The global food safety testing market was worth $15.2 billion in 2018. It is continuing to grow at a 7.5% increase year over year. In 2024, the food safety testing market will exceed $23.4 billion.

Partnering with Food Quality & Safety gives you the ability to align with a market that has undeniable growth.

Dear Advertisers,

Food Quality & Safety magazine is the premiere resource for the food and beverage industry. Our well-recognized brand has been providing readers with thought-provoking and relevant information on quality assurance and food safety for more than 25 years.

The magazine's easy-to-digest content is designed for busy professionals, providing practical information that can be applied to their job functions. Our award-winning material covers the latest news, regulations, technologies, trends, and issues happening from farm to fork.

With the help of our two seasoned Industry Editors, Richard Stier and Purnendu C. Vasavada, PhD, and an updated Editorial Advisory Panel, Food Quality & Safety constantly strives to ensure its content is well-rounded and meets the needs of our loyal professional audience. Food Quality & Safety is the ideal partner to meet your marketing goals for 2020 and beyond.

Thank you for your support,
Samara Kuehne, Editor, and the Food Quality & Safety editorial team
Food Quality & Safety Is Committed to Editorial Excellence

The food and beverage industry looks to the FQ&S suite of communications as a go-to resource for expert-contributed technical content. By consistently soliciting feedback from its readership, including an Editorial Advisory Panel of experienced professionals from all industry segments, FQ&S magazine generates must-read editorial content.

Our regular features highlight the hottest topics

Every issue features a cover story on the latest industry trends. Other subject areas regularly covered include:

- Safety & Sanitation
- Quality
- Testing
- In the Lab
- Manufacturing & Distribution
- Food Service & Retail
- Food Safety Summit, IFT, IAFC

In addition, regular columns for 2020 include:

Washington Report
Every issue, columnist Ted Agres provides a review of the latest happenings in Washington in regard to regulatory agencies, laws, politics, and budgets.

Legal Update
Joel S. Chappelle, Esq., and Shawn K. Stevens, Esq., from Food Industry Counsel, LLC, provide their take on hot-button legal issues in every issue.

Allergen Control
The team at the Food Allergy Research and Resource Program (FARRP) updates readers on allergen control as related to analytical methods, risk assessment, and sanitation in the Feb./March, June/July, Oct./Nov. issues.

Global Interests
Industry professional Aurora A. Saulo, PhD, shares her expertise on the latest matters affecting the international food community in the April/May, Aug./Sept., and Dec./Jan. issues.

Food Defense
Expert David K. Park provides a resource for readers as he discusses industry and government food defense activities as they unfold in the Feb./March, June/July, and Oct./Nov. issues.

New Department! Cannabis Corner
From harvesting, processing, testing, and distributing, we examine the cannabis movement from different angles as it pertains to foods/beverages in every issue, starting with the Feb./March 2020 issue.
Industry Leadership

<table>
<thead>
<tr>
<th>Region</th>
<th>Print edition</th>
<th>Digital edition</th>
<th>Monthly website visitors:*</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>15,974</td>
<td>3,125</td>
<td>33,300</td>
</tr>
<tr>
<td>Europe, Middle East, Africa</td>
<td>1782</td>
<td>17,730</td>
<td>1,337</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>1,337</td>
<td>27,000</td>
<td>22,218</td>
</tr>
</tbody>
</table>

Job functions of FQ&S readers:
- **32%** QA/QC
- **26%** Operations / Corporate
- **18%** R&D / Laboratory
- **16%** Plant and Production
- **8%** Purchasing

What Our Audience Does

48% are management-level professionals, while 46% are professionals.

<table>
<thead>
<tr>
<th>Management</th>
<th>48.4</th>
</tr>
</thead>
<tbody>
<tr>
<td>QC/QA/safety mgmt.</td>
<td>26.1</td>
</tr>
<tr>
<td>Corporate mgmt.</td>
<td>8.3</td>
</tr>
<tr>
<td>Operations mgmt.</td>
<td>5.5</td>
</tr>
<tr>
<td>Production/plant mgmt.</td>
<td>2.7</td>
</tr>
<tr>
<td>R&amp;D/lab mgmt.</td>
<td>2.5</td>
</tr>
<tr>
<td>Purchasing mgmt.</td>
<td>1.9</td>
</tr>
<tr>
<td>Other mgmt.</td>
<td>1.1</td>
</tr>
<tr>
<td>Marketing mgmt.</td>
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<table>
<thead>
<tr>
<th>Professional Staff</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Scientist</td>
<td>17.9</td>
</tr>
<tr>
<td>Technical</td>
<td>14.6</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>6.0</td>
</tr>
<tr>
<td>Other</td>
<td>5.5</td>
</tr>
<tr>
<td>Engineer</td>
<td>3.9</td>
</tr>
<tr>
<td>Other staff</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Influential End-User

- Parmalat
- Quaker Maid
- Russell Stover Candies
- Ocean Spray
- Mars
- Idahoan
- Del Monte
- Boston Coffee Roasters
- Nestlé
The FQ&S Audience Influences Purchases

- **94%** are involved in buying decisions
- **74%** use FQ&S to help form opinions or make decisions
- **91%** are involved in suggesting new food safety initiatives
- **88%** select suppliers of food safety-related technology

The FQ&S audience is influencing decisions in these areas:

- Analytical Instrumentation Systems
- Audits/ Certification/ Training
- Environmental Monitoring
- Facilities
- Functional Ingredients
- Inspection Systems
- Laboratory Accreditation
- Laboratory Proficiency Testing
- Laboratory Services and Supply
- Microbiology
- Pathogen Reduction
- Pest Control
- Sanitation and Hygiene
- Software
- Test Kits and Instruments

Where FQ&S Audience Invests

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microbiology Equipment Sales</td>
<td>67%</td>
</tr>
<tr>
<td>Instrumentation</td>
<td>77%</td>
</tr>
<tr>
<td>Lab Equipment</td>
<td>67%</td>
</tr>
<tr>
<td>Lab Software</td>
<td>44%</td>
</tr>
<tr>
<td>Diagnostic Test Kits</td>
<td>71%</td>
</tr>
<tr>
<td>Sanitation Technologies</td>
<td>82%</td>
</tr>
<tr>
<td>Auditing / Validation Services</td>
<td>78%</td>
</tr>
<tr>
<td>Contract Lab Setup</td>
<td>74%</td>
</tr>
</tbody>
</table>

Organizations where FQ&S audience members have influence on purchase decisions will spend an average of $1.6 million on food-safety related products, systems, and services.

Advertisers Can Target Specific Segments of the Food Quality & Safety Audience

We can reach and engage with:

- Purchasers
- QA/QC Managers
- Research and Development
- IT
- Sales

In various industries:

- Food & Beverage Processing
- Agriculture
- Retail
- Food Service
- Government

Based on their products or services:

- Meat
- Poultry
- Seafood
- Dairy
- Beverages
- Snacks/Cereal/Baking
- Pet Food
- Fruits/Vegetables
- Infant Foods

Recipients who have Purchasing Influence:

- Chemical Analysis Instrumentation Equipment
- HACCP Products & Supplies
- Microbiology Equipment & Testing
- Auditing, Inspection & Crisis Mgmt
- Sanitation Equipment & Supplies
Awareness-Building Opportunities

No other medium unites the most influential industry decision makers in a singular audience. *FQ&S* is the leading resource for food quality and safety professionals and marketers.

Advertising opportunities include display, classified, and magazine inserts. *FQ&S* is published 6x a year and delivered to more than 22,000 food industry readers.

Display Ad Specifications

Accepted File Types

Display ads must be submitted as flattened PDF files compatible with Acrobat 4 (1.3) and suitable to print as is. Please embed all fonts and convert all RGB colors to CMYK, with a minimum resolution of 300dpi.

Ads provided in native applications (such as InDesign, Photoshop, Illustrator, and QuarkXPress) or as JPG and GIF files will not be accepted.

Banner opportunities also available on other Wiley published journals

- *Journal of Food Science* (an IFT journal)
- *Comprehensive Reviews for Food Safety and Food Science*
- *Journal of Food Safety*
- *Journal of Food Process Engineering*
- *Journal of Sensory Studies*

As many impressions as desired. $50 cost per thousand

File Requirements:

**Leaderboard**

- 728 X 90 (Desktop), 320 X 50 (Mobile)
- File Types: GIF, JPG, PNG & HTML5
- Max File Size: 200 Kb
- Click-through URLs required

**MPU (Boom Box)**

- 300 X 250 Pixels
- File Types: GIF, JPG, PNG & HTML5
- Max File Size: 200 Kb
- Click-through URLs required

2020 Net Rates

<table>
<thead>
<tr>
<th></th>
<th>1-2x</th>
<th>3-5x</th>
<th>6x+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full page 4C</strong></td>
<td>$4,800</td>
<td>$4,400</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>2/3rd page 4C</strong></td>
<td>$4,544</td>
<td>$4,089</td>
<td>$3,800</td>
</tr>
<tr>
<td><strong>½ page 4C</strong></td>
<td>$3,900</td>
<td>$3,500</td>
<td>$3,200</td>
</tr>
<tr>
<td><strong>1/3rd page 4C</strong></td>
<td>$3,400</td>
<td>$3,060</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>¼ page 4C</strong></td>
<td>$2,900</td>
<td>$2,700</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

- Rates are based on reaching a global audience of 36,882.
- No bleed charges.
- Cover Positions and Table of Contents may require a premium.
- GEO copy-splits (NA vs. ROW) are available.
- 2-page spreads earn a 10% discount.
- Cover tips are available to create a presence of ownership. Please inquire.

Capture your customers’ attention with a multi-page insert. Contact Bob Zander for prices and availability, bzander@wiley.com or call (312) 925-7648.
**eUpdate Newsletter**

*eUpdate* puts your brand and products directly in the path of decision-makers. Connect with the FQ&S community with news and content. Each issue includes timely news articles, industry resources, and upcoming events.

- 38,000 opt-in subscribers
- Delivered 3x monthly (2x in Nov. and Dec.) on Tuesdays - 34x @ year

### Frequency discount schedule for eUpdate and eTOC

<table>
<thead>
<tr>
<th>WIDTH</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>8.375</td>
<td>$1,895</td>
<td>$1,800</td>
<td>$1,715</td>
<td>$1,635</td>
<td>$1,550</td>
</tr>
<tr>
<td>MPU (Upper)</td>
<td>7&quot;</td>
<td>$1,780</td>
<td>$1,730</td>
<td>$1,680</td>
<td>$1,625</td>
<td>$1,535</td>
</tr>
<tr>
<td>MPU (Lower)</td>
<td>4.6875&quot;</td>
<td>$1,600</td>
<td>$1,555</td>
<td>$1,510</td>
<td>$1,465</td>
<td>$1,385</td>
</tr>
<tr>
<td>Product Spotlight</td>
<td>2.5&quot;</td>
<td>$1,895</td>
<td>$1,800</td>
<td>$1,715</td>
<td>$1,635</td>
<td>$1,550</td>
</tr>
</tbody>
</table>

**Leaderboard**
- 728 x 90px (Desktop), 320 X 50 (Mobile)
- Files: JPEG or non-animated GIF, 30 Kb max

**MPU (Upper)**
- 300 x 250px
- Files: JPEG or non-animated GIF, 30 Kb max

**Product Spotlight**
- 8 word headline, 60 word paragraph, image 150 x 150px, low-res 72 x 96dpi
- 300 x 250px
- Files: JPEG or non-animated GIF, 30 Kb max

**eTOC Alerts**

Our electronic Table of Contents (eTOC) alerts are distributed directly to readers when each new magazine drops. Put your brand directly in the path of our audience as they click through directly to editorial content. Each eTOC delivers to an average of 39,000 recipients, 6x per year.

For more information, contact Bob Zander at bzander@wiley.com or call (312) 925-7648.
Native Advertising

Content produced by an advertiser that matches the form and style otherwise seen in the work of the magazine.

New! FQ&S Technology-Specific eNewsletter

FQ&S Technology-Specific eNewsletters can be customized to any topic of your choice and targeted to specific job title and geographic areas to create a one of a kind newsletter for your industry.

Trade Show Product Spotlight—8x in 2020

A sneak peek of featured products emailed prior to the key industry trade shows. Examples include Food Safety Summit, IFT, and IAFP.

Lead Generating Opportunities

Marketers are seeking qualified SQLs—Sales Qualified Leads. They want to engage with quality decision-makers. FQ&S delivers both!

FQ&S is unique in its ability to tap deep resources at Wiley. These include:

- 48 journals in the food science and food safety
- Input from our esteemed editorial advisory board
- Alignment with leading food societies including IFT
- A dedicated Projects team that delivers positive results and manages all logistics lead development

Through Wiley’s vast resources FQ&S ensures marketers positive results when investing in the following programs:

Essential Knowledge Briefings (EKBs)

FQ&S eBooks are developed with educational content written by a team of talented staff writers with deep technical/scientific backgrounds. Through exclusively-sponsored content, your company is positioned as an innovative industry leader. Incorporate these content marketing tools into your advertising and marketing program to generate leads and drive traffic to your site. These digital primers can be customized to a 10-40 page booklet. Content can delve in any topic desired such as:

- Microbial Food
- Testing Food
- Pathogens
- FSMA Compliance for any desired product area

Essential Knowledge Briefing content is gated with access after registering. Opt-in registrants average 200-400 quality decision-maker leads. EKBs are extensively promoted via:

- HTML ads for email blasts
- Banner ads on eNewsletters
- Banner ads on key food industry journals
- Social media announcements via FQ&S’ LinkedIn, Facebook, and Twitter pages, as well as Wiley Food Science pages.

A $8,000-$19,500 Investment is based on page size. For more information visit www.essentialknowledgebriefings.com.

(Other eBook options are also available that can merge our repurposed content with yours.)
Webinars

*FQ&S* can collaborate with marketers on an educational "Microbial Detection" or “Food Fraud” webinar (or any other topic) to effectively generate leads. We orchestrate all details supporting the web event, including promotion to attain maximum registration.

Benefits to sponsoring a *FQ&S* webinar include quality lead generation, solid promotion/branding, and working with a relied-upon third-party, independent content resource. Sponsors receive full contact information for all registrants who opt-in, averaging 250-450 industry professionals. In fact, a recent webinar sponsored by Agilent surpassed expectations and exceeded opt-ins of 400 registrants.

After the live event, the On-Demand version of the webinar is hosted on www.foodqualityandsafety.com for 6 months. We will provide sponsors with the digital file that can be posted on your website.

**Marketing:** Effective promotion for the webinar includes two to three email blasts sent to a target list and a banner to launch on *FQ&S* eUpdate Newsletter. We will also promote the webinar to the other Wiley Food journals.

Webinar investment is $12,750 net.

White papers/Application Notes

*FQ&S* can launch your whitepaper and get it into the right hands! Content is promoted extensively via:

- Banner promotion on the eUpdate eNewsletter
- Two email blasts targeted to desired subscribers
- 30-50 average leads

Investment for 6-month exposure = 6 Months - $4,500 net. (Additional cost if we create the content.)

Other Projects

*FQ&S* and Wiley are well-positioned to implement other lead-generation opportunities including:

- Customized Infographics that will bring your technology to life
- Launching videos on our dedicated video channel
- Customized single-sponsored print issues on a topic of choice
- Sponsorship of a special symposia devoted to a topic of choice. For example, Wiley is developing a Cannabis Testing/Analysis Symposium relevant to food marketers. Sponsorship and lead generation opportunities remain available.
- Additional options and details are available upon request.

*FQ&S* can elevate marketers’ brand awareness and generate quality leads through our customized projects. How do these options fit into your company’s strategies? Let’s discuss partnership opportunities that will drive successful results!
Every issue covers topics such as:

- Traceability
- Pathogen Detection
- Pest Control
- Training Recommendations
- Environmental Monitoring
- Pet Food
- Agricultural
- FSMA/Auditing

**FQ&S Feb.-March Issue**
Vol. 27:1  
Ad close: 1/10/20  
Material close: 1/17/20

eUpdate  
Issue: 1/14/20  Ad close: 1/7/20  
Issue: 1/21/20  Ad close: 1/14/20  
Issue: 1/28/20  Ad close: 1/21/20  
Issue: 2/11/20  Ad close: 2/4/20  
Issue: 2/18/20  Ad close: 2/11/20  
Issue: 2/25/20  Ad close: 2/18/20

eTOC for Feb.-March Issue  
Ad close: 2/03/20  Materials: 2/7/20

**Trade Shows:**  
Pittcon  
March 1-5, 2020  
Chicago, IL

**FQ&S April-May Issue**
Vol. 27:2  
Ad close: 3/6/20  
Material close: 3/13/20

eUpdate  
Issue: 3/10/20  Ad close: 3/3/20  
Issue: 3/17/20  Ad close: 3/10/20  
Issue: 3/24/20  Ad close: 3/17/20  
Issue: 4/14/20  Ad close: 4/7/20  
Issue: 4/21/20  Ad close: 4/14/20  
Issue: 4/28/20  Ad close: 4/21/20

eTOC for April-May Issue  
Ad close: 3/30/20  Materials: 4/3/20

**Trade Shows:**  
FSS  
May 4-7, 2020  
Rosemont, IL

IFT  
July 12-15, 2020  
Chicago, IL

United Fresh  
June 16-18, 2020  
San Diego, CA

**FQ&S June-July Issue**
Vol. 27:3  
Ad close: 5/8/20  
Material close: 5/15/20

eUpdate  
Issue: 5/12/20  Ad close: 5/5/20  
Issue: 5/19/20  Ad close: 5/12/20  
Issue: 5/26/20  Ad close: 5/19/20  
Issue: 6/9/20  Ad close: 6/2/20  
Issue: 6/16/20  Ad close: 6/9/20  
Issue: 6/23/20  Ad close: 6/16/20

eTOC for June-July Issue  

**Trade Shows:**  
IAFP  
Aug. 2-5, 2020  
Cleveland, OH
2020 Food Quality & Safety Planning Guide

Every issue covers topics such as:
- Labeling
- Food Fraud
- Trace Analysis
- Pesticides
- Recall Procedures
- Food Testing
- Ingredients
- Shelf Life

**FQ&S Aug.-Sept. Issue**
Vol. 27:4
Ad close: 7/10/20
Material close: 7/17/20

**eUpdate**
Issue: 7/7/20  Ad close: 6/30/20
Issue: 7/14/20  Ad close: 7/7/20
Issue: 7/21/20  Ad close: 7/14/20
Issue: 8/4/20  Ad close: 7/28/20
Issue: 8/11/20  Ad close: 8/4/20
Issue: 8/18/20  Ad close: 8/11/20

**eTOC for Aug.-Sept. Issue**
Ad close: 8/3/20  Materials: 8/7/20

**Trade Shows:**
AOAC
Sept 13-16, 2020
Orlando, FL

SQFI
Oct. 27-29
Orlando, FL

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**FQ&S Oct.-Nov. Issue**
Vol. 27:5
Ad close: 9/11/20
Material close: 9/18/20

**eUpdate**
Issue: 9/8/20  Ad close: 9/1/20
Issue: 9/15/20  Ad close: 9/8/20
Issue: 9/22/20  Ad close: 9/15/20
Issue: 10/6/20  Ad close: 9/29/20
Issue: 10/13/20  Ad close: 10/6/20
Issue: 10/20/20  Ad close: 10/13/20

**eTOC for Oct.-Nov. Issue**
Ad close: 9/28/20  Materials: 10/2/20

**Trade Shows:**
Pack Expo
Nov. 8-11, 2020
Chicago, IL

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**FQ&S Dec.-Jan. Issue**
Vol. 27:6
Ad close: 11/13/20
Material close: 11/20/20

**eUpdate**
Issue: 11/3/20  Ad close: 10/29/20
Issue: 11/10/20  Ad close: 11/3/20
Issue: 12/1/20  Ad close: 11/24/20
Issue: 12/8/20  Ad close: 12/1/20

**eTOC for Dec.-Jan. Issue**
Ad close: 11/30/20  Materials: 12/4/20
Print Ad Specifications

Final page trim size: 8.125" x 10.875"; live area: 7.625" x 10.25"

Display Advertising Requirements

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<tr>
<th>AD SIZE</th>
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<th>HEIGHT</th>
</tr>
</thead>
<tbody>
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<td>11.125&quot;</td>
</tr>
<tr>
<td>Full Page No-bleed</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.6875&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>2.5&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>7.125&quot;</td>
<td>4.75&quot;</td>
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<tr>
<td>1/2 Page Island</td>
<td>4.6875&quot;</td>
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<tr>
<td>1/3 Page Vertical</td>
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<tr>
<td>1/4 Page Horizontal</td>
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<td>2.25&quot;</td>
</tr>
<tr>
<td>2-Page Spread Bleed</td>
<td>16.65&quot;</td>
<td>11.125&quot;</td>
</tr>
</tbody>
</table>

Trim Allowance

Head and foot minimum distance 0.125", width: 0.125" with safety margin in the gutter, and 0.125" safety at side

Delivery:

Furnish multi-page inserts folded. Pack cartons with quantity, publication name, and bi-monthly issue clearly marked. (provide 3 samples) Insert stock not to exceed 100lb coated.

Submission of Artwork

Ad artwork files (up to 10MB) should be emailed to: Claudia Vogel, cvogel@wiley.com. Contact Claudia for instructions if files are larger than 10MB. If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad. Additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in file format.

Paper/Finishing

The magazine is saddle stitched and printed on 50-lb. coated stock.
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312.925.7648

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Food Quality & Safety
Magazine
111 River Street
Hoboken, NJ 07030-5774

Food Quality & Safety magazine is a Wiley publication. As one of the world’s foremost food industry, academic, and professional publishers, Wiley publishes more than 1,600 scholarly peer-reviewed journals and an extensive collection of books, major reference works, databases, and laboratory manuals in print and electronically.

By introducing synergies with its sister publications within Wiley, Food Quality & Safety strengthens its award-winning editorial content with unique access to peer-reviewed scientific content.