



# food

# australia

OFFICIAL PUBLICATION OF AIFST

## MEDIA KIT 2022



australian institute of  
food science & technology

Uniting food industry professionals in the science of feeding our future



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[aifst.asn.au](http://aifst.asn.au)

# REACH AUSTRALIA'S MOST INFLUENTIAL FOOD SCIENCE AND TECHNOLOGY NETWORK

*food australia* is the official publication of the Australian Institute of Food Science and Technology.

*food australia* is a must read for all food industry professionals, combining scientific grounding with the latest industry news and insightful features. Advertisers in *food australia* are granted exclusive access to our Australia-wide network of food industry professionals; including company directors, general and technical managers, scientists, technologists, engineers, microbiologists, nutritionists, educators, regulators and professional services providers.

The editorial team at *food australia* are focused on providing a high proportion of technical content your company will reap the rewards of featuring in this credible and respected publication that has a reach of 5,000 food industry professionals.

AIFST also offers online website advertising and the opportunity to reach Australia's food industry professionals through advertising in its monthly member e-newsletter and FoodTech Bites technical e-newsletter.

Ask us about bundle options today!



**REACH 5,000**



FOOD INDUSTRY PROFESSIONALS

**JOURNAL**



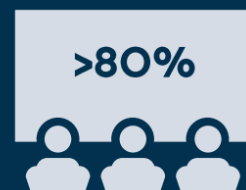
DEDICATED TO AUSTRALIAN  
FOOD SCIENCE AND INNOVATION



85% SUBSCRIBER RENEWAL  
RATE



>75% READERS AGREE THAT *food australia* KEEPS THEM UP TO DATE



READERS ENJOY READING  
*food australia*

\*AIFST 2017 Member Survey



## PRINT CIRCULATION & READERSHIP

*food australia* reaches over 5,000 food industry professionals, four times a year.

## EDITORIAL CONTENT

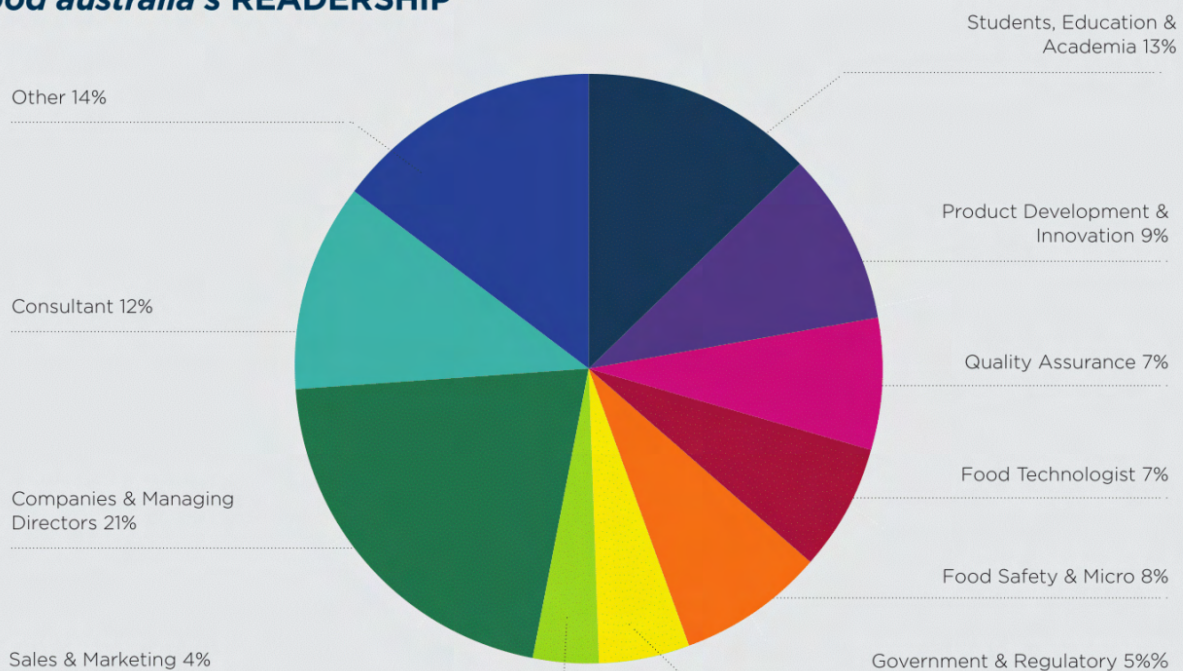
Each issue of *food australia* covers topics that matter most to our readers. The format features content areas including:

- By the Numbers
- Food industry news and industry appointments
- All the latest AIFST news and event information
- Key topic areas include:
  - food safety
  - health & nutrition
  - sustainability, food security and food waste
  - sensory & consumer science
  - future food production
  - new product development
  - food policy & regulation
  - global research and international best practice



For editorial enquiries please contact AIFST on 0447 066 324 or email [aifst@aifst.com.au](mailto:aifst@aifst.com.au).

### ***food australia's* READERSHIP\***



\*AIFST 2017 Member Survey

# ADVERTISING & PROMOTIONAL OPPORTUNITIES

## Front cover and one editorial/advertorial page

The front cover is prime positioning for advertisers looking to deliver a powerful message. To support your front cover position, AIFST provides you with a page of editorial or advertorial content inside the journal to increase the exposure of your company, product or service.

## Advertising

AIFST offers a range of solutions including double page spreads, full page, half page and quarter page options. Highly attractive rates on special positions, including inside front cover, inside back cover and back cover, belly bands, false covers and much more. We have bespoke solutions for all your advertising needs.

## Advertorial Opportunities

AIFST welcomes paid advertorial content from clients as an alternative to traditional material advertising.

Please note that advertorial must be based around a topic of interest to our readers, is subject to approval by the AIFST editorial team and will be labelled: 'ADVERTORIAL'.

ADVERTORIAL

## ENSURING FOOD QUALITY AND SAFETY DURING THE PANDEMIC, AND BEYOND

During COVID-19, food safety, food security and the food supply chain were challenged in ways not previously experienced by the Australian food industry. Across all major supply chains were enacted in some way. Many businesses experienced significant changes in production volumes, with increases in export markets but substantial decreases in packaged goods in the retail sector, driven by consumer hoarding during the unexpected downturn.

The Australian food manufacturing industry responded accordingly. However this was not without its challenges and in many instances required significant financial investment. Food safety procedures were reviewed with the management of public health procedures to ensure the safety of staff but with a clear commitment to ensuring a consistent



During a global pandemic, and should not go unrecognised. In the value of 2020, not only in critical, reflecting on the initial challenges faced by business and determining their potential to ensure new risks for 2021 will ensure the impact on the industry moving into 2022. The team at BVAQ, Australia's largest food and beverage analytical laboratory and solutions provider, continues to work with food manufacturing partners to deliver the safe and quality products that Australians know for in addition to providing insight into testing solutions, our technical team continues to actively participate in key food industry stakeholder groups and address changes in regulatory frameworks, enabling us to respond quickly to the changing environment. **References:** 1. <https://www.bvaq.com.au/news/food-safety-and-quality-during-covid-19> 2. <https://www.bvaq.com.au/news/food-safety-and-quality-during-covid-19> To find out how BVAQ's team of technical experts are able to assist your business with food safety risk mitigation solutions, contact us at [info@bvaq.com](mailto:info@bvaq.com)



# WEBSITE ADVERTISING OPPORTUNITIES

AIFST provides organisations the opportunity to further enhance their print advertising with online AIFST website advertising options. Contact AIFST to discuss further opportunities.



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Enhance your print advertising with online AIFST website advertising options

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## ADVERTISING RATES (All prices in AUD)

FOUR COLOUR	CASUAL \$	2 X \$ (per issue)	4 X \$ (per issue)
Cover & one page editorial/advertorial package	4,000	-	-
Full Page	2,640	2,380	2,240
Inside Back Cover	2,835	2,550	2,410
Outside Back Cover	3,090	2,730	2,575
Half Page	1,670	1,500	1,410
Inside Cover	3,000	2,700	2,500

Rates exclusive of GST. Note: Spot colour/embellishment options available on request

## MECHANICAL SPECIFICATIONS

INSERTIONS	PRINT SIZE (HEIGHT X WIDTH)	LIVE AREA (HEIGHT X WIDTH)	BLEED
Full Page	297 x 210mm	289 x 202mm	5mm
Half Page Horizontal	128 x 184mm	122 x 178mm	5mm
Half Page Vertical	257 x 88.5mm	251 x 82.5mm	5mm

All supplied advertisements must be a high-resolution PDF including crop marks and bleed.

All text, logos and other important elements must be kept within the image area. This will help to avoid losing copy in the journal field.

We do not accept files produced in Word, Publisher, PageMaker or Quark.

All images must be CMYK, 300 dpi.

No spot colours in vector graphs.

All supplied advertisement designs must be received in a format that is suitable for online and printed versions so that hyperlinks can be clicked and accessed digitally with active web links for those that view online versions.

## WEBSITE RATES & MECHANICAL SPECIFICATIONS

LOCATION*	SPECIFICATION	RATES
Home Page Banner	728px x 90px	\$1,900 + GST per month
Home Page Bottom Block	300px x 250px	\$1,500 + GST per month
Members Portal Side Block	300px x 250px	\$1,900 + GST per month
E-Newsletter Advertising	3000px x 250px	\$500 + GST per issue

\*Location and timing subject to availability. Rates exclusive of GST.



## EDITORIAL PRODUCTION SCHEDULE

ISSUE	PERIOD	BOOKING DEADLINE	MATERIAL
Summer Edition	Jan- Mar 2022	Friday, 5 Nov 2021	Monday, 22 Nov 2021
Autumn Edition	Apr- Jun 2022	Monday, 14 Feb 2022	Monday 7 Mar 2022
Winter Edition	July- Sep 2022	Monday 23 May 2022	Monday 6 Jun 2022
Spring Edition	Oct- Dec 2022	Friday, 26 Aug 2022	Friday, 9 Sep 2022

*Timings subject to variation without notice at the discretion of AIFST.*

## 2022 ADVERTISING PACKAGES

AIFST have available platinum and gold partnership packages for 2022. Both packages contain added inclusions across multiple media channels to increase your company's brand reach.

PLATINUM FOOD AUSTRALIA PARTNER - \$16,000 + GST	GOLD FOOD AUSTRALIA PARTNER - \$12,500
1 x <i>food australia</i> journal cover including inside cover advertisement or double page spread company advertorial (issue allocated subject to availability)	1 x <i>food australia</i> journal cover including inside front cover advertisement or double page spread company advertorial (issue allocated subject to availability)
3 x <i>food australia</i> journal full page advertisements, 1 x <i>food australia</i> journal full page advertorial in agreed issue (subject to availability & issue content)	3 x <i>food australia</i> journal half-page advertisements
12 x months promotion on AIFST social media channels (includes 1 x company information post per month on either LinkedIn, Facebook or Twitter. Does not include product promotion)	6 x months promotion on AIFST social media channels (includes 1 x company information information post per month on either LinkedIn, Facebook or Twitter. Does not include product promotion)
4 x 2022 AIFST individual memberships for 2022 company employees	2 x 2022 AIFST individual memberships for company employees
2 x months advertising block on AIFST website home page with hyperlink back to company site (month allocated subject to availability)	1 x month advertising block on AIFST website home page with hyperlink back to company site (month allocated subject to availability)
Logo name included on all <i>food australia</i> journal partnership acknowledgments– AIFST website & each issue of <i>food australia</i>	Logo name included on all <i>food australia</i> journal partnership acknowledgments– AIFST website & each issue of <i>food australia</i>

AIFST can tailor advertising packages to suit your budget and corporate needs.  
To discuss advertising today, contact AIFST on 0447 066 324 or  
via email [aifst@aifst.com.au](mailto:aifst@aifst.com.au)