

FOOD MASTER



Celebrating 42 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 for 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 42nd year with a strong number of active subscribers and viewers that are making purchasing decisions. Ensure these buyers see your catalog in 2020!

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 allow 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.

FOOD MASTER

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 online
- 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