: 3/16/21	Ad close: 3/9/21
Issue: 3/23/21	Ad close: 3/16/21
Issue: 3/30/21	Ad close: 3/23/21

Trade Shows:

Pittcon
March 6-10, 2021
New Orleans, LA

FQ&S April-May Issue

Vol. 28:2
Ad close: 3/5/21
Material close: 3/21/21

The Weekly Menu (e-newsletter)

Issue: 4/6/21	Ad close: 3/30/21
Issue: 4/13/21	Ad close: 4/6/21
Issue: 4/20/21	Ad close: 4/13/21
Issue: 4/27/21	Ad close: 4/20/21
Issue: 5/4/21	Ad close: 4/27/21
Issue: 5/11/21	Ad close: 5/4/21
Issue: 5/18/21	Ad close: 5/11/21
Issue: 5/25/21	Ad close: 5/18/21

Trade Shows:

FSS
May 2021
Rosemont, IL

United Fresh
June 24-26, 2021
Los Angeles, CA

FQ&S June-July Issue

Vol. 28:3
Ad close: 5/7/21
Material close: 5/14/21

The Weekly Menu (e-newsletter)

Issue: 6/1/21	Ad close: 5/25/21
Issue: 6/8/21	Ad close: 6/1/21
Issue: 6/15/21	Ad close: 6/8/21
Issue: 6/22/21	Ad close: 6/15/21
Issue: 6/29/21	Ad close: 6/22/21
Issue: 7/6/21	Ad close: 6/29/21
Issue: 7/13/21	Ad close: 7/6/21
Issue: 7/20/21	Ad close: 7/13/21
Issue: 7/27/21	Ad close: 7/20/21

Trade Shows:

IAFP
July 18-21, 2021
Phoenix, AZ

IFT
July 18-21, 2021
Chicago, IL



2021 Food Quality & Safety Planning Guide

Every issue covers topics such as:

Labeling · Food Fraud · Trace Analysis · Pesticides · Recall Procedures · Food Testing · Ingredients · Shelf Life

FQ&S Aug.-Sept. Issue

Vol. 28:4
Ad close: 7/2/21
Material close: 7/9/21

The Weekly Menu (e-newsletter)

Issue: 8/3/21	Ad close: 7/27/21
Issue: 8/10/21	Ad close: 8/3/21
Issue: 8/17/21	Ad close: 8/10/21
Issue: 8/24/21	Ad close: 8/17/21
Issue: 8/31/21	Ad close: 8/24/21
Issue: 9/7/21	Ad close: 8/31/21
Issue: 9/14/21	Ad close: 9/7/21
Issue: 9/21/21	Ad close: 9/14/21
Issue: 9/28/21	Ad close: 9/21/21

Trade Shows:

AOAC
Aug. 26-Sept. 1, 2021
Boston, MA

Pack Expo
Sept. 27-29, 2021
Las Vegas, NV

FQ&S Oct.-Nov. Issue

Vol. 28:5
Ad close: 9/3/21
Material close: 9/10/21

The Weekly Menu (e-newsletter)

Issue: 10/5/21	Ad close: 9/28/21
Issue: 10/12/21	Ad close: 10/5/21
Issue: 10/19/21	Ad close: 10/12/21
Issue: 10/26/21	Ad close: 10/19/21
Issue: 11/2/21	Ad close: 10/26/21
Issue: 11/9/21	Ad close: 11/2/21
Issue: 11/16/21	Ad close: 11/9/21
Issue: 11/23/21	Ad close: 11/16/21
Issue: 11/30/21	Ad close: 11/23/21

Trade Shows:

SQFI
Oct. 26-28, 2021
Orlando, FL

FQ&S Dec.-Jan. Issue

Vol. 28:6
Ad close: 11/12/21
Material close: 11/19/21

The Weekly Menu (e-newsletter)

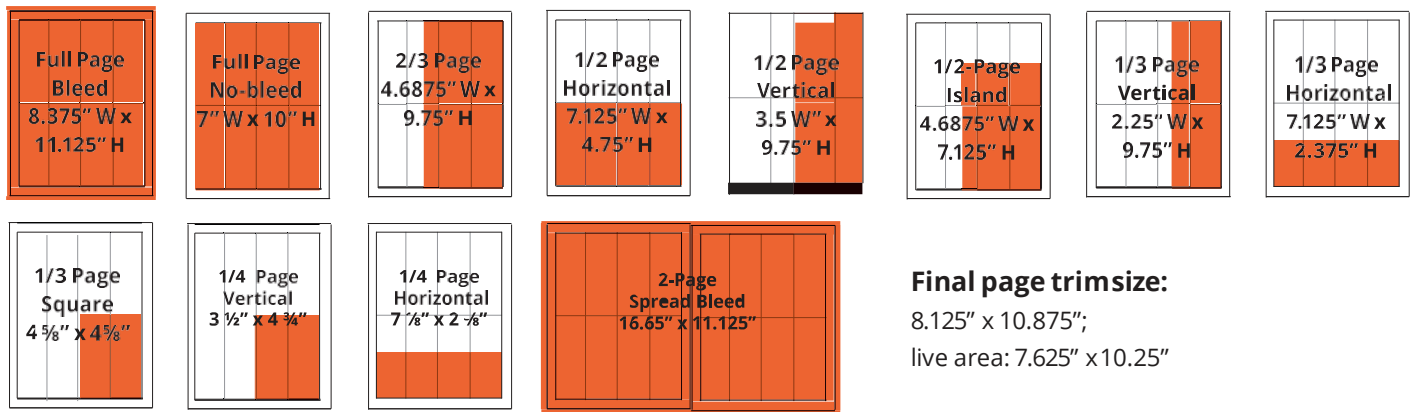
Issue: 12/7/21	Ad close: 11/30/21
Issue: 12/14/21	Ad close: 12/7/21
Issue: 12/21/21	Ad close: 12/14/21
Issue: 12/28/21	Ad close: 12/21/21

Trade Shows:

IPPE
Jan. 25-27, 2021
Atlanta, GA



Print Ad Specifications



Display Advertising Requirements

AD SIZE	WIDTH	HEIGHT
Full Page Bleed	8.375	11.125"
Full Page No-bleed	7"	10"
2/3 Page Vertical	4.6875"	9.75"
1/2 Page Horizontal	2.5"	9.75"
1/2 Page Vertical	7.125"	4.75"
1/2 Page Island	4.6875"	7.125"
1/3 Page Vertical	3.5"	9.75"
1/3 Page Horizontal	7.125"	3.0625"
1/3 Page Square	4.6875"	4.625"
1/4 Page Vertical	3.5"	4.625"
1/4 Page Horizontal	7.125"	2.25"
2-Page Spread Bleed	16.65"	11.125"
Insert Requirements		
2-page or 4-page	8.375"	11.125"

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: Kirstin Kunkel, kkunkel@wiley.com. Contact Kirstin 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 file format.

Paper/Finishing

The magazine is saddle stitched and printed on 50-lb. coated stock.

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Food Quality & Safety Magazine

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Food Quality & Safety magazine is a Wiley publication. As one of the world's foremost food industry, academic, and professional publishers, Wiley publishes more than 1,600 scholarly peer-reviewed journals and an extensive collection of books, major reference works, databases, and laboratory manuals in print and electronically.

By introducing synergies with its sister publications within Wiley, **Food Quality & Safety** strengthens its award-winning editorial content with unique access to peer-reviewed scientific content.

The WILEY logo is displayed in a large, bold, black serif font. The background of the entire page is a light blue image of laboratory glassware, including a large Erlenmeyer flask in the foreground and several test tubes in the background, all containing liquids of different colors (yellow, green, and clear).