



australia

OFFICIAL PUBLICATION OF AIFST

MEDIA KIT 2023



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!



<p>REACH 5,000</p>  <p>FOOD INDUSTRY PROFESSIONALS</p>	<p>JOURNAL</p>  <p>DEDICATED TO AUSTRALIAN FOOD SCIENCE AND INNOVATION</p>	
 <p>85% SUBSCRIBER RENEWAL RATE</p>	 <p>>75% READERS AGREE THAT <i>food australia</i> KEEPS THEM UP TO DATE</p>	 <p>READERS ENJOY READING <i>food australia</i></p>

*AIFST 2017 Member Survey

PRINT CIRCULATION & READERSHIP

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

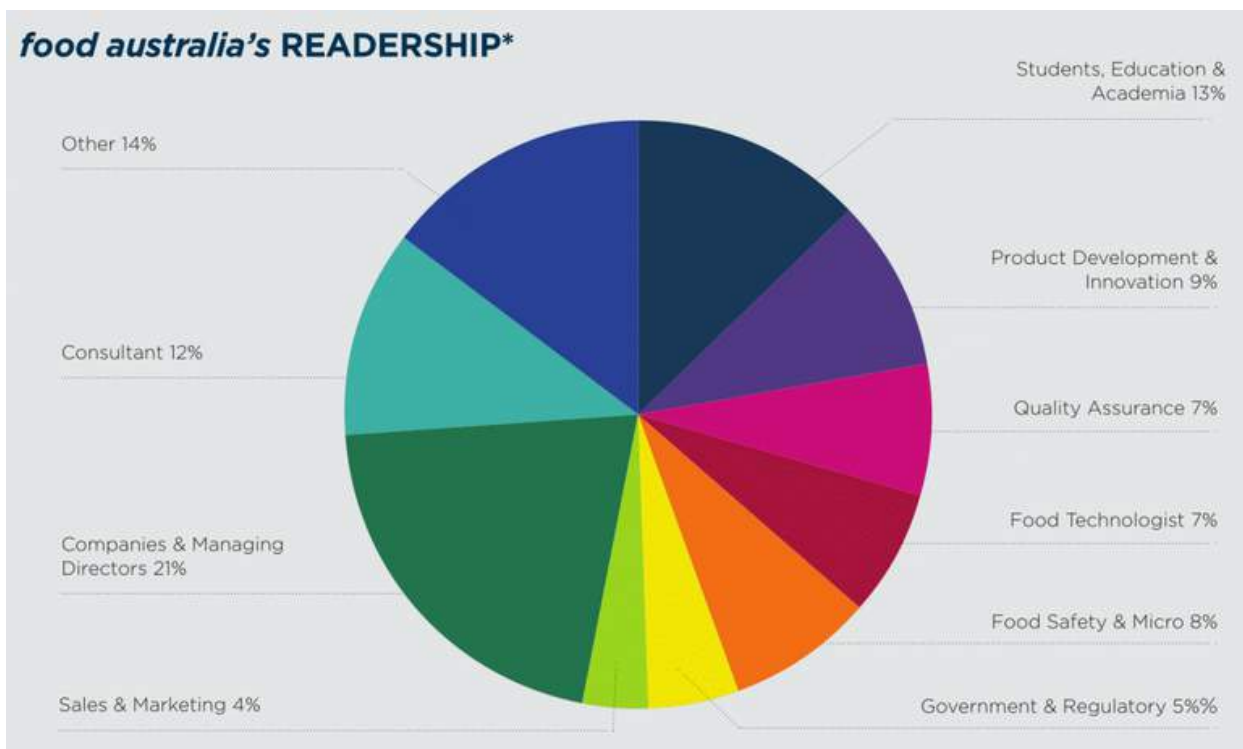
EDITORIAL CONTENT

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.



*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

ALS - RIGHT SOLUTIONS, RIGHT PARTNER

ALS Food & Pharmaceutical (ALS) supports your regulatory compliance through providing a full suite of microbiological and chemistry testing.



ALS is recognised as a leader in quality food testing services in Australia and further enhancing our global reputation within the food and beverage industries. We are committed to providing a comprehensive range of microbiological and chemistry testing services to meet the needs of our clients through our national network of laboratories.

The ALS Food & Pharmaceutical division provides a full suite of microbiological and chemistry testing services to meet the needs of our clients through our national network of laboratories.

Over the course of the year, ALS will support you through testing:

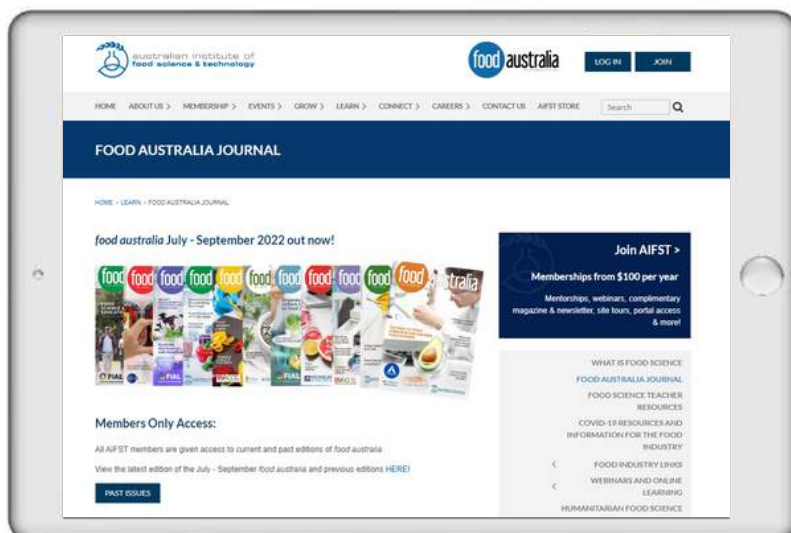
- All laboratory testing services with local, national, and international accreditation.
- Food safety testing, including HACCP, ISO 22000, and ISO 9001.
- Microbiological testing services, including food safety, food quality, and food safety.
- Food safety testing, including HACCP, ISO 22000, and ISO 9001.
- Food safety testing, including HACCP, ISO 22000, and ISO 9001.

For more information, contact us on 1800 010 010 or visit our website at www.als.com.au.



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.



Enhance your print advertising with online AIFST website advertising options



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 2023	Friday, 4 Nov 2022	Monday, 21 Nov 2022
Autumn Edition	Apr-Jun 2023	Monday, 13 Feb 2023	Monday, 6 Mar 2023
Winter Edition	July-Sep 2023	Monday, 22 May 2023	Monday, 5 Jun 2023
Spring Edition	Oct-Dec 2023	Friday, 25 Aug 2023	Friday, 8 Sept 2023

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

2023 ADVERTISING PACKAGES

AIFST have available platinum and gold partnership packages for 2023. 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
1x <i>food australia</i> journal cover including inside cover advertisement or double page spread company advertorial (issue allocated subject to availability)	1x <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> full page advertisements, 1x <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 month 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)
4 x 2023 AIFST individual memberships for company employees	2 x 2023 AIFST individual memberships for company employees
2 x months advertising block on AIFST website home page with hyperlink back to company site (month allocation 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 acknowledgements- AIFST website and each issue of <i>food australia</i>	Logo name included on all <i>food australia</i> journal partnership acknowledgements- AIFST website and 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