

FOOD MASTER



Celebrating 40 Years!

A reliable resource for food & beverage industry professionals since 1978.

Food Master is the industry's only database sourcing equipment suppliers and services as well as ingredient suppliers and R&D services to the food and beverage industry. Buyers and specifiers reach for the *Food Master* when they are searching for potential suppliers.

Catalog space guarantees year round exposure to food and beverage manufacturers and product developers, ensuring your company and products will be considered at the all-important time of need.

AUDIENCE

The *Food Master* audience continues in its 40th year with a strong number of active subscribers and viewers that are making purchasing decisions. Ensure these buyers see your catalog in 2019!

83,811 total subscribers¹

80,418 total unique visitors online²

98,778 total visits online²

314,972 total pageviews online²

41% approve/authorize purchases³

19% recommend purchases³

19% select/specify products or services³

FOOD MASTER IS WHERE THE BUYING PROCESS BEGINS...

PRINT

As the only annual hardbound catalog in the industry, *Food Master* provides universal access to your product information. Product catalog data allows your customers to research & pre-qualify your company as a potential vendor.

DIGITAL EDITION

Food Master digital edition is a complete replica of the printed edition. Your catalog page will be in both print and digital edition – with live links at no additional cost!

ONLINE

FoodMaster.com continues to be the only online directory that provides buyers with hundreds of catalog pages to expedite their search.

FoodMaster.com is a food industry business-to-business site, eliminating unwanted, time consuming, consumer search results.

FoodMaster.com can leverage the power of Food Engineering and Prepared Foods to drive customers and prospects to your listings.

¹ December 2017 BPA Brand Report. Duplicates exist print (26,000) & digital (57,811) subscribers.

² Media Owner's Data, January-December 2017.

³ *Food Master* Preference & Usage Study, June 2015.

NEW Cannabis Products Deluxe Listing:

- Boldface Listing in print and digital
- 25 product categories
- 15 trademark and brand names
- Live web and email links online
- 50 word company description online
- Black and white logo in print and digital
- Color logo online
- Improved online positioning (appear in the 2nd Tier)
- 1 product specific Leaderboard Ad

Cataloger Basic Package

- 1 full-page, black & white catalog page in print, digital and online
- Company logo in print, digital & online (B&W in print, 4-color online)
- Traffic Stopper in the Contact Index including boldface listing, logo and highlighted product line listing in print and digital editions
- Foot Stopper in Product Index in print & digital editions
- Unlimited product categories
- 50 sales offices listings in print, digital & online
- Inclusion in the Catalog Index online
- Premium online ranking (appear at the top of every product index page)
- 30-word company description online
- Inclusion in the Request Information program
- Social media links online (Facebook, Twitter, LinkedIn, YouTube, Instagram)
- Live email & web links in digital edition and online
- Lightbox in online product index (contact info, company description, link to profile page, live email link, company logo)
- Unlimited trademark & brand names
- 1 product specific Leaderboard Ad



Cataloger Premium Package

Includes Cataloger Basic Package, plus these additional benefits:

- Upgrade to 4 Color full-page end sheet ad in print, digital & online
- Unlimited videos in online listing
- Unlimited spec sheets (PDF) online
- 3 product specific Leaderboard Ads online
- 5 Product Highlights in online listing

Each Product Highlight includes: color product photo, 50-word product description, link to a specific URL of your choice to promote your products

Additional Options:

Additional Foot Stoppers

Draw attention to your product listing in the *Food Master* print green Product Index pages with one of these 7-3/16" x 1/2" banners positioned at the bottom of the page where your product listing appears.

Additional Product Specific Leaderboard Ads -

Leaderboard Ad (728 x 90) appears under a selected product category for 12 months

Cataloger Carousel Package -

(5 ad spaces available, first-come first-served basis)

Includes Cataloger Premium Package, plus these additional benefits:

- 4 full-page, black and white catalog pages in print, digital and online
- Home page Carousel online: Linked to company profile page, rotates visual image with text, roll-over box includes 30-50 words of text
- Five (5) product specific Leaderboard Ads online

Spine Upgrade - Limited to 3 companies, contact your sales rep for availability.

Maximize your exposure by reserving a premium position on the spine of the *Food Master*. Your logo, seen every time your customers reach for their *Food Master*

Front Cover Tile - Limited to 11 companies on each side, contact your sales rep for availability.

Maximize your exposure by reserving a premium position on the front cover of the *Food Master*. Your logo seen every time your customers reference their *Food Master*. Limited to 6 companies on each side.



Closing Dates:

Ingredients: July 17 / Equipment: July 24

All ad materials: July 30