



DIGITAL MEDIA KIT

2020

OUR CORPORATE VALUES:
LEADERSHIP . COMMUNITY . CREDIBILITY .



vendors all over the globe. Through our secure eCommerce platform companies can source, purchase, assign, monitor and track their employees training progress through to completion, including certified courses. It's a novel approach because we believe that when it comes to training it's not a one-size fits all. Companies need access to training at all levels, in all food categories in a global marketplace. We are in high demand with companies who are seeking training, so please contact us to learn how we can market your courses to obtain a quicker ROI.

MESSAGE FROM THE PUBLISHER

This past year has seen many changes within our organization as we restructured both our internal systems and entire team. We are doing this to position ourselves for accelerated growth which we are witnessing on all GFSR's digital platforms. Our new Digital Content Editor, Alexandra Emanuelli is planning to initiate changes to all our platforms to make them more relevant, insightful and interactive for our engaged audiences. This past year we have seen our online visibility more than double in the food safety space registering 25%, more than 5 times our closest competitor. For our audience it means our content, including the Safe-Food Training Hub is easier to source. For our advertisers it means greater brand awareness when your products and services are aligned with our content.

With the FDA's key initiatives moving towards an "Era of Smarter Food Safety" to build stronger, more resilient food systems using technology, education and training, we are working towards supporting companies to build a food safety culture. We at GFSR are at the forefront of blazing a trail with our industry first LMS Safe-Food Training Hub. This is a unique platform where food companies will now be able to source credible food safety training in a competitive eCommerce marketplace from quality

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

- SETH GODIN -

With the rise of digital publishing, many print publications within the food industry have been shuttered due to increasing the demand for customized digital marketing strategies. Our product offerings through our niche platforms can help generate brand awareness, lead generation or position your company as a thought leader. Let our expert business development team provide guidance and strategy to your marketing team for a custom campaign, supported by our team of experienced marketing professionals who do the heavy lifting to provide a seamless campaign.

Building a strong brand identity is as vital as providing excellent customer service. We look forward to helping you increase your brand awareness in 2020.

Tina Brillinger

TOGETHER, WE CAN MAKE FOOD SAFE®

EYE ON FOOD SAFETY®

2020 EDITORIAL CALENDAR (12 ISSUES / YEAR)



JANUARY 20

Theme: Food Safety Trends
Subtheme: Redefining Food
Article Deadline: November 1
Material Deadline: January 1



FEBRUARY 20

Theme: Auditing & Your Facility
Subtheme: Sanitation & Hygiene
Article Deadline: December 1
Material Deadline: February 1



MARCH 20

Theme: Packaging
Subtheme: Labelling
Article Deadline: January 1
Material Deadline: March 1



APRIL 20

Theme: Innovation & Technology
Subtheme: Training
Article Deadline: February 1
Material Deadline: April 1



MAY 20

Theme: Certification
Subtheme: Food Standards
Article Deadline: March 1
Material Deadline: May 1



JUNE 20

Theme: Food Safety Culture
Subtheme: Food Fraud
Article Deadline: April 1
Material Deadline: June 1



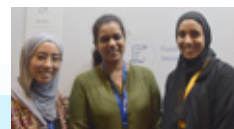
JULY 20

Theme: Operational Efficiencies
Subtheme: Physical Plant
Article Deadline: May 1
Material Deadline: July 1



AUGUST 20

Theme: Grower Compliance
Subtheme: Food Service
Article Deadline: June 1
Material Deadline: August 1



SEPTEMBER 20

Theme: Importing & Exporting
Subtheme: International Issues
Article Deadline: July 1
Material Deadline: September 1



OCTOBER 20

Theme: Regulations
Subtheme: Recalls
Article Deadline: August 1
Material Deadline: October 1



NOVEMBER 20

Theme: Virtual Food Safety
Subtheme: Food Allergens
Article Deadline: September 1
Material Deadline: November 1



DECEMBER 20

Theme: Best Articles of 2020
Subtheme: Best Blogs of 2020
No submissions for this issue

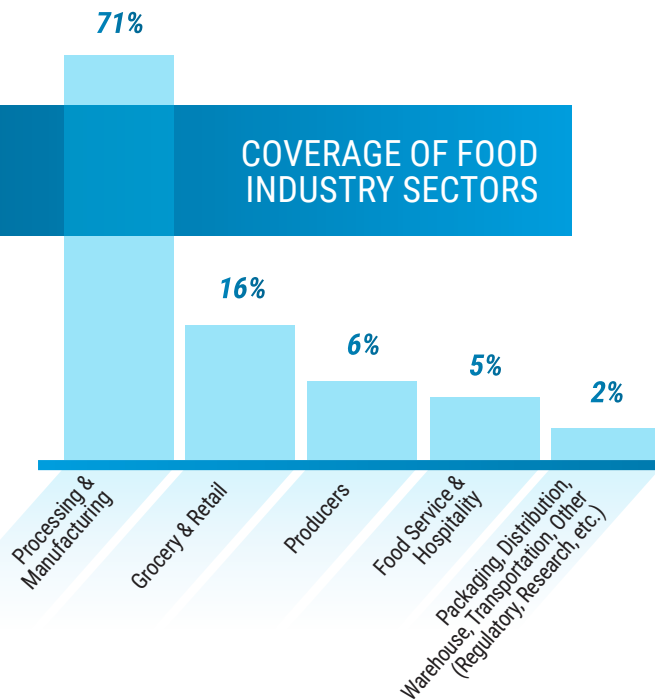
GFSR reserves the right to change editorial themes or topics without notice to advertisers or sponsors.

For more information on editorial opportunities,
 please contact Alexandra Emanuelli, Digital Content Manager

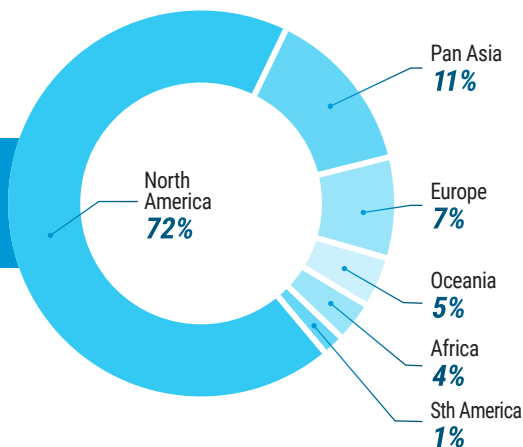
✉ aemanuelli@gfsr.ca ☎ 1-888-437-7395 x 107

AUDIENCE REACH AND DEMOGRAPHICS

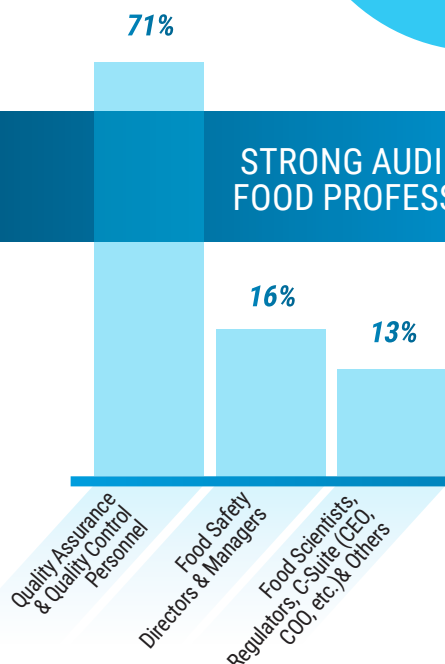
COVERAGE OF FOOD INDUSTRY SECTORS



CORE AUDIENCE BY CONTINENT



STRONG AUDIENCE OF FOOD PROFESSIONALS



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.



To book or place a digital campaign, please contact Sarah Lau:

✉ slau@gfsr.ca

☎ 1-888-437-7395 x 113

KEY ANALYTICS

Brands that advertise with us receive more exposure because **we have the highest online visibility** of any major publication in food safety



Our audience is highly engaged with our content with a 83% return rate.

5X more online visibility than the leading US food safety publisher websites.

* Audit SEM Rush

Through a strong focus on timely and cutting-edge editorial content and our commitment to dissecting current issues that affect our audience, we have seen a **dramatic increase in traffic** this past year from around the globe. Our audience demographic represents visitors from 193 countries.

WEB TRAFFIC VISITS

3,500	visits / day	1M	page views / month
106,500	visits / month	12M	annual page views
1.27M	visits annually	60M	impressions annually
14.6	avg. pages / visit	18,000	unique users / month
22.07	mins. / session		

EMAIL MARKETING

10K+	database, double opt-in
12.3%	opening rate
1.7%	CTR

OPTIMIZED GOOGLE RANKINGS

5X	content optimization increase in 2019
24.4%	market share in online space (20% higher than closest competitor)
117	pages ranked #1 spot on Google
498	pages ranked Page 1 on Google
4100	keyword optimizations

SOCIAL MEDIA

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



LINKEDIN

Group GFSR 15,500 followers

Safe-Food Training Hub 7200 Followers



TWITTER



INSTAGRAM



FACEBOOK



YOUTUBE

TARGETED TRAFFIC

WEBSITE ADVERTISING

The GFSR® website is available in 60 languages and has a responsive mobile platform. We capture our engaged audience wherever they are located, whatever the device. To maximize impact, we use Google's DoubleClick for publishers to increase the transparency of our digital campaigns, bringing our clients efficient:

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

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

QUALITY FOOD SAFETY CONTENT

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.

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

WEB BANNERS*:

728 x 90 Premium Leaderboard

300 x 600 Skyscraper

468 x 60 Middle

300 x 250 Inline Rectangle

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

Contact a representative for pricing:
advertising@gfsr.ca

BLOG BANNER PLACEMENT:

Our blog *Food Safety in the Global Village®* has 18,700 visitors per month, who read an average of 4.65 blog posts. With opinion pieces by subject matter experts, our blog can enhance your brand recognition and thought leadership by aligning your message with leading food safety issues and trends.

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    
- 2 x targeted emails to global database
- 1 x Middle Banner on webzine, *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.



“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.

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 webzine *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

THIRD PARTY EMAIL CAMPAIGNS

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.

10K+ opt-in subscribers

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%.

North American List

Global List

Contact a representative for pricing: advertising@gfsr.ca

For more information, please contact Sarah Lau:
slau@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

LinkedIn

GFSR Group & Company: 17,000
Publisher's Network: 11,155 (1st)
Industry Group reach: 540,000
Top 1% influencer

Twitter

1729 followers



Instagram

300 followers

LinkedIn

Group: 7200



eye on Food Safety®

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.

BANNER OPTIONS:

600 x 100 Premium Banner

260 x 320 Bottom Rectangle Banner

550 x 75 Middle Banner

590 x 380 Promotional Video

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

Contact a representative for pricing:
advertising@gfsr.ca

GFSR Members opt-in to receive emails ensuring a **high opening rate** of 12.3% and CTR (1.7%)

PROMOTE YOUR CORPORATE WEBINAR

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 develop 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 webzine
- 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

SPONSOR: WEBCAST (VIDEO FORMAT)

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 webzine *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 with us, contact
Sarah Lau:

✉ slau@gfsr.ca

☎ 1-888-437-7395 x 113

SPONSOR ONLINE PANEL DISCUSSION

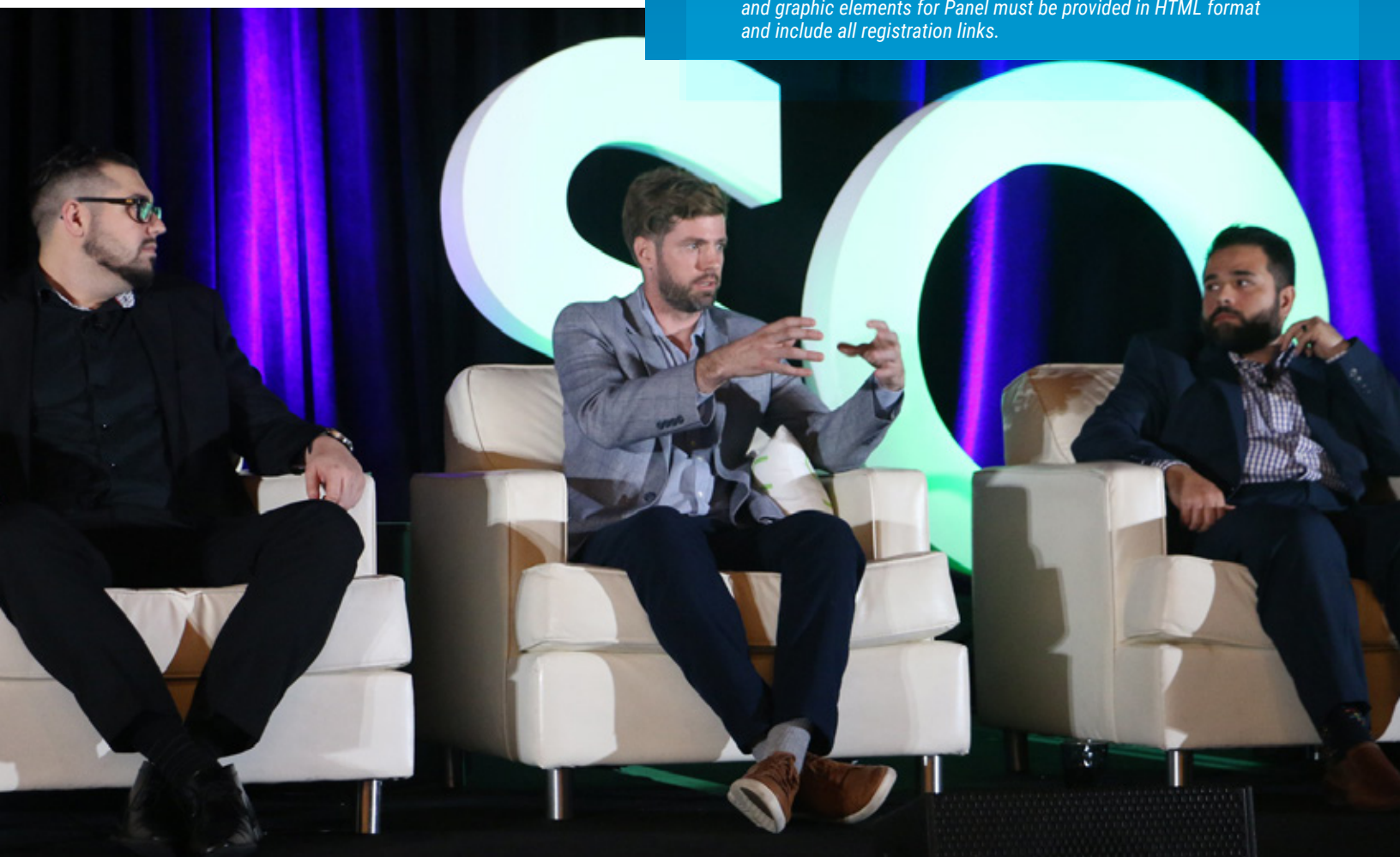
Building your brand through a sponsored online panel discussion positions your organization as a catalyst for change, and as a thought leader. This is your opportunity to ***stimulate and drive the conversations you feel are important*** in today's industry to passionate listeners.

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 webzine
- 1 x recording (590px by 380px) included in monthly webzine, 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.



**MARKET YOUR TRAINING COURSES.
CONTACT US TODAY!**

SAFEFOODTRAININGHUB.COM



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!



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

 safefoodtraininghub.com  info@safefoodtraininghub.com  1-888-437-7395 x 105

The Safe-Food Training Hub is a Division of Global Food Safety Resource and is Patent Pending through the U.S. Patents and Trademark Office.

**We are currently seeking quality training vendors.
Please contact Sarah Lau, Digital Sales Manager
 slau@gfsr.ca  1-888-437-7395 x 113**



AD MATERIAL & 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
Middle Banner	468 x 60 px

NEWSLETTER & 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 EXPERIENCED TEAM OF PROFESSIONALS

HELP YOU PROMOTE YOUR PRODUCT,
BRANDS, SERVICES AND SOLUTIONS



PUBLISHER:
Tina Brillinger

✉ tbrillinger@gfsr.ca
☎ 1-888-437-8395 x105

EDITORIAL SUBMISSIONS:
Alexandra Emanuelli

✉ aemanuelli@gfsr.ca
☎ 1-888-437-8395 x107

BOOK A CAMPAIGN:
Sarah Lau

✉ slau@gfsr.ca
☎ 1-888-437-7395 x113

Global Food Safety Resource Centre Inc.
globalfoodsafetyresource.com | safefoodtraininghub.com
2006 Queen Street East, Toronto, Canada | 1-416-690-7395

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