

# Canadian *food* Business

Connecting you to the food and beverage science industry

**MEDIA KIT**






CIRCULATION **12,085**

## EXTENDED DISTRIBUTION WITH OUR SISTER PUBLICATION BIOLAB BUSINESS MAGAZINE

### An Exclusive Channel Mix

4 issues annually

4 Newsletters

 CanadianFoodBusiness.com

 @CDNfood

Source: \* Agriculture.canada.ca \*\* Publishers Sworn Statement, January 2023

# Canadian *food* Business

The Canadian food and beverage industry is booming with sales of goods manufactured worth over \$117 Billion\*. During this game changing time key players need a resource to keep up to date with all the news, trends, and innovations. Published four times a year in a digital format *Canadian Food Business* keeps the market informed on the real world of food science and technology. Our newsletter and website is a valuable destination for information between issues.

Now reaching more industry insiders through our partnership with



## LETTER FROM THE EDITOR

Innovation is the catalyst of discovery, driving scientific research forward while revealing improved and enhanced ways of doing things for the betterment of life. Supporting and facilitating this critical innovation is an entire ecosystem of technologies that pose incredible enabling and life-changing promise. With this confluence of human innovation and technology in mind, Canadian Food Business is committed to researching and reporting on developments within the market, both here at home and around the globe, and the ways in which scientific advancements are impacting the world around us. Presenting dynamic content developed by an excellent stable of writers, including feature interviews, case studies, product spotlights, and more, we're dedicated to uncovering the latest in food and science innovation and the discoveries that enable progress and the evolution of life on the planet.



**SEAN TARRY**

*Editor*

*Canadian Food Business*

# CANADIAN FOOD BUSINESS READERS COME FROM EVERY CORNER OF THE GROWING FOOD AND BEVERAGE SCIENCE INDUSTRY.



## FOOD INDUSTRY

Manufacturers  
Food Processors  
Food Suppliers  
Distribution



## SCIENCE

Laboratory Research  
Technology Research  
Research & Development



## GOVERNMENT

Regulatory  
Agriculture



## SUPPORTING INDUSTRY

Senior Management  
Consultants  
Operations



## EDUCATION

Faculty  
Researchers  
Students



## CANADA IS A WORLD LEADER

IN THE FOOD AND BEVERAGE  
SCIENCE INDUSTRY

The food and beverage processing industry is the second largest manufacturing industry in Canada in terms of value of production with sales of goods manufactured worth **\$117.8 billion in 2019** \*\*\*

Exports of processed food and beverage products stood at a record value of **\$38.9 billion in 2019**, an increase of 7% over 2018; accounting for 33% of production value.

Ontario's food and beverage processing sector is the largest in Canada – accounting for 37%\* of the industry's revenue in the country, **with revenues of more than \$48 billion**\*\*

Sources: \*[www.foodandbeverageontario.ca](http://www.foodandbeverageontario.ca),\*\*Invest in Ontario, food and beverage manufacturing, \*\*\*[Agriculture.canada.ca](http://Agriculture.canada.ca)

# INFORMATIVE CURRENT AND RELEVANT



## Website CanadianFoodBusiness.com

Deliver your message to your targeted audience with a clickable branded ad alongside top industry content.

## Digital Magazine

Digital copies of every issue are emailed directly into our readers' inboxes. Average **Open Rate 26%\***

Embed links to drive clients directly to your intended content

Audio & Video capabilities

Custom packages



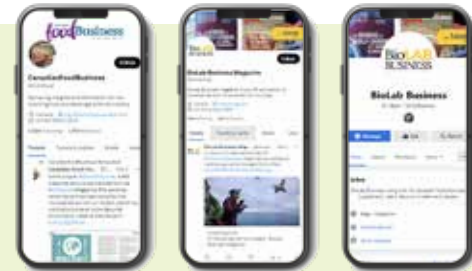
## Newsletter 4x annually

All clickable ad units appear alongside the latest in industry news ensuring an uninterrupted user engagement experience. **Open Rate 52%\***



## Branded & Sponsored Content

Your brand alongside relevant industry content will build valuable connections with your target audience. Opportunities across all platforms to create an immersive storytelling experience.



## Social Media Sponsored Posts

Have your content seen in the feed of your intended audience. Sponsored posts allow our 2,500+ followers to see your content across all our social media platforms.

-  @CDNfood
-  @BioLabMag
-  @BioLabMag

**Published four times a year in a digital format Canadian Food Business keeps the market informed on the real world of food science and technology.**

Source: \* July-September 2022



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
<b>Covers</b>				
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	\$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](mailto:chimes@jesmar.com).

**FTP site:** Please send an email to [ftp@jesmar.com](mailto: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](mailto: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:



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Cancellations and space changes not accepted after closing date.

**Custom eblasts delivered to the inboxes of our readers. Limited available.**  
**Contact for details.**

Published by

**JESMAR**  
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