



DIGITAL MEDIA KIT

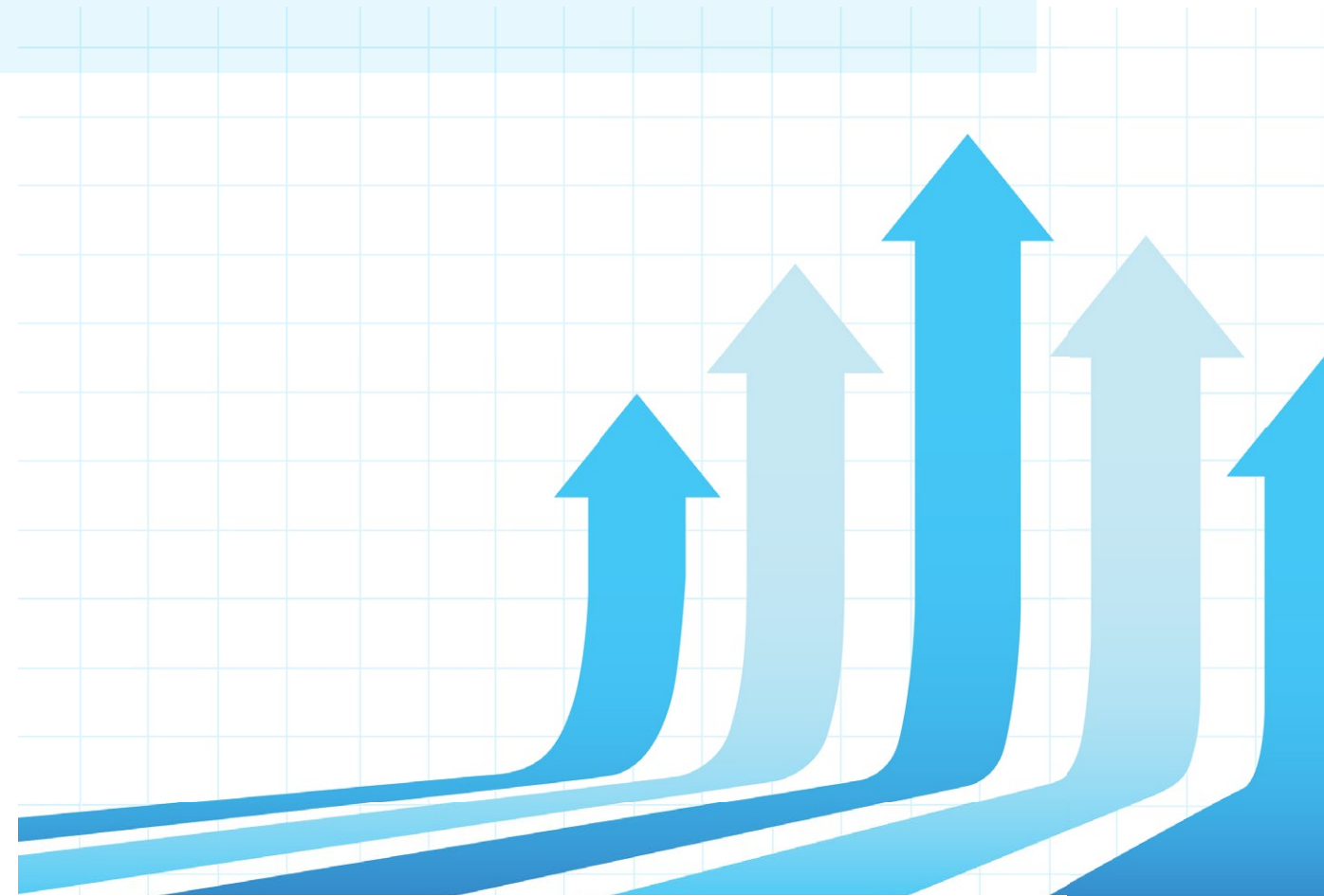
2022-2023

Global Food Safety Resource offers an independent forum for journalism about trends and developments in the international food safety industry. Our digital platform is focused on educational resources and programming that delivers current news and opinions from leading subject matter experts. We engage with manufacturers, food scientists, consultants, auditors, trainers, and supply chain experts to deliver digital media to our audience that tells the real stories, and realities of operating in the era of modern food safety. Our goal is to enable them to access new perspectives and knowledge surrounding regulatory compliance and industry standards.

Our readership is a dedicated digital audience representing a diverse spectrum of quality assurance experts, and food safety professionals from all sectors in this expanding global marketplace. For over a decade we have earned a reputation for the credibility of our content and those who we choose to partner with. We have unique industry influence over our targeted audience to position products and services that help them improve their food safety systems to remain compliant. Advertise with us to maximize your brand's exposure in the most recognized digital space for thought leadership in the food safety sector.

We have the highest online visibility in food safety: 25% online visibility globally and 16.9% online visibility in the U.S.

* SEMRush Audit 2021



eye on Food Safety® Journal

Opening Rate: 10.7% | CTR: 17.4%

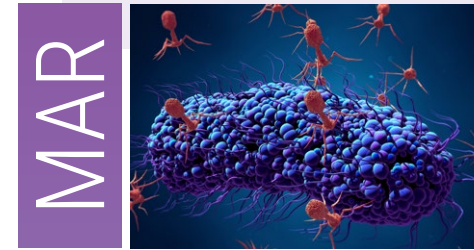
*MailChimp



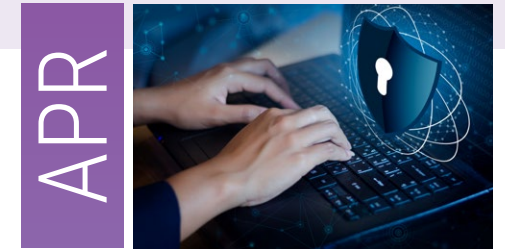
JAN
THEME Food Safety Training
SUB-THEME Food Safety Culture



FEB
THEME Regulation - What's New?
SUB-THEME Cannabis & CBD



MAR
THEME Novel Foods
SUB-THEME Pathogens



APR
THEME Cybersecurity
SUB-THEME Predictive Analysis



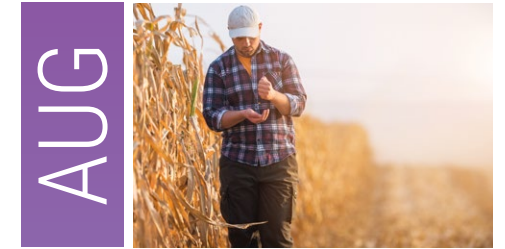
MAY
THEME Packaging Innovation
SUB-THEME Labelling



JUN
THEME Hospitality
SUB-THEME Sustainability



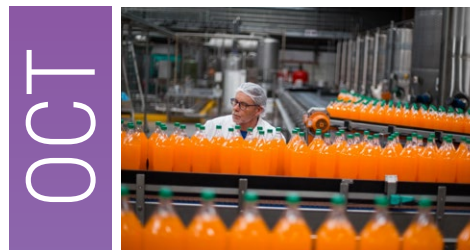
JUL
THEME Sanitation & Hygiene
SUB-THEME Pest Control Management



AUG
THEME Agriculture
SUB-THEME Climate Change



SEP
THEME Certification & Auditing
SUB-THEME Foreign Supplier verification



OCT
THEME Beverages
SUB-THEME Processing



NOV
THEME Preventative Controls
SUB-THEME Employee Engagement

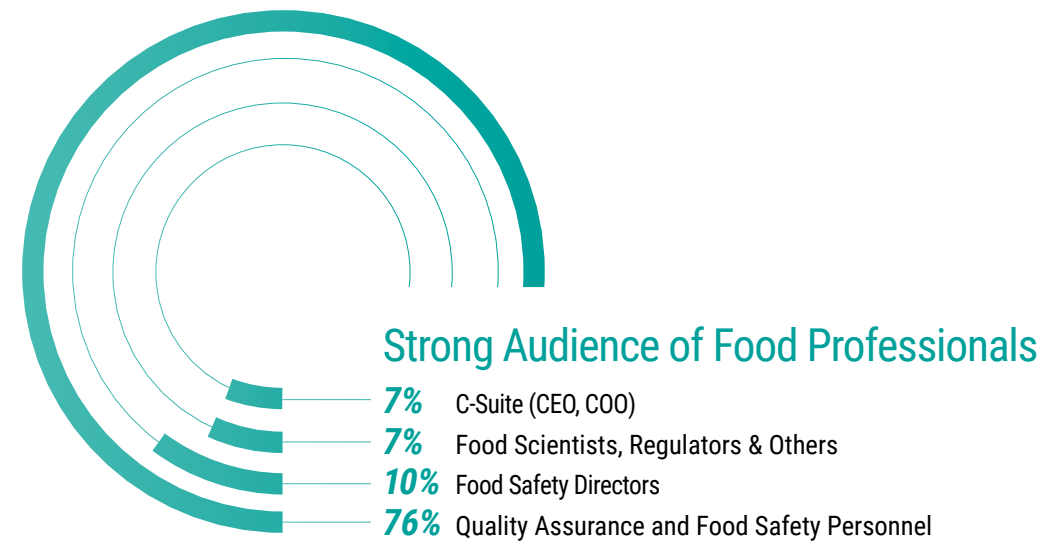
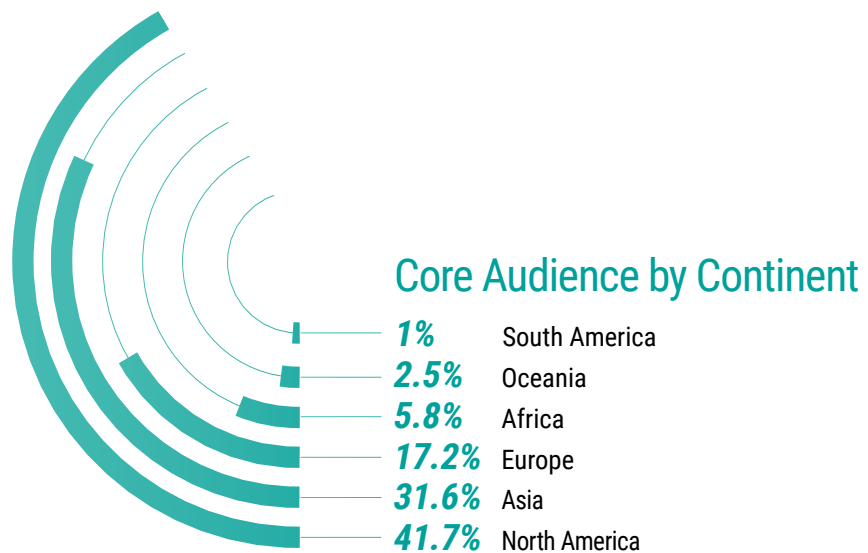
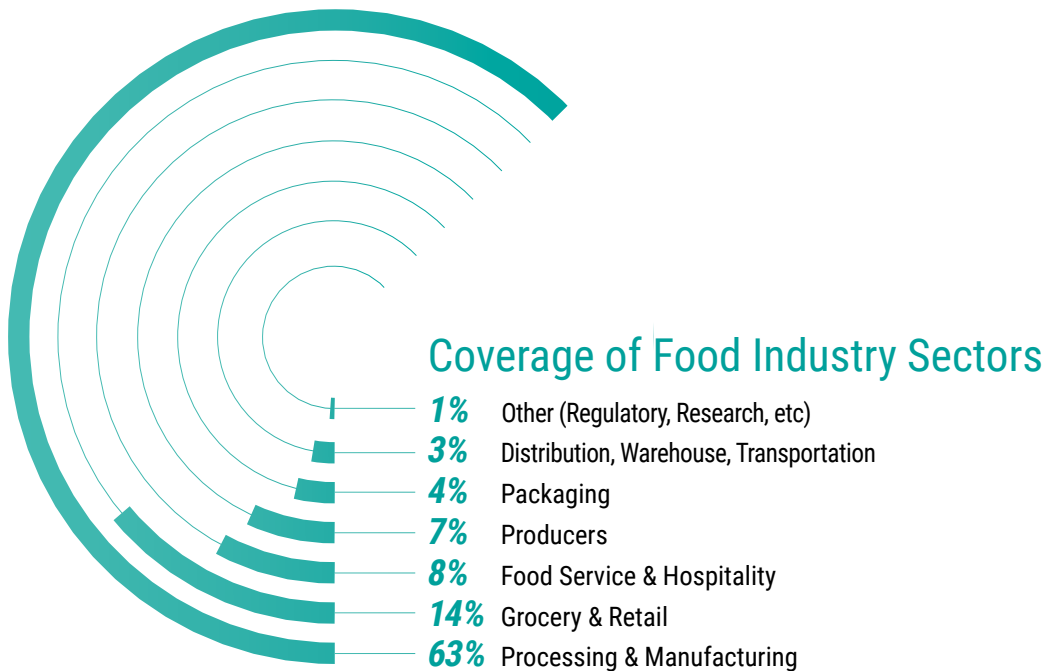


DEC
THEME Best-of-the-year Roundup

For information on editorial opportunities, please contact Alexandra Emanuelli,
Digital Content Manager ✉ aemanuelli@gfsr.ca ☎ 1-888-437-7395 x 107

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

AUDIENCE REACH AND DEMOGRAPHICS



To book or place a digital campaign, please contact Jonathan Walsh:
 ✉ jwalsh@gfsr.ca ☎ 1-888-437-7395 x 113

KEY ANALYTICS

According to a recent survey* of our audience:

40%
visit us weekly

34%
visit us monthly

77%
benefit from GFSR content

42%
come to us for
Products & Services

*Aug 2021

*We have the highest
online visibility in food
safety: 25% online visibility
globally and 16.9% online
visibility in the U.S.*

* Audit SEMRush 2021

WEB TRAFFIC

1,152,500
visits in 2021

1.5M
visits expected 2022

4,400
visits per day

11M
page views per year

139,000
visits per month

5,400
total keywords

1.6M
visits annually

550
total content pages

22%
unique users per month

12.67
avg. page visits per month

911,411
monthly page visits

15.93
mins. per session by visits

OPTIMIZED GOOGLE RANKINGS

25% market share in online space
(22% higher than closest competitor)

500% Growth for content ranked #1 top spot on
Google (year over year since 2018)

164 **pages ranked #1 spot on Google**

468 **pages ranked Page 1 on Google**

5,300 keyword optimizations

SOCIAL MEDIA

We are a top 1% influencer on LinkedIn regularly
posting in 50 industry groups.

in LINKEDIN

- Group GFSR 15,500 followers
- Safe-Food Training Hub 7200 Followers



TWITTER



FACEBOOK



YOUTUBE

*Highly engaged audience
with a 78% return rate.*

* Audit SEMRush 2021

49M

impressions per month

500+

pages of quality content

12.7

average page views

Your brand
message will be
seen more often
with us!

Generate brand awareness

WEB BANNERS*:

728 x 90 Premium Leaderboard

300 x 600 Skyscraper

300 x 250 Inline Rectangle

* Banners rotated and changed by page refresh. Limit 3 ads per rotation.

Sponsor an optimized page on our website, leveraging our SEO to be seen by a highly engaged audience.

New!

OPTIMIZED PRODUCT LANDING PAGE:


- Min. 3 months
- Page includes
 - 500 words
 - Company logo, hyperlinked
 - Product or service image banner
 - Up to 3 Hyperlinks
- Edited by GFSR Editorial Team



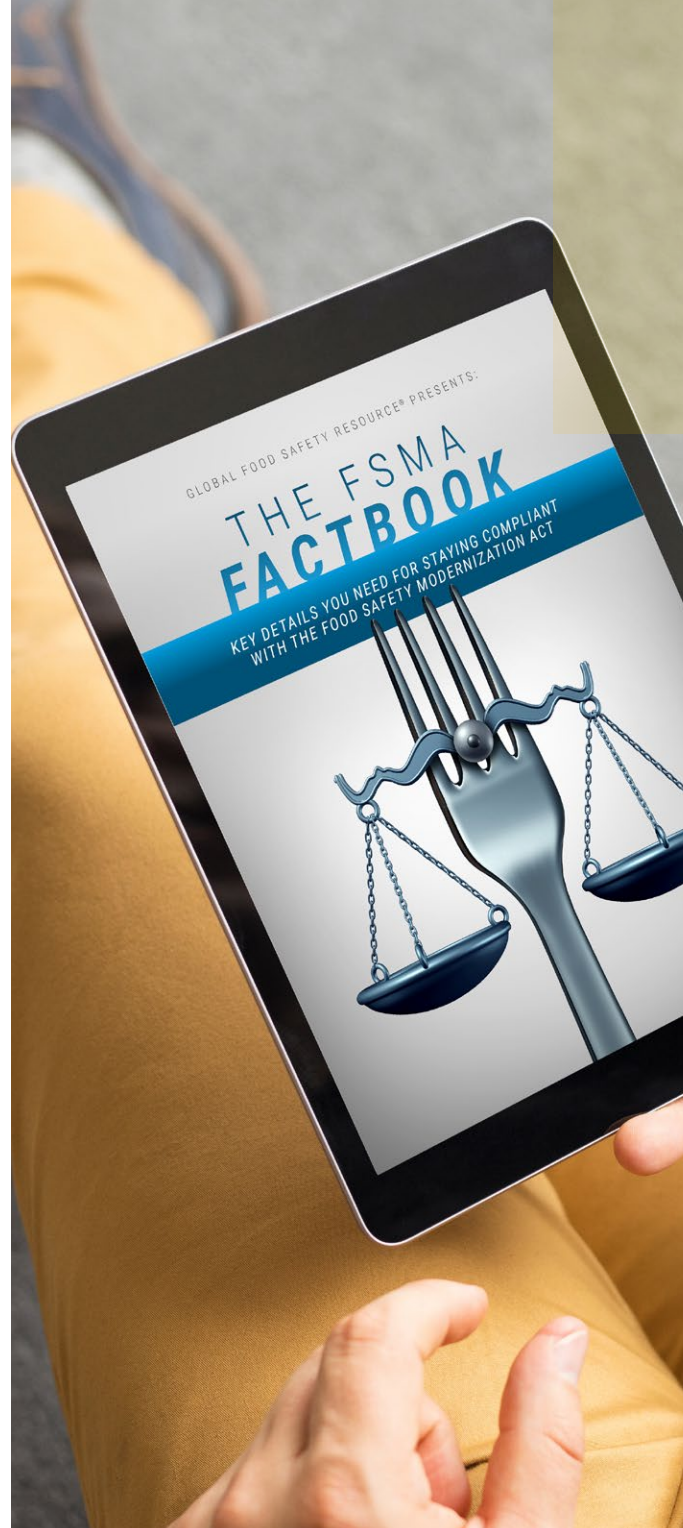
WHITE PAPERS AND E-BOOKS

Generate hundreds of leads by marketing your whitepaper.

Highlight your company's thought leadership and generate valuable leads for your sales team. Our clients favour this package, and have commented that the quality of the leads they receive are superior. Clients usually receive **150 to 180 leads** from this campaign.

- Optimized landing page
- 1 x 300 x 250 Inline Rectangle Banner (ROS) for 2 months
- 3 x social media posts
-  2 x targeted emails to global database
- 1 x Middle Banner on journal, *eye on Food Safety®*
- Cost Per Acquisition .18/lead based on 250 leads

* Full distribution of leads including all contact information. All copy and graphic elements for whitepaper must be provided in HTML format and include all registration links. GFSR does not guarantee number of leads.



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

New!

Customize & Sponsor an e-book to generate new business leads.

- Relevant content aligned with your products & services
- We write, design and market entire e-books
- Professionally written, edited and designed by Global Food Safety Resource
- Up to 4000 words supported by information, graphics, images provided by you
- Marketed through GFSR omni-channel platforms an e-book provides new business leads
- Downloadable through a Basic Member Subscription
- Receive print ready PDF for your use to distribute digitally or print copies
- Post the e-book on your website and through your social media page or group to generate new leads

*We require 4 months lead time to research, write, edit and design eBook

Grow your brand visibility
with **Email Campaigns**

13%
average open rate

2.2%
average CTR

19%
of subscribers are highly engaged

Did you know that:

- 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

U.S. Distribution List

North America Distribution List

Global Distribution List

SOCIAL MEDIA

Amplify your brand exposure
via our strong and highly
engaged social media networks.
Top 1% influencer.

Social Media posts to all
GFSR platforms

Global Food Safety Resource Social Networks

in LINKEDIN

- Group: 15,500
- Publisher's Network: 12,000

TWITTER

- Followers: 2,140

EYE ON FOOD SAFETY® JOURNAL

Engaging articles offering practical insights and
solutions on food safety's hottest topics. Engaging
multi-media content by subject matter experts, calendar
of events with latest updates to newest training courses.

10.7 % Opening Rate
17.4% CTR Article

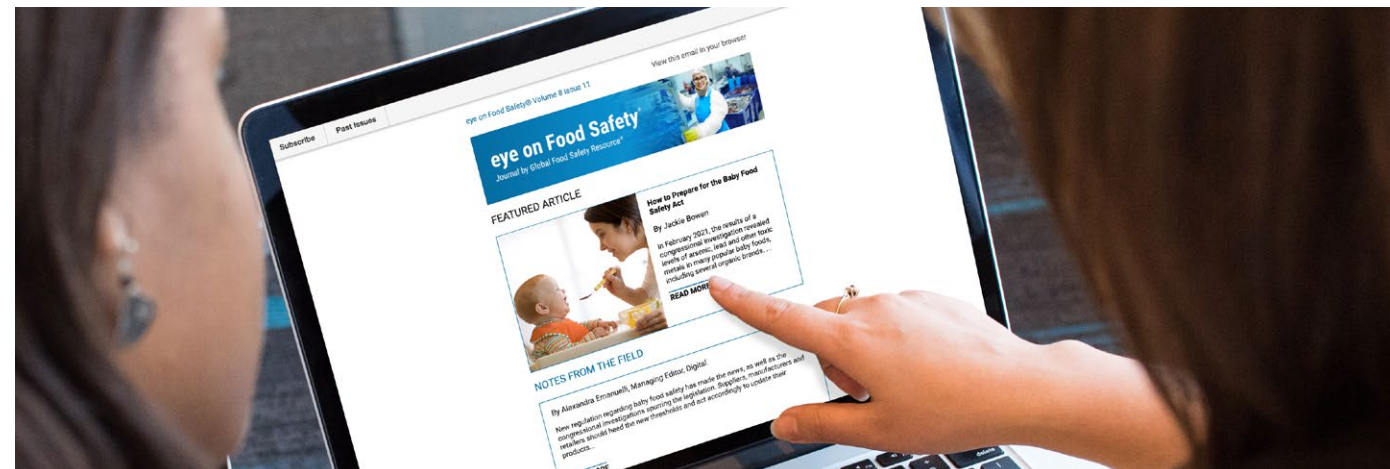
Sponsor the Journal:

One Issue

(includes Premium Banner & Promotional Video)

590 x 380 Promotional Video

* Monthly dist.10K subscribers and exposure in SM 540+K.
See Page 3 for the Editorial Calendar to align with content



87%

of our audience said they would be interested in attending a half day conference we hosted!

43%

of our audience has attended 2-5 virtual conferences this past year.

Launching in 2022 GFSR will present a series of half-day virtual conferences with presentations and panel discussions from subject matter experts and global leaders in the food safety community.

THEME:

Food Safety Training for a Modern Workforce

Covid has accelerated the need for digitalized training opportunities, this ties in with the FDA's mandate in their Era of Smarter Food Safety for the utilization of technology to digitize training.

Our conference will explore the impact digitalization has for transforming the way we think about training. It is vital that companies adopt new technologies to ensure their food safety teams meet and exceed compliance in a changing marketplace. Date to be finalized by November.

New!

Sponsor our 1/2 Day Virtual Conference

**Programme: 4.5 hours
Hosted in February and June
(date TBD)**

Session 1:

Keynote Speaker
(40 min, 5 min questions)

Networking/break
(15 min x 2)

Session 2:

Moderated Panel Discussion x2
(40 min)

Ask the Expert x4, Q&A Breakout
Room for Networking
(40 min)

Session 3:

Final Speaker Presentation
(40 min)

Principal Co-Sponsor

- Naming opportunities for keynote speaker session
- Inclusion in press releases and all event communications
- Logo and branding recognition on website
- Recognition by event speakers
- Full list of attendees

Sponsor 1 of 2 Industry Expert Presentations

- Inclusion in press release
- Logo on Event site during Presentation
- Recognition by event speakers
- Logo on all Marketing Materials
- Post Conference Email to Attendees

Sponsor 1 of 2 Panel Discussions

- Inclusion in press release
- Logo on Event site during Presentation
- Recognition by event speakers
- Logo on all Marketing Materials
- Post Conference Email to Attendees

Sponsor an Expert Q&A x4 Breakout Session

- Naming opportunities for networking breaks
- Inclusion in press release
- Logo on Event Site during Networking
- Recognition by event speakers

SAFE-FOOD TRAINING HUB



BROUGHT TO YOU BY
GLOBAL FOOD SAFETY RESOURCE®

70K

visits / month

55,000

page visits / month

9.4

avg. page visits

7.4

minutes per session

160

total keywords

12,461

total course visits / month

24%

CTR on existing Courses

The Safe-Food Training Hub is an industry first where Trainers position their courses on our customized LMS marketed through GFSR's omni-channel platforms to a global audience.

Benefits include:

Option to promote eLearning through Annual Hosting OR offer Virtual Training for up to 20 participants

End-to-end gateway for registration and payment through Stripe - No need to worry about getting paid, Stripe provides an immediate SPLIT payment to you directly and upfront when a course is purchased, so you know how many students to expect in your virtual course.

*130% visitor growth – 4X
more optimization since 2021*

safefoodtraininghub.com

To discover how you can position your courses on the Hub for enhanced visibility and engagement, talk to a representative today:

Jonathan Walsh jwalsh@gfsr.ca

Advertise your courses with us!

Trainers Can Customize their Course for Viewing using Select Filters

Trainers Can Benefit from - GFSR Marketing Your Course to a niche target audience of Engaged Learners that is not available through other platforms like WebEX or Zoom.

78% of our audience tell us that Training Content is what they seek the most

61% of our audience says it can benefit from both eLearning and Virtual Classroom Training

65% of our audience actively learn through Training Courses

* Fees based on min. 6 month commitment. A one-time marketing registration fee MRF is applied once the course is purchased

AD MATERIAL AND CAMPAIGN SPECIFICATIONS & FORMATS



HTML

- Client supplied in final form, including all backlinks.
- Must be provided 7 days prior to scheduled deployment.

Website Banners

Premium Leaderboard Banner	728 x 90px
Skyscraper Banner	300 x 600px
Inline Rectangle Banner	300 x 250px

Journal

Premium Leaderboard	600 x 100px
Middle Banner	550 x 75px
Bottom Rectangle Banner	260 x 320px

File Formatting & Copy

- Clients to supply final files in .PSD format and HTML, 300 dpi.
- Banner ad must not exceed 50% knockout
- Material assets to be provided minimally 14 days prior to publishing
- All social media posts to be approved by GFSR®

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

Let our digital brand experts help position and market your product or service to key decision makers.

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globalfoodsafetyresource.com | safefoodtraininghub.com



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