



FOOD
INDUSTRY
EXECUTIVE

2027

Media Kit

CONTACT US

sales@foodindustryexecutive.com

Contents

01 Audience

Who We Are	4
Reach Decision-Makers	5
Access Every Segment	6
Engage Global Brands	7
Join Industry Innovators	8

02 Calendar

2027 Editorial Calendar	10
-------------------------	----

03 Sponsorship Programs

Lead Generation Programs	12
Executive Influence Programs	13
Brand Presence Programs	14

04 Campaign Building Blocks

Webinars	16
Targeted Content Distribution Campaigns	17
eBlasts	18
Daily Newsletter Sponsorship	19
Weekly Newsletter Sponsorships	20
Featured Thought Leadership	21
Executive Q&A Spotlight	22
Collaborative Insights Feature	23
Industry Report	24
Website Display Ads	25

05 Rates

Rate Sheet	27
------------	----

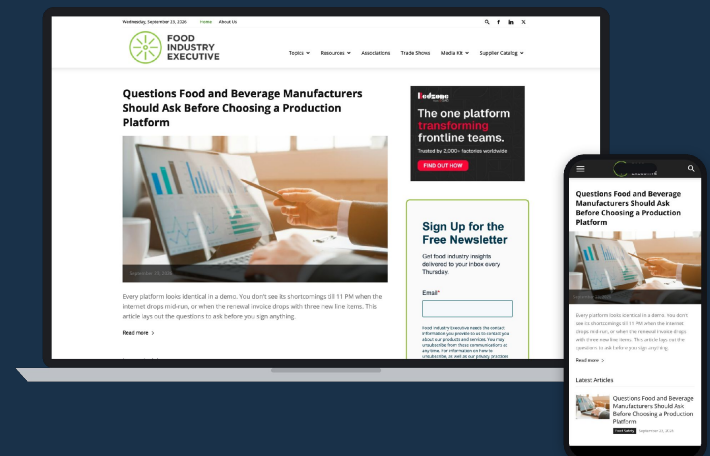
01

Our Audience

We connect 25K+ food industry professionals – **70% management-level and above** – with the insights and solutions shaping the future of food.

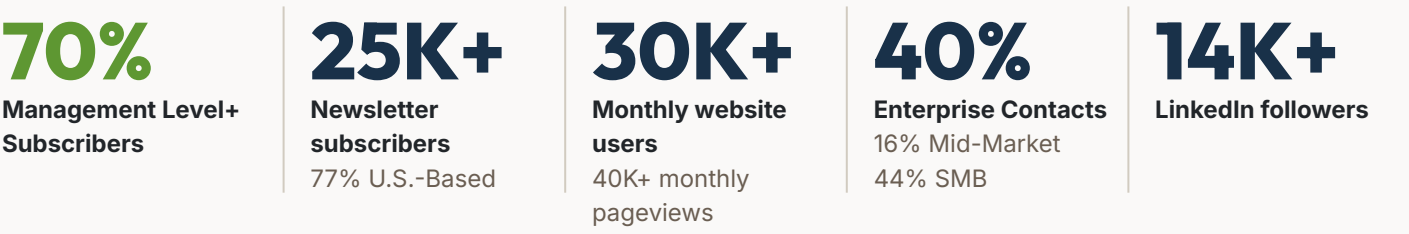
In today's changing market, it's vital for food industry executives to keep up with the trends that matter most to them.

As a trusted source for food manufacturers and their suppliers, we provide insights on the latest industry trends, workforce challenges and solutions, technology advancements, and expert insights that drive businesses forward.

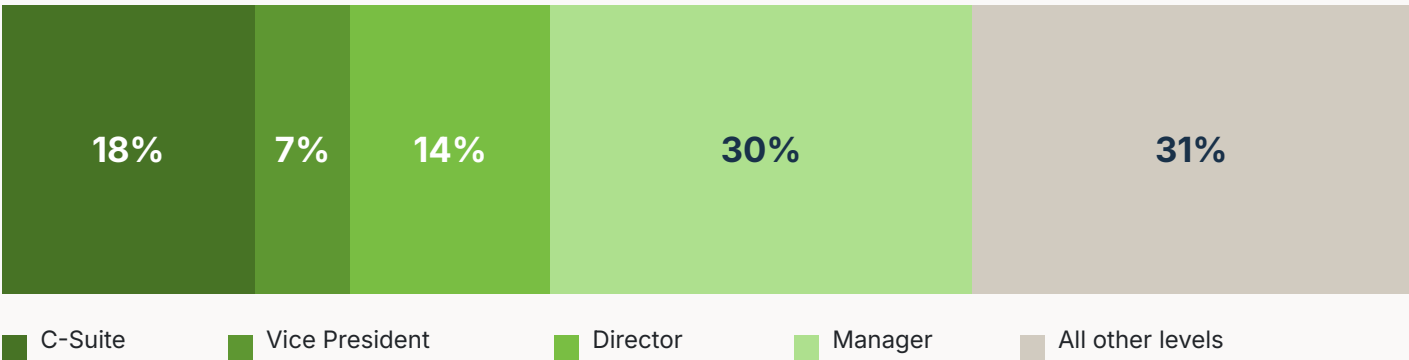


Reach Decision-Makers

Our readers are the key influencers driving purchasing decisions and organizational change within their companies.



SUBSCRIBERS BY SENIORITY



TOP TITLES

Readers With Purchasing & Influencing Power

Executive Leadership

- | | |
|-----------|------------------------|
| President | VP of Operations |
| CEO | Managing Director |
| Owner | Director |
| VP | Director of Operations |
| COO | General Manager |

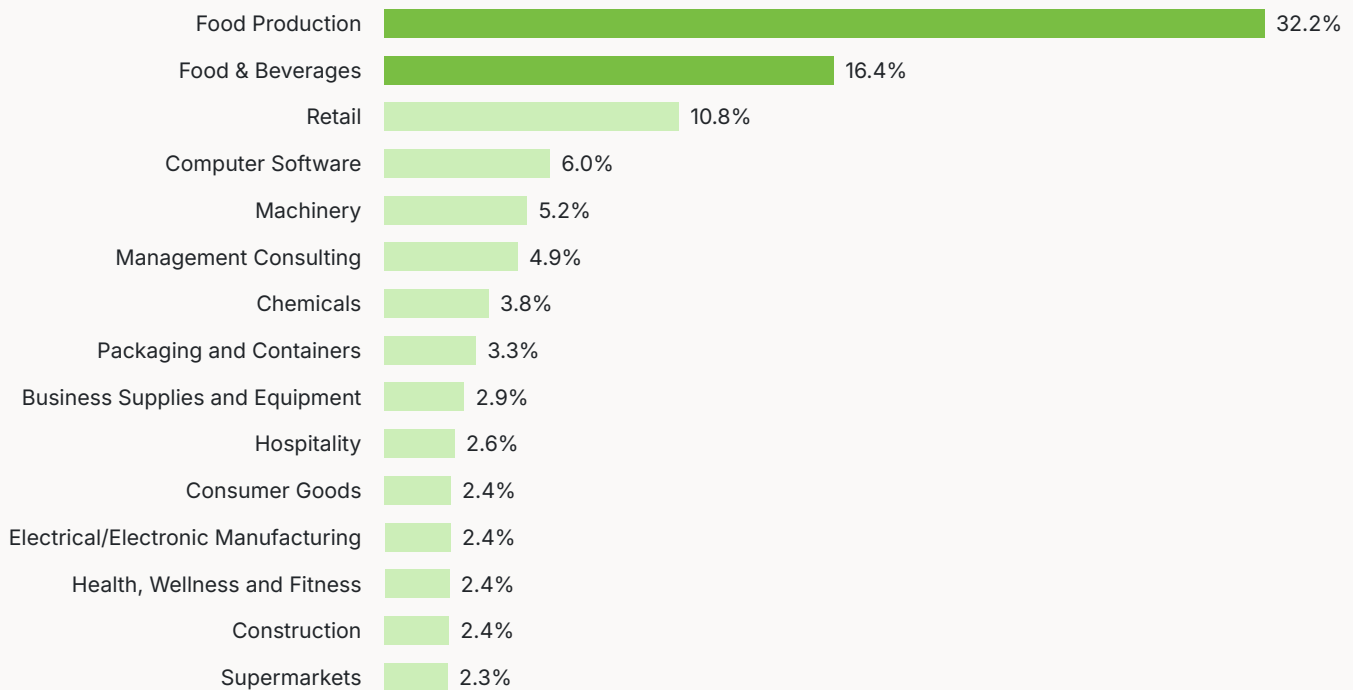
Ops & Technical Leaders

- | | |
|--------------------|-------------------|
| Plant Manager | Sales Manager |
| Operations Manager | Marketing Manager |
| Manager | |

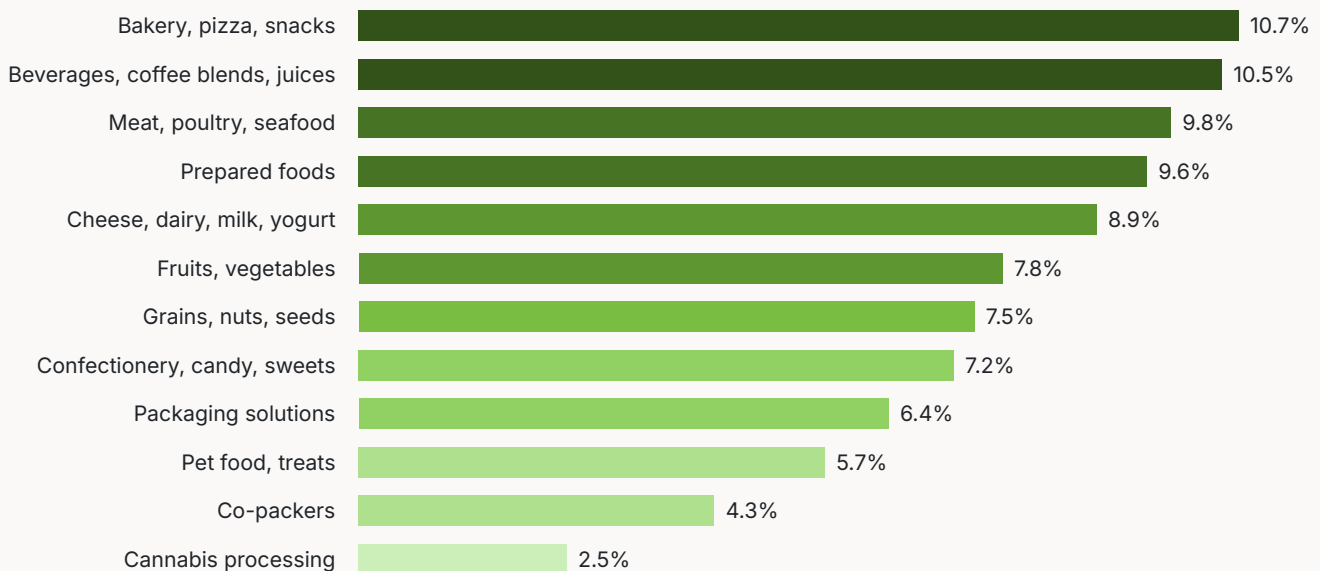
Access Every Segment

Tap into every vertical of the food industry, connecting your brand with the people driving innovation across the value chain.

COMPANY TYPE ~50% of top 15 industries are food & beverage / food production



VERTICAL SERVED Reach spans across all verticals



Engage Global Brands

Food Industry Executive attracts professionals from across the food industry, including employees at **Kraft Heinz, Mars, Cargill, Tyson Foods, and Coca-Cola.**

“

Our campaigns with Food Industry Executive have enabled us to reach our target audience and amplify our overall reach, resulting in increased website traffic and inbound leads.

QAD | Redzone

Join Industry **Innovators**

From established global brands to emerging solution providers, our sponsors represent the future of the food industry.

 Agilent Technologies	 AMG World Accelerated Performance	aptean		
 CentricSoftware			 DOW JONES	 eagle By METTLER TOLEDO
		 GLUTEN INTOLERANCE GROUP	 HEXAGON	 1C1CLE
				
 NEOM	NILFISK	 ofi make it real	 Poka An IFS Company	
 Redzone from QAD			 revalize	 SAFETYCHAIN
 Schneider Packaging Equipment Co., Inc. A PACTEON COMPANY				
TERNPOINT	 THOMSON REUTERS	 U.S. CHEMICAL STORPAC® Justribe Safety Group	WORKFORGE	

02

Editorial Calendar

2027 Editorial Calendar

At Food Industry Executive, we aim to answer the question, “How do I grow my business?” Each quarter, we’ll explore what growth looks like in four key areas of operations.

Q1 | TECHNOLOGY

“What tech should we adopt, and how do we know if it’s worth the cost?”

Every plant has more options than capital. Content this quarter will track what automation, data, and investment decisions add capacity and pay for themselves.

Example topics:

- Determining whether AI and vision are worth the cost for a plants like yours
- Moving production and quality records off paper
- Replacing yesterday’s numbers with real-time plant data
- Deciding which jobs to automate first
- Building the capex case and proving ROI

Q2 | WORKFORCE & LEADERSHIP

“Do we have the people to run the lines, and who will lead them in five years?”

Hiring is only half the job. We’ll cover how manufacturers train, keep, and promote the people who run their lines, and how to ensure someone can step up when experienced operators retire.

Example topics:

- Avoiding turnover in the first 90 days
- Cross-training and faster ramping for new operators
- Staffing the schedule without burning overtime
- Weighing agency labor, direct hire, and sourcing risk
- Building supervisor pipelines ahead of the retirement wave

Q3 | RISK MITIGATION / RESILIENCE

“What could take us down, and how should we prepare?”

A recall, a failed audit, or a single supplier failure can erase a year of margin. We’ll look at what threats to start planning for before it’s too late.

Example topics:

- Reducing the risks of single-source suppliers with inventory buffers
- Staying ready for unannounced audits
- Meeting FSMA 204 traceability requirements
- Preparing for a recall and the cost of the first 72 hours
- Planning for ingredient scrutiny and reformulation cost

Q4 | OPERATION DISCIPLINE & EXECUTION

“How do we turn the plan into cases shipped?”

The plant floor will test your annual plan shift by shift. We’ll share how to implement daily disciplines that turn strategy into throughput and protected margin.

Example topics:

- Getting more cases from your existing lines
- Recovering margin lost to yield, scrap, and giveaway
- Passing through costs without losing the account
- Cutting the SKUs that don’t earn their place
- Running daily huddles, keeping shifts consistent, and deploying the 2028 plan

03

Sponsorship Programs

Multi-channel programs that deliver measurable results

Lead Generation Programs

Fuel predictable pipeline growth with opt-in contacts from food and beverage decision-makers delivered almost instantly after conversion. Each program combines lead capture, live engagement, and thought leadership to help you convert interest into action.

- ✓ Convert awareness into conversations
- ✓ Extend the life and impact of your existing content
- ✓ Get predictable results with opted-in F&B decision-makers ready for follow-up

	STARTER	STANDARD	PREMIUM
	\$17,400	\$34,650	\$77,950 *
	<i>Launch fast to validate your message and capture initial demand.</i>	<i>Build momentum with sustained campaigns that expand visibility and deliver a consistent stream of prospects.</i>	<i>Own share of voice and drive pipeline velocity with always-on engagement across multiple touchpoints.</i>
WHAT'S INCLUDED			
Live Webinar	1	2	4
Targeted Content Distribution Campaign	1	2	4
Featured Thought Leadership Article	1	1	2
Executive Q&A Spotlight	—	1	2
Industry Report*	—	—	1

Leads

Every record includes:
Name, Job Title, Company, Work Email

Build Your Plan →

*Includes an Industry Report valued at \$10,000. Reports range from \$5,000 to \$15,000 depending on the topic you choose; the program price adjusts to match.

Executive Influence Programs

Elevate your brand beyond impressions and leads. These packages position your executives, ideas, and research as trusted sources for decision-makers in the food industry, ensuring lasting credibility and visibility in the market.

- ✓ Turn executive expertise into market authority
- ✓ Build relationships that accelerate trust and consideration
- ✓ Keep your brand in front of senior decision-makers where strategy happens

	STARTER	STANDARD	PREMIUM
	\$14,250	\$40,500	\$89,000 *
	Earn credibility and establish presence among industry decision-makers.	Expand reach and reinforce your authority with consistent visibility.	Shape the conversation and position your brand as a trusted leader.
WHAT'S INCLUDED			
Live Webinar	1	2	4
Featured Thought Leadership Article	1	2	4
Executive Q&A Spotlight	—	1	2
Collaborative Insights Feature	—	1	2
Targeted Content Distribution Campaign	—	1	2
eBlast	—	1	2
Industry Report*	—	—	1

Build Your Plan →

*Includes an Industry Report valued at \$10,000. Reports range from \$5,000 to \$15,000 depending on the topic you choose; the program price adjusts to match.

Brand Presence Programs

Ensure your company is consistently visible across the channels food industry executives rely on, keeping your brand top-of-mind when purchase decisions happen.

- ✓ Build brand familiarity and trust with food & beverage decision-makers
- ✓ Stay visible across the channels executives rely on for news and insights
- ✓ Strengthen brand recall and credibility to influence future purchasing decisions

	STARTER	STANDARD	PREMIUM
	\$17,550	\$44,950	\$88,950
	<i>Establish visibility and build recognition with high-impact placements.</i>	<i>Stay top-of-mind with consistent visibility that builds familiarity and trust over time.</i>	<i>Command your category with ongoing visibility and thought leadership across every channel.</i>
WHAT'S INCLUDED			
Website Overlay Ad	1	2	4
Website Leaderboard Ad	1	2	4
Weekly Newsletter Text Ad	1	2	4
Daily Newsletter Sponsorship	1	2	4
eBlast	1	2	4
Featured Thought Leadership Article	1	2	4
Website Inline Ad	—	1	2
Website Medium Rectangle Ad	—	1	2
Weekly Newsletter Takeover	—	1	2

Build Your Plan →

04

Campaign Building Blocks

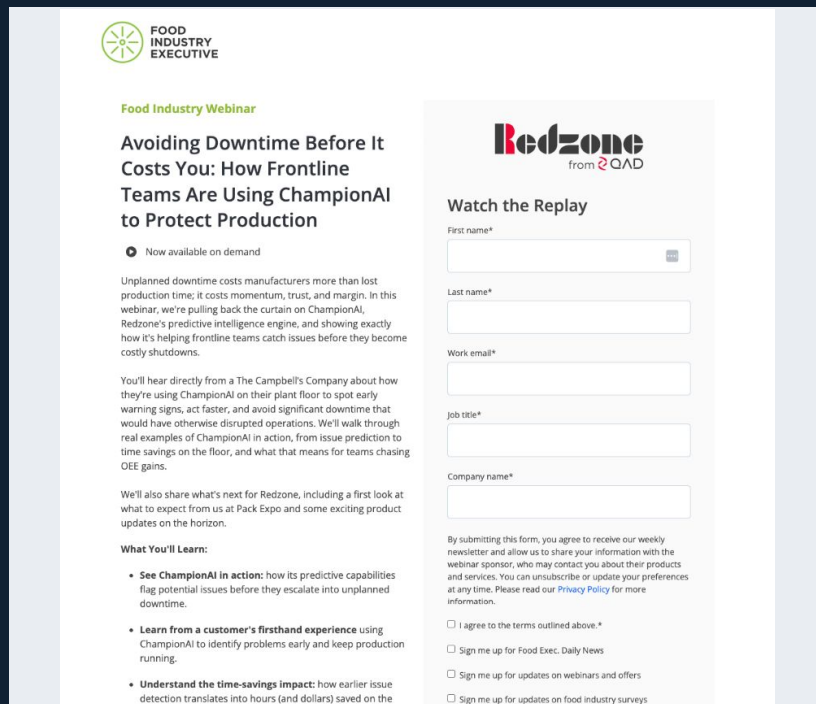
Select your own placements or add components to any program

Engagement Drivers

GREAT FOR LEAD GENERATION & THOUGHT LEADERSHIP

Webinars

Reach food industry professionals through presentations that drive leads and build authority.



Food Industry Webinar

Avoiding Downtime Before It Costs You: How Frontline Teams Are Using ChampionAI to Protect Production

Now available on demand

Unplanned downtime costs manufacturers more than lost production time: it costs momentum, trust, and margin. In this webinar, we're pulling back the curtain on ChampionAI, Redzone's predictive intelligence engine, and showing exactly how it's helping frontline teams catch issues before they become costly shutdowns.

You'll hear directly from a The Campbell's Company about how they're using ChampionAI on their plant floor to spot early warning signs, act faster, and avoid significant downtime that would have otherwise disrupted operations. We'll walk through real examples of ChampionAI in action, from issue prediction to time savings on the floor, and what that means for teams chasing OEE gains.

We'll also share what's next for Redzone, including a first look at what to expect from us at Pack Expo and some exciting product updates on the horizon.

What You'll Learn:

- **See ChampionAI in action:** how its predictive capabilities flag potential issues before they escalate into unplanned downtime.
- **Learn from a customer's firsthand experience** using ChampionAI to identify problems early and keep production running.
- **Understand the time-savings impact:** how earlier issue detection translates into hours (and dollars) saved on the

Redzone
from QAD

Watch the Replay

First name*

Last name*

Work email*

Job title*

Company name*

By submitting this form, you agree to receive our weekly newsletter and allow us to share your information with the webinar sponsor, who may contact you about their products and services. You can unsubscribe or update your preferences at any time. Please read our [Privacy Policy](#) for more information.

☐ I agree to the terms outlined above.*

☐ Sign me up for Food Exec. Daily News

☐ Sign me up for updates on webinars and offers

☐ Sign me up for updates on food industry surveys

WHAT'S INCLUDED

- ✓ Run interactive polls, surveys, handouts, or videos
- ✓ Practice run and 1:1 support provided
- ✓ Registration information collected through a custom landing page
- ✓ Direct-to-inbox leads delivered in real time
- ✓ Newsletter feature ad placement included
- ✓ Promoted across our social media platforms
- ✓ Join our webinar library indefinitely

Engage decision-makers in real time through an interactive session with pre-event promotion and post-event follow-up.

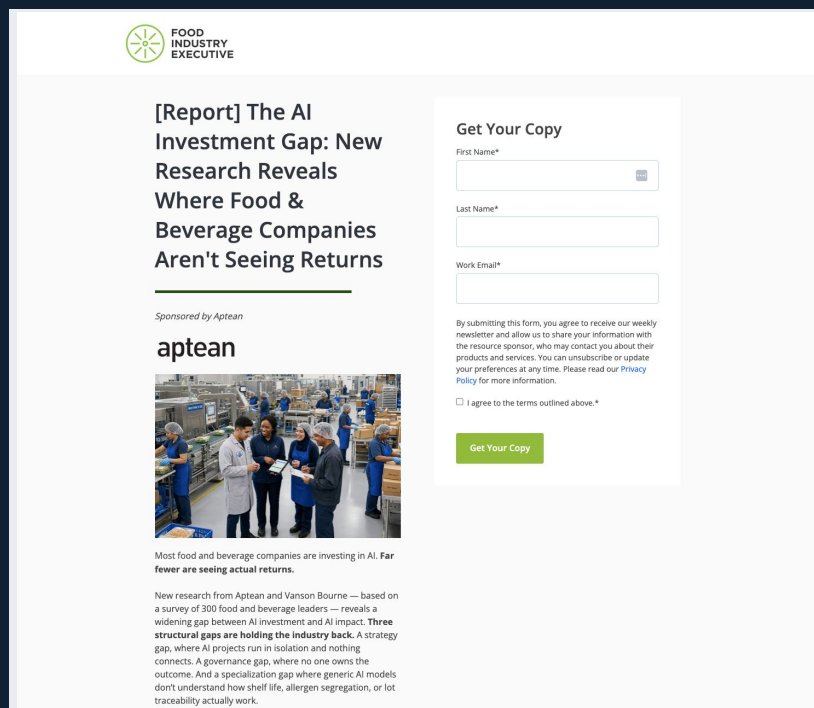
\$11,750 per event

Engagement Drivers

GREAT FOR LEAD GENERATION & THOUGHT LEADERSHIP

Targeted Content Distribution Campaigns

Leverage your existing content to drive leads through multi-channel campaigns.



[Report] The AI Investment Gap: New Research Reveals Where Food & Beverage Companies Aren't Seeing Returns

Sponsored by Aptean

aptean

Most food and beverage companies are investing in AI. Far fewer are seeing actual returns.

New research from Aptean and Vanson Bourne — based on a survey of 300 food and beverage leaders — reveals a widening gap between AI investment and AI impact. **Three structural gaps are holding the industry back.** A strategy gap, where AI projects run in isolation and nothing connects. A governance gap, where no one owns the outcome. And a specialization gap where generic AI models don't understand how shelf life, allergen segregation, or lot traceability actually work.

Get Your Copy

First Name*

Last Name*

Work Email*

By submitting this form, you agree to receive our weekly newsletter and allow us to share your information with the resource sponsor, who may contact you about their products and services. You can unsubscribe or update your preferences at any time. Please read our [Privacy Policy](#) for more information.

☐ I agree to the terms outlined above.*

Get Your Copy

WHAT'S INCLUDED

- ✓ Leads collected through a custom landing page
- ✓ Direct-to-inbox leads delivered in real time
- ✓ Pinned above the fold on home page for one week
- ✓ Newsletter feature included
- ✓ Promoted across our social media platforms
- ✓ Included in daily LinkedIn newsletter
- ✓ Join our resource library indefinitely

Runs across Food Industry Executive's newsletter and website.

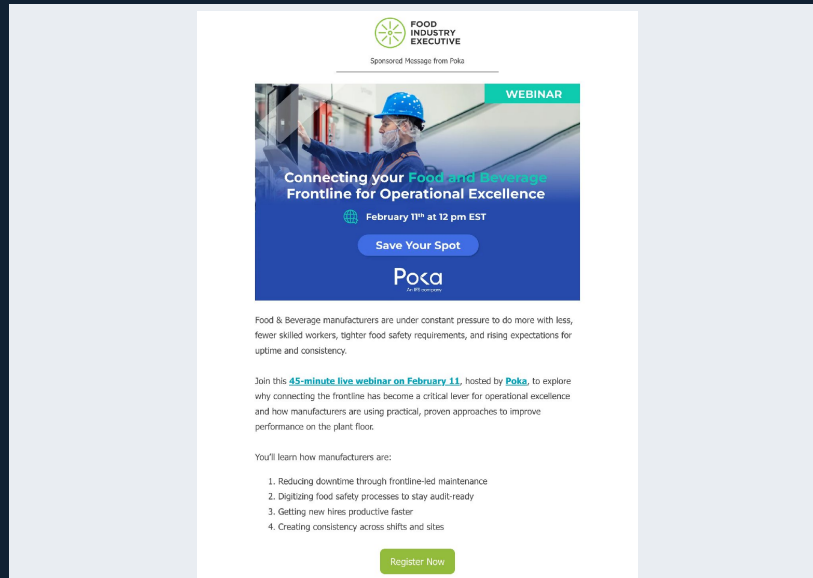
\$3,250 per asset

Amplification Tools

GREAT FOR BRAND AWARENESS

eBlasts

Deliver your message directly to our audience's inboxes.



SPECIFICATIONS

- ✓ Content up to 300 words
- ✓ Subject line up to 45 characters
- ✓ One image up to 100 KB
- ✓ One call-to-action pointing to your landing page, website, or email address
- ✓ Send assets separately or as an HTML

A dedicated email to our full list, featuring your content, offer, or announcement.

\$3,250 per email

Amplification Tools

GREAT FOR BRAND AWARENESS

Daily Newsletter Sponsorship

Get your message in front of a highly engaged audience for a full week.

Feature your content in our daily newsletter, reaching 4K+ professionals Monday-Friday. Your sponsored placement links directly to your website, helping you maintain steady visibility.



1 Sponsor logo

"Sponsored by" line under the headline of every issue

2 Sponsored story

Your story in the news feed on Monday, labeled "Sponsored by"

3 Sponsor message

Your closing feature with a call to action, labeled "From" your brand

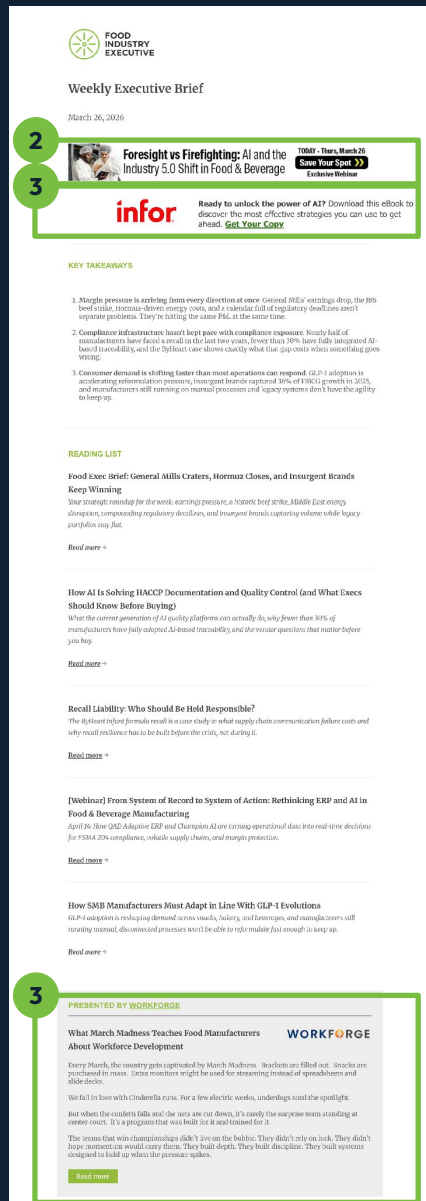
\$2,200 per week

Amplification Tools

GREAT FOR BRAND AWARENESS

Weekly Newsletter Sponsorships

Amplify your visibility with premium placements in our weekly briefing.



Feature your brand in Food Industry Executive's weekly newsletter, reaching our subscribers with ad placements designed to drive awareness and engagement. Choose from banner, text, or featured ad spots - or take over an entire issue for exclusive ownership and high visibility.

1 Banner

Full-width image directly under the masthead

\$1,800 per newsletter

2 Text Ad

Your logo and a short message with a link, right under the banner

\$1,600 per newsletter

3 Feature Ad

"Presented by" block: logo, headline, description and link

\$975 per newsletter

4 Full Newsletter Takeover

Every placement in one issue, plus a story in the Reading List

\$4,700 per newsletter

Authority Builders

GREAT FOR THOUGHT LEADERSHIP & BRAND AWARENESS

Featured Thought Leadership

Position your perspective alongside trusted editorial coverage.



WHAT'S INCLUDED

- ✓ Pinned above the fold on home page for one week
- ✓ Newsletter feature ad placement included
- ✓ Promoted across our social media platforms
- ✓ Included in daily LinkedIn newsletter

Align your expertise with our editorial voice. Your article appears on our website and in our newsletter, connecting your perspective with senior professionals seeking new ideas and best practices.

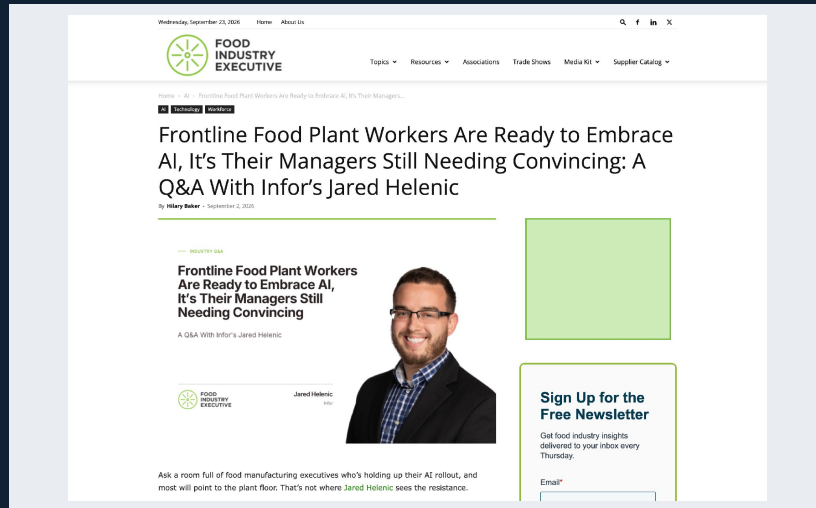
\$2,850 per article

Authority Builders

GREAT FOR BRAND AWARENESS & THOUGHT LEADERSHIP

Executive Q&A Spotlight

Showcase your subject matter experts in an editorial interview format.



WHAT'S INCLUDED

- ✓ Pinned above the fold on home page for one week
- ✓ Newsletter feature ad placement included
- ✓ Promoted across our social media platforms
- ✓ Included in daily LinkedIn newsletter

Feature one of your executives in a professionally written Q&A that puts a human face on your brand. Designed to elevate subject matter expert credibility and strengthen relationships with industry decision-makers.

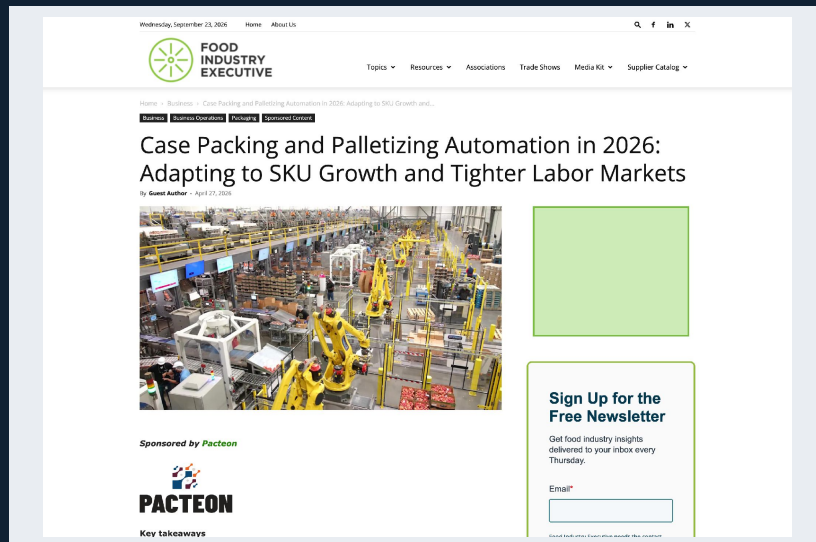
\$3,250 per interview

Authority Builders

GREAT FOR BRAND AWARENESS & THOUGHT LEADERSHIP

Collaborative Insights Feature

Help shape the narrative through editorial partnership.



WHAT'S INCLUDED

- ✓ Pinned above the fold on home page for one week
- ✓ Newsletter feature ad placement included
- ✓ Promoted across our social media platforms
- ✓ Included in daily LinkedIn newsletter

Co-create a feature developed with our editorial team that blends your expertise with independent analysis, adding context, authority, and longevity to your brand's voice.

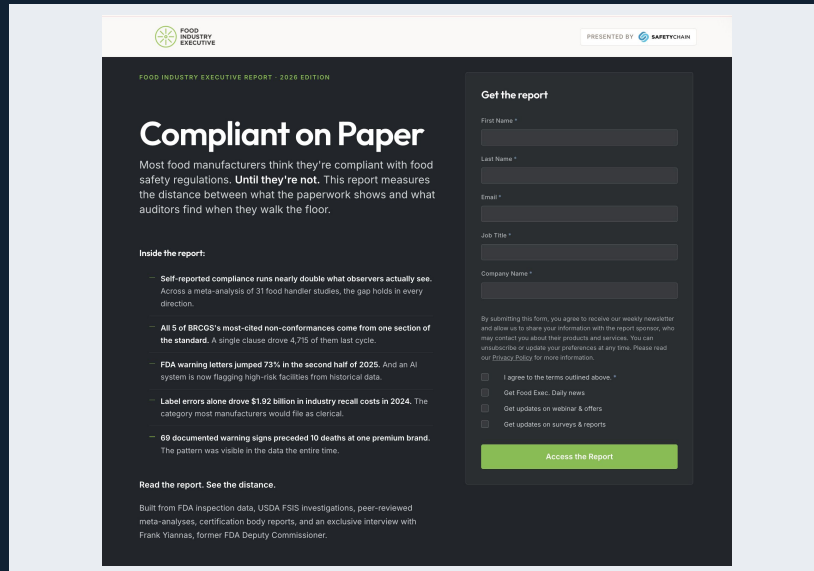
\$3,250 per co-created article

Authority Builders

GREAT FOR LEAD GENERATION & THOUGHT LEADERSHIP

Industry Report

Build authority and convert thought leadership into lead flow.



Compliant on Paper

Most food manufacturers think they're compliant with food safety regulations. **Until they're not.** This report measures the distance between what the paperwork shows and what auditors find when they walk the floor.

Inside the report:

- Self-reported compliance runs nearly double what observers actually see. Across a meta-analysis of 31 food handler studies, the gap holds in every direction.
- All 5 of BRCC's most-cited non-conformances come from one section of the standard. A single clause drove 4,715 of them last cycle.
- FDA warning letters jumped 73% in the second half of 2025. And an AI system is now flagging high-risk facilities from historical data.
- Label errors alone drove \$1.02 billion in industry recall costs in 2024. The category most manufacturers would file as clerical.
- 69 documented warning signs preceded 10 deaths at one premium brand. The pattern was visible in the data the entire time.

Read the report. See the distance.

Built from FDA inspection data, USDA FSIS investigations, peer-reviewed meta-analyses, certification body reports, and an exclusive interview with Frank Yiannas, former FDA Deputy Commissioner.

Get the report

First Name *

Last Name *

Email *

Job Title *

Company Name *

By submitting this form, you agree to receive our weekly newsletter and allow us to share your information with the report sponsor, who may contact you about their products and services. You can unsubscribe or update your preferences at any time. Please read our Privacy Policy for more information.

☐ I agree to the terms outlined above. *

☐ Get Food Exec. Daily news

☐ Get updates on webinars & offers

☐ Get updates on surveys & reports

Access the Report

WHAT'S INCLUDED

- ✓ Your ad placed prominently in our industry resource
- ✓ Logo displayed on landing pages
- ✓ Direct-to-inbox leads delivered in real time
- ✓ Join our industry report library indefinitely

Partner on an in-depth editorial feature or report that connects your expertise to real-time industry priorities and delivers qualified leads.

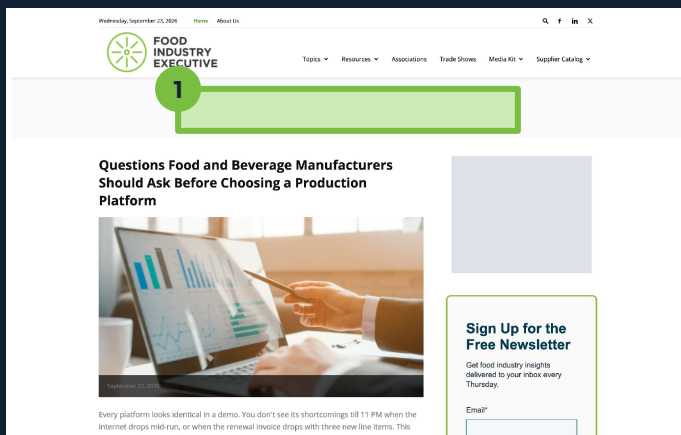
\$5,000–\$15,000 per report

Always-On Visibility

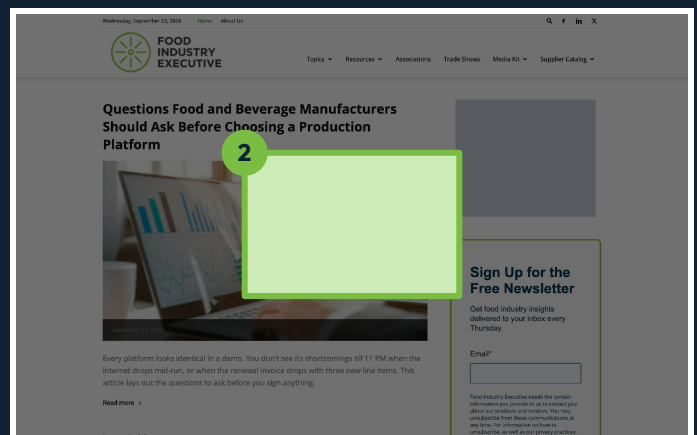
GREAT FOR BRAND AWARENESS

Premium Website Placements

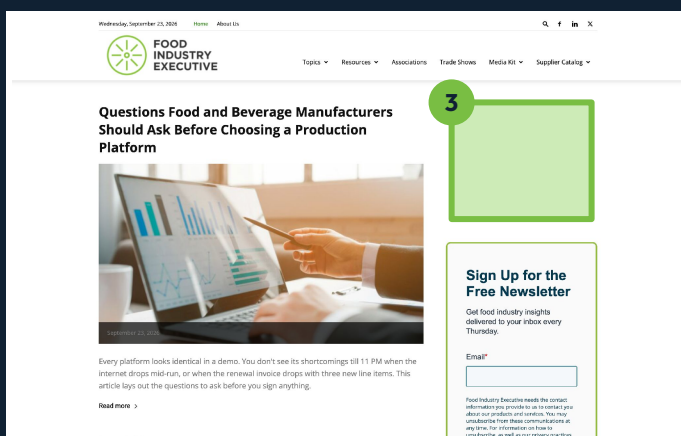
Secure premium visibility across our homepage and editorial content. Feature your brand in our most visible website placements to stay top-of-mind with decision-makers.



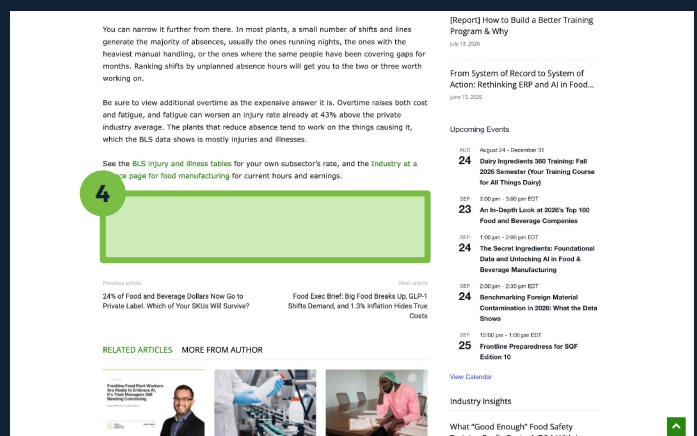
1 Leaderboard **\$4,050 per month**
Top of every page, under the navigation



2 Overlay **\$4,050 per month**
Appears over the page on load



3 Medium Rectangle **\$3,050 per month**
Homepage and article sidebar



4 Inline **\$3,050 per month**
Inside the article body

05

Rates

Rate Sheet

ADVERTISEMENT		PRICE
Webinars		\$11,750
<i>Price per event</i>		
Targeted Content Distribution		\$3,250
<i>Price per asset</i>		
Featured Thought Leadership		\$2,850
<i>Price per article</i>		
Executive Q&A Spotlight		\$3,250
<i>Price per interview</i>		
Collaborative Insights Feature		\$3,250
<i>Price per co-created article</i>		
Industry Report		\$5,000–\$15,000
<i>Price per report</i>		
eBlast		\$3,250
<i>Price per email</i>		
Daily Newsletter Sponsorship		\$2,200
<i>Price per week</i>		
Weekly Newsletter Sponsorships <i>Price per newsletter</i>	Takeover	\$4,700
	Banner Ad	\$1,800
	Text Ad	\$1,600
	Feature Ad	\$975
Premium Website Placements <i>Price per month</i>	Leaderboard	\$4,050
	Overlay	\$4,050
	Medium Rectangle	\$3,050
	Inline	\$3,050

All assets are due two weeks before your campaign’s launch date. Excludes webinar campaigns.



FOOD
INDUSTRY
EXECUTIVE

Space is limited.

Secure your placements now.

[Book a Meeting](#)

CONTACT US

sales@foodindustryexecutive.com