



Global Food Safety Resource®

DIGITAL MEDIA KIT 2024



BUILD AWARENESS WITH OUR LEADING DIGITAL PLATFORM

Reach engaged food safety professionals online

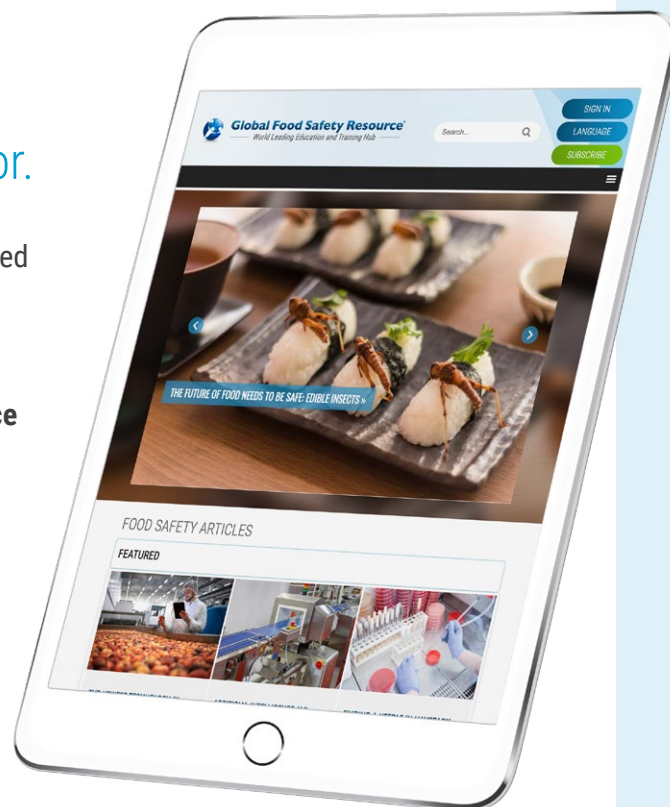
For over 14 years, Global Food Safety Resource® (GFSR) has been focused on helping food companies achieve better results.

Through our online GFSR platforms including Safe-Food Training Hub™ (SFTH), we deliver opportunities for brand awareness, lead generation, and thought leadership.

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

Our audience is made up of dedicated and engaged food safety professionals from all sectors of the food industry.

If your organization provides a product or service 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 2023

Discover how GFSR can help you exceed your marketing goals

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Highest Online
Visibility in Food
Safety:

21.3%
globally

16.9%
in the U.S.

* Audit SEMRush 2021

Deliver your message to an engaged audience of key decision makers

WEB TRAFFIC

1.36K GFSR visits in 2023

PAGE VISITS

10.4M per year

ENGAGEMENT

10.3 avg. minutes spent per session

865K page views per month

GOOGLE RANKINGS

21.3% market share in global online space
(22% higher than closest competitor)

426 pages ranked on page 1

181 first position page 1

5.2K SEO keywords

SOCIAL MEDIA

High-performing social media channels with engaged audience.

LINKEDIN

- Regular postings in 50+ industry groups
- GFSR Page + Group + CEO: 34,892 followers



WEB TRAFFIC

288K SFTH visits in 2023

PAGE VISITS

864K visits per year

ENGAGEMENT

3 pages per visit

72K page views per month

GOOGLE RANKINGS

36 pages on page 1

23 first position page 1

857 SEO keywords

LINKEDIN

8.3K followers of Safe-Food
Training Hub Page + Group

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

Highly engaged audience with a 78% return rate.

* Audit SEMRush 2023



We've been delivering key insights and trends shaping our industry for 14 years

GFSR educates our audiences online with articles, eBooks, social media, and our popular monthly *eye on Food Safety*® Journal, and podcast.

2023-2024 MONTHLY THEMES:

SEP 2023 CERTIFICATION & AUDITING	OCT 2023 TRAINING	NOV 2023 PREVENTATIVE CONTROLS	DEC 2023 ANNUAL RECAP "BEST OF"
JAN 2024 SANITATION & HYGIENE	FEB 2024 TECHNOLOGY	MAR 2024 FOOD SAFETY & SUSTAINABILITY	APR 2024 FOOD REGULATIONS
MAY 2024 FOOD FRAUD	JUN 2024 FOOD SAFETY TRAINING	JUL 2024 COMMUNICATION	AUG 2024 FOOD SAFETY STANDARDS
SEP 2024 PACKAGING INNOVATIONS	OCT 2024 SUPPLY CHAIN MANAGEMENT	NOV 2024 DATA IN FOOD	DEC 2024 ANNUAL RECAP "BEST OF"

Article deadline: 6 weeks prior. Advertising deadline: 1 month prior

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

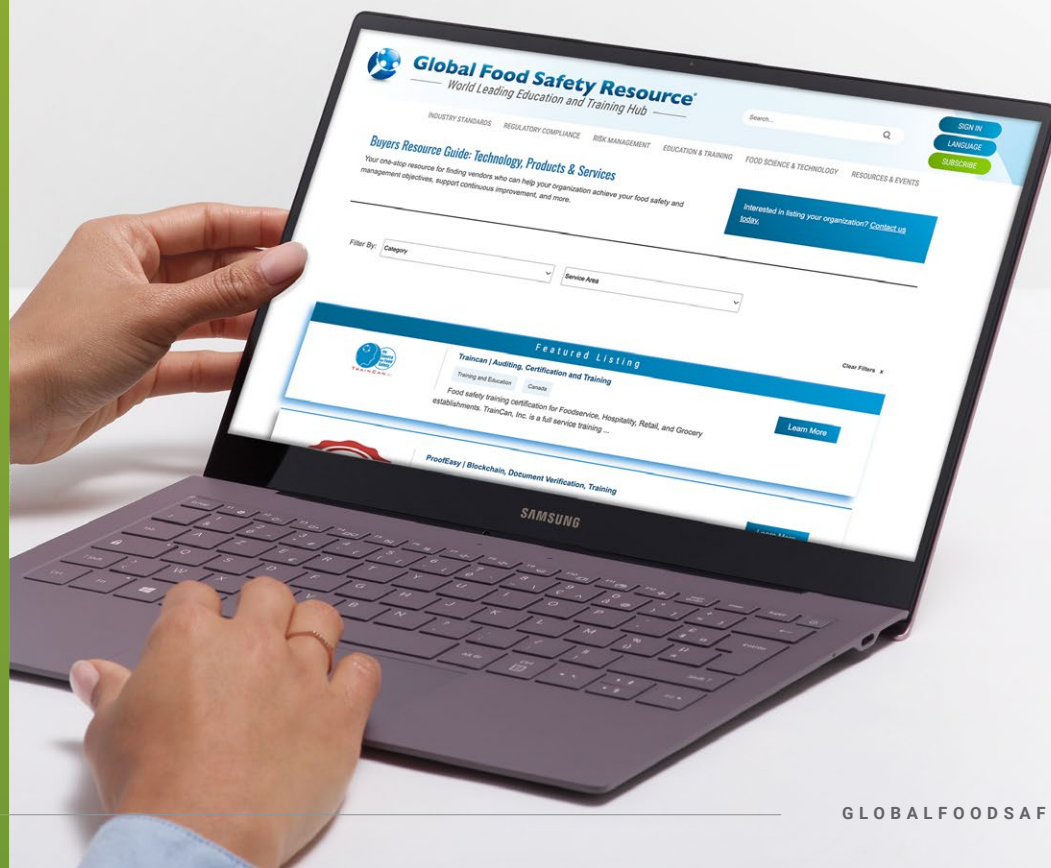
Build brand awareness, drive traffic and conversions

WEB BANNERS (ROS)*

Great addition to your omni-channel marketing initiatives!

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

*All banners universal run-of-the site. (ROS) 700+ pages.



BUYER'S GUIDE:

Technology, products & services

Opportunity to showcase your company on GFSR and drive traffic to your website leveraging SEO and high visibility from GFSR's global online reach.

Listing + Product Page

- 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
- Resource guide regularly promoted on website and social channels

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

jwalsh@gfsr.ca

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

- Opening rate: 17.7
- CTR of 2.2%
- Our lists are double-opt in up to 10K*

US Distribution List (3795)

Nth America Distribution List (5470)

Global Distribution List (9947)

*Based on distribution segment.

SOCIAL MEDIA POSTS

As part of our advertising offerings, you will leverage exposure through our social channels LI and FB. If you're looking for an extra boost, take advantage of our ad-hoc social posts.

MONTHLY JOURNAL ADS

- *eye on Food Safety* Journal email has engaging articles, practical insights and solutions on food safety's hottest topics.
- 19% opening rate
- 17.4% CTR article
- 5% CTR

High social engagement on LinkedIn:

GFSR reach: 34,891

Industry group reach 45: 500K+

eye on Food Safety with Dr. D podcast

Each month, **Dr. Darin Detwiler** hosts a live-streamed LinkedIn podcast with food industry leaders interviewing industry experts on topics of the day. These sessions will be streamed live on Global Food Safety Resource's LinkedIn page, and a recording will be made available afterward to our Premium Subscribers.

Planned topics include:

- Resiliency in Food Businesses
- Mitigating Loss and Disruption in Food
- Environmental Social Governance (ESG)
- Transforming Food Safety Oversight
- Global Standards
- Sustainability in Food
- Food Fraud and Authenticity & more

LEVERAGE GFSR'S 35,000+ FOLLOWERS TO BUILD YOUR BRAND THROUGH A SPONSORED PODCAST

LinkedIn Live Streamed Events:

12 episodes / 30-45 minutes per episode

SPONSOR OUR MONTHLY PODCAST

GOLD LEVEL

(exclusive)

- One expert spot on eye on Food Safety with Dr. D
- Logo and backlinks on all marketing materials before and during the event
- A direct, custom (tagged) LinkedIn message to our GFSR groups and industry groups
- Sponsorship mentions at the event
- Opportunity to interview your subject matter expert, top spot
- Access to video file for marketing purposes

SILVER LEVEL

(non-exclusive)

- Logo and backlinks on all marketing materials before and during the event
- A direct, custom (tagged) LinkedIn message to our GFSR groups and industry groups
- Sponsorship mentions at the event
- A direct, custom plug to our GFSR group



Get more exposure to your eCourses and educational webinars



A dedicated platform for food safety training with a variety of delivery options.

Our Safe-Food Training Hub (SFTH) is a great opportunity to grow participation in your training course and generate new revenue streams.

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 GFSR's global audience via our websites, social channels and monthly outbound eBlasts.



24K
site visits/month

24%
CTR on courses

288K
visits per year

78%
of GFSR audience
looking for training
content

30%
migrate from GFSR

Host your training e-courses on our LMS



PROMOTE YOUR TRAINING OR WEBINAR

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



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 students, plus promotes, manages registrations, and split payments.

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

Learn more about being part of our Safe-Food Training Hub. Contact us today: jwalsh@gfsr.ca

Pricing Summary

ALL PRICES IN USD.

WEBSITE BANNERS

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

BUYER'S GUIDE

- **Product Listing & Product Page**

OUTBOUND MARKETING

- **Email List Rental**
US
North America
Global
- **Monthly Journal Ad**
Top position 600x100
Middle position 500x75
Bottom position 300x150

LINKEDIN/PODCAST SPONSORSHIP

- **Exclusive Brand Sponsorship**
Sole advertiser
- **Multi-Episode Brand Sponsorship**
Non-exclusive sponsorship

PROMOTE TRAINING

- **eCourse hosted**
- **eCourse listed as advertisement**

Specs

OUTBOUND

- *Assets due 7 days before scheduled deployment*
- Email list rental: Final email HTML file with backlinks

BANNER ADVERTISING

- *Assets due 7 days before scheduled deployment.*
- 300DPI or PSD or HTML format.
- No animated GIFs.
- 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 messaging and growth goals!



PUBLISHER:

Tina Brillinger

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BOOK A CAMPAIGN:

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