Connecting the food and drink manufacturing supply chain

€ Media Pack **2027**

foodanddrinktechnology.com

FOOD & DRINK TECHNOLOGY



Reach. Engage. Influence.

Grow your business with trusted editorial and premium digital visibility









FROM THE EDITOR

Trusted journalism. Meaningful connections. Measurable results.

Every day, food and drink manufacturers face new challenges—from rising production costs and evolving regulations to automation, sustainability and changing consumer expectations. Our role is to help them navigate that landscape with trusted, independent editorial that informs better business decisions.

Food & Drink Technology is read by professionals responsible for investing in equipment, ingredients, packaging and manufacturing technologies. They come to us not simply for news, but for insight, expert analysis and practical solutions that help improve manufacturing performance.

That trusted relationship also creates an exceptional environment for our commercial partners. Whether you're launching a new technology, promoting an ingredient innovation, building brand awareness or generating qualified leads, we work with you to deliver campaigns that place your business in front of a highly engaged audience throughout the buying journey.

Today's B2B marketing is about more than advertising. It is about creating conversations, sharing expertise and demonstrating value. Our integrated digital platform combines editorial excellence with measurable marketing solutions, helping our partners build credibility and long-term customer relationships.

We look forward to working with you.

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Online Statistics

Newsletter Audience	6,559
Average Newsletter Open Rate:	19.07%
Average Eblast Open Rate	12%
LinkedIn page	4,458
LinkedIn group	3,160
X	4,553

Website Statistics

Website Geographic Reach	200
Users per month:	22,569
Sessions per month	27,299
Page Views:	33,147
Top Page Views:	News, newsletter sign-up, videos
Top Core Topic:	Ingredients
Top Geographic Regions:	US, China, UK, France

Editorial opportunities

Year-round coverage of the technology, trends and challenges shaping food and drink manufacturing



Industry Pulse

Breaking news and market insight



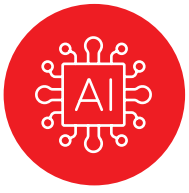
Factory Insight

In-depth features from the factory floor



Inside the Process

Practical solutions to improve production



Applied Manufacturing Intelligence

AI, automation, data and digitalisation



Exhibition Spotlight

Show previews, live coverage and reviews



Cross-Category Trends

Insights across the wider food and beverage sector

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EDITORIAL FEATURES LIST 2027

ISSUE	THEME	FEATURES	EVENT COVERAGE
January	Food Manufacturing Technology	Fruits & Vegetables; Sorting & Inspection; Labelling; Sustainable Packaging; Oils, Fats & Starch	**Fruit Logistica; ISM; Anuga FoodTec**
February	Beverage & Ingredient Innovation	Soft Drinks; Packaging Materials; Filling Technology; Filtration & Separation; Beverage Ingredients	**Biofach; ProWein; CFIA Rennes 2027**
March	Processing & Production Technology	Cereals; Mixing, Portioning & Handling; Baking, Extrusion & Frying; Inspection & Detection; Pumps, Valves & Drives	**Food Expo 2027**
April	Smart & Sustainable Production	Meat, Seafood & Poultry; Weighing, Inspection & Detection; Slicing, Dicing & Portioning; Mixing, Blending & Coating; Hygiene, Cleaning & Disinfection; Packaging Technology	**Seafood Expo Global**
May	Innovation & New Product Development	Snacks & Baked Goods; Sorting, Weighing & Conveying; Mixing, Slicing, Cutting & Extrusion; Flavours & Extracts	**Cibus; Vitafoods Europe; PLMA – World of Private Label International Trade Show**
June	THE TECHNOLOGY ISSUE	Automation & Robotics; Digitalisation & AI; Palletising; Sensors	
July/ August	Formulation & Packaging Innovation	Functional Beverages & Dairy-based Drinks; Maskers & Stabilisers; Sugar & Sweeteners; Flexible & Sustainable Packaging	**Food Matters Live**
September	Quality, Safety & Sustainable Manufacturing	Inspection & Food Safety; Vision & Imaging; Motion Controls & Motors; Hygiene & Sanitation	**Fachpack; iba**
October	The Future of Food & Beverage Manufacturing	Alcoholic & NoLo Beverages; Bottling, Filling & Capping; Caps & Closures; Labelling, Marking & Coding; Inspection & Detection	**Anuga; Fi Europe**
November/ December	Ingredients Driving Innovation	Alternatives; Ingredient Trends; Colours, Flavours & Additives; Mixing, Forming & Coating; Packaging Materials	

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DIGITAL ADVERTISING RATES - €

Advertising Option	Description	Specifications	Rate
Leaderboard 1	Banner ad situated on homepage of our website next to logo	Size: 728w x 90h pixels	€1,550
Leaderboard 2	Banner ad on the homepage of our website	Size: 728w x 90h pixels	€1,300
Medium Banner	Banner ad on the homepage of our website	Size: 468w x 60h pixels	€950
MPU	Banner ad on right hand side of all pages of the website	Size: 300w x 250h pixels	€1,250
Side Skyscrapers	Banner ad on both sides of all pages of the website	Size: 160w x 600h pixels	€1,000 per week
Sponsored News	Article or blog post with your branding	Up to 80 words, includes subject line, image & link to your website	€900
Social Media Post	Sponsored post or Video posted on our social media channels	Includes one post on Twitter & LinkedIn (content or Video, hashtags, image, you provide) MP4 player for video	€777
Video	Feature your video on our website, giving it prominent visibility to our audience	Placement: Video section of the website. Inclusions: Video thumbnail, description, and a link to more information	€1,550
Pop Up Box	Highly visible space that can capture immediate attention from website visitors	600 (width) by 420 (height) px	€1,550
Featured Post	An editorially driven article with your branding	Content supplied which will appear at the top of the home page	$934 4 weeks
NEWSLETTER ADVERTISING			
Sole Leader board	Premium position top of newsletter	Size: 728w x 90h pixels	€1,550
Leaderboard	Banner ad on weekly newsletter	Size: 728w x 90h pixels	€1,300
MPU	Advert on weekly newsletter	Size: 300w x 250h pixels	€1,250
Sponsored News	Article or Blog post with your branding situated under editors blog before news	Up to 80 words, includes subject line, image & link to your website	€1,050 2 weeks €1,800 4 weeks
Eblast	Dedicated eblast sent to our entire subscriber base to promote your campaign	Your message, and a call-to-action, and links Inclusions Logo, image, and hyperlinks (please provide full HTML File or we can create)	€1,850
White Paper Eblast	Dedicated eblast sent to our subscriber list featuring your white paper and added to our website at no cost	Brief introduction, summary, Image and a call-to-action to download the full white paper. Logo, image, and download link	€1,850
Digital Issue	Leaderboard ad featured in the eblast announcing the latest issue of our magazine	Top of the eblast, 728w x 90h pixels and URL	€1,550

- **Design Services:** Need help with your ad design? We offer in-house design services at an additional cost.
- **Submission Guidelines:** Please ensure all artwork is submitted in high-resolution (300 dpi) and in the specified formats. Ads should be submitted as PDF, JPEG, GIF or PNG files.
- **Deadlines:** Submission deadlines vary depending on the publication schedule. Please contact us for specific deadlines.

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SUPPLIERS' DIRECTORY





The Suppliers' Directory

A definitive guide to the suppliers of equipment, ingredients and packaging solutions for the food and drink industry.

SIZE	PRICE
Print single box and online	€630
Print single box only	€917
Online only	€525
Print double box and online	€1,260
Print double box only	€973

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