

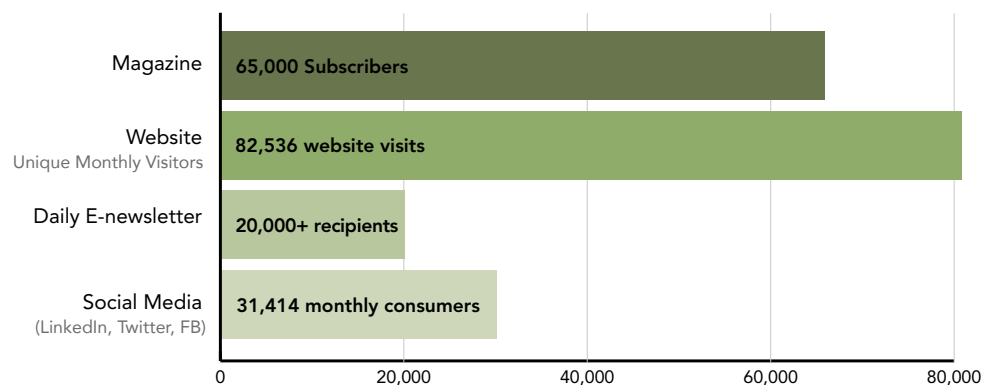
THE FOOD PROCESSING AUDIENCE

Food Processing covers key professionals across the entire food manufacturing industry. Our audience is multi-functional from company management, operations, R&D and product development. Equipment specifiers in a food plant work closely with R&D to better understand what is needed for a particular manufacturing process...and product development is part of a cross functional team that helps to specify the types of equipment necessary and available to manufacture a specific product.

Target Audience

- Corporate Management
- Research & Development
- Plant Operations
- Engineering
- Product Marketing

Reach by Platform



MULTI- FUNCTIONAL INVOLVEMENT

Research & development	81%
Marketing	55%
Manufacturing	52%
Corporate management	55%
Purchasing	37%
Outside consultants	18%
Multiple suppliers	28%
Finance	31%
A single supplier	5.2%
Others or "Don't have a team"	16%

ESTABLISHING COMPANY PRODUCT DEVELOPMENT GOALS BY TITLE

Title	Very Involved
CEO/President/CFO	57%
General management	55%
R&D	78%
Marketing & sales	66%
Manufacturing/Plant ops	42%

FOOD PROCESSING MAGAZINE

In our 83rd year, *Food Processing* magazine continues to deliver a deep understanding of the entire 500 billion dollar U.S. food manufacturing industry, from product development and ingredient trends to the latest in processing and manufacturing equipment and technology. to over 65,000 subscribers every month.

[Link to current BPA](#)

PRODUCT CATEGORY	Number of Audited Subscribers with the Recommending / Specifying / Purchasing Authority by Publication
	Food Processing*
Ingredients	17,294
Nutritional Ingredients	11,374
Ingredients & Nutritional Ingredients	18,374
Process Equipment/Packaging Equipment/Packaging Materials	22,893
Packaging Equipment/Packaging Materials	33,507
Process Equipment (pumps/motors/valves, etc.)	15,419
QA & QC Instrumentation/Software	10,061
Plant Design/Construction/Site Selection	8,106
Process Controls/Automation	9,591
Sanitation/Maintenance	9,988
Materials Handling/Warehouse Distribution Equipment	8,002
Refrigeration/Freezing	6,462
Consulting Services/Labs	5,678

SOURCES: * Dec 2020 BPA Brand Report

CIRCULATION BY TITLE	
Corporate Mgt:	15,739
Plant Operations	20,084
Engineering	4,484
R & D:	19,779
Marketing	3,660
Purchasing	1,274

AD SIZE	1X	6X+
Full Page Spread	\$11,000	\$9,700
Full Page	\$6,900	\$5,900
2/3 Page	\$5,200	\$4,200
1/2 Page Island	\$4,000	\$3,500
1/2 Page Vertical	\$3,600	\$3,200
1/2 Page Horizontal	\$3,600	\$3,200
1/3 Page Vertical	\$3,000	\$2,700

- Inserts and other High Impact Options are available for quote
- All rates NET 4-color
- 5% premium for fifth color or PMS.

• [Link to Magazine Ad Specs](#)

• [Link to High Impact Offerings](#)

• [Link to Classified Advertising](#)