

FOOD



▶ MEDIAKIT - 2012

➤ Australia's largest circulating food and beverage manufacturing magazine

➤ Reaching more personnel in the food manufacturing industry than any other magazine of its type

➤ Highly respected editorial, with regular exclusive columns by HACCP and the Australian Food & Grocery Council

Foodmagazine

WWW.FOODMAG.COM.AU



PRINT PROFILE

Food Magazine provides analytical feature driven content directly related to the concerns and interests of food and drink manufacturers in production and technical roles.

Our controlled circulation ensures you reach only the food and drink manufacturing professionals who make or influence purchasing decisions. Food Magazine is a great way for you to build brand awareness and educate the market on your product/service

To ensure maximum reach and longevity of your advertisement, each edition of Food Magazine is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

ONLINE PROFILE

Foodmag.com.au is an essential online source of information as well as a community hub where food and drink manufacturing industry professionals interact.

The content of the site is updated daily and provides the latest news and developments, product launches, trade show coverage and a product directory. The website is a perfect way for you to gain daily exposure for your product/services in a direct response environment with the potential to generate leads.



DEMOGRAPHICS

AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT '11 - 6,033

NSW	38%
VIC	32%
QLD	13%
SA	8%
WA	6%
ACT / TAS / NT / OS	2%

INDUSTRY BREAKDOWN

FOOD MANUFACTURING	55%	PACKAGING SERVICES	3%
FOOD/BEVERAGE/TOBACCO	21%	BREAD/FLOUR	3%
FRUIT & VEGETABLE	4%	MEAT PROCESSING	4%
EQUIPMENT/MACHINERY	4%	DAIRY	2%
SMALLGOODS PROCESSING	3%	CAKES/PASTRY	1%

STATISTICS

➔ OVER 2,300 NEWSLETTER SUBSCRIBERS RECEIVING OUR TWICE A WEEK NEWSLETTER

➔ OVER 22,000 PAGE IMPRESSIONS PER MONTH

➔ OVER 13,400 VISITS PER MONTH

➔ OVER 10,300 UNIQUE VISITORS PER MONTH

Source: Google Analytics June - Aug 2011



CIRCULATIONS AUDIT BOARD

SUBSCRIBERS BY JOB

MANAGEMENT	41%
CEO/MD	24%
GENERAL MANAGER	12%
PRODUCTION MANAGEMENT	6%
SALES & MARKETING	6%
ENGINEERING	4%
PACKAGING	3%
PURCHASING	2%
FOOD TECHNOLOGIST	1%
QUALITY CONTROL	1%

FEATURES

Please send all editorial content to: editor@foodmag.com.au | Features may change at editor's discretion

FEBRUARY 2012	MARCH 2012	MAY 2012	JUNE 2012
<ul style="list-style-type: none"> • What's Fresh: Health (Obesity, Allergies) • Alcoholic Beverages • Packaging & Displays • Materials Handling • Environment • Meat & Smallgoods 	<ul style="list-style-type: none"> • What's Fresh: Safety • Ready Meals • Ingredients - Flavours & Additives • Health & Nutrition • Baked Goods • NMW2012 Preview • Control / Weigh Systems 	<ul style="list-style-type: none"> • What's Fresh: History of Food Manufacturing • Dairy • Caps & Closures • Testing Equipment • Non-alcoholic Beverages • Golden Circle 	<ul style="list-style-type: none"> • What's Fresh: Packaging • Food Challenge Awards - Finalists issue • Coding, Marking & Labelling • Confectionary • Conveyor Equipment
<p>BOOKING: WED 11 JAN MATERIAL: FRI 20 JAN</p>	<p>BOOKING: THU 02 FEB MATERIAL: FRI 10 FEB</p>	<p>BOOKING: TUE 03 APR MATERIAL: FRI 13 APR</p>	<p>BOOKING: THU 10 MAY MATERIAL: FRI 18 MAY</p>
AUGUST 2012	SEPTEMBER 2012	NOVEMBER/DECEMBER 2012	
<ul style="list-style-type: none"> • What's Fresh: Ingredients • Pet Foods • Soups & Prepared Foods • Safety Flooring • Health • New Zealand Focus / Foodtech, Packtech 	<ul style="list-style-type: none"> • What's Fresh: Environment / Sustainability • Food Challenge Awards - Winners issue • Meat & Smallgoods • Food Safety • Sustainability 	<ul style="list-style-type: none"> • What's Fresh: Organics • Food Challenge Awards – 2013 launch issue • Beverages • Materials Handling • Snackfoods 	
<p>BOOKING: FRI 06 JUL MATERIAL: TUE 17 JUL</p>	<p>BOOKING: FRI 03 AUG MATERIAL: TUE 14 AUG</p>	<p>BOOKING: FRI 05 OCT MATERIAL: TUE 16 OCT</p>	

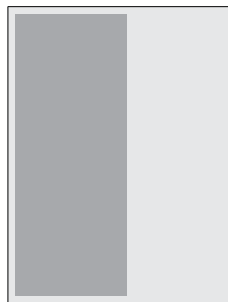


FOOD CHALLENGE AWARDS.

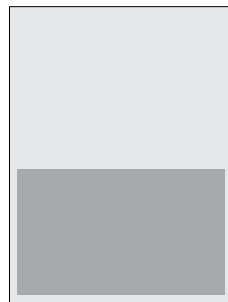
The Food Challenge Awards were established by Food Magazine in 2004 to recognise and reward best practice and innovation in food and beverage processing in Australia and New Zealand. Following a record-breaking number of entries in 2011, the Food Challenge Awards programme culminated in a hugely successful awards night where the big players and SMEs rubbed shoulders equally, eagerly awaiting the announcements and their time in the limelight.

PRINT RATES & SPECS

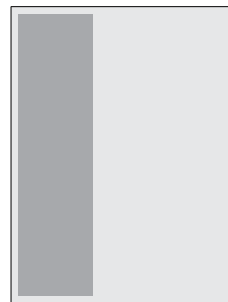
AD SPACE	1X	7X	TRIM AREA
DPS	\$8,670	\$6,938	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	\$4,788	\$3,830	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page Vertical & Horizontal	\$3,328	\$2,662	V: 275x100mm H: 122x210mm
1/3 page Vertical & Horizontal	\$3,045	\$2,436	V: 275x65mm H: 80x210mm
1/4 page Vertical, Square & Horizontal	\$2,720	\$2,175	V: 275x45mm H: 60x210mm S: 122x100mm
Insert	POA		



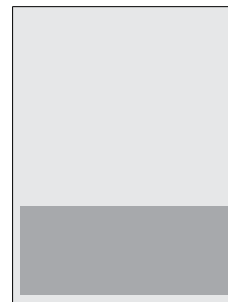
1/2 V



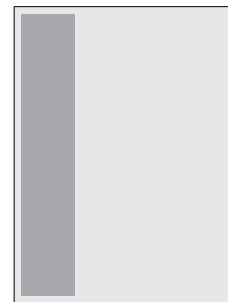
1/2 H



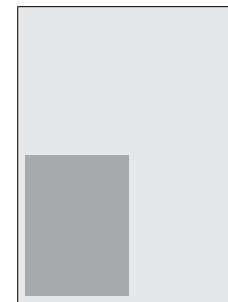
1/3 V



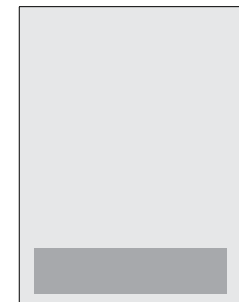
1/3 H



1/4 V



1/4 SQUARE



1/4 HORIZONTAL

ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

WEBSITE SPONSORSHIP

LEADER BOARD

[728 X 90 PIXELS | 39K MAX]

MREC 1

[300 X 250 PIXELS | 39K MAX]
ON WEBSITE

ALL INCLUDE 1/6TH SHARE OF VOICE

ADD ON OPTIONS

- // NEWSLETTER DISPLAY
- // ADDITIONAL MREC / LEADER BOARD ON WEBSITE
- // WEBSITE SECTION SPONSORS
- // COMPANY PROFILE
- // PRODUCT SHOWCASE
- // EVENT LISTINGS
- // EDM
- // WEBSITE LOGO SPONSORSHIP
- // COURSES

ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//



LEADERBOARD

SITE SUPPORTERS

MREC 01

MREC 02

MREC 03

NEWSLETTER//



LEADERBOARD

MREC 01

MREC 02

MREC 03

CONTACTS

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