



Global Food Safety Resource®

2022 - 2023
DIGITAL MEDIA KIT



BUILD AWARENESS FOR YOUR PRODUCTS & SERVICES



Leading educational resource for food safety professionals across the globe

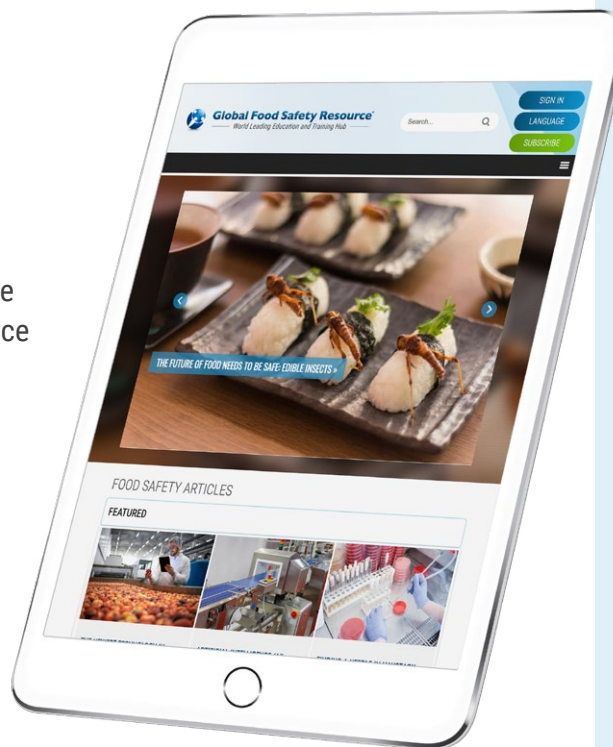
For over 12 years, Global Food Safety Resource® (GFSR) has been focused on helping participants in the food system achieve better results.

Through our online GFSR media channel plus Safe-Food Training Hub™ (SFTH) platform, we deliver perspectives, knowledge and training on the latest food safety trends, regulatory compliance, industry standards, and more.

GFSR delivers a highly engaged, global audience in the food safety sector.

Our readership is a dedicated and growing audience representing a diverse spectrum of quality assurance experts, and food safety professionals from all sectors in the global marketplace.

If your organization provides a service or solution and is looking to maximize your brand in front of an engaged, targeted audience, we invite you to learn more about our great digital marketing opportunities!



According to a recent survey of our audience*:

77%

benefit from GFSR content

40%

visit us weekly

42%

come to us for Products & Services

*Aug 2021

Discover how GFSR can help you meet your marketing goals

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Highest Online
Visibility in Food
Safety:

25%
globally

16.9%
in the U.S.

* Audit SEMRush 2021

Get your message in front of an engaged and growing audience

WEB TRAFFIC

1.15M visits in 2021
1.45M visits expected 2022

GOOGLE RANKINGS

25% market share in global online space
(22% higher than closest competitor)
468 pages ranked on page 1 of Google
global pages

Highly engaged audience with a 78% return rate.

* Audit SEMRush 2021

PAGE VISITS

11M per year

ENGAGEMENT

10.3 avg. minutes spent per session
6.9 page views per month

SOCIAL MEDIA

High-performing social media channels with
engaged audience.

LINKEDIN

- Ongoing postings in 50+ industry groups
- GFSR Page + Group: 20,800 followers
- Safe-Food Training Hub Page + Group:
8,300 followers

Reach your target audience with GFSR

By Industry:

63%

Processing & Manufacturing

22%

Grocery, Retail, Food Service & Hospitality

15%

Producers, Packagers, Distribution, Warehouse, Transportation & Other

By Profession:

93%

Quality Assurance, Food Safety Directors, C-Suite & Personnel

7%

Food Scientists, Regulators & Others

By Continent:

42%

North America

31%

Pan Asia

17%

Europe

9%

Other

Want to build awareness and share your solutions with these audiences? Contact us today! advertising@gfsr.ca



Delivering insights on key trends shaping our industry

GFSR educates our audiences via editorial articles, eBooks, interviews, social media, conferences and events, plus our popular monthly *eye on Food Safety*® journal.

SEP 2022

Theme: Certification & Auditing
Sub-theme: Supplier Verification

OCT 2022

Theme: Beverages
Sub-theme: Processing

NOV 2022

Theme: Preventative Controls
Sub-theme: Employee Engagement

DEC 2022

Theme: Best-of-the-Year Roundup

JAN 2023

Theme: Technology & Innovation
Sub-theme: Blockchain

FEB 2023

Theme: Sanitation
Sub-theme: Pest Control

MAR 2023

Theme: Pathogens
Sub-theme: Foodborne Illness

APR 2023

Theme: Cybersecurity
Sub-theme: Predictive Analysis

MAY 2023

Theme: Packaging Innovation
Sub-theme: Labelling

JUN 2023

Theme: Regulations Compliance
Sub-theme: Ensuring Standards

JUL 2023

Theme: Food Safety Culture
Sub-theme: Crisis Management

AUG 2023

Theme: Supply Chain
Sub-theme: Agriculture

SEP 2023

Theme: Certification & Auditing
Sub-theme: Foreign Supplier Verification

OCT 2023

Theme: Training
Sub-theme: Food Fraud

NOV 2023

Theme: Preventative Controls
Sub-theme: Employee Engagement

DEC 2023

Theme: Best-of-the-Year Roundup

GFSR reserves the right to change editorial themes or topics without notice to advertisers or sponsors.

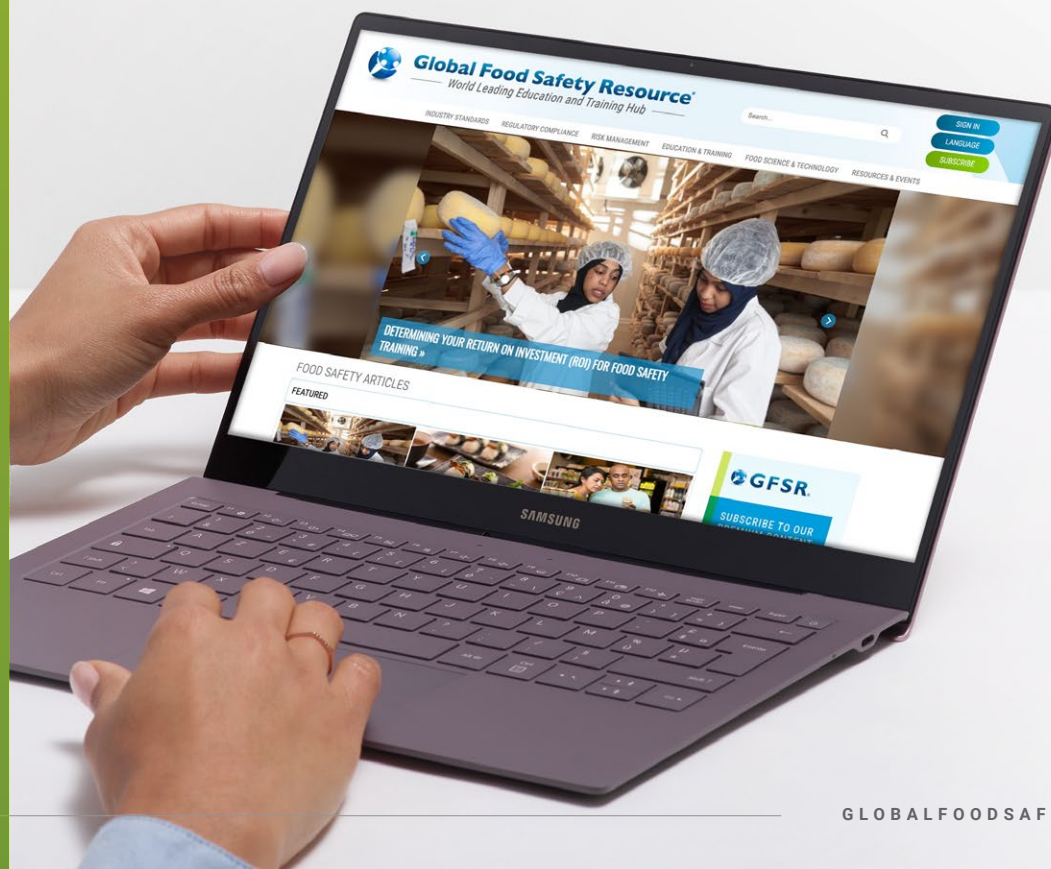
Build brand awareness, drive traffic and conversions

WEB BANNERS (ROS)*

Great addition to your omni-channel marketing initiatives!

- **Premium Leaderboard (728x90)**
- **Skyscraper (300x600)**
- **Inline Rectangle (300x250)**

*Banners rotate, and change by page refresh; limit 3 ads per rotation.



NEW! BUYER'S GUIDE:

Technology, products & services

Opportunity to showcase your company on the GFSR website and drive traffic to your website!

- Listing Page: Includes logo, headline + 50 words
- Product Page: Includes logo, product image; up to 500 words + 3 hyperlinks
- Promoted 1x in monthly journal email; once a quarter in monthly resource eblast
- Resource guide regularly promoted on website and social channels

Learn about our ideal
SEO + SME advertising
packages to support
your brand and growth!
advertising@gfsr.ca

Validate your brand and expertise with your educational content

NEW! RESOURCE GUIDE:

Promote your whitepapers, ebooks and reports

Gain additional exposure and drive traffic directly to your website for prospects to download your through-leadership assets!

- Includes asset image or logo, headline of 50 words and link to your website
- Promoted 1x in monthly journal email; once a quarter in monthly resource eblast
- Resource guide regularly promoted on website and social channels

CUSTOMIZE & SPONSOR AN EBOOK

Have a specific topic you would like to educate and evangelize? Let our editorial team do the work for you!

- Professionally written, edited and designed by our editorial team
- Up to 3,000 words supported by your graphics and images
- Listed and promoted for a year as part of our online Resource Guide offering
- Receive PDF for print and online distribution

*3 month lead time needed to research, write, edit and design.

87% of our audience comes to us for e-books, whitepapers and articles.



Outbound marketing opportunities to further promote your offerings

Did you know:

89%

of marketers use email as their primary channel for generating leads

86%

of professionals prioritize email to other forms of communication

72%

of consumers prefer email as a brand's main form of communication

TARGETED EBLASTS

- Send your offers to our lists
- High industry CTR of 2.2%
- Our lists are double-opt in

US Distribution List

North America Distribution List

Global Distribution List

SOCIAL MEDIA POST

As part of our advertising offerings, you will be getting exposure on our social channels. If you're looking for an extra boost, take advantage of our ad-hoc social posts.

- Reach 27,000+ via LINKEDIN pages and groups, plus twitter.

MONTHLY JOURNAL ADS

- *eye on Food Safety Journal* email has engaging articles, practical insights and solutions on food safety's hottest topics.
- 17.4% CTR article
- Text-Based Ads include: small logo or image; headline, 25 word description and link

Learn about our demand gen advertising packages to drive traffic and conversions!

advertising@gfsr.ca

Promote your brand and expertise at our GFSR Virtual Conferences

Thoughtfully designed to both educate and engage, each virtual conference includes a keynote and panel discussion(s) with globally recognized subject matter experts, along with break-out sessions to further explore topics and facilitate networking among participants.

- Hosted 3-4x a year, each event 2-3 hours in length
- Interactive format with multiple sessions and networking opportunities
- Post conference e-Book for further education and promotion opportunities

Upcoming conference themes:

2022

- Age of Modern Food Safety Training
- Food Safety Culture

2023

- Blockchain for SMB businesses
- Food Safety Training ROI
- Digitizing Regulatory Compliance
- Innovations in Packaging

GFSR virtual conferences are heavily promoted online, outbound, and on social media.

SPONSORSHIP OPPORTUNITIES & BENEFITS

General Event Sponsorship

- Pre-event promotion
- Logo in all advertising materials
- Event promotion:
Acknowledgement in opening/closing slides; sponsorship slides
- Post-event promotion:
Logo and 50 word excerpt included in back of eBook produced based on content of event. Posted on GFSR's online resource guide, and promoted via our social and outbound channels.

Tech Talk Sponsor

- Limit 2 per event; must be General Event Sponsor
- Present 10 minute SME discussion; content to be approved by GFSR

Exclusive Sponsorship

- Sole sponsor of event; with all activities and benefits of Main and Tech Talk Sponsorship
- Open to specific themes suggested by sponsor

Accelerate your brand and marketing funnel initiatives with our special package that includes sponsorship of our next virtual conference! advertising@gfsr.ca

Get more exposure to your eCourses and educational webinars



Our dedicated platform for food safety training and industry education, proudly brought to you by GFSR.

Our Safe-Food Training Hub (SFTH) is a great opportunity to grow your brand, position your expertise, drive traffic and grow your revenue.

The SFTH learning management system (LMS) provides the food safety industry a one-stop resource for online training and continuous education.

All listings of eCourses and educational recorded webinars receive ongoing omni-channel promotion to the GFSR global audience via our websites, social channels and monthly outbound eBlasts.



70K
site visits/month

24%
CTR on courses

130%
visitor growth since 2021

78%
of GFSR audience looking for training content

SFTH advertising opportunities



PROMOTE YOUR ONLINE TRAINING

Looking to gain more exposure and course-takers for your online trainings? The SFTH is a great and affordable way to drive more traffic and course purchases.

Advertising includes:

- Course promotion
- Dedicated page with a comprehensive course description
- Link to your site where course is being hosted

OFFER A NEW ONLINE TRAINING

Looking to offer an online course? Want a better platform to produce your online training?

Our SFTH turn-key LMS system provides an interactive format for course-takers, plus promotes, manages registrations, and payments.

We offer hands-on support in getting you up and running, and affordable fees to be successful!

PROMOTE YOUR RECORDED WEBINARS

Gain additional exposure and traffic to your educational recorded webinars on your website. Each webinar listing includes a description on our main listing page and a direct link to your website.

Webinars need to be educational and subject to approval.

Learn more about being part of our Safe-Food Training Hub - contact us today!

Advertising Summary

WEBSITE BANNERS

- **Premium Leaderboard**
728x90
- **Skyscraper**
300x600
- **Inline Rectangle**
300x250

ONLINE RESOURCE GUIDES

- **Product Listing & Product Page**
- **Whitepaper, eBook & Reports Listing**

OUTBOUND MARKETING

- **Email List Rental**
US
North America
Global
- **Monthly Journal Text-Based Ad**
Top position
Middle position
Bottom position

VIRTUAL CONFERENCES - PER EVENT

- **General Sponsorship**
- **Tech Talk Sponsorship**
(in addition to General Sponsor)
- **Exclusive Sponsorship**
(sole advertiser)

SAFE-FOOD TRAINING HUB ECOURSES & WEBINARS

- **eCourse hosted**
- **eCourse listed**
- **Recorded webinar listed**

Specs

OUTBOUND

- *Assets due 7 days before scheduled deployment*
- Email list rental: Final email HTML file with backlinks
- Journal Text-based ads: Small logo or image; up to 25 character headline, 25 word description plus link

BANNER ADVERTISING

- *Assets due 7 days before scheduled deployment*
- 300DPI or PSD or HTML format
- Banner ad must not exceed 50% knockout

All supplied assets to be approved by GFSR. We reserve the right to modify or remove content that does not meet our publishing guidelines and file formats.

Reach out to our team today to discuss how GFSR can best assist you with your brand, promotion and growth goals!



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