IFST is the leading independent qualifying body for food professionals in Europe and the only professional body in the UK concerned with all aspects of food science and technology. IFST hosts integrated media channels enabling you to reach a wide range of food science and technology professionals in the UK and overseas including online, print, e-newsletter and online events (webinars).

To find out more about IFST as an organisation and to see our values - click here
IFST delivers its professional journal ‘Food Science & Technology’ (FS&T) both in print and online. It is respected and read by scientific and technical executives from Europe's leading food producers, research organisations and educators. Each edition includes business and technical features fitting the technical competence of IFST members. This makes Food Science & Technology the ideal showcase for marketing new products, technologies, jobs and services.

Our topics for 2021:

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about FS&T print online newsletter events packages requirements
Our Food Science and Technology magazine is published four times a year in March, June, September & December and is regularly rated as the top membership benefit in our member survey.

**Advertising rates**
- Full page: £1390
- Half page: £760
- Quarter page: £420
- Inside front cover: £1550
- Outside back cover: £1550

**Audience**
- A paid circulation of over 3000 copies
- Predominantly members of the institute and paid subscribers

Examples of past advertisements below:

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**Premier Analytical Services**

*When it comes to food analysis we are first every time*

With over 110 methods accredited by UKAS to the ISO17025 standard. Offering analysis from eight laboratories in one centre of excellence, operating at the heart of the food industry. Our specialisms include:
- Acrylamide & Furan
- Mycotoxins
- Foreign Body Investigations
- Nutrition
- Vitamins
- Contaminants
- Allergens
- Taints
- Additives & Preservatives
- Microbiology
- Challenge Testing
- GMO
- Metals & Minerals
- Illegal Dyes
- Shelf Life
- 3MCPD & Glycidyl Esters
- Food Authenticity
- Food Safety
- Food Composition

*Wiley Spectra Lab*

*The world’s largest spectral database, with over 2.3 million spectra*

Wiley Spectra Lab provides researchers with access to 2.3 million MS, NMR, and IR spectra - the broadest and largest collection in the world. This expert spectral data system uses empirical data and advanced software to help chemists, toxicologists, and life scientists confidently identify chemical substances.

To arrange a demo, email dbinquiry@wiley.com

www.wileyspectralab.com

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FS&T Online reflects the editorial excellence, and technical relevance, of the quarterly printed publication but also instantly delivers relevant food science and technology news actively engaging readers and encouraging instant information exchange.

This is hosted on ‘Wiley Online’, a top global publishing platform. FS&T Online includes online articles not published in print. There is also the facility for advertisers to post white paper style ‘sponsored content’ usually 2-3 pages in length.

**Advertising rates**
- Banner adverts £1200pm
- Rectangle (MPU) £500pm
- Sponsored content £800pm

**Audience**
- Av. monthly views: 7500
- Av. monlthy visitors: 3000
- Global reach

[Click here to view F&ST Online](#)
Every month IFST publish an e-newsletter to keep our 2800 members abreast of what technical and scientific changes are taking place. IFST has also built a subscriber list of several hundred engaged professionals – not currently members, who also receive a newsletter on a monthly basis.

The newsletter promotes our upcoming events, shares IFST’s scientific and policy outputs and food sector news. To see a copy of the newsletter please contact ecomms@ifst.org

**Advertising rates**
- Banner (one per newsletter) £1040
- MPU (max two per newsletter) £565

**Audience:**
- Over 3000 unique recipients
- Monthly distribution
- 30% average open rate
IFST runs a regular programme of high quality technical and scientific events. Our current programme can be viewed on our events page.

**IFST webinars and online workshops**

IFST webinars are held up to once per week with a typical audience of 150–300 people. Full details of sponsorship benefits can be found here (Price: £500 +VAT)

**Sponsor created webinars**

An opportunity for you to work with us to develop a webinar based on your proposed topic and our members interests. Fully customisable format with free access to attendees (once per quarter).*

**In person events**

Other notable events where we welcome sponsorship and support are our Annual Spring Conference and IFST Lecture.*

*Prices on application
FS&T online and print, eNewsletter, conferences and webinars. At IFST we help businesses in the food sector to plan campaigns that reach our scientific and technical readership in whichever format they prefer. Make sure your customers see your message by booking a cohesive campaign across all our platforms. Why not combine all our platforms into one cost-effective and cohesive campaign?

**Gold**
- Full page advertisement in printed magazine
- Banner advertisement on FS&T Online for one month
- Rectangle (MPU) advertisement in the monthly newsletter for three months
- Rectangle (MPU) advertisement on FS&T Online for three months
- FS&T Online sponsored content/white paper
  - £3120

**Silver**
- Full page advertisement in printed magazine
- Banner advertisement on FS&T Online for one month
- Rectangle (MPU) advertisement in the monthly newsletter for one month
- FS&T Online sponsored content/whitepaper
  - £2100

**Bronze**
- Half page in the magazine
- Rectangle (MPU) on FS&T Online
- Rectangle (MPU) in the newsletter
  - £1380

Our packages provide great value. For example individually the cost of our gold package would be £3890.
requirements

Online

Dimensions
Banner adverts 728x90px
Rectangle (MPU) 300x250px
Sponsored content *

File types accepted: GIF, JPG & PNG
Max file size: 200KB
URL: Please supply link destination
For in depth information: click here

Magazine

Dimensions
Full page 266x185mm
Half page 130x185mm
Quarter page 130x90mm
Inside front cover 45x85mm
Outside back cover on request

Artwork requirements: adverts can be supplied as high-resolution (press-ready) PDFs, or as a Adobe InDesign document, Photoshop, Illustrator or QuarkXPress document, incorporating the relevant fonts and image files. The following formats are NOT supported; Powerpoint, Corel Draw, Publisher, Word.

Deadline: first of month prior to publication

Newsletter

Dimensions
Banner adverts 728x90px
Rectangle (MPU) 300x250px

File types accepted: GIF, JPG & PNG
Max file size: 200KB
URL: Please supply link destination
Deadline: One week prior to publication

*FS&T sponsored content: your article formatted as a PDF, article title, description (50 word max) and thumbnail image (160x600px).
**contact**

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www.ifst.org  
FS&T Online

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about  FS&T  print  online  newsletter  events  packages  requirements