



FOOD MASTER

reliable resource since 1978

Closing Date for Space Reservations · July 7
Ad Material Due Date · July 23



PRINT + DIGITAL EDITION

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.

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! The digital edition ensures your product catalog data is easily retrieved when the buying process begins.

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.

Food Master is where the buying process begins!



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.



Contact your sales strategist for package options.

**bnpSOLUTIONS.com/
FBP-Team**

Food Master PRINT + DIGITAL EDITION

Subscribers¹

26,500 print subscribers
+ 52,476 digital edition subscribers

= 78,976 total subscribers



Buyers & specifiers prefer Food Master!²

Agree FM is easy to access:



Agree FM is easy to use:



Agree FM is an important resource:



Probably/Definitely will use in next 12 months:



Have taken one or more action including:



• Purchased a product:



• Recommended the purchase of a product:



• Specified a product:



• Requested a sample:



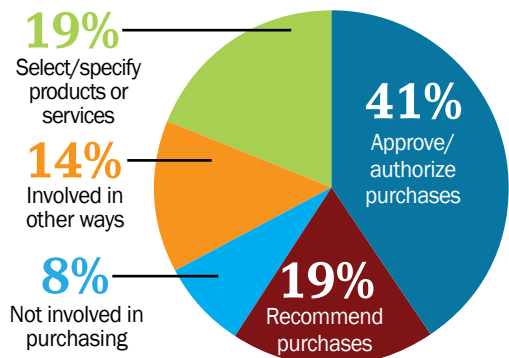
• Visited a supplier's website:



• Called a supplier:



92% of Food Master's audience is involved in buying & specifying.²



Food Master Audience: Purchasing Influence²

FoodMaster.com Metrics, 2016³

Total Unique Visitors: **72,065**

Total Visits: **85,788**

Total Pageviews: **272,538**

Search engines are guiding viewers to FoodMaster.com!

27,677 visits and 122,866 pageviews originated from search engines.³

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bnpSOLUTIONS.com/
FBP-Team

¹December 2016 BPA Brand Report.

²Food Master Preference & Usage Study, June 2015.

³Media Owner's Data, January-December 2016.



FOOD MASTER

Contact your sales rep:
bnpSOLUTIONS.com/FBP-Team

Packages & Listing UPGRADES

BASIC LISTING - FREE

Your basic listing includes complete company contact information in print, digital and online.

Plus:

- Up to 15 Product Categories listed in print, digital & online
- Up to 10 trademark or brand names online
- One key contact name online
- Included in the Request Information program



FOOD MASTER DIGITAL/PREMIUM LISTING PACKAGE - \$1,650/YEAR

- Complete company contact information in print, digital and online
- Boldface listing with black & white logo in the Company Index section in print & digital
- Up to 10 trademark or brand names online
- One key contact name online
- Included in Request Information program
- Color logo on Company Profile online
- Highlighted Product Line Listing in the Company Index section in print & digital
- 30-word About Us description in Company Profile page online
- Up to 30 Product Categories listed in print, digital and online
- Improved search ranking online (appear at the top of the section below the Leaderboard)
- Live web links online
- Social Media links in Company Profile online
- One (1) product specific leaderboard ad
- Lightbox on Product Pages online includes:
 - Company contact info
 - Company description
 - Link to profile page
 - Live email link
 - Color company logo

ADD THESE UPGRADES TO ENHANCE YOUR LISTING!

Product Codes - \$10/product

Showcase your company under ALL your products. Purchase additional product listings for your company.

Leaderboard - \$1,890/year

728 x 90 pixels

(and 320 x 50 pixels, mobile responsive version)

Leaderboard Ad appears under selected Product Pages online for 12 months.* Ad links to a company's website.

Social Media Links - \$180

Link your company's Facebook, LinkedIn and/or Twitter accounts to your listing online. One URL per platform and up to three platforms accepted for one low price!

All rates are net.

Contact your Food Master representative for more details.

*Leaderboard ads appear under selected Product Category Pages. Limited to 3 ads in rotation. Ad links to a company's website.