

**FSN**

# Food Safety News

*Breaking news for everyone's consumption*



**2023** Media  
KIT



# Focus on Food Safety:

Delivering in-depth daily news coverage on food safety, recalls, outbreaks, policy and more!

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Today's **FOOD SAFETY NEWS** has more than 48,000 direct subscribers, avid readers who receive our news every day – Monday through Sunday. As an added bonus, our social media following has surpassed 300,000.

No other publication can compete with our reach and frequency. No other publication can do as much for establishing your brand or sending qualified leads to your sales team. As the most widely quoted journal covering food safety issues around the world, no other publication can match our North American and international impact, either.

Major food safety events in North America, Europe, Asia, and Africa come to us for help in promoting their conferences and seminars. We actively promote or participate in such wide-ranging industry gatherings such as the Food Safety Summit, the National Food Policy Conference, The IAFP Annual Meeting and the

IAFP European Symposium, the North American Meat Institute Food Safety Seminar, the China International Food Safety & Quality Conference, the National Restaurant Association Food Safety & Quality Assurance Expert Exchange Conference, the Center for Produce Safety Research Symposium, and the Future of Food Safety.

The **FOOD SAFETY NEWS** staff is a talented, hard-working group of professional journalists who pursue their craft with a singular passion. Together they produce a daily web-based publication dedicated to reporting on food safety issues. They work hard to provide up-to-date reporting for an international audience of industry leaders in the food industry, government, academia and the non-profit sector.

**FOOD SAFETY NEWS** is the only news space that pulls it all together. No other publication offers as much information, making us a critical daily first-read for everyone in the industry.

## STAFF

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### **Dan Flynn, Food Safety News Editor-in-Chief**

DENVER, COLORADO | Email—[dflynn@foodsafetynews.com](mailto:dflynn@foodsafetynews.com)

**Dan Flynn** is a Denver-based writer and editor with more than 12 years of food safety experience. As a public affairs professional, he worked with government and regulatory agencies at the local, state, and federal levels. His career as a journalist included working for newspapers throughout the West, from the Black Hills to Seattle. His on-scene reporting on the collapse of Idaho's Teton Dam and the suicide bombing at Washington State University's Perham Hall was carried by newspapers around the world and both stories were recognized regionally by the Associated Press for Best Reporting on a Deadline.



### **Coral Beach, Food Safety News Managing Editor**

KANSAS CITY, KANSAS | Email—[cbeach@foodsafetynews.com](mailto:cbeach@foodsafetynews.com)

**Coral Beach** is based in Kansas City and has more than 30 years of experience in print news. She worked as a reporter and editor for several daily newspapers in the Kansas City area. Beach also worked for trade publications covering the trucking and fresh produce industries in North America. Over the years, her work has been honored by the Kansas Press Association, The American Cancer Society, Truck Writers of North America, The William Randolph Hearst Foundation and the Kansas City Press Club. Beach earned a Bachelor of Science in journalism from the University of Kansas.



### **Joe Whitworth, Food Safety News Staff Writer**

MANCHESTER, UK | Email—[jwhitworth@foodsafetynews.com](mailto:jwhitworth@foodsafetynews.com)

**Joe Whitworth** is a food and beverage trade journalist. Prior to reporting for **FOOD SAFETY NEWS**, he worked for William Reed Business Media since 2012 as Editor of Food Quality News before becoming food safety editor for Food Navigator. Whitworth has moderated sessions at Food Ingredients Europe in 2015 and The Ingredients Show in 2018. Before joining William Reed, he worked on newspapers run by Fairfax Media in Australia. Whitworth graduated with a journalism degree from the University of Central Lancashire (UCLan). Along with covering the UK, Whitworth also keeps an eye on important European and African issues.



### **Jonan Pilet, Food Safety News Staff Writer**

UPSTATE NEW YORK

**Jonan Pilet** earned his Bachelor of Arts in writing at Houghton College in New York. He also studied writing at the University of Oxford and received a Master of Fine Arts in creative writing at Seattle Pacific University. Pilet has a passion for storytelling and has had short stories published in various journals and anthologies.



### **Cookson Beecher, Food Safety News Freelance Writer**

SKAGIT COUNTY, WASHINGTON

A journalist by trade, **Cookson Beecher** spent 12 years working as an agricultural and environmental reporter for Capital Press, a four-state newspaper that covers agricultural and forestry issues in the Pacific Northwest. Before working at Capital Press, she was the editor of the Courier Times in Skagit County, WA. She received her bachelor's degree in political science from Hunter College in New York City.



### **Bill Marler, Food Safety News Publisher**

SEATTLE, WASHINGTON | twitter—[@bmarler](https://twitter.com/bmarler) | Email—[bmarler@marlerclark.com](mailto:bmarler@marlerclark.com)

**Bill Marler** is an accomplished personal injury attorney and internationally recognized expert on foodborne illness litigation. His advocacy for better food regulation has led to invitations to address local, national, and international gatherings on food safety, including testimony before the U.S. House of Representatives Committee on Energy and Commerce. Bill spends much of the year speaking on issues related to foodborne illness. His personal blog, Marler Blog, is read by more than one million people around the world every year.

## **About FOOD SAFETY NEWS**

It's our deep industry involvement that keeps us up front when it comes to important news coverage. Every day, ad messages reach the desks of top execs in every major and most smaller food processors, the most influential USDA and FDA administrators, top researchers at universities and colleges around the world, and key R&D and QA personnel. Whether they be in the top floor corner office or working in the lab, odds are they start their day with a cup of coffee and **FOOD SAFETY NEWS**. In fact, many of the most influential people in the industry contribute to our daily coverage. Want to do more with your ad dollars? Improve your ad stats with a significant increase in ad awareness as well as those all-important 'clicks' that lead to more sales? Take a few minutes to read through this media kit and let's talk about a program that best fits your goals in 2022.

**TO ADVERTISE**

**Contact Chuck Jolley, Jolley & Associates**  
913-205-3791 | [chuck@jolleyassociates.com](mailto:chuck@jolleyassociates.com)

# AN INCREDIBLY TALENTED AND INFLUENTIAL LIST OF CONTRIBUTORS

The most accomplished people in the food safety industry are frequent contributors of analysis and opinion pieces. Our guest writers number well over 300 and they include such well-known and respected people as

**Dr. David Acheson**  
**Al Almanza**  
**Lone Anderson**  
**Mitzi Baum**  
**Jeff Benedict**  
**Dr. Mindy Brashears**  
**Dr. Christine Bruhn**  
**Robert Califf**  
**Tony Corbo**  
**Roy Costa**

**Dr. Russell Cross**  
**Carl Custer**  
**Darin Detwiler**  
**Nancy Donley**  
**Phyllis Entis**  
**Ron Eustice**  
**Doug Farquhar**  
**Neal Fortin**  
**Dianne Feinstein**  
**Thomas Gremillion**

**Dr. Elizabeth Hagen**  
**Dr. Steven Hagen**  
**Bob Hibbert**  
**Dr. Scott Hurd**  
**Dr. Michael Jacobson**  
**Peter Lurie**  
**Timothy Lytton**  
**Dr. James Marsden**  
**Marion Nestle**  
**Dr. Stephen Ostroff**

**Dr. Richard Raymond**  
**Mike Robach**  
**Brian Ronholm**  
**Carmen Rottenberg**  
**Donna Schaffner**  
**Caroline Smith-DeWaal**  
**Michael Taylor**  
**Carol Tucker-Forman**  
**Dr. Keith Warriner**  
**Frank Yiannas**

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**Food Safety News** is always searching for the voices that should be heard. Whether they be well-credentialed experts in certain segments of food safety or influential and knowledgeable essayists whose opinions are among the most respected in the industry, you'll find them here.

We seek the best in industry, government and academia and offer them space to express their ideas and opinions. In addition, our editorial staff works daily to keep our readers up to date on news, research and government activities.

Our readers come to us every morning for the news and information that will give them insights and ideas to help protect their businesses from foodborne illnesses, and make smart decisions about the products and services they need.

The **Food Safety News** staff writes about the people, ideas and technologies effecting the world of food safety. Our staff supplies the strategic insights that give our readers a competitive edge in food production. To keep our readers up-to-date on critical governmental activities, we also provide daily access to newswire feeds from the FDA, USDA, CFIA and CDC.

There is no better resource for news, information and learned opinion than **Food Safety News**.



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# MARKETING WITH FOOD SAFETY NEWS

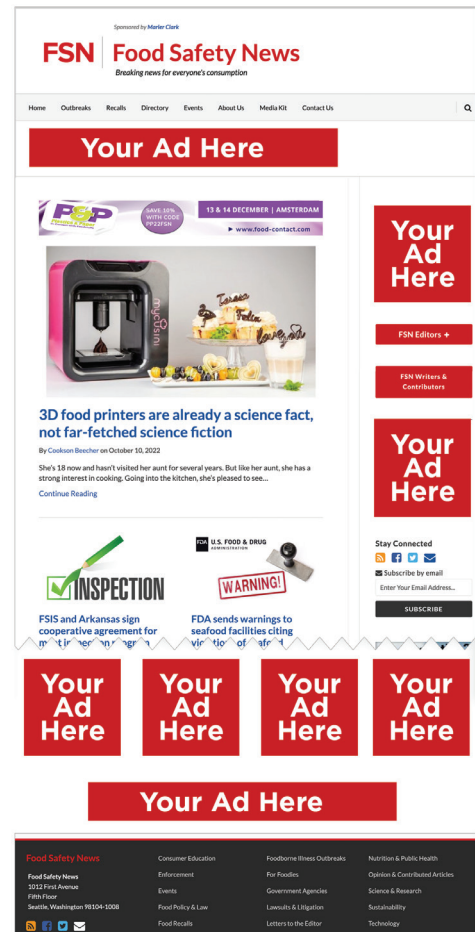
## Why do we limit the number of ads?

We believe that direct access to a strong and involved readership is the most critical part of what we have to offer. Our homepage has space for just 10 button-style ads and two premium banner ads. We offer an exclusive banner ad positioned at the top of our daily emailed headlines for maximum impact, too.

**Food Safety News** publishes seven days a week, 365 days a year, including all holidays. Whenever important news breaks, we're there first with the facts. Choose monthly, quarterly, semi-annual or annual programs, depending on your marketing program and budget.

We will return unmatched ad impressions and more of those all-important 'clicks' than any other publication - print or electronic - in the food safety business.

**WANT TO DO MORE WITH YOUR AD DOLLARS?** Improve your ad stats with a significant increase in ad awareness as well as those all important 'clicks' that lead to more sales? Take a few minutes to read through this media kit and let's talk about a program that best fits your goals in 2023.



Food Safety News Advertising Plans				
	Monthly	Quarterly	Semi-Annual	Annual
Top banner	\$5,200	\$13,260	\$22,540	\$38,320
Prime #1	\$4,735	\$12,075	\$20,525	\$34,890
Prime #2	\$4,260	\$10,860	\$18,465	\$31,385
Prime #3	\$3,835	\$9,780	\$16,625	\$28,265
Prime #4	\$3,450	\$8,800	\$14,955	\$25,425
Prime #5	\$3,105	\$7,920	\$13,460	\$22,880
Prime #6	\$2,795	\$7,130	\$12,120	\$20,595
Spot ad #1	\$3,545	\$9,040	\$15,365	\$26,125
Spot ad #2	\$3,545	\$9,040	\$15,365	\$26,125
Spot as #3	\$3,545	\$9,040	\$15,365	\$26,125
Spot as #4	\$3,545	\$9,040	\$ 5,365	\$26,125
Bottom Banner	\$5,000	\$12,750	\$21,675	\$36,845
Email Banner	\$5,500	\$14,025	\$23,845	\$40,535

**NOTE:** Spot ads #1 through #4 available as a combo buy. Deduct 35%

**\*Special Projects:** Sponsored editorial \$2,500/week, minimum 4 week buy

**TO ADVERTISE**

**Contact Chuck Jolley, Jolley & Associates**  
913-205-3791 | chuck@jolleyassociates.com

\*Contact sales for restrictions & scheduling.

# FOOD SAFETY NEWS AD SIZES

## Prime Placements

include button ad on homepage as well as corresponding placement on internal pages

## Daily Ads

are selected days (Monday through Sunday) on 4 consecutive weeks

**Daily Headlines Email banner:** 600x74

**Homepage Banners:** 728x90

**Buttons:** 231x231

**Format:** JPG, GIF, Animated GIF.

**File size:** limited to 50k

**AD SIZES** (not shown actual size)

### Homepage Banners

728x90

### Daily Headlines Email banner

600x74

### Buttons

231x231

## THE DIRECTORY

The **Food Safety News Directory** lists companies that offer food safety products or services.

Company names are arranged by category and the directory is searchable. The listings are free and include headquarters address, key contact, email address, telephone number and website.

For even more impact, consider **an enhanced listing** which includes hotlinked email and website plus linked company logo on directory opening page with up to three descriptive terms about your products and services.  
\$250 for one year.

### Example of an enhanced listing:



[Microbial Interventions, Cleaning Chemicals](#)

## TO ADVERTISE

For help developing a **FOOD SAFETY NEWS** marketing plan that will give you the kind of ROI you demand, contact:

**Chuck Jolley | Jolley & Associates**

913-205-3791 | [chuck@jolleyassociates.com](mailto:chuck@jolleyassociates.com)



# FOOD SAFETY NEWS RULES THE SOCIAL MEDIA SCENE

Measuring readership today is far more than looking at a simple audited statement. With the fast-growing number of information sources available — print, online, social media — trying to find the right data to back up your media buy is increasingly complex.

**FOOD SAFETY NEWS** has more than **48,000** direct subscribers but our daily traffic counts are trending way above those numbers, consistently surpassing 5 million per month. The reason? Our dominance of social media. We have more than 2 ½ times the social media following of our closest competitor. Our leadership brings us millions of extra page views and it's a testament to the importance of our daily news coverage.

There is no other food safety publication, print or online, that has the impact enjoyed by **Food Safety News**. We are where the most influential people in business, academia and government around the world come daily for the important news they need. It's where your marketing message should be.

## WE LEAD IN TOTAL NUMBERS ON SOCIAL MEDIA

 **204,000 followers**     **42,000 followers**  
 **21,000**                       **2,300**

**TO ADVERTISE**

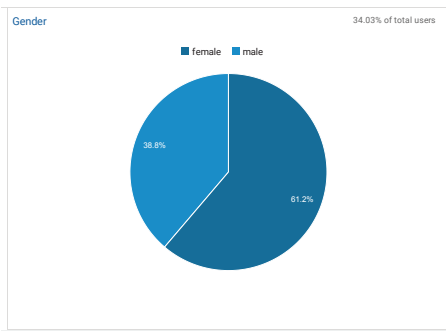
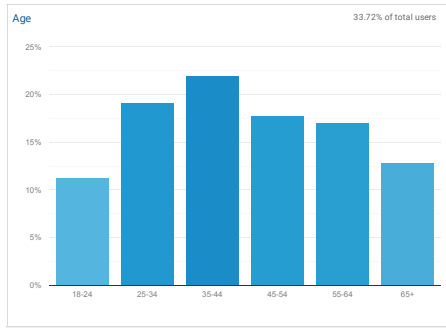
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(data taken on 10/1/2022)

# FOOD SAFETY NEWS ADVERTISER DASHBOARD



Sept 1, 2022 - Aug 31, 2022



Country	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
	12,021,148 (100.00%) (12,021,148)	11,898,601 (100.01%) (11,897,045)	17,341,513 (100.00%) (17,341,513)	2.63% Avg for View: 2.63% (0.00%)	2.36 Avg for View: 2.36 (0.00%)	00:00:33 Avg for View: 00:00:33 (0.00%)	<-0.01% Avg for View: <-0.01% (0.00%)	6 % of Total: 100.00% (6)	\$0.00 % of Total: 0.00% (00.00)
1. United States	9,711,551 (81.48%)	9,714,274 (81.64%)	14,310,294 (82.52%)	1.77%	2.33	00:00:30	<-0.01%	1 (16.67%)	\$0.00 (0.00%)
2. Canada	631,042 (5.29%)	626,334 (5.29%)	947,147 (5.46%)	1.59%	2.35	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. United Kingdom	252,381 (2.12%)	250,422 (2.10%)	322,772 (1.86%)	1.93%	2.46	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Australia	148,731 (1.23%)	148,368 (1.23%)	194,936 (1.12%)	1.88%	2.25	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Netherlands	105,732 (0.89%)	104,503 (0.88%)	116,911 (0.67%)	12.21%	2.11	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. India	76,208 (0.64%)	75,872 (0.64%)	95,128 (0.55%)	2.46%	2.55	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Philippines	71,473 (0.60%)	72,006 (0.61%)	94,133 (0.54%)	2.79%	2.94	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Singapore	62,116 (0.52%)	61,663 (0.52%)	79,531 (0.46%)	1.35%	2.39	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. South Africa	53,893 (0.45%)	52,687 (0.44%)	69,471 (0.40%)	4.32%	2.48	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Ireland	42,059 (0.35%)	41,417 (0.35%)	54,395 (0.31%)	1.64%	2.45	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)

### Top Channels

### Users

### Conversions

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	12,021,148	11,897,045	17,341,513	2.63%	2.36	00:00:33	<-0.01%	6	\$0.00
1 Organic Search	5,439,240			2.66%			<-0.01%		
2 Referral	4,735,040			1.65%			0.00%		
3 Direct	1,183,393			8.34%			<-0.01%		
4 Email	444,942			1.55%			0.00%		
5 Social	403,178			1.79%			0.00%		
6 (Other)	4,415			14.43%			0.00%		
7 Paid Search	127			0.00%			0.00%		
8 Affiliates	4			20.00%			0.00%		

Tap on all 8 Channels click here

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