Use a Q&A With Our Editor to Tell Your Story

Your organization has a story to tell, and Industry Perspectives provides you with the opportunity to tell it in Food Processing magazine to 65,000 food industry professionals. Industry Perspectives is uniquely suited to present complex issues that are difficult to convey in a traditional advertising format. Your article will be a Q&A interview between a Food Processing editor and your company’s spokesperson on a topic of importance to your organization’s market expertise.

Our Process

- You choose the topic, and we’ll work with you to draft the appropriate questions.
- Each Industry Perspective includes up to 6 questions resulting in an article of approximately 1200 words
- Included is a photo of the interviewee plus an optional supporting graphic supplied by you

Promotion

- Your Industry Perspective will be included in a mutually agreed upon issue of Food Processing and will be featured to our 65,000 subscribers.
- A PDF of the article will also be supplied to you for your own content marketing purposes Digital Promotion Package
- We’ll promote your article via a series of digital media platforms which include Sponsored Content text ad placements in two separate editions of our daily Food Processing E-newsletter, FoodProcessing.com and targeted social media posts

Rate:

- **$8,500 net**

Solution Spotlight Podcast:

- **+$2,000 net**

Podcast & Video Option:

For greater impact and reader engagement from your Industry Perspective investment, an audio recording of the Q&A can be promoted as a special Solution Spotlight Podcast episode as part of our Food Processing podcast series Food for Thought. At your request we can also supply you with a video recording of your interview.

Rate **$2,000 net additional**