

2021 DIGITAL MEDIA KIT





Unique circumstances demand a unique response. With Covid-19 on our doorstep, all parts of the food industry have been impacted, most notably, food workers are being considered a critical control point and vector of the virus. This has impeded production lines around the globe, impacting food supply chains. The pandemic itself has shifted demand for

certain food products like flour and yeast, as consumers stock up and demand local produce at all-time high rates.

If any industry knows about risk and how to manage it, it's the food industry. Yet, Covid-19 has caught many businesses off-guard. We have seen interruptions to production and global supply chains, the challenges to bring in temporary foreign workers to harvest produce, delayed food safety audits and certifications, in-person conferences pivoting to virtual platforms and training come to a halt. Governments have deemed those in certain parts of the food industry essential workers, forcing them to work in facilities that often do not provide personal protective equipment (PPE's). This, most notably, has had the greatest effect on low-income workers.

GFSR is uniquely positioned us to help the global food community by providing relevant knowledge, resources and training solutions.

In 2019 we launched the Safe-Food Training Hub which is a unique centralized learning management system (LMS) specifically designed for companies seeking training to develop teams food safety skills and knowledge to meet compliance standards. Food companies can source and buy quality training from a catalogue of courses to meet their company's specific needs. With in-person training no longer a feasible option, companies are now able take

advantage of our new "virtual classroom" which offers a robust platform designed to replicate in-class learning and collaboration. This can be used for both public and private training through a secure platform.

At GFSR we pride ourselves on having a dedicated audience of decision makers. A targeted reach can expand your brand awareness, thought leadership and ultimately provide new business leads.

*Don't push people to where you want to be; **meet them** where they are.*

MEGHAN KEANEY ANDERSON
VP MARKETING, HUBSPOT

With more individuals than ever before working from home offices, its critical to reach decision makers digitally. GFSR's verticals are a great option for any company wishing to promote products, services and training courses to an engaged audience. Developing digital content and marketing strategies is what we do best. Let our team of experienced marketing professionals help you design a customized campaign to help keep your companies' brand in the spotlight.


Tina Brillinger

eye on Food Safety® Journal

JAN
21



Theme: International Trade
Feature: World Class Food Safety Processes
Article Deadline: 1-Nov-20
Material Deadline: 1-Jan-21

FEB
21



Theme: Ethics & Corporate Responsibility
Feature: Industry Trust & Reputation
Article Deadline: 1-Dec-20
Material Deadline: 1-Feb-21

MAR
21



Theme: Technology & Innovation
Feature: Establishing New Criteria for Shelf-Life
Article Deadline: 1-Jan-21
Material Deadline: 1-Mar-21

APR
21



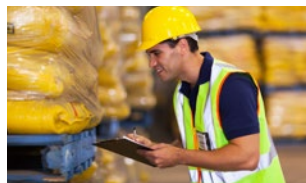
Theme: Regulations & Standards
Feature: Comparing FS Cultures Internationally
Article Deadline: 1-Feb-21
Material Deadline: 1-Apr-21

MAY
21



Theme: Packaging and Labelling
Feature: Innovation in food packaging
Article Deadline: 15-Mar-21
Material Deadline: 1-May-21

JUN
21



Theme: Food Safety Culture
Feature: Post-Pandemic FS culture
Article Deadline: 1-Mar-21
Material Deadline: 1-Jun-21

JUL
21



Theme: CBD & Cannabis
Feature: Regulation
Article Deadline: 1-May-21
Material Deadline: 1-Jul-21

AUG
21



Theme: Agricultural Related Issues
Feature: Local vs. International
Article Deadline: 1-Jun-21
Material Deadline: 1-Aug-21

SEP
21



Theme: Food Safety as a Career
Feature: Historical Moments
Article Deadline: 1-Jul-21
Material Deadline: 1-Sep-21

OCT
21



Theme: Food Service & Hospitality
Feature: Global Events and the Risk
Article Deadline: 1-Aug-20
Material Deadline: 1-Oct-21

NOV
21



Theme: Pathogens & Testing
Feature: New Technology for Detection
Article Deadline: 1-Sep-21
Material Deadline: 1-Nov-21

DEC
21



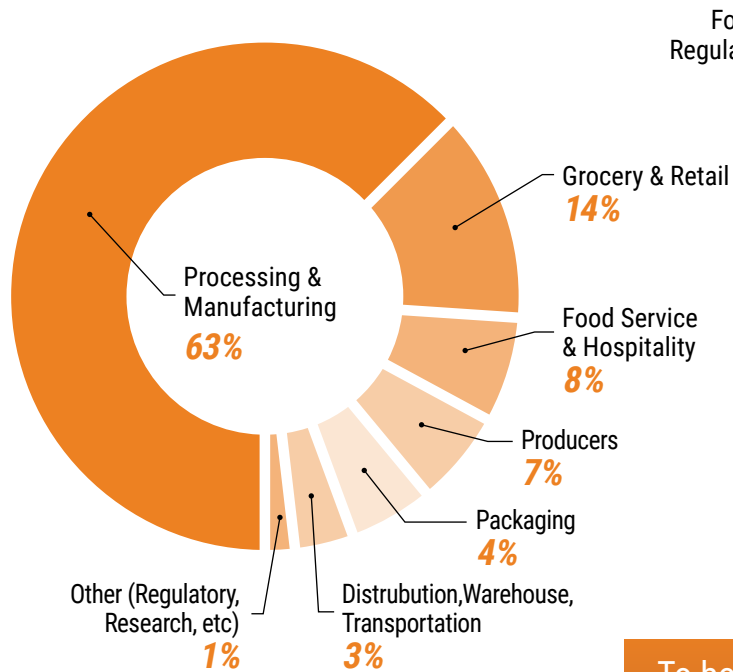
Theme: The Best Articles of 2020
Feature: Round-up of Best Articles 2020
Article Deadline: 1-Oct-21
Material Deadline: 1-Dec-21

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

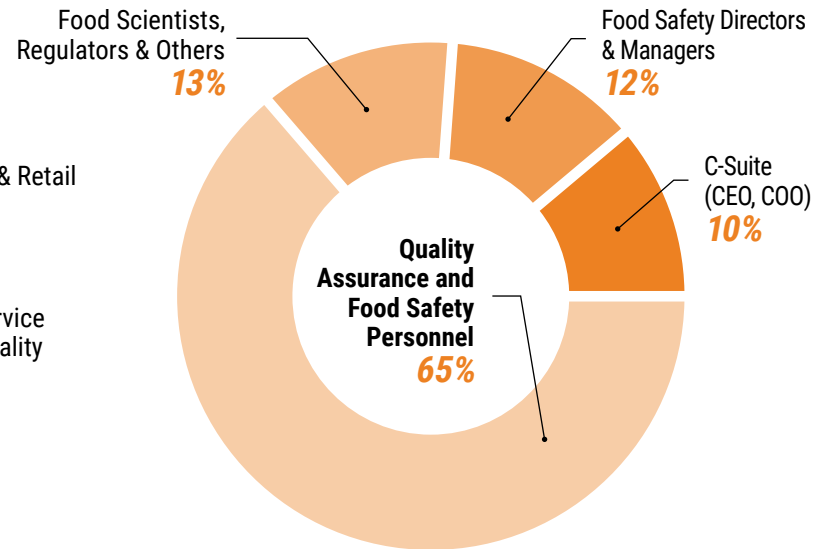
GFSR reserves the right to change editorial themes or topics without notice to advertisers or sponsors.

AUDIENCE REACH AND DEMOGRAPHICS

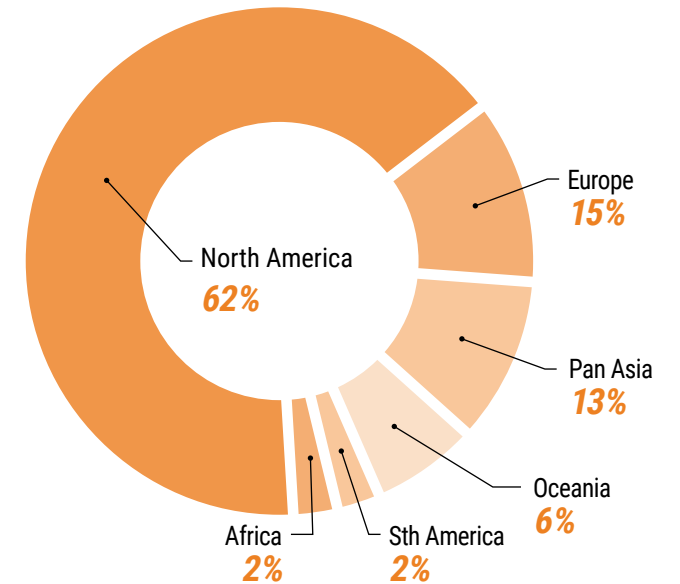
COVERAGE OF FOOD INDUSTRY SECTORS



STRONG AUDIENCE OF FOOD PROFESSIONALS



CORE AUDIENCE BY CONTINENT



To book or place a digital campaign, please contact Tina Brillinger:
✉ tbrillinger@gfsr.ca ☎ 1-888-437-7395 x 105



OUR MISSION STATEMENT:

To be a global leader within the food community by providing companies with valuable resources that will enhance their credibility with consumers.

With over 500 pages of quality food safety content on Global Food Safety Resource, our website engages more than a million visitors annually providing an excellent opportunity for you to align your brand with relevant food safety content through well placed run-of-the-site (ROS) rotating banners.

- Implementation
- Online Visibility
- Click Through Rates (CTR)
- Delivery of campaigns

High visibility through impressions means more opportunities for brand awareness and engagement with a targeted audience.

Mobile visits: 52%

Web Banners*:

728 x 90 Premium Leaderboard

300 x 600 Skyscraper

468 x 60 Middle

300 x 250 Inline Rectangle

Contact a representative for pricing:
advertising@gfsr.ca

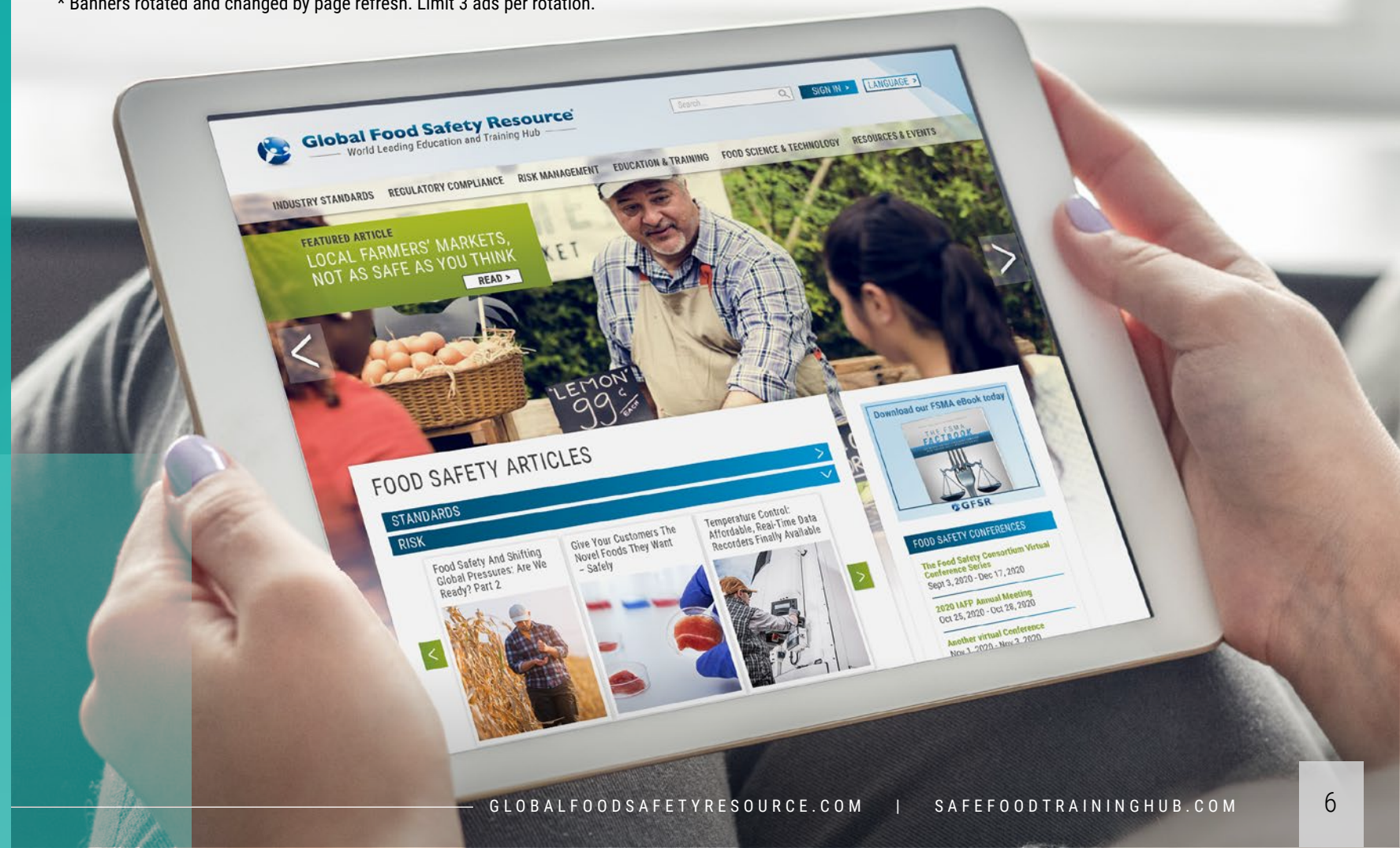
* Banners rotated and changed by page refresh. Limit 3 ads per rotation.

Blog Banner Placement:

Food Safety in a Global Village® is one of GFSR's most-read verticals with 4.6 blog posts read per session and 18,700 visitors per month.

300 x 250 Inline Rectangle




Contact a representative for pricing:
advertising@gfsr.ca



WHITE PAPERS AND E-BOOKS

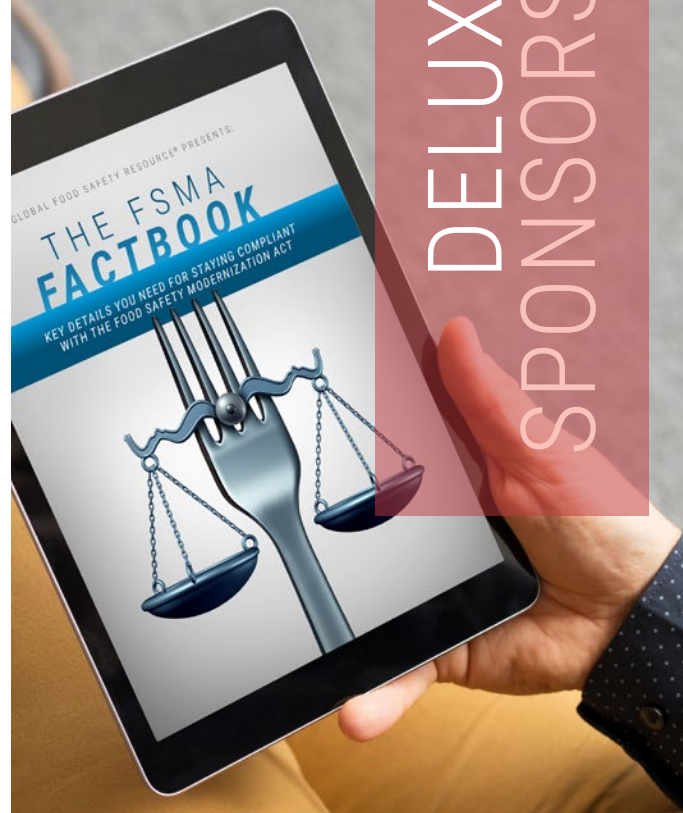
Lead generation for new business development

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 in   
- 2 x targeted emails to global database
- 1 x Middle Banner on journal, *eye on Food Safety*®
- 1 x Inline Banner

Contact a representative for pricing: advertising@gfsr.ca

* 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.



DELUXE CORPORATE SPONSORSHIP PACKAGE

Implement a program that is focused on building your brand and getting leads with our most comprehensive approach to growing sales. Establish your presence in the market as a credible thought leader, and reach prospects through every GFSR channel.

- 1 x 300 x 600 Skyscraper Banner - ROS 2 months
- 2 x 600 x 100 Premium Banners in GFSR monthly journal *eye on Food Safety*®
- 2 x targeted emails to global database
- 1 x 300 x 250 Inline Rectangle Banner on blog – ROS 2 months
- 2 x social media posts to GFSR networks

Contact a representative for pricing: advertising@gfsr.ca

*GFSR's white paper promotions have been very successful for us. A great way to **connect with new audiences**.*

CYNTHIA BABB
PRODUCT MARKETING MANAGER,
SPARTA SYSTEMS, INC.

Campaign Email

10K+ opt-in subscribers

Do you have a special message or promotion you would like to send directly to GFSR members' inboxes? Our targeted email campaigns **put your brand in the spotlight**.

With a global reach and double opt-in membership process, our e-newsletter is distributed monthly to subscribers who WANT our curated content and are a qualified source of leads.

The GFSR database touches critical control points all along the supply chain, with most members engaged in QA and QC management. Our average opening rate is over 14%.

Contact a representative for pricing: advertising@gfsr.ca

For more information, please contact Tina Brillinger: tbrillinger@gfsr.ca

Social Media

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

Social Media Post all GFSR Network Platforms

Contact a representative for pricing: advertising@gfsr.ca

Global Food Safety Resource Social Networks

in LINKEDIN

- Group: 7,489
- Followers: 11,782
- Publisher's Network: 10,500
- Industry Group reach: 540,000

in TWITTER

- Followers: 1,729

Safe-Food Training Hub Social Networks

in INSTAGRAM

- Followers: 300

in LINKEDIN

- Group: 7,200

*Database subscriber
email opening rate:
13%.CTR: (1.3%).**

* Double opt-in database

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.

Don't build links. Build relationships.

RAND FISHKIN
FOUNDER, SPARKTORO

Banner Options:

600 x 100 Premium Banner

260 x 320 Bottom Rectangle Banner

550 x 75 Middle Banner

590 x 380 Promotional Video

Contact a representative for pricing: advertising@gfsr.ca

* Monthly dist.10K subscribers and exposure in SM 540+K



Webinars and webcasts help you communicate directly with new prospects, educate across geographies, and engage with your audience in real time. Utilizing the promotional aspects of a webinar hosted on GFSR®, you can **expand your reach and create new business.**

- 1 x 300 x 250 Inline Rectangle Banner (ROS) for one month
- 1 x 300 x 250 Inline Rectangle Banner on blog
- 2 x dedicated email campaigns to global database
- 1 x 500 x 100 Middle Banner eye on Food Safety® monthly journal
- 3 x posts on GFSR social media groups and networks

Contact a representative for pricing: advertising@gfsr.ca

* All copy and graphic elements for webinar must be provided in HTML format and include all registration links.

GFSR's webinar promotions have really improved participation in our online events, especially in terms of bringing awareness and new leads.

PHILLIP BERRY

MARKETING COMMUNICATIONS MANAGER ROKA BIOSCIENCE INC

A great way to demonstrate thought leadership

- Managed recording of webcast
- Interview by Editor with SME supplied by client (10-15 mins)
- Q&A on topic with SME facilitated by GFSR Editor
- Content converted to optimized text
- Option to gate page access for lead generation
- 1 x targeted email to global database – 10K
- 2 x posts to GFSR social media networks
- 1 x webcast recording (590 X 380px) included in monthly journal *eye on Food Safety®*
- Webinar recording to reside on GFSR website for 6 months

Contact a representative for pricing: advertising@gfsr.ca

* SME and topic subject to GFSR® editorial approval

To discuss or book a campaign, contact Tina Brillinger:

✉ tbrillinger@gfsr.ca ☎ 1-888-437-7395 x 105

SPONSOR ONLINE PANEL DISCUSSION

Building your brand through a sponsored online panel discussion positions your organization as a catalyst for change, and as a thought leader. This is your opportunity to ***stimulate and drive the conversations which you feel are important*** in today's industry to passionate listeners.

GFSR® recruits and organizes the speaker panel with Subject Matter Experts. The energy and calibre of questions created in this format are unparalleled.

- Assist in recruiting SME panelists (+3)
- Hosted, managed panel discussion facilitated by Digital Content Editor
- Custom registration form and optimized landing page
- 1 x 300 x 250 Inline Rectangle Banner (ROS) for 1 month
- 2 x social media posts to GFSR networks
- 3 x targeted emails to global GFSR database (2 pre-panel, 1 post-panel)

- 1 x 500 x 100 Middle Banner *eye on Food Safety*® monthly journal
- 1 x recording (590px by 380px) included in monthly journal, *eye on Food Safety*®
- Resides on website for 6 months. Posted in YouTube channel

Contact a representative for pricing: advertising@gfsr.ca

* Full distribution of leads including all contact information. All copy and graphic elements for Panel must be provided in HTML format and include all registration links.



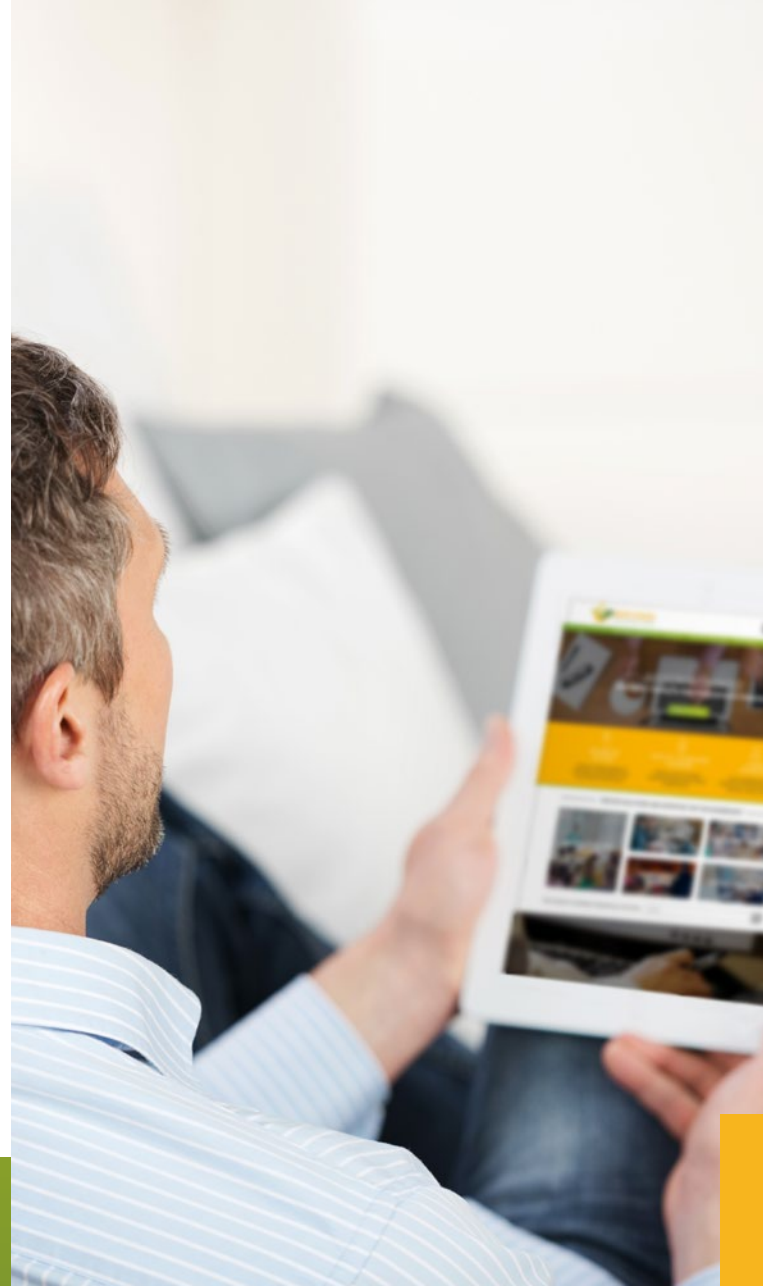


BROUGHT TO YOU BY
GLOBAL FOOD SAFETY RESOURCE®

What if you could...

- Easily find - both live and online - quality food safety courses
- Quickly identify the right training by topic, location, price and more
- View course ratings and share input on trainings and trainers
- Conveniently register for trainings, with flexible access to online courses

Now you can with GFSR's Safe-Food Training Hub – your **one stop shop for quality food safety training courses!**



safefoodtraininghub.com

For Companies

Increase Food Safety Training Compliance, Streamline Processes

- ✓ Centralized, online access of accredited training courses from private companies, universities, NGO's and associations – including multi-lingual content from around the globe
- ✓ More effectively find, register and manage course completions for you and your team

For Training Providers

Increase Revenue, Streamline Processes

- ✓ Ensure training courses are getting the maximum marketing exposure and interest
- ✓ Streamline process of managing registrations, payments, and more

We are currently seeking quality training vendors. Please contact Tina Brillinger:

✉ tbrillinger@gfsr.ca ☎ 1-888-437-7395 x 105

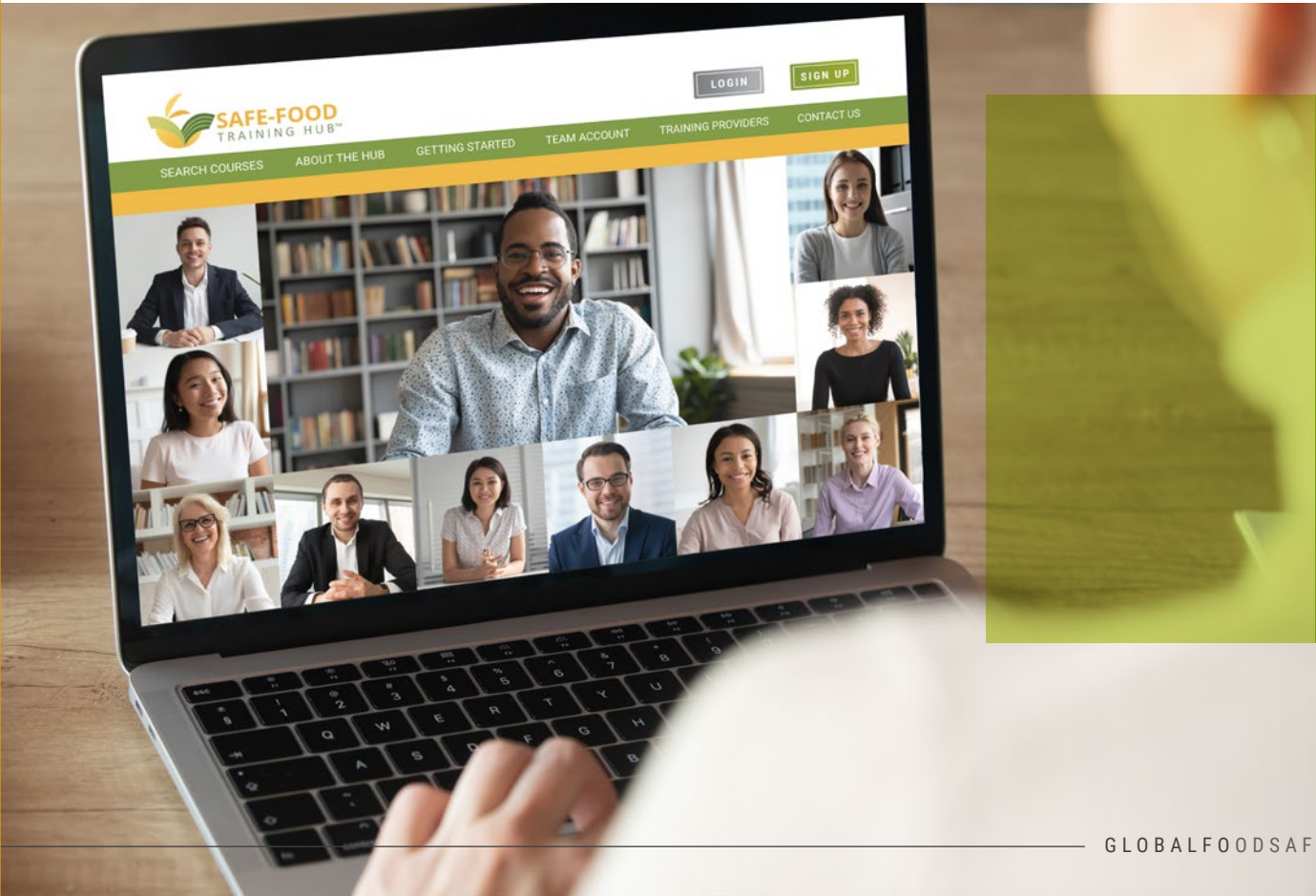
How it works

The Safe-Food Training Hub’s new Virtual Training allows companies who regularly deliver in-class closed sessions do them online with all the same benefits, and more. Instructors can connect with new and existing international clients, with no incurred travel time or

cost. With built-in digital teaching tools, it’s easy to share and create content, organize group activities, and enforce student comprehension with active participation tools that foster an engaged learning environment. Administrative benefits include full end-to-end registration, a secure payment gateway, and system generated emails that confirm successful registration and issue reminder notifications on your behalf.

Who’s visiting?

Visits Per Day	175
Visits Per Month	5.25
Visits Annually	63K
Average Pages Per Visit	9
Minutes Per Session	8
Page Views Per Month	47,250
Annual Page Views	567,000
Keyword Optimizations	52



Take your existing lesson plans online with our Virtual Training model that makes full use of traditional classroom tools and methods. Stay safe at home while delivering lessons in real-time anywhere in the world. Without the cost and health risks of air travel and facility rental, you can deliver training to students in different cities and states all together.



Digital Teaching Tools

- HD video conferencing
- Send public and private messages
- Collaborative multi-user whiteboard feature
- Set-up breakout rooms during live sessions for group activities
- Create polls during live sessions
- Share Youtube, Vimeo videos in live sessions
- Shared notes for multi-user editing
- Compatible with Android/iOS mobile
- Record live sessions

On-Call Technical Support

All Virtual Training sessions are monitored in real-time by the IT Help Desk. A member of our team is assigned to each live session to provide immediate technical support solutions.

Targeted Marketing to Food Companies

All courses hosted on the Safe-Food Training Hub are marketed to our engaged global audience of food professionals and organizations with the goal of generating more registrations and increasing your brand visibility online.

Pricing

Contact a representative for pricing:
advertising@gfsr.ca

The Safe-Food Training Hub™ platforms are owned and operated by Global Food Safety Resource®. © 2020-21 Global Food Safety Resource®. All rights reserved.

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 & Blog Banners

Premium Leaderboard	600 x 100px
Middle Banner	550 x 75px
Bottom Rectangle Banner	260 x 320px
Inline Rectangle Banner - Blog	300 x 250px

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.

* All Published Rates are Net USD

Let our team of digital experts promote your brands product, services or training courses.

Publisher:

Tina Brillinger

✉ tbrillinger@gfsr.ca ☎ 1-888-437-8395 x 105

Editorial Submissions:

Alexandra Emanuelli

✉ aemanuelli@gfsr.ca ☎ 1-888-437-8395 x 107

Book a campaign:

Tina Brillinger

✉ tbrillinger@gfsr.ca ☎ 1-888-437-8395 x 105



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