

Editorial Calendar 2023



We are the place to come for the latest on food and beverage science, consumer trends, industry news and food safety innovation.



Spring 2023

Ad Space: February 20 | Ad Material: February 27

Theme: The Science of Food Safety

Behind every great food product or offering is the assurance of safety. And, playing an increasingly pivotal role in ensuring the safety of food and food products is the continued development of technology and the innovations that result. This issue will take a close look at modern concerns related to the safety of our food and the ways in which technology is helping to address these concerns, reducing food risks – from manufacturing and production to store shelves, and ultimately, the consumers' plate.



Summer 2023

Ad Space: May 11 | Ad Material: May 18

Theme: Enhanced processes and reduced packaging

As many areas of the food processing journey are energy intensive, releasing significant levels of carbon dioxide into the atmosphere, the operations of food producers and manufacturers is coming increasing into question. From the energy required to power machinery and production sites, to that needed to gather ingredients and materials, produce packaging and transport food products, every step utilises power. This, in combination with the continued use of excess plastic packaging, has resulted in action that's required from the food industry in order to address the issue and discover solutions to mitigate them. This installment of CFB will look at the work being done to spark change related to the food industry's environmental efforts and the technologies that are being used to support a greener future.



Fall 2023

Ad Space: August 30 | Ad Material: September 6

Theme: Taking a Bite Out of the Food Supply Chains

As recent disruptions within the global supply chain have thrown operations within just about every sector and industry into disarray, an increased focus is being paid toward ensuring a reliable and consistent supply. However, when considering issues around spoilage and damage, the concern is that much more intense for the producers, manufacturers and purveyors of food and beverage product. From preparation to transportation and storage, and all points in between, this issue will explore the ways in which the food and beverage industry in Canada is making strides through the use of innovation and technology to ensure a better supply, decreasing operational costs and enhancing product efficiencies along the way.



Winter 2023

Ad Space: October 27 18 | Ad Material: November 3

Theme: Leveraging Data to Satisfy Tastes

With advancements in technology, particularly in the areas of artificial intelligence and machine learning, the role that data plays within the food and beverage ecosystem has increased significantly. This issue will explore the uses of data and the ways in which it's being applied to improve the daily operations of food processors and distributors, optimize delivery, extend food shelf life, enhance quality control, and increase supply chain transparency, nurturing the continued growth and health of the Canadian food industry.

Enewsletter

Month	Ad Space	Ad Material	Deployment Date
February	January 25, 2023	February 1, 2023	February 23, 2023
June	June 2, 2023	June 9, 2023	June 23, 2023
September	September 6, 2023	September 13, 2023	September 25, 2023
December	November 23, 2023	November 30, 2023	December 8, 2023

Editorial content subject to change

Rates & Specs

ADVERTISING RATES (Gross Rates)

4-Colour	1x	2x	3x	4x
Full Page	\$3,945	\$3,750	\$3,565	\$3,385
1/2 Page Island	3,355	3,185	3,025	2,875
1/2 Page	2,960	2,810	2,670	2,535
1/3 Page	2,565	2,440	2,320	2,200
1/4 Page	2,170	2,060	1,955	1,855
1/2 DPS	5,030	4,780	4,540	4,615
DPS	6,700	6,365	6,050	5,750
Covers				
OBC	\$4,930	\$4,685	\$4,450	\$4,230
IBC/IFC	4,735	4,500	4,275	4,060

Covers are non-cancellable, full page, four-colour process.

Black & white rates **available upon request.**

Inserts & Outserts: Rates on request.

Special Positions: Twenty-five percent (25%) surcharge.

UNIQUE ADVERTISING OPPORTUNITIES

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details.

ONLINE ADVERTISING

Banner advertisements and logo available on the

websites and e-newsletter

PER MONTH

660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

SPONSORED CONTENT

Including white paper and reports

Exclusive Opportunities	Call for details
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DIMENSIONS (Inches)

	WIDTH	HEIGHT
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"

MECHANICAL REQUIREMENTS

Electronic material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10 MB.

Send to chimes@jesmar.com.

FTP site: Please send an email to ftp@jesmar.com for login information for the FTP site.

Design services: Complete design services are available at an additional charge. For details, please contact:

Crystal Himes, chimes@jesmar.com at 905.886.5040

DIGITAL REQUIREMENTS

We can accept rich media. Please see below for accepted file formats Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

Audio: mp3: mpeg1, audio layer 3, wav: uncompressed audio file, wma: windows media file.

Video: ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group,

Flash: flv: flash video file, swf: shockwave file

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Email contracts/insertion orders & material to:

JESMAR
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Jesmar Communications Inc.

30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905.886.5040 Fax: 905.886.6615

Email: canadianfoodbusiness@dvtail.com

Cancellations and space changes not accepted after closing date.

Targeted Emails

Contact your rep for more information.

Published by



30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905-886-5040


Fax: 905-886-6615

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 www.canadianfoodbusiness.com

 canadianfoodbusiness@dvtail.com

 @CDNfood

Contact Us Today:

Christopher Forbes

Publisher

cforbes@jesmar.com

Cell: 416-918-9008

Leesa Nacht

Senior Account Executive

lnacht@dvtail.com

905-886-6640 x 321