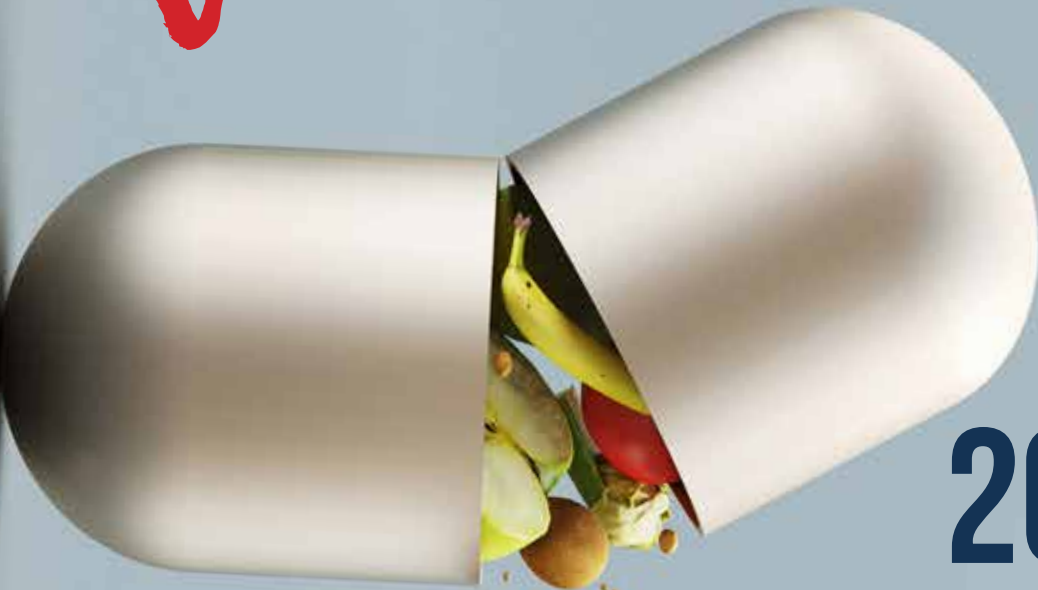


# Canadian *food* Business

» The science of food and beverage



## 2024 MEDIA KIT

The Go-To Publication  
for Tips and Trends  
in Today's Food and  
Beverage Science Industry



# About Us

## Canadian *food* Business



*Canadian Food Business* lives at the intersection of food, beverage, and science, providing tips and trends to the industry. With topics ranging from meat processing to leveraging technology to help enhance food safety, this magazine reaches a diverse digital audience four times annually.

**CIRCULATION: 15,350\***

Source: \*Publisher's Statement, August, 2023

### EXCLUSIVE CHANNEL MIX

4 issues annually

4 newsletters

 [CanadianFoodBusiness.com](http://CanadianFoodBusiness.com)

 @CDNfood



## LETTER FROM THE EDITOR

There are few things more important to the health and well-being of people, and the quality of life on the planet, than the food that we eat. As a result, the contribution of science toward the evolution of the food and beverage sector continues to increase in significance. Canadian Food Business magazine is dedicated to providing the latest news, trends, and innovations that are shaping the food and beverage landscape. Considering recent developments in agricultural manufacturing, bioprinted and cell-cultured food, autonomous technologies, and more, we explore the range of challenges and opportunities impacting the current state of Canada's food system. Leveraging their deep knowledge and understanding of the industry, our team of writers develops content containing expert insights and thought-provoking ideas that are influencing the future of food, from farm to fork.

We can't wait to hang out with you.



SEAN TARRY  
EDITOR

**EXTENDED Distribution with our sister publication**  
**BioLab Business, PLUS our partnership with**



# Who Reads CFB?

## FROM ONE END OF THE INDUSTRY TO THE OTHER, OUR READERS ARE:

### 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

## A LEADER IN THE FOOD AND BEVERAGE INDUSTRY



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



FCC Economics forecasts food manufacturing sales to **increase 2.2%** YoY in 2023 to **\$160B**\*



The Ontario government is investing up to **\$25 million** over two years to build up the province's food processing capacity\*\*



Beverage manufacturing sales **increased 11.3%** YoY in 2021 to **\$14.5B**\*\*



The Canadian food and beverage processing industry is the largest manufacturing employer employing **over 290,000** Canadians.\*\*\*\*



The F&B industry is expected to **grow by 11.6%** by the end of 2025\*\*\*\*\*

# Multi-Media Distribution Channels

## Digital Edition – Magazine

**Delivered directly to our reader's inboxes.**

Digital magazines are accessible on our websites and promoted through our digital edition eblasts, newsletters and our social media networks.

**Average Open Rate: 32%\***

**Average Click-Through Rate: 6%\***

Benefits:

- Embedded links drive clients directly to your intended content
- Audio & Video capabilities
- Custom packages available



## Social Media

### Sponsored Posts

Connecting you with a community of affluent and aspirational individuals across each of our platforms.

@CDNfood

1,700+ Followers

@BioLabMag

800+ Followers

**2,500+ Total Social Audience**



## Website

**CanadianFoodBusiness.com**

Reach your customers with a clickable branded ad strategically placed with editorial alignment to add value and influence purchasing decisions.

**Average Monthly Pageviews: 4,100+\*\***

## Newsletter

**4x Annually**

Deliver your brand message to 12,400+ avid newsletter recipients.

**Average Open Rate: 35%\***

**Average Click-Through Rate: 14%\***

Distributed February, June, September, and December



## FoodLab Insights

**New Offering**

Showcase your product and/or services to a subscriber base hungry for the latest and greatest in the food and beverage science industry.

Ad Includes:

- 300 x 125 compelling visual
- Headline 8-10 words
- Text 50-75 words

**6x Annually**



## Branded & Sponsored Content

Place your brand alongside informative industry content, expanding your reach, and inspiring action. Opportunities are available across all platforms to create an immersive storytelling experience.

## Custom Eblasts

A custom email blast devoted entirely to your brand and deployed to our extensive and affluent audience. Opportunity to increase brand awareness and drive lead generation.



# 2024 Editorial Calendar



*Providing the latest news, trends, and innovations that are shaping the food and beverage landscape.*



## Spring 2024

### **THEME: The Rise of Bioprinted and Cell-Cultured Food**

As the planet continues to struggle to manage the global food crisis to positive effect, many are considering the development of alternative sources of food. This issue will explore all of the latest advancements related to bioprinted and cell-cultured foods, and how science is helping to address the challenges inherent in the current global food shortage.

**Ad Space: February 19, 2024**  
**Ad Material: February 26, 2024**



## Summer 2024

### **THEME: An Autonomous Future**

The fusion of artificial intelligence, machine learning and human intuition is leading to the development of cutting-edge autonomous tools that are helping to change the way the food service industry operates. This issue will highlight the ways these autonomous technologies are fueling efficiencies and cost savings for food service establishments and their partners everywhere.

**Ad Space: May 9, 2024**  
**Ad Material: May 16, 2024**



## Fall 2024

### **Theme: Strengthening Canada's Food System**

Nothing is more important to the current and future health of any nation than the state of its food ecosystem. This issue will explore the technologies that are being developed and deployed with the aim of strengthening and enhancing Canada's food supply system today and for years to come.

**Ad Space: August 28, 2024**  
**Ad Material: September 4, 2024**



## Winter 2024

### **Theme: The Digitization of The Food and Beverage Industry**

From farm to fork, and every point in between, a confluence of science and technology is lending to shape the future of the food and beverage industry. This issue will uncover the very latest digital innovations and how they are positively impacting the health and success of food and beverage operations across the country.

**Ad Space: October 25, 2024**  
**Ad Material: November 1, 2024**

## Enewsletter

MONTH	AD SPACE	AD MATERIAL	DEPLOYMENT DATE
February	January 24, 2024	January 31, 2024	February 22, 2024
June	May 31, 2024	June 7, 2024	June 21, 2024
September	September 4, 2024	September 11, 2024	September 23, 2024
December	November 21, 2024	November 28, 2024	December 8, 2024

*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
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	<i>Call for details</i>
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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 905.886.6640**

## 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**  
COMMUNICATIONS INC.

Jesmar Communications Inc.  
205 Riviera Drive, Unit  
Markham, ON L3R 5J8

Tel: 905.886.6640

Email: [canadianfoodbusiness@dvtail.com](mailto:canadianfoodbusiness@dvtail.com)

Cancellations and space changes not accepted after closing date.



Published by

**JESMAR**  
COMMUNICATIONS INC.

205 Riviera Drive, Unit 1

Markham, ON L3R 5J8


Tel: 905-886-6640

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 @DovetailCommunicationsInc

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**food**Business

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 [canadianfoodbusiness@dvtail.com](mailto:canadianfoodbusiness@dvtail.com)

 @CDNfood

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