

**INSIDE** Media  
Information  
2022

foodanddrinktechnology.com

Processing • Packaging • Ingredients • Manufacturing



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**An appetite  
for creativity**

# FROM THE EDITOR

**Food and Drink Technology has always prided itself at being the forefront of industry initiatives and developments. We are proud to be delivering more than 20 years of the most ground-breaking and relevant news to this exciting and progressive marketplace.**

**O**ur 2022 vision focuses on strengthening brand values, including looking at all platforms including print, online and social media. Our branding signifies how F&DT's content is able to fully reflect and guide our readers during a pivotal time of development for the food and drink manufacturing sector.

We understand the challenges faced within the sector, we will continue to provide our readers with the latest innovative solutions as well as highlighting our clients' many successes.

With the continuation of the pandemic, the impact on business will continue, with supply chain disruptions, increasing ingredient/food prices and restrictions on food and beverage plants making production challenging.

Sustainability and food safety are two overarching topics, reaching into all areas of the industry. F&DT will prioritise their coverage. Food safety sits in the spotlight, increasing the risk of food adulteration of food, misrepresentation of ingredients, and recalls.

Building the circular economy depends on sustainable innovation at every step of the food and drink supply chain. Mounting demand to reduce, recycle and reuse resources is forcing rapid change. Packaging priorities include delivering functional efficiency with minimal intrusion on resources.

Ways in which food and drink producers are addressing this critical issue will feature throughout the year.

We'll talk to process developers and managers, plant engineers, food technologists and flavourists to deliver insight into how the industries are meeting today's challenges.

Food technologists are transforming tastes and textures with new-era functional ingredients to heighten sensory experiences. Our editorial advisory panel – all prominent influencer's and sector specialists – will contribute regularly to the conversation.

F&DT will report from development centres on the ingenuity and innovation now raising the bar of customer and consumer satisfaction.

We are always happy to receive contributions. To share your news, simply get in touch.

Our team of marketing and advertising experts are also on hand to discuss how you can best showcase your solutions to our readers.

We look forward to working with you for an exciting year ahead.

**Rodney Jack** Editor  
rodney@bellpublishing.com

**Rhea Sethi** Advertising sales manager  
rhea@bellpublishing.com

# ABOUT US

**Food & Drink Technology is recognised as the leading monthly journal for the European food and beverage manufacturing industry.**

Editorially led, it ensures a high quality and comprehensive overview of all sectors – from the latest packaging materials, processing methods, to on-trend ingredients. We understand the challenges faced by the industry and aim to provide insight & guidance for our readers to find the right solutions for them.

Capturing the latest industry news and innovations in each issue alongside technical content, the magazine also runs regular features on business news, comment, plant profiles, interviews and conference reports.

**With a pan-European reach of more than 53,000**, *Food & Drink Technology* is well placed to provide the best possible coverage of industry developments and guarantees a high profile at exhibitions, conferences and industry events.

Our editorial advisory board consists of industry experts from renowned food and beverage organisations ensuring we remain at the forefront of the latest marketplace developments – from those in the know.

Our online platform – comprising a responsive website, weekly e-newsletters and well visited Twitter and LinkedIn pages – provides a perfect accompaniment to the printed journal. Following a recent redesign enabling a fully mobile optimised means manufacturers can keep their finger on the food and drink pulse at all times.

The website [foodanddrinktechnology.com](http://foodanddrinktechnology.com) features daily updates on industry news and product launches and our growing Twitter and LinkedIn pages are constantly refreshed to reflect the changing market landscape. Finally, the e-newsletter serves as a snapshot of the industry, providing a weekly round-up of the market's movers and shakers.



# OUR READERS

## Who are our readers – who reads us and why?

Food & Drink Technology has a strongly loyal base of pan-European readers, mainly top executives and managers who read Food & Drink Technology for its high quality, topical news, business and expert technical features. Because we have a strong European circulation (as opposed to a purely UK-based readership like our competitors) our coverage is broader and takes into account the advancing technologies and developments within the entire European food and drink industry framework.

This pan-European circulation consists of key named personnel and is highly targeted at senior level food processors and manufacturers, who make up two thirds of the total circulation.

### Circulation Analysis by Job Function

|   |     |
|---|-----|
| CEO/Director  | 25% |
| VP/Senior Management  | 11% |
| Production/Engineering  | 17% |
| Middle Management   | 22% |
| Executive/Assistant   | 10% |
| Other named individuals including:<br>Research/Academic, Consultants etc. | 15% |

## In Brief

- Pan-European circulation in over 30 countries.
- Published 10 times per year.
- Named readership which is updated and verified regularly.
- Comprehensive sector coverage from dairy to confectionery, bakery, ready meals, fresh and frozen products, and drinks.
- Bonus distribution at all the major European trade fairs and events gives even greater readership audience.
- Highly targeted approach: the readership of over 38,400 is based on high quality data, guaranteeing the magazine, website and newsletter are read by the people who matter in European food and drink.

**Total overall average reach: 53,817**  
**Average print circulation: 6,685**



**The Website**

- foodanddrinktechnology.com is updated daily, ensuring up to date coverage of the stories that matter
- The new website includes focused filters for Organisations; People; Regions or Topics. The new topics bar on the top of the homepage allows visitors to instantly choose their area of interest and see only related content.
- Events, Features, and Editor’s Blog – all the content you need to keep abreast of the industry
- Upload your own Event and event logo (free of charge)
- Log in and read the magazine as a digital issue, or browse the back issue archive going back more than 10 years.
- Sign up for the weekly e-newsletter, follow Twitter @foodanddrinctec for instant updates, or join our LinkedIn group to network with over 2,000 fellow food and drink professionals.

**Online Statistics:**

With latest news & features, foodanddrinktechnology.com remains the leading platform for the industry.

**Users per month** 10,814 (+25% on last year)

**Page views per month** 17,372 (+21% on last year)

**Sessions per month** 12,618 (+27% on last year)

**Top page views:** News, Features, Core Topic - New Products, Suppliers Directory, Core Topic - Ingredients, Core Topic - Packaging, Product Profiles, Magazine

**Top geographic regions:** UK, USA, India, Netherlands, Germany, France, Australia, Canada, Ireland, Finland.

**Weekly e-newsletter subscribers:** 4,476

**Newsletter open rate average** 12%

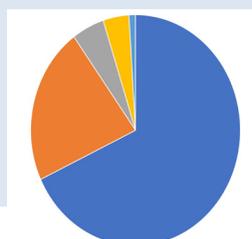
**E-blast open rate average** 17.5%

**Twitter:**  
@foodanddrinctec  
**Followers:** 3,755  
**Average monthly impressions:**  
(Sept 2020-21): 30,150



**Acquisition**

- Organic search 68%
- Direct 22%
- Referral 5%
- Social 4%
- Email 1%



**LinkedIn group:**  
@foodanddrinktechnology  
2,564 members of the private group on LinkedIn, 850 followers of the recently created public page.



# WHY CHOOSE US?

## Proven readership

Our readership and subscriptions are heavily monitored to ensure we reach the most relevant audience & key decision makers for our clients. We offer clear, transparent audience & readership figures giving you the confidence your message will be seen by the right people.

## You're in safe hands

Established for nearly 20 years, our extensive industry knowledge means we are well respected having established a firm reputation of loyalty with our readers. As an advertiser you can benefit from appearing within this trusted media source.

## Value

We appreciate all marketing is an investment, therefore we pride ourselves on providing the best value for our clients wishing to take advantage of our extensive audience.

## Quality editorial

We believe in providing the most unbiased up to date, important, industry relevant news. This can only be achieved by presenting the most interesting and topical information for our readers. Our readers turn to us when sourcing the newest and most efficient ways to manage their business. This keeps our audience engaged and in turn benefits you the advertiser. There are no charges associated with editorial coverage.



### Additional reach

Our brand is synonymous with the industry leading events. As Media Partners we print and distribute additional copies – available at selected shows throughout the year, therefore giving clients the opportunity to reach new and additional audiences.

### Let's get digital

Our multimedia options give you the opportunity to reach the full extent of our readership. Our growing web traffic and weekly subscriptions give you an unrivalled reader coverage. Our new look website offers even greater reader interaction and multiple advert channels.

### Pan European coverage

Expand your client reach and take advantage of our Europe wide readers.

# EDITORIAL FEATURES LIST 2022

February

**Food safety**  
**Functional ingredients**  
**Hygiene, cleaning & disinfection**

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March

**Dairy alternatives**  
**Inspection, detection & measurement technology**  
**Labelling, coding & sleeving**

**Preview: Anuga FoodTec; FOOD & DRINK EXPO 2022;  
Seafood Expo Global**

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April

**Product development/R&D**  
**Confectionery processing & packaging**  
**Sustainability**

**Preview: Vitafoods Europe; IFFA**

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May

**Health & nutritional ingredients**  
**Plastic packaging & alternatives**  
**Sustainable packaging advances**

**Preview: Snackex**

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June

**Bakery/snacks processing & packaging**  
**Ingredients handling**  
**Sustainability & energy management**

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*Each edition will feature the latest news & developments covering processing & packaging equipment, ingredients, formulations, food trends, new products, industry trends.*



July/August

**Meat & poultry processing & packaging**  
**Conveyor systems & product handling**  
**Dairy technologies**

**Preview: [Drinktec 2022](#); [PPMA](#)**

September

**Beverages processing & packaging**  
**Filling machines, systems & plants**  
**Industry 4.0**

**Preview: [Sial](#)**

October

**Alternative protein sources**  
**Sugar reduction**  
**Packaging materials, containers & wrapping**

**Preview: [Gulfood Manufacturing](#); [Brau Beviale](#)**

Nov/Dec

**Sustainable food processing & packaging**  
**Waste control & recycling**  
**Flavours & colours**

**Preview: [Hi & Fi Europe](#)**

January 2022

**Supplier Profiles/Buyers Guide:**

The Who's Who guide of the food & beverage manufacturing industry. Free editorial opportunities available

**Seafood processing & packaging**  
**Trends 2023**

# ADVERTISING RATES 2022

## Print

In a marketplace of increased competition & consumer choice consistency is key. Research has proven that for advertising to be the most effective, a reader must be exposed to the advertisement message several times before turning interest into action. We reward our advertisers that wish to maximise on their market presence with generous series discounts.

### € Euro Display Advertising Rates 2021

|              | 1x     | 5x     | 10x    |
|--------------|--------|--------|--------|
| DPS          | €5,588 | €4,738 | €3,900 |
| Full Page    | €3,094 | €2,625 | €2,325 |
| Junior Page  | €2,438 | €2,036 | €1,825 |
| Half page    | €2,031 | €1,725 | €1,525 |
| Quarter Page | €1,431 | €1,219 | €1,075 |

### Prime Cover Positions

|              | 1x     | 5x     | 10x    |
|--------------|--------|--------|--------|
| Inside Front | €3,538 | €3,006 | €2,656 |
| Inside Back  | €3,219 | €2,738 | €2,413 |
| Outside Back | €3,788 | €3,003 | €2,838 |

*Bespoke sizes, Inserts, Sponsorship opportunities, Belly bands, Gatefolds & Reprints – details on request. We always aim to work with clients to create the best campaign for you, therefore if you are interested in a bespoke package please get in touch and we will be happy to help.*

### Suppliers Guide

Benefit from a full year in our classified & online suppliers guide.

Standard Box in print & an online enhanced listing under your choice of heading ..... €860

Double Box in print & an online enhanced listing- under your choice of heading .....€1,170

## Online

### Let's get digital

With daily updates and the latest up to the minute news & industry developments our website continues to grow as the "go to" platform for the food & beverage technology industry.

### Advertising Options

*Top Leaderboard Banner – Premium  
Homepage position*

|                               |        |
|-------------------------------|--------|
| 1 month.....                  | €1,180 |
| 3 Months - 20% discount ..... | €2,280 |
| 6 months - 30% discount ..... | €4,800 |

*MPU – Visible on homepage, news, events,  
features & editor's blog*

|                              |        |
|------------------------------|--------|
| 1 month.....                 | €1,180 |
| 3 months -20% discount ..... | €2,850 |
| 6 months- 30% discount ..... | €4,800 |

### Video

Host your videos on our site and interact with our readers.

|               |        |
|---------------|--------|
| 2 weeks ..... | €812   |
| 1 month ..... | €1,500 |

### E-shots

Reach our full newsletter circulation of over 6,500 key industry personnel with your own solus e-shot. A full delivery report will be supplied with key audience insight and statistics.

|                                 |        |
|---------------------------------|--------|
| 1 x E-shot .....                | €1,800 |
| 3 x E-shot - 20% discount ..... | €1,450 |

### Sponsored text & online Product Profile

Advertorial opportunities, share your news, new products and company developments with us.

Includes company profile (up to 300 words), contact details, email hyperlink, website hyperlink and social media post.

|               |      |
|---------------|------|
| 4 weeks ..... | €375 |
|---------------|------|

### White Paper Downloads

Want to help your brochures stand out?

Have an important product you'd like to highlight?

Tired of having to post out your brochures to potential clients?

You can create a fully interactive, sharable, page turning, online brochure. With no restriction on page numbers or how much content you input you can give full profile to your own products & services.

You can host the brochure on your own site, email direct to clients, share as part of an E-shot and we'll host on our site too .....

€1,900

### Online Directory 1 year

Be one of more than 1,000 searchable suppliers in our Online Directory. Includes logo, hyperlink, company profile and full contact details

Online enhanced listing .....

€625

### Weekly Newsletters

Food and Drink has a weekly targeted subscription e-newsletter. You can reach this audience with the follow options.

#### Leaderboard banner (90 x 728 pixels)

1 month .....

€1,180

#### MPU (250 x 300 pixels)

1 month .....

€1,180

Sponsored Text- do you have good news to share with our readers?

Profile this with 100 words and a link to your full story.

1 month .....

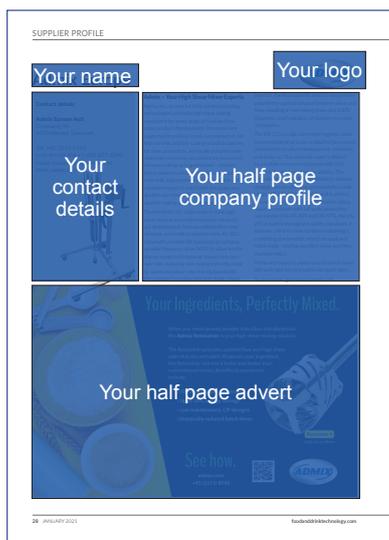
€1,125

### Homepage Takeover

Looking for maximum impact?

You can take advantage of our solus residency position and ensure every online readers see your message details available on request.

# SUPPLIER PROFILES 2022



HALF PAGE OPTION 2

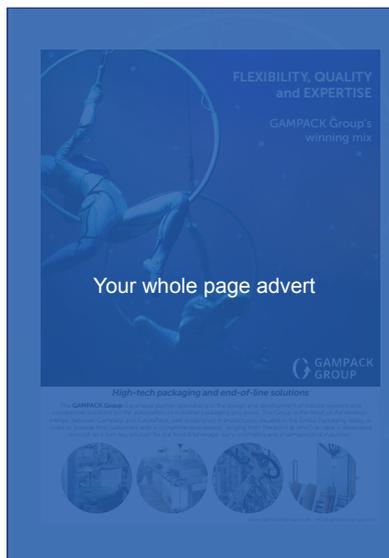


HALF PAGE OPTION 3

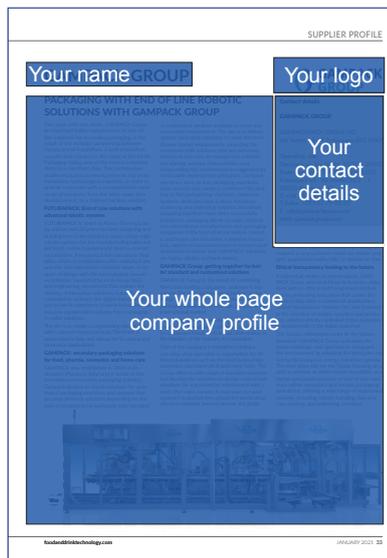
Food & Drink Technology offers a unique presentation option for reaching our pan-European influential readership.

'SUPPLIER PROFILES' offer high exposure and extremely good value with each advertisement booked receiving matching editorial space.

**FREE OF CHARGE! – That's right...free space!**



WHOLE PAGE OPTION 1



So, if you book a page advertisement in this special section you will receive an editorial page opposite at no extra cost.

Book a half page advertisement and receive a half page of editorial on the same page at no extra cost! It's that simple.

So, book your space **NOW** or call for further details.

(NB: Although the editorial page must comply with our preset template, the content of the editorial used is entirely in the hands of the advertiser)

Book your space  
**NOW for 2022**  
or call for further details

**Rhea Sethi**  
Advertising Sales Manager  
Tel number: +44 1474 532 202  
Fax: +44 1474 532 203  
E-mail: rhea@bellpublishing.com  
www.foodanddrinktechnology.com

# BELL PUBLISHING

Your market-leading solution

Bell Publishing Ltd is an international B2B media and events company. Specialists in our field, our niche titles, in the food, dairy, confectionery, tea and coffee and metal packaging sectors, are all highly respected leading journals in their marketplaces.

Our diverse portfolio of publications & websites ensure we are best placed for clients to reach all sectors within the food & beverage production sectors.

Our hard-working teams are firmly engaged in the industries they serve, and our presence at the major events for each sector puts us at the forefront of news and editorial coverage. Our digital platforms are constantly developing – each title has its

own print journal, news-focused website (updated daily), weekly e-newsletter, digital issue and archive, Twitter feed and LinkedIn group.

Through our verified, named subscriptions our combined titles are read by over 10,000 key decision makers each month.

Each month over 56,000 page impressions are generated across our combined websites.

To find out more about opportunities to benefit from the full Bell Publishing Group audience. Simply get in touch:

Rhea Sethi – 00 44 1474 - 558976  
rhea@bellpublishing.com



foodanddrinktechnology.com



confectioneryproduction.com



dairyindustries.com



teaandcoffee.net



cantechonline.com



sweetandsavourysnacksworld.com



cantechthegrandtour.com



confectioneryproduction.com/wcc



asia-can.com

# ADVERT SPECIFICATIONS

**DOUBLE PAGE SPREAD**

- TRIM SIZE 420 (W) X 297 (H)
- BLEED SIZE 426 (W) X 303 (H)
- ⋮ SAFE AREA 400 (W) X 277 (H)

**FULL PAGE**

- TRIM SIZE 210 (W) X 297 (H)
- BLEED SIZE 216 (W) X 303 (H)
- ⋮ SAFE AREA 190 (W) X 277 (H)



**WHAT IS BLEED**

Adverts with images or backgrounds that meet at the edge of the page must include a **3mm extra content** on each side to avoid the risk of being trimmed in the printing process, and showing a white gap at the edge of your advert.

**WHAT IS THE SAFETY MARGIN**

All type and important information must be contained in a **10mm margin** around all edges of the page to avoid being trimmed off in the printing process

1/4 PAGE  
86 (W) X 124 (H)  
NO BLEED NEEDED

1/4 PAGE  
86 (W) X 124 (H)  
NO BLEED NEEDED

1/2 PAGE HORIZONTAL  
180 (W) X 120 (H)  
NO BLEED NEEDED

1/2 PAGE HORIZONTAL  
180 (W) X 120 (H)  
NO BLEED NEEDED

1/4 PAGE  
86 (W) X 124 (H)  
NO BLEED NEEDED

1/4 PAGE  
86 (W) X 124 (H)  
NO BLEED NEEDED

1/4 PAGE  
86 (W) X 124 (H)  
NO BLEED NEEDED

1/4 PAGE  
86 (W) X 124 (H)  
NO BLEED NEEDED

Please note this size can only appear in the features section of the magazine

**THE FOLLOWING ADVERTS SIT WITHIN THE MAGAZINE MARGINS SO THEREFORE THERE IS NO NEED FOR SAFETY MARGINS OR BLEED**

| HALF PAGE – HORIZONTAL (W x H) |           |
|--------------------------------|-----------|
| Advert size                    | 180 X 120 |
| HALF PAGE – VERTICAL (W x H)   |           |
| Advert size                    | 86 x 255  |
| 1/4 PAGE (W x H)               |           |
| Advert size                    | 86 X 124  |
| 1/4 PAGE – HORIZONTAL (W x H)  |           |
| Advert size                    | 180 x 60  |
| 1/4 PAGE – VERTICAL ((W x H)   |           |
| Advert size                    | 43 x 252  |
| JUNIOR (W x H)                 |           |
| Advert size                    | 118 x 180 |
| 1/3 PAGE – HORIZONTAL (W x H)  |           |
| Advert size                    | 180 x 85  |
| 1/3 PAGE – VERTICAL ((W x H)   |           |
| Advert size                    | 58 x 252  |

| DOUBLE PAGE SPREAD (W x H) |           |
|----------------------------|-----------|
| Trim Size                  | 420 x 297 |
| Bleed Size                 | 426 x 303 |
| Safe Margin                | 400 x 277 |
| FULL PAGE (W x H)          |           |
| Trim Size                  | 210 x 297 |
| Bleed Size DPS             | 216 x 303 |
| Safe Margin                | 190 x 277 |

# PRODUCTION REQUIREMENTS

## ADOBE ACROBAT PDF FILES (PRINT)

We support files generated by Adobe Acrobat Pro using the specific Distiller Job Options settings listed below.

- A PDF should be generated using the **BELL PUBLISHING** settings on the following page.
- The **BELL PUBLISHING** PDF Settings are available on request.
- All application files must be flattened before generating PDF files.

## ACCEPTABLE FORMATS (PRINT)

Adobe Acrobat PDF Files (**PREFERRED**)

Adobe InDesign, Illustrator, Photoshop CS6 Applications & formats must be indicated.

All files should be CMYK and have a resolution of 300 DPI

## ACCEPTABLE FORMATS (ONLINE)

- All sizes in **pixels, height x width**. Artwork should be supplied as web safe **JPG** or **GIF** file formats.
- Files must be in **RGB** colour mode and at **72dpi**.
- Leaderboard Banner (90(H) x 728 (W) pixels)
- MPU 250(H) x 300(W) pixels)

**Please include your chosen full web address link.**

## PROOFS

**F&DT is NOT liable for final output of your ad if it is NOT a PDF** and you do not send a proof at 100% with your file.

## STORAGE OF PRINTED PDFS

Advertisements running in Food & Drink Technology will remain on file one year.

## PRODUCTION CHARGES

There will be a production charge to design/produce adverts if required.

## PRINTING & BINDING

Printing by sheet fed litho

## TRANSMISSION

E-mail ads should be sent to Rhea Sethi [rhea@bellpublishing.com](mailto:rhea@bellpublishing.com)

## REMOVABLE MEDIA

CDs - Applications & formats must be indicated.

## SEND DISCS AND PROOFS TO

Food & Drink Technology  
Bell Publishing Ltd, The Maltings,  
57 Bath Street, Gravesend, Kent  
DA11 0DF, UK.

# ADOBE PDF SETTINGS

**Export Adobe PDF**

Adobe PDF Preset: BELL PUBLISHING  
Standard: PDF/X-4:2010    Compatibility: Acrobat 7 (PDF 1.6)

**General**

Description: Use these settings to create Adobe PDF documents that are to be checked or must conform to PDF/X-3:2002, an ISO standard for graphic content exchange. For more information on creating PDF/X-3 compliant PDF documents, please refer to the Acrobat User Guide. Created PDF documents can be opened with Acrobat and

Pages:  All    Range: A4 V

Export As:  Pages     Spreads

Create Separate PDF Files    Suffix:

Viewing: View: Default    Layout: Default

Open in Full Screen Mode     View PDF after Exporting

Options:  Embed Page Thumbnails     Create Tagged PDF  
 Optimise for Fast Web View     Create Acrobat Layers

Export Layers: Visible & Printable Layers

Include:  Bookmarks     Non-Printing Objects  
 Hyperlinks     Visible Guides and Grids

Interactive Elements: Do Not Include

Save Preset...    Cancel    Export

**Export Adobe PDF**

Adobe PDF Preset: BELL PUBLISHING  
Standard: PDF/X-4:2010    Compatibility: Acrobat 7 (PDF 1.6)

**Marks and Bleeds**

Marks:  All Printer's Marks    Type: Default

Crop Marks    Weight: 0.25 pt

Bleed Marks    Offset: 3 mm

Registration Marks

Colour Bars

Page Information

Bleed and Slug:  Use Document Bleed Settings

Bleed: Top: 3 mm    Inside: 3 mm  
Bottom: 3 mm    Outside: 3 mm

Include Slug Area

Save Preset...    Cancel    Export

**Export Adobe PDF**

Adobe PDF Preset: BELL PUBLISHING  
Standard: PDF/X-4:2010    Compatibility: Acrobat 7 (PDF 1.6)

**Compression**

Colour Images: Bicubic Downsampling to 300 pixels per inch  
for images above: 450 pixels per inch  
Compression: Automatic (JPEG)    Tile Size: 128  
Image Quality: Maximum

Greyscale Images: Bicubic Downsampling to 300 pixels per inch  
for images above: 450 pixels per inch  
Compression: Automatic (JPEG)    Tile Size: 128  
Image Quality: Maximum

Monochrome Images: Bicubic Downsampling to 1200 pixels per inch  
for images above: 1800 pixels per inch  
Compression: CCITT Group 4

Compress Text and Line Art     Crop Image Data to Frames

Save Preset...    Cancel    Export

**Export Adobe PDF**

Adobe PDF Preset: BELL PUBLISHING  
Standard: PDF/X-4:2010    Compatibility: Acrobat 7 (PDF 1.6)

**Output**

Colour Conversion: Convert to Destination (Preserve N...  
Destination: Working CMYK - ISO Coated v2 3...  
Profile Inclusion Policy: Include Destination Profile

Simulate Overprint    Ink Manager...

PDF/X: Output Intent Profile Name: Working CMYK - ISO Coated...  
Output Condition Name:   
Output Condition Identifier:   
Registry Name:

Description: Position the pointer over a heading to view a description.

Save Preset...    Cancel    Export

Please email [rhea@bellpublishing.com](mailto:rhea@bellpublishing.com)  
for these settings to be sent to you.



# Contact us

**Rhea Sethi**

Advertising Sales Manager

[rhea@bellpublishing.com](mailto:rhea@bellpublishing.com)

Tel: +44 1474 558 976

**Rodney Jack**

Editor

[rodney@bellpublishing.com](mailto:rodney@bellpublishing.com)

Tel: +44 1474 558 963

[foodanddrinktechnology.com](http://foodanddrinktechnology.com)

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