

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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# 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!



*Don't miss your chance to reach Australia's biggest and most influential network of food industry professionals!*



**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.

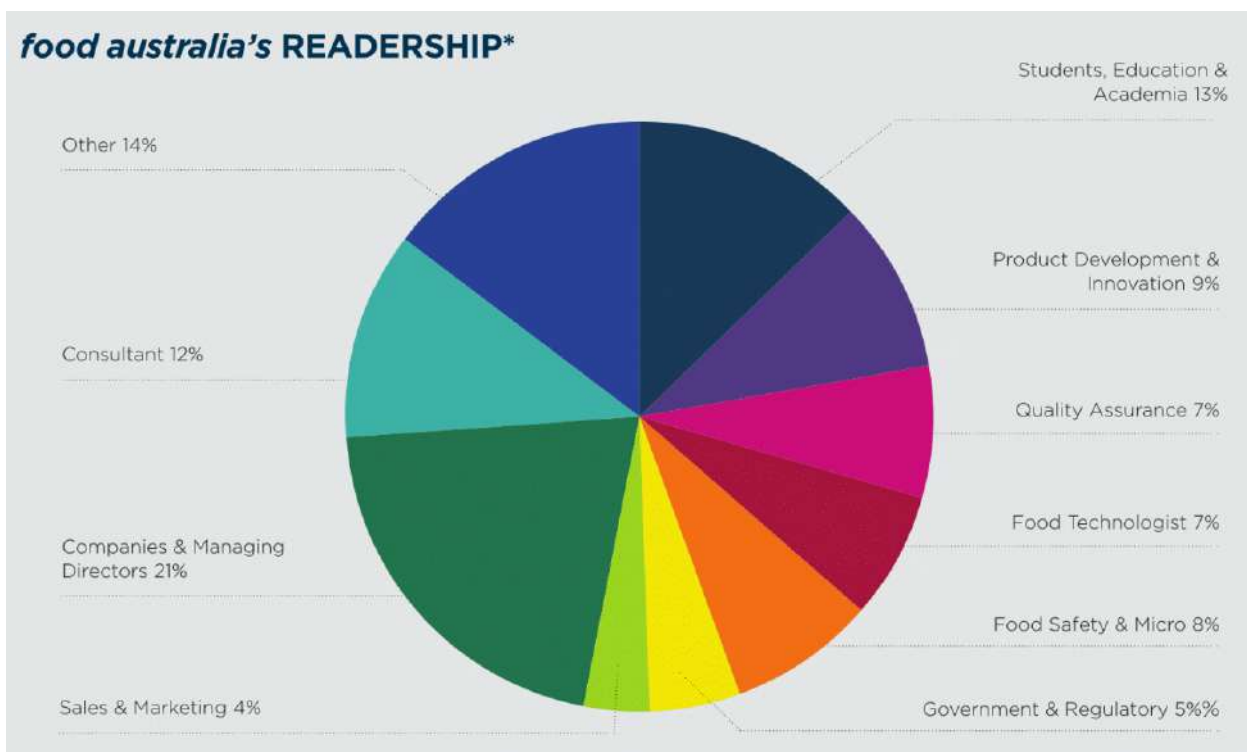
## EDITORIAL CONTENT

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).



\*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'.

## Inserts

AIFST welcomes enquiries for the inclusion of inserts with each food australia edition, content subject to approval by the AIFST editorial team. Note: inserts to be provided to mailing house fully printed and folded.

ADVERTORIAL

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

During COVID-19, food safety, food quality and the food supply chain were challenged in ways not previously experienced by the Australian food industry. Whilst all these challenges were not unique to Australia, they were exacerbated in some ways. Many businesses, government and industry groups are now re-evaluating their food safety and food quality practices in light of the lessons learned during the pandemic.



The Australian food manufacturing industry remains an essential part of our economy. As a result of the pandemic, the industry has been challenged in many ways. The impact of the pandemic has been felt across the entire supply chain, from the farm to the fork.

During a global pandemic, we must ensure that the food we eat is safe, nutritious and of high quality. This is a challenge that the industry must meet. The industry has a role to play in ensuring that the food we eat is safe and of high quality.

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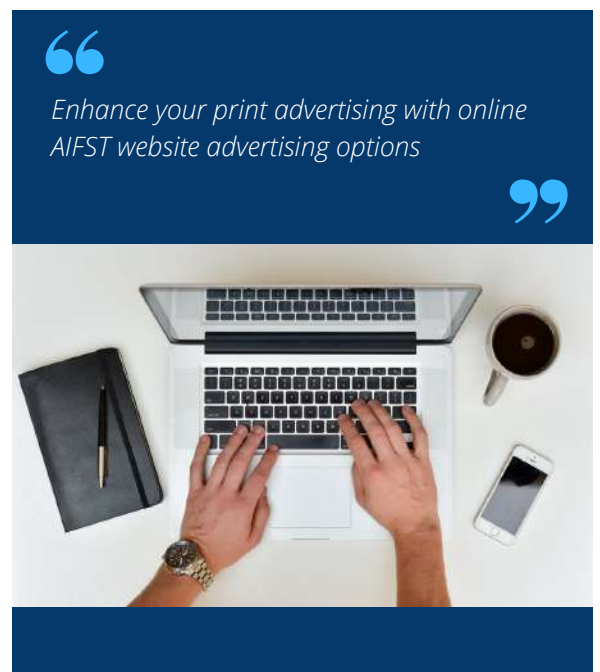
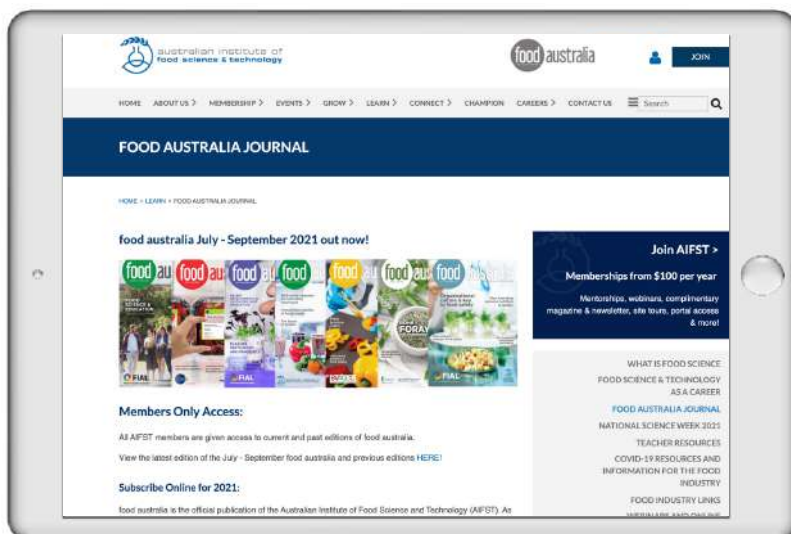
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# WEBSITE ADVERTISING OPPORTUNITIES

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



## 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

INSERTS	A4 (7-10g)\$	A3 (15-20g)\$	6pp (21-25g) \$
Inserts/Flyers (entire readership - food australia)	1,535	2,340	POA

Rates exclusive of GST.

## 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)