



**Global Food Safety Resource®**

# DIGITAL MEDIA KIT 2025



**BUILD AWARENESS WITH OUR LEADING DIGITAL PLATFORM**

# Reach engaged food safety professionals online

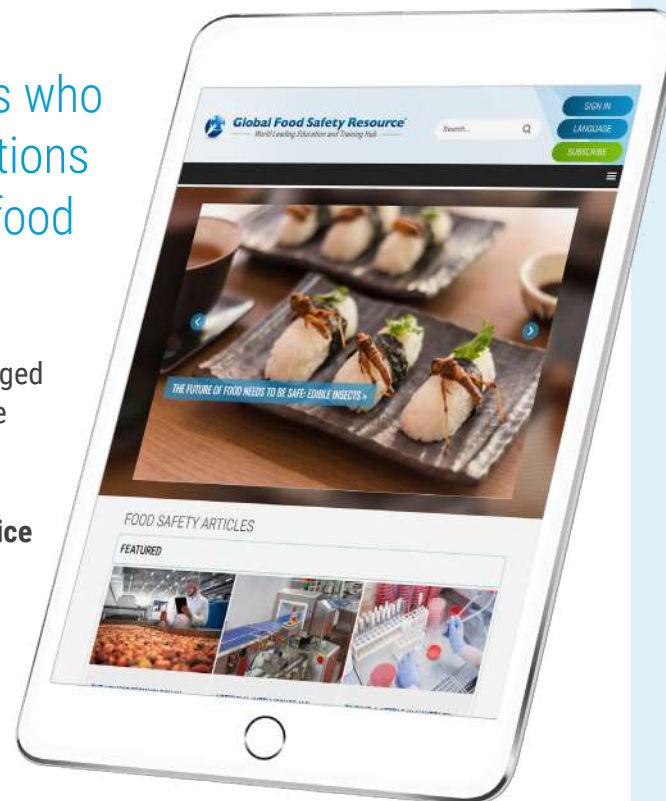
For 15 years, millions of food professionals each year have relied on our content. Get your brand and message in front of our engaged audience today!

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

GFSR delivers to highly engaged food professionals who are seeking products, solutions and resources to enhance food safety compliance.

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!**



GFSR Snapshot:

**1.7M+**  
visits annually

**83%**  
audience engagement in  
North America

**3 min**  
average session

# 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 2024

# Deliver your message to an engaged audience of key decision makers

## WEB TRAFFIC

**1.4M** GFSR visits annually\*

## 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 45+ industry groups
- GFSR Page + Group + CEO: 34,892 followers

\* Google analytics May 2024



## WEB TRAFFIC

**225,716** total annual visits

## 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 2024



# We've been delivering key insights and trends shaping our industry for 15 years

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

## 2024-2025 MONTHLY THEMES:

<b>SEP 2024</b> PACKAGING INNOVATIONS	<b>OCT 2024</b> SUPPLY CHAIN MANAGEMENT	<b>NOV 2024</b> DATA IN FOOD	<b>DEC 2024</b> ANNUAL RECAP "BEST OF"
<b>JAN 2025</b> FOOD SAFETY INNOVATIONS	<b>FEB 2025</b> SANITATION AND HYGIENE	<b>MAR 2025</b> FOODBORNE ILLNESS AND FOOD POLICY	<b>APR 2025</b> ENVIRONMENTAL AND PEST CONTROLS
<b>MAY 2025</b> CYBERSECURITY AND FOOD SAFETY DATA	<b>JUN 2025</b> PACKAGING AND LABELING	<b>JUL 2025</b> TRAINING AND FOOD SAFETY CULTURE	<b>AUG 2025</b> GLOBAL STANDARDS AND REGULATIONS
<b>SEP 2025</b> RISK AND CRISIS MANAGEMENT	<b>OCT 2025</b> SUPPLY CHAIN MANAGEMENT	<b>NOV 2025</b> CERTIFICATION AND AUDITING	<b>DEC 2025</b> TOP ARTICLES OF 2025

**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.

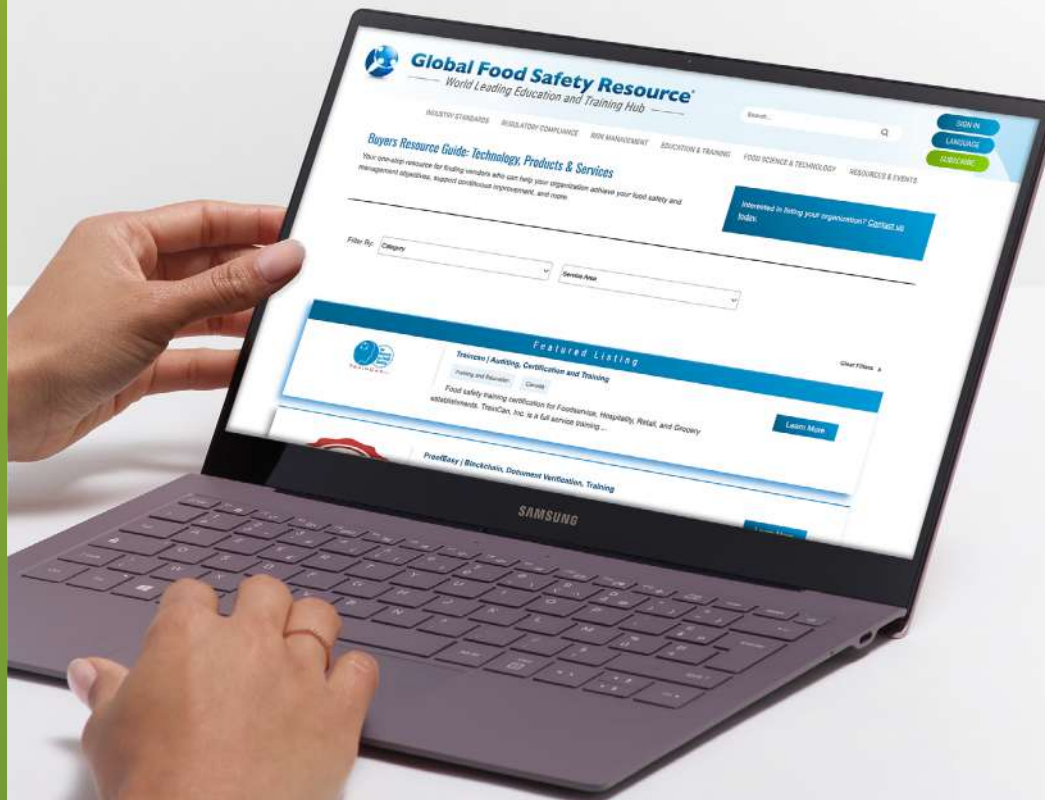
# Build brand awareness, drive traffic and conversions

## 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.



## OPTIMIZED 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!  
[tbrillinger@gfsr.ca](mailto:tbrillinger@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

- Avg. opening rate: 25%
- CTR of 2.2%
- Our lists are double-opt in up to 10K

**US Distribution List (3795)**

**Global Distribution List (8850)**

## SEND A MESSAGE THROUGH SOCIAL MEDIA

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: 38,000**

**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.

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 HIGH-ENGAGEMENT PODCAST  
Hosted by Dr. Darin Detwiler on LinkedIn Live, monthly

## GOLD LEVEL

*(Exclusive Sponsorship)*

- All corporate branding marketed and promoted through GFSR's omni-channel platforms
- Custom social media materials shared for client networks
- A direct, custom (tagged) LinkedIn message to our GFSR groups and industry groups
- Sponsorship plug at live event

## PLATINUM

*(Exclusive Interview & Sponsorship)*

- Opportunity to interview your subject matter expert, top spot
- Custom social media materials shared for client networks
- Logo & backlinks on all marketing materials before and during event
- A direct, custom (tagged) LinkedIn message to our GFSR groups and industry groups
- Sponsorship plug at live event
- All corporate branding marketed and promoted through GFSR's omni-channel platforms
- Access to video file for marketing purposes

eye on Food Safety  
with Dr. D Podcast  
now available on Apple  
Podcasts and Spotify.



# Increase exposure of your e-learning courses through our Global Training Hub



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 course listings receive promotion through GFSR's omni-channel platforms reaching millions of food professionals annually.



**24K**  
site visits/month

**24%**  
CTR on courses

**288K**  
visits per year

**78%**  
of GFSR audience  
looking for training  
content

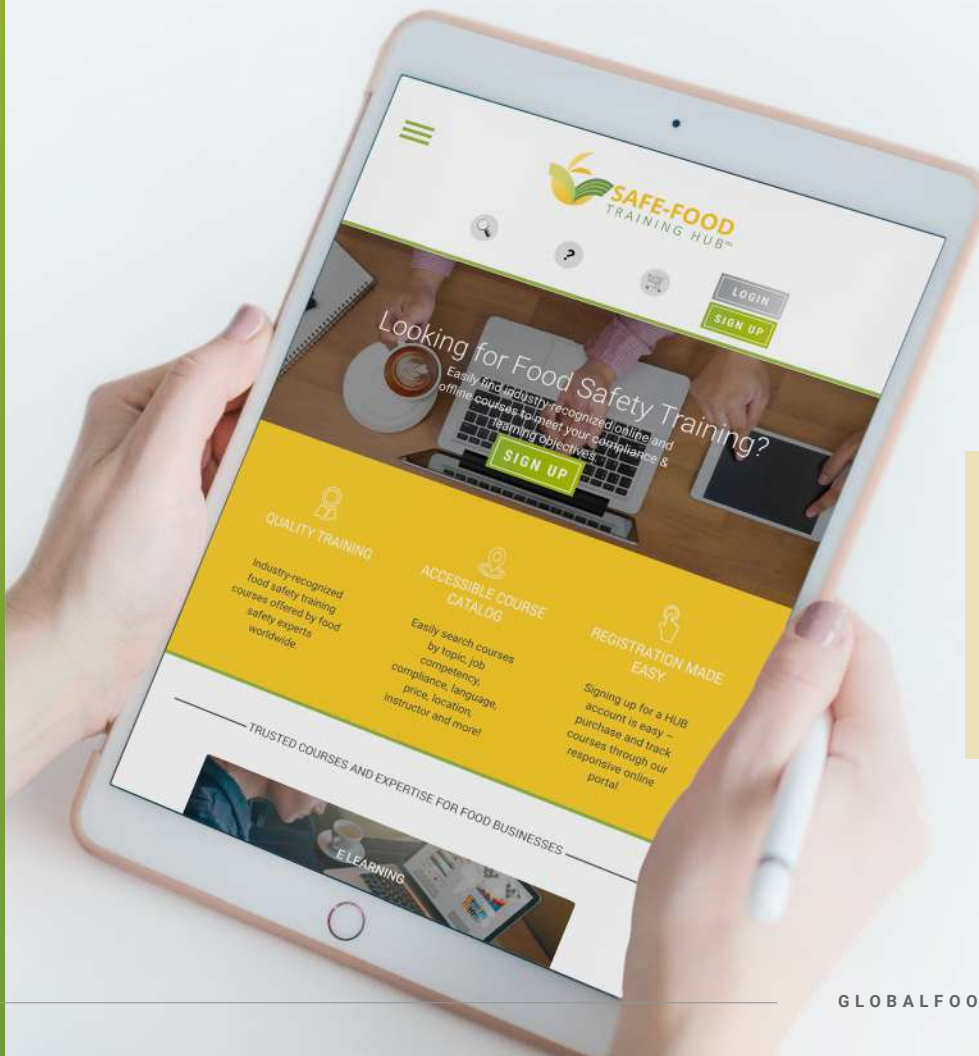
**30%**  
migrate from GFSR

# 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: [tbrillinger@gfsr.ca](mailto:tbrillinger@gfsr.ca)

# Summary

## WEBSITE BANNERS

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

## BUYER'S GUIDE

- **Product Listing & Product Page**

## OUTBOUND MARKETING

- **Email List Rental**  
US  
Global
- **Monthly Journal Ad:**  
Top position - 600x100  
Middle position - 500x75  
Exclusive takeover

## LINKEDIN/PODCAST SPONSORSHIP

- **Gold Sponsorship:**  
Sole advertiser
- **Platinum Sponsorship:**  
Exclusive interview & 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!



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