



# Media Pack

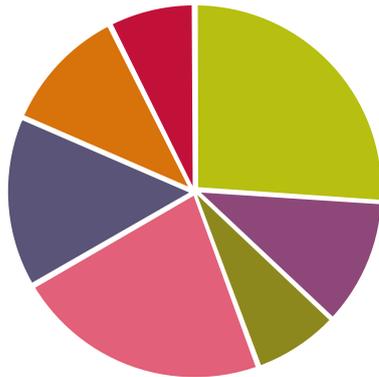
2023 Edition

# 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).

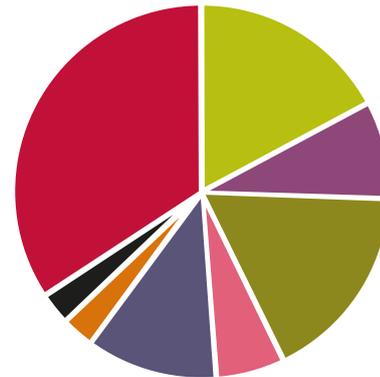
To find out more about IFST as an organisation and to see our values - [click here](#)

### Employment Sector of IFST Members



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

### Job Titles of IFST Members



- Consultant
- Food technologist
- Managing Director
- Sensory Scientist
- Director
- Head of Technical
- Senior Technical Manager
- 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
<b>Main theme: Food reformulation</b>	<b>Main theme: Advances in food manufacturing</b>	<b>Theme: Food innovation</b>	<b>Theme: Food safety and authenticity</b>
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





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 3300 copies
- Predominantly members of the institute and paid subscribers

Examples of past advertisements below:

**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 specialists include:

Acrylamide & Furan	Mycotoxins	Foreign Body Investigations
Nutrition	Vitamins	Contaminants
Allergens	Tartrates	Additives & Preservatives
Microbiology Challenge Testing	GMO	Metals & Minerals
Biogal Dyes	Shell Life	3MCPD & Glycidyl Esters
Food Authenticity	Food Safety	Food Composition

www.paslab.co.uk  
paslab@instituteoffoods.co.uk  
+44 (0) 1484 80900

**Wiley Spectra Lab** University Partner WILEY-VCH WILEY

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 [obinquiry@wiley.com](mailto:obinquiry@wiley.com)  
[www.wileyspectralab.com](http://www.wileyspectralab.com)

Powered by KnowIt? **BIO RAD**

Looking for high quality enquiries?

Product Sensea.com

Established 1992

We provide technical support internationally to the food industry and are specialists in:

- Importer requirements / clear difference requirements / BRC Standard Compliance
- Legislation - including labelling reviews
- Product specifications include Chocolate and Super Confectionery

With over 2,000 members, the Journal of Food Science and Technology is the most direct way to promote your products and services to food and science technology professionals.

To discuss how to access this highly influential audience, call the sales team today on **0203 289 0563**

[www.product-sensea.com](http://www.product-sensea.com)

# 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.

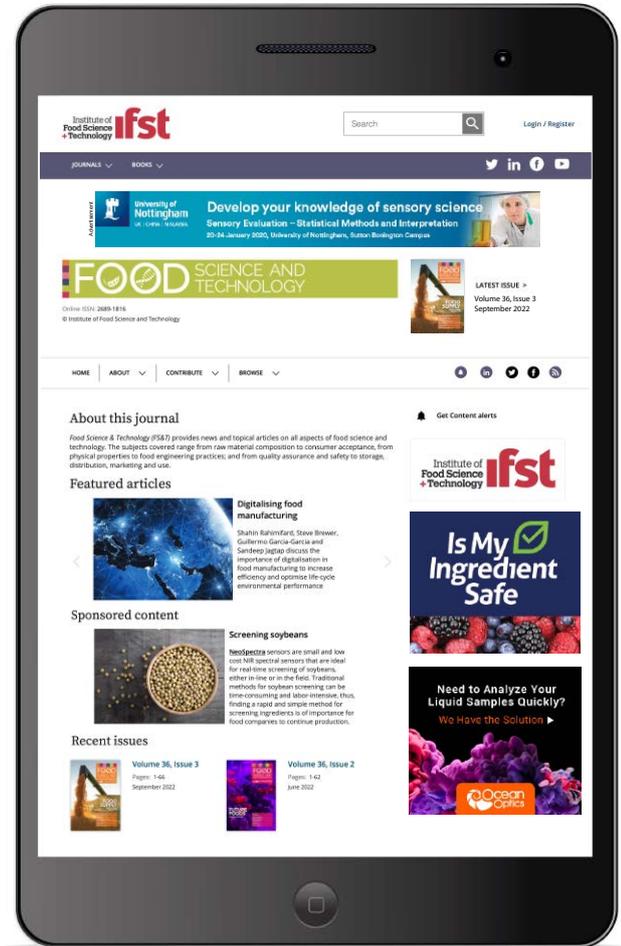
## Advertising rates

- 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.

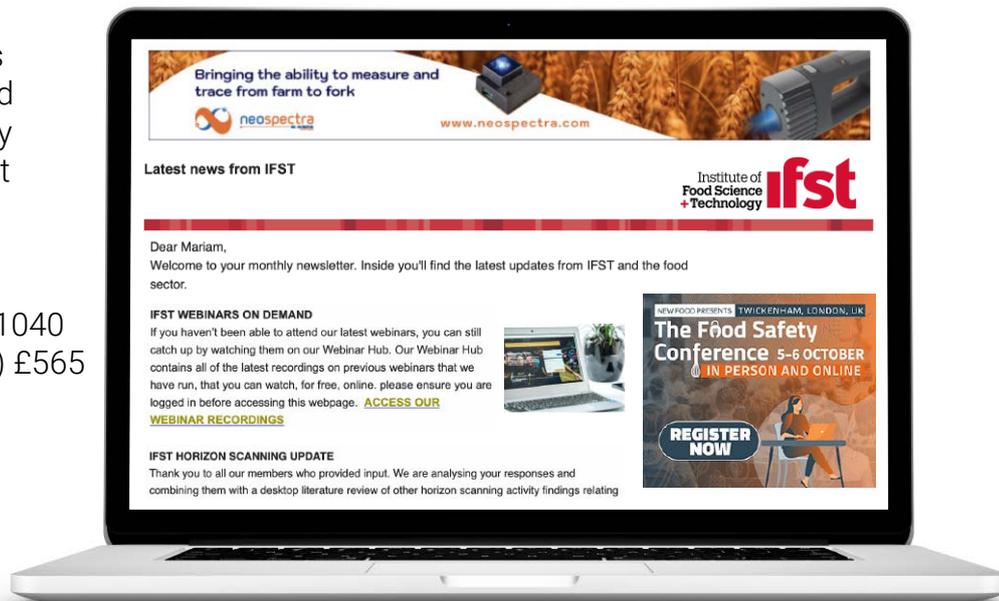
The newsletter promotes our upcoming events, shares IFST's scientific and policy outputs and food sector news. To see a copy of the newsletter please contact [ecomms@ifst.org](mailto:ecomms@ifst.org)

## Advertising rates

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

## 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

## **Tony Lambert**

Institute of Food Science & Technology

Alsea Business Media

T: +4420 3865 7229

M: +4477 1717 8767

E: [tonylambert@alseabusinessmedia.co.uk](mailto:tonylambert@alseabusinessmedia.co.uk)

[www.ifst.org](http://www.ifst.org)

FS&T Online

