



Media Pack

2023 Edition

about

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).

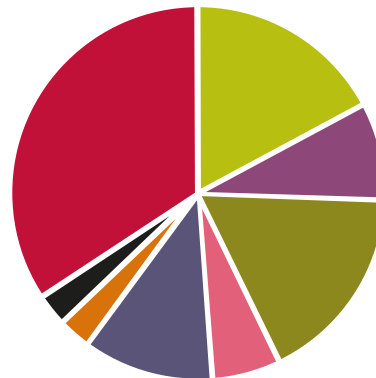
To find out more about IFST as an organisation and to see our values - [click here](#)

Employment Sector of IFST Members



- | | |
|--------------------|----------------------------|
| ■ Retail | ■ Government/Compliance |
| ■ Higher Education | ■ Manufacturing |
| ■ Consultancy | ■ Research and Development |
| ■ Food Service | |

Job Titles of IFST Members




- | | |
|---------------------|----------------------------|
| ■ Consultant | ■ Director |
| ■ Food technologist | ■ Head of Technical |
| ■ Managing Director | ■ Senior Technical Manager |
| ■ Sensory Scientist | ■ Technical Manager |

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 2023:

March 2023	June 2023	September 2023	December 2023
Main theme: Food reformulation	Main theme: Advances in food manufacturing	Theme: Food innovation	Theme: Food safety and authenticity
Reductions in HFSS	Automation	Gene editing and synthetic biology	Food fraud
Food ingredients	Energy reduction in manufacturing	New product development	Emerging allergens
Diet and health	Food inspection	Personalised nutrition	Food analysis
Satiety enhancement	Innovative ingredients	Alternative proteins	Foodborne pathogens
Food waste	Controlled environment agriculture	Open innovation	Food labelling
Supply chain resilience	Food regulation	Fermented foods	Factory hygiene
Food safety	Sustainable packaging	Food safety	Sensory science
Careers and training	Careers and training	Careers and training	Careers and training






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online

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.

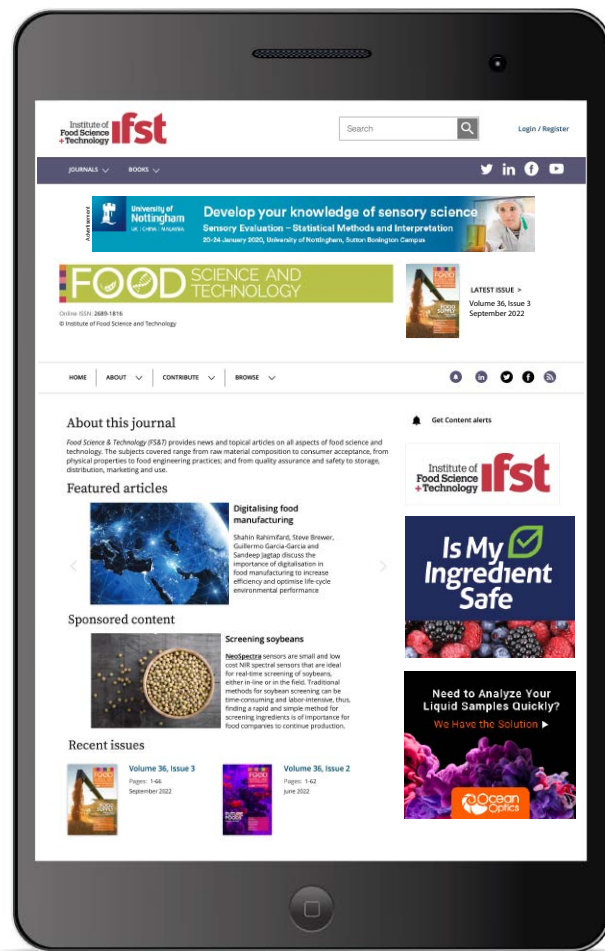
Advertising rates

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

Audience

- Av. monthly views: 7500
- Av. monthly visitors: 3000
- Global reach

[Click here to view F&ST Online](#)



newsletter

Every month IFST publish an e-newsletter to keep our 3300 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.

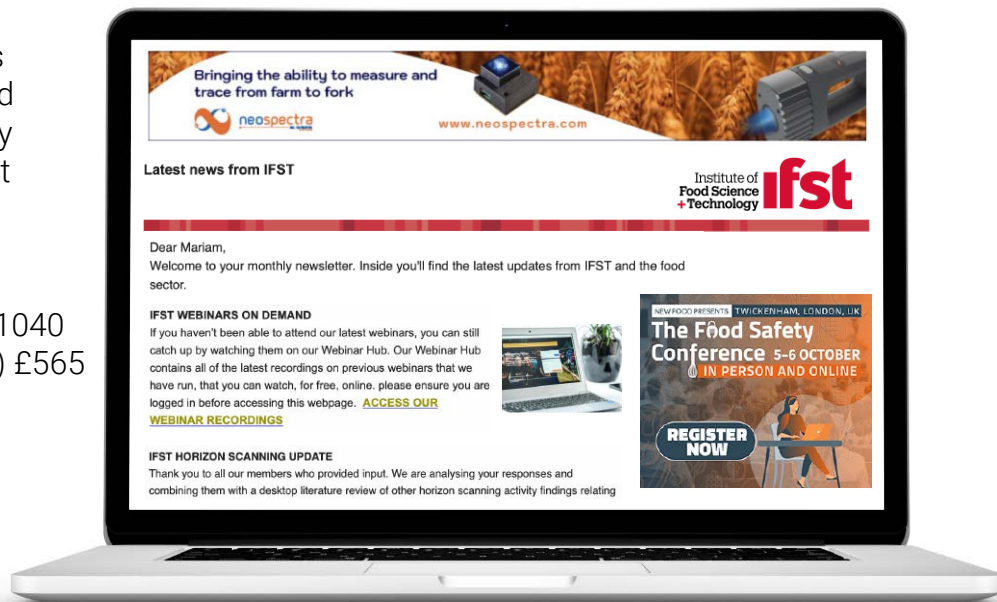
The newsletter promotes our upcoming events, shares IFST's scientific and policy outputs and food sector news. To see a copy of the newsletter please contact ecomms@ifst.org

Advertising rates

- Banner (one per newsletter) £1040
- MPU (max two per newsletter) £566

Audience:

- Over 3300 unique recipients
- Monthly distribution
- 35% average open rate
- 6% click rate



events

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: £940 +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 IFST Spring Conference (SC23) and IFST Lecture.*

*Prices on application



packages

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

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

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

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](#)

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

Magazine

Dimensions

Full page	297x210mm (3mm bleed)
Half page	130x185mm
Quarter page	130x90mm
Inside cover	Same as full page

Artwork requirements: adverts can be supplied as high-resolution (press-ready) PDFs, or as a Adobe InDesign document, Photoshop or Illustrator 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

***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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FS&T Online

