



Media Pack

2024 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).

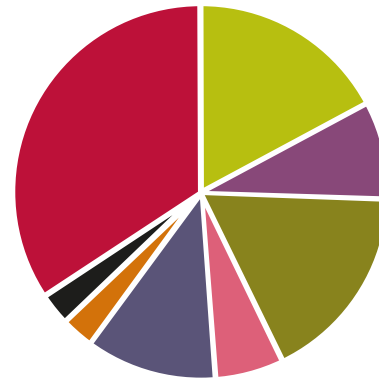
To find out more about IFST as an organisation and to see our values - [click here](#)

Employment Sector of IFST Members



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

Job Titles of IFST Members



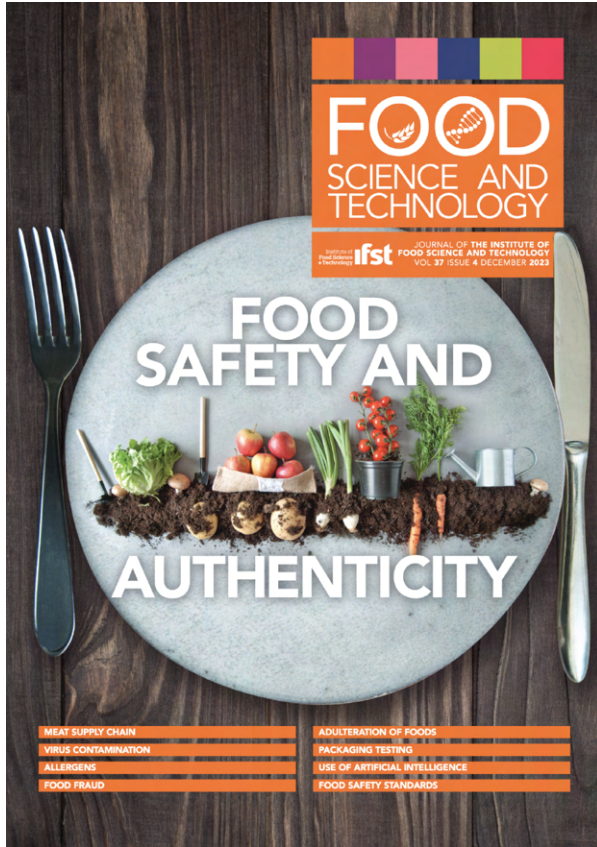
- Consultant
- Director
- Food technologist
- Head of Technical
- Managing Director
- Senior Technical Manager
- Sensory Scientist
- Technical Manager

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 2024:

March 2024	June 2023	September 2023	December 2023
Jubilee issue – What has Food Science done for us?	Balancing Consumer Preferences	Sustainability in Global Supply Chains	Food Quality and Analysis
Food Safety and Traceability:	Consumer Food Preferences	Sustainability within global supply chains	Artificial intelligence (AI)
Food Manufacturing Innovation/Sustainability	Sustainability Goals in Food Production	Green Revolution Farming	Food Quality and Functional Foods
Consumer Preferences and Clean Labelling/ Projects development	Healthy Diet vs. Sustainable Diet	Availability of Foods and Food Security	Food analysis
Food Packaging Innovations/ Sustainability	Challenges in Aligning Preferences and Practices	Food Supply Chain Resilience	Functional Foods and Food Analysis
Digital Technologies and AI	Opportunities for Sustainable Food Choices	Innovations in Sustainable Food Production	
Globalization of Food Supply Chains	Role of Food Science in Innovation		
Consumer Education and Food Literacy	Consumer Education and Awareness		





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 £1530
- Half page £840
- Quarter page £460
- Inside front cover £1710
- Outside back cover £1710

Audience

- A paid circulation of over 3300 copies
- Predominantly members of the institute and paid subscribers

Examples of past advertisements below:

PAS
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	Flavonols	Contaminants
Allergens	Tartrates	Additives & Preservatives
Microbiology Challenge Testing	GMO	Metals & Minerals
Illegal Dyes	Shell Life	3MCPD & Glycidyl Esters
Food Authenticity	Food Safety	Food Composition

www.paslab.co.uk
paslab@institute-foods.co.uk
+44 (0) 1484 80900

Wiley Spectra Lab
Spectroscopy 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
www.wiley-spectrablab.com

Powered by KnowIt! **BIO RAD**

FOOD SCIENCE AND TECHNOLOGY
ifst

Looking for high quality enquiries?

Engage with the membership of the Institute of Food Science and Technology via the UK's leading digital platform. We offer a range of services including:

- Targeted Content
- Digital Branding
- Sponsorship opportunities
- Targeted advertising
- Regular newsletters
- Regular downloads

For more information, please contact the sales team at sales@institute-foods.co.uk

PRODUCT ASSURANCE

"Total Quality assured - Future assured"
Established 1992

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

- Import assessments / Clearance
- Overseas manufacturer / exporter advice
- Factory assessments and advice relative requirements / IBC Standard Compliance
- Legislation - including labelling reviews
- Product specialisms include Chocolate and Sugar Confectionery

With over 2,000 members, the Journal of the Institute 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

2nd Floor, Brewery House, 4 Castle Street, Southampton SO9 1RT, UK
E: enquiries@product-assurance.com
T: +44 (0) 238 217346

www.product-assurance.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.

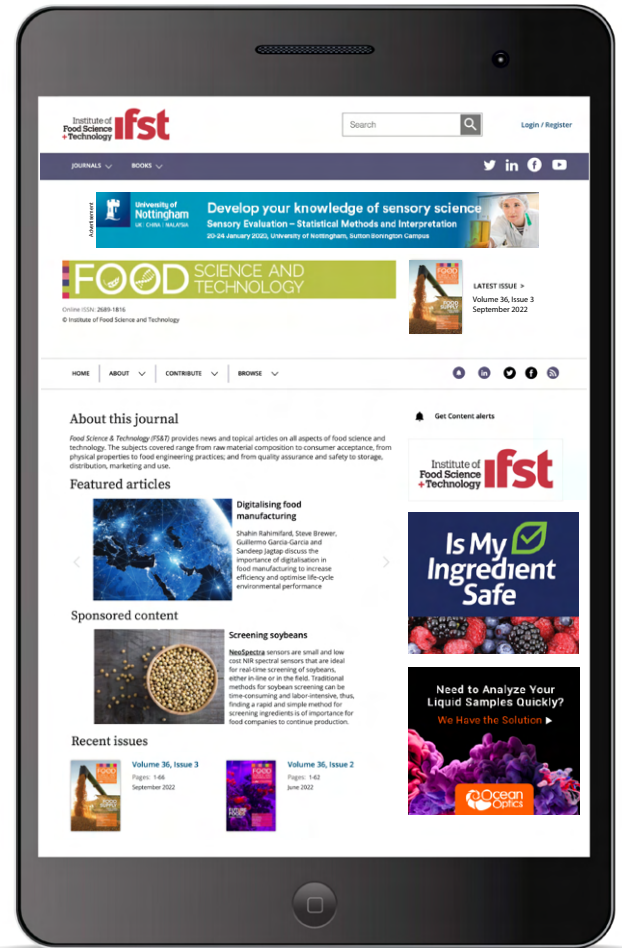
Advertising rates

- Banner adverts £1320pm
- Rectangle (MPU) £550pm
- Sponsored content £880pm

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.

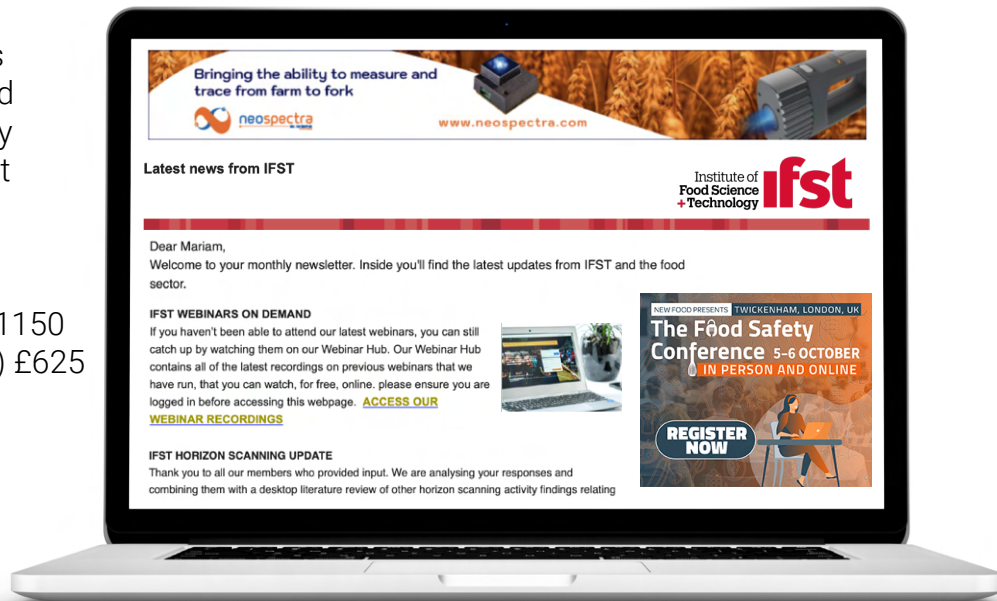
The newsletter promotes our upcoming events, shares IFST's scientific and policy outputs and food sector news. To see a copy of the newsletter please contact ecomms@ifst.org

Advertising rates

- Banner (two per newsletter) £1150
- MPU (max two per newsletter) £625

Audience:

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



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).

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: £1050 + 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 conference and lectures.*

*Prices on application



corporate supporter packages

At IFST we help businesses reach our scientific and technical membership in whichever format they prefer. Make sure your customers understand your brand and business offer by securing an integrated package across all our platforms. Packages can be customised to your requirements.

Premier Platinum Package	Gold Package
Corporate Supporter certificate Exhibition double space at our conference (3m wide) and four delegate spaces Company logo on main presentation slides and programme at annual lecture and 4 guest places Adverts in FS&T journal (2 full pages per year) Additional printed advertising at 25% discount IFST associate membership included (x4) Discount on further memberships (20%) One IFST hosted and promoted sponsored webinar with full access to delegates details Seminars, demonstrations and factory visits with IFST promotion (1 per year)	Corporate Supporter certificate Exhibition space at our conference (1.5m wide) and four delegate spaces Company logo on main presentation slides and programme at annual lecture and 4 guest places Adverts in FS&T journal (1 full page per year) Additional printed advertising at 15% discount IFST associate membership included (x2) Discount on further memberships (15%)
Price £8,525 +VAT 10% discount on packages before January 31 2024	Price £4,235 +VAT 10% discount on packages before January 31 2024

For more information visit www.ifst.org/events/sponsorship-opportunities-webinars

contact

Deborah Kendale
Business Development Director

Institute of Food Science & Technology

T: +44 (0) 20 7603 6316

E: d.kendale@ifst.org

www.ifst.org

FS&T Online

