

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](#)