

# food australia

OFFICIAL PUBLICATION OF AIFST

## MEDIA KIT 2024



australian institute of  
food science & technology

T

0447 066 324

E

[aifst@aifst.com.au](mailto:aifst@aifst.com.au)

W

[aifst.asn.au](http://aifst.asn.au)

# REACH AUSTRALIA'S MOST INFLUENTIAL FOOD SCIENCE AND TECHNOLOGY NETWORK

*food australia* is the official publication of the Australian Institute of Food Science and Technology.

*food australia* is a must read for all food industry professionals, combining scientific grounding with the latest industry news and insightful features. Advertisers in *food australia* are granted exclusive access to our Australia-wide network of food industry professionals; including company directors, general and technical managers, scientists, technologists, engineers, microbiologists, nutritionists, educators, regulators and professional services providers.

The editorial team at *food australia* are focused on providing a high proportion of technical content your company will reap the rewards of featuring in this credible and respected publication that has a reach of 5,000 food industry professionals.

AIFST also offers online website advertising and the opportunity to reach Australia's food industry professionals through advertising in its monthly member e-newsletter and FoodTech Bites technical e-newsletter.

Ask us about bundle options today!



“

*Don't miss your chance to reach Australia's biggest and most influential network of food industry professionals!*

”

REACH 5,000



FOOD INDUSTRY PROFESSIONALS

JOURNAL



DEDICATED TO AUSTRALIAN  
FOOD SCIENCE AND INNOVATION



85% SUBSCRIBER RENEWAL  
RATE



>75% READERS AGREE THAT *food australia* KEEPS THEM UP TO DATE



>80%  
READERS ENJOY READING  
*food australia*

\*AIFST 2017 Member Survey

## PRINT CIRCULATION & READERSHIP

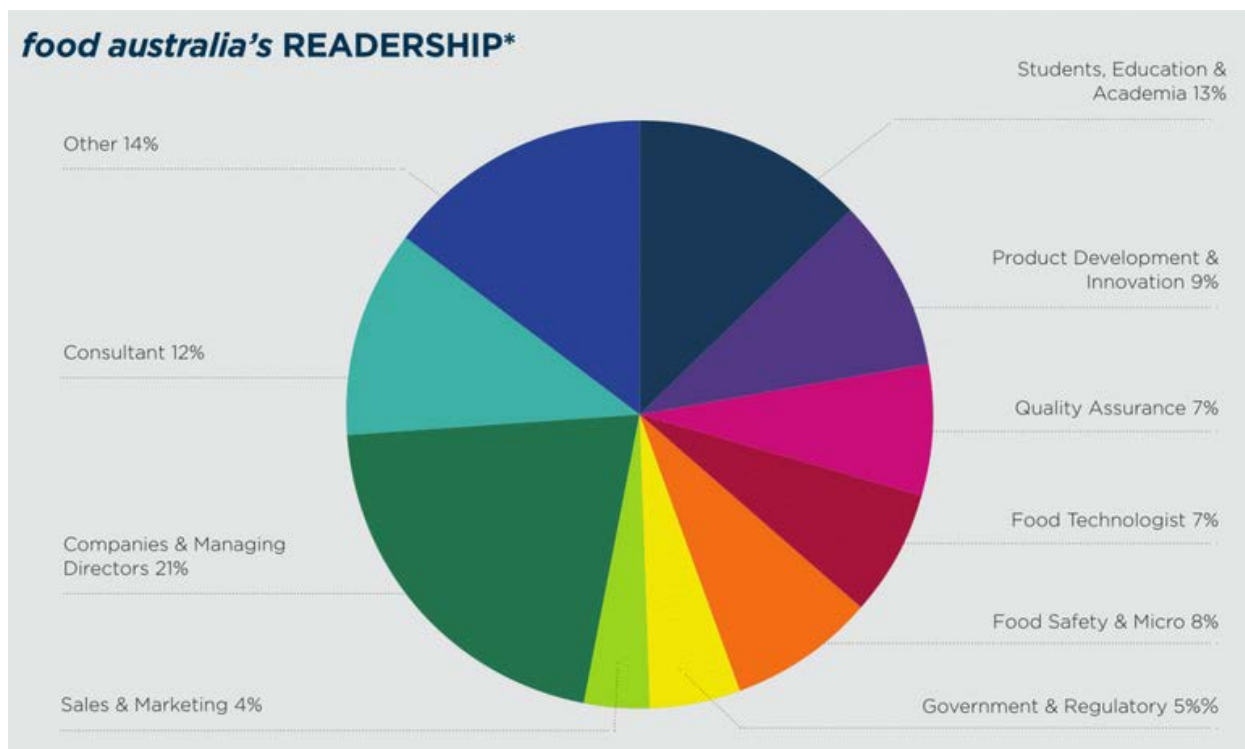
*food australia* reaches over 5,000 food industry professionals, four times a year.

## EDITORIAL CONTENT

Each issue of *food australia* covers topics that matter most to our readers. The format features content areas including:

- By the Numbers
- Food industry news and industry appointments
- All the latest AIFST news and event information
- Key topic areas include:
  - food safety
  - health & nutrition
  - sustainability, food security and food waste
  - sensory & consumer science
  - future food production
  - new product development
  - food policy & regulation
  - global research and international best practice

For editorial enquiries please contact AIFST on 0447 066 324 or email [aifst@aifst.com.au](mailto:aifst@aifst.com.au).



\*AIFST 2017 Member Survey



# ADVERTISING & PROMOTIONAL OPPORTUNITIES

## Front cover and one editorial/advertorial page

The front cover is prime positioning for advertisers looking to deliver a powerful message. To support your front cover position, AIFST provides you with a page of editorial or advertorial content inside the journal to increase the exposure of your company, product or service.

## Advertising

AIFST offers a range of solutions including double page spreads, full page, half page and quarter page options. Highly attractive rates on special positions, including inside front cover, inside back cover and back cover, belly bands, false covers and much more. We have bespoke solutions for all your advertising needs.

## Advertorial Opportunities

AIFST welcomes paid advertorial content from clients as an alternative to traditional material advertising.

Please note that advertorial must be based around a topic of interest to our readers, is subject to approval by the AIFST editorial team and will be labelled: 'ADVERTORIAL'.

ADVERTORIAL



**PEOPLE BEHIND SAFER FOOD AT BVAQ ARE A BIG DEAL**

BVAQ has been supporting the Australian food industry since our establishment in 1994 and the Southeast Asian food industry since 1996. We provide ourselves on providing businesses with the analytical and business to review sampling and testing regimes, ensuring your data are not only identified but properly managed. In addition to our risk mitigation solutions we can support your business with technical solutions, providing Association of Testing Authority members, we collaborate in industry working groups, serve on Australian and International ISO technical committees, as well as board directors of not-for-profit organisations - shaping the future of the food industry. They are our valued point of difference, able to provide technical and practical advice to allow you to stay one step ahead. Our solutions complete the services we offer at BVAQ. Access to our technical specialists allows your business to be proactive, rather than reactive. They can provide guidance with an existing problem or assist in identifying gaps in your systems or procedures. BVAQ can assist your business to reduce potential risks, reduce cost and increase the food safety of the products you produce. To find out how BVAQ can support your business with technical solutions, contact us at: Phone: 08 8571 9800 Email: sales.au@bvaq.com Web: www.bvaq.com



Building resilience in the Australian seafood industry

Harnessing the potential of seaweed bioactive compounds

Turning research into action

Swift and reliable milk allergen quantification

Food scientists as heroes

Creating food texture with plant protein

BVAQ

australian institute of food science & technology

# WEBSITE ADVERTISING OPPORTUNITIES

AIFST provides organisations the opportunity to further enhance their print advertising with online AIFST website advertising options. Contact AIFST to discuss further opportunities.



“

Enhance your print advertising with online AIFST website advertising options

”



## ADVERTISING RATES (All prices in AUD)

FOUR COLOUR	CASUAL \$	2 X \$ (per issue)	4 X \$ (per issue)
Cover & one page editorial/advertorial package	4,000	-	-
Full Page	2,640	2,380	2,240
Inside Back Cover	2,835	2,550	2,410
Outside Back Cover	3,090	2,730	2,575
Half Page	1,670	1,500	1,410
Inside Cover	3,000	2,700	2,500

Rates exclusive of GST. Note: Spot colour/embellishment options available on request

## MECHANICAL SPECIFICATIONS

INSERTIONS	PRINT SIZE (HEIGHT X WIDTH)	LIVE AREA (HEIGHT X WIDTH)	BLEED
Full Page	297 x 210mm	289 x 202mm	5mm
Half Page Horizontal	128 x 184mm	122 x 178mm	5mm
Half Page Vertical	257 x 88.5mm	251 x 82.5mm	5mm

All supplied advertisements must be a high-resolution PDF including crop marks and bleed.

All text, logos and other important elements must be kept within the image area. This will help to avoid losing copy in the journal field.

We do not accept files produced in Word, Publisher, PageMaker or Quark.

All images must be CMYK, 300 dpi.

No spot colours in vector graphs.

All supplied advertisement designs must be received in a format that is suitable for online and printed versions so that hyperlinks can be clicked and accessed digitally with active web links for those that view online versions.

## WEBSITE RATES & MECHANICAL SPECIFICATIONS

LOCATION*	SPECIFICATION	RATES
Home Page Banner	728px x 90px	\$1,900 + GST per month
Home Page Bottom Block	300px x 250px	\$1,500 + GST per month
Members Portal Side Block	300px x 250px	\$1,900 + GST per month
E-Newsletter Advertising	3000px x 250px	\$500 + GST per issue

\*Location and timing subject to availability. Rates exclusive of GST.

## EDITORIAL PRODUCTION SCHEDULE

ISSUE	PERIOD	BOOKING DEADLINE	MATERIAL DUE
Summer Edition	Jan – Mar 2024	Friday 3 Nov 2023	Monday 20 Nov 2023
Autumn Edition	Apr- Jun 2024	Friday 16 Feb 2024	Monday 11 March 2024
Winter Edition	July – Sept 2024	Friday 24 May 2024	Monday 10 Jun 2024
Spring Edition	Oct – Dec 2024	Monday 26 August 2024	Monday 9 Sept 2024

*Timings subject to variation without notice at the discretion of AIFST.*

## 2024 ADVERTISING PACKAGES

AIFST have available platinum and gold partnership packages for 2024. Both packages contain added inclusions across multiple media channels to increase your company's brand reach.

PLATINUM FOOD AUSTRALIA PARTNER \$13, 000 + GST	GOLD FOOD AUSTRALIA PARTNER \$10, 500 + GST
1 x <i>food australia</i> journal cover including inside front cover advertorial (issue allocated subject to availability).	1 x <i>food australia</i> journal cover including inside front cover advertorial (issue allocated subject to availability).
3 x <i>food Australia</i> half page advertisements. 1 x <i>food Australia</i> full page advertorial (issue allocated subject to availability).	3 x <i>food Australia</i> half page advertisements.
4 x AIFST promotions of company run webinars/workshops via EDM's to AIFST members and AIFST Mailing List data base (subject to suitability).	2 x AIFST promotions of company run webinars/workshops via EDM's to AIFST members and AIFST Mailing List data base (subject to suitability).
4 x 2024 AIFST individual memberships for company employees.	2 x 2024 AIFST individual memberships for company employees.
10 weeks company home page banner on AIFST website home page with hyperlink (timing subject to availability).	6 weeks company home page banner on AIFST website home page with hyperlink (timing subject to availability).
Company logo and nominated hyperlink to feature for 12 months on AIFST website Corporate Partners Page.	Company logo and nominated hyperlink to feature for 12 months on AIFST website Corporate Partners Page.
2 x e-newsletter advertisements in a nominated edition of the Bitesize members monthly e-newsletter.	1 x e-newsletter advertisement in a nominated edition of the Bitesize members monthly e-newsletter.

AIFST can tailor advertising packages to suit your budget and corporate needs.  
To discuss advertising today, contact AIFST on 0447 066 324 or  
via email [aifst@aifst.com.au](mailto:aifst@aifst.com.au)