

€ Media Pack **2026**

foodanddrinktechnology.com

FOOD & DRINK TECHNOLOGY



Ingredients • Processing • Packaging





FROM THE EDITOR

Food & Drink Technology is a multi-platform publication providing in-depth news, views, trends, opinions, features, and technological innovations circulated to decision-makers involved in the processing, packaging and ingredients markets in food and drink manufacturing. Each edition updates readers with current trends and developments, as well as new products and services launched into the marketplace.

With a stellar publishing performance of more than 20 years, the Food & Drink Technology brand has emerged as an authoritative voice of the industry, respected for its independent views and knowledge of the sectors. Its trusted content reaches thousands of owners, CEOs, MDs, senior and mid-level technologists, engineers, and other food and drink professionals around Europe. Through interviews of business leaders, columns by experts, articles from professionals, reports of industry bodies, and analysis from market research organisations, Food & Drink Technology addresses the challenges and opportunities that matters to its readers, helping them make informed decisions and run businesses more successfully.

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ONLINE STATISTICS

Newsletter Audience	3,163
Average Newsletter Open Rate:	18.6%
Average Eblast Open Rate	21.59%
LinkedIn page	3,878
LinkedIn group	3,125

WEBSITE STATISTICS

Website Geographic Reach	136
Users per month:	15,521
Event Count per month	82,621
Page Views:	24,968
Top Page Views:	news, magazine, suppliers directory, events, product profile, video
Top Core Topic:	New Products

CIRCULATION BY REGION, SEPT 2025



UK:
55%



Rest of Europe:
43%



Rest of world:
2%

Circulated in over
30
countries

Average Print
Circulation
6,000+

Minimum Show
Distribution
1,250+

EDITORIAL FEATURES LIST 2026

Covering all aspects of food and drink production, including food and drink products' processing, packaging, ingredients and sustainability.

JANUARY 2026

Annual Supplier Profile Issue

- **Focus:** Fruits & Vegetables
 - Sorting & Inspection
 - Labelling
- Sustainable packaging
 - Oils, fats & starch

Preview – Fruit Logistica

FEBRUARY

- **Focus:** Soft Drinks
- Packaging Materials
- Filling Technology
- Filtration & Separation
- Beverage Ingredients

Preview – CFIA

MARCH

- **Focus:** Cereals
- Mixing, Portioning & Handling
- Baking, Extrusion & Frying
 - Inspection & Detection
- Pumps, Valves & Drives

APRIL

- **Focus:** Meat, Seafood & Poultry
- Weighing, Inspection & Detection
 - Slicing, Dicing & Portioning
 - Mixing, Blending & Coating
- Hygiene, Cleaning & Disinfection
 - Packaging Technology

Preview – Interpack

MAY

- **Focus:** Snacks & Baked goods
- Sorting, Weighing & Conveying
- Mixing, Slicing, Cutting & Extrusion
 - Flavours and extracts

Preview – SnackEx

JUNE

- **Focus:** Automation & Robotics
 - Digitalisation & AI
 - Palletising
 - Sensors

JULY/AUGUST

- **Focus:** Functional Beverages &
 - Dairy-based Drinks
 - Maskers & Stabilisers
 - Sugar & sweeteners
- Flexible & Sustainable Packaging

Preview – PPMA

SEPTEMBER

- Inspection & Food Safety
 - Vision & Imaging
- Motion Controls & Motors
 - Hygiene & Sanitation

Preview – Vision

OCTOBER

- **Focus:** Alcoholic & NoLo Beverages
 - Bottling, Filling & Capping
 - Caps & Closures
 - Labelling, Marking & Coding
 - Inspection & Detection

Preview – BrauBeviale

NOVEMBER/DECEMBER

- **Focus:** Alternatives
 - Ingredient Trends
- Colours, Flavours & Additives
- Mixing, Forming & Coating
 - Packaging Materials

Preview – Fi Europe

PRINT ADVERTISING RATES – €

Advertising Option	Description	Specifications	Rate
Inside Front Cover	Premium placement on the Front Cover	Trim Size: 210mm wide x 297mm high	€3,750
Inside Back Cover	Premium placement on the Inside Back Cover	Trim Size: 210mm wide x 297mm high	€3,350
Outside Back Cover	Premium Back Cover advertisement	Trim Size: 210mm wide x 297mm high	€4,000
Double Page Spread	Double Page Spread advertisement	Trim size: 420mm wide x 297mm high	€5,800
Full Page	Full page advertisement	Trim Size: 210mm wide x 297mm high	€3,200
Junior	Junior page advertisement – right hand page	Trim Size: 130mm wide x 188mm high	€2,500
Half Page	Half-Page advertisement	Trim Size: 87mm wide x 254mm high Trim Size: Horizontal 185mm wide x 125mm high	€2,100
Quarter Page	Quarter Page advertisement	Trim Size: 90mm wide x 125mm high	€1,500
Double Page Spread: Advertorial	Double Page Spread Advertorial (2 pages)	1400 words, & Images, including URL Trim Size: 420mm wide x 297mm high	€6,500
One Page Advertorial	One Page Advertorial	700 words & images, including URL Trim Size: 210mm wide x 297mm high	€3,650
Classified Box Advertisement Full Page	Feature your message in a classified box ad. This cost-effective option is ideal for promoting job openings, services, or small announcements.	Trim Size: 200mm wide x 287mm high	€1,910
Classified Box Advertisement Half Page	Feature your message in a classified box ad. This cost-effective option is ideal for promoting job openings, services, or small announcements.	Trim Size: 185mm wide x 125mm high	€1,350
Classified Box Advertisement Quarter Page	Feature your message in a classified box ad. This cost-effective option is ideal for promoting job openings, services, or small announcements.	Trim Size: 90mm wide x 125mm high	€1,100

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
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
NEWSLETTER ADVERTISING			
Sole Leader board	Premium position top of e-newsletter	Size: 728w x 90h pixels	€1,550
Leaderboard	Banner ad on weekly e-newsletter	Size: 728w x 90h pixels	€1,300
MPU	Advert on weekly e-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
E-blast	Dedicated e-blast 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 E-blast	Dedicated e-blast 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 e-blast announcing the latest issue of our magazine	Top of the e-blast, 728w x 90h pixels and URL	€1,550
Print & Web: Combo Package	Full-Page print ad plus Leaderboard banner ad on website	Full-Page ad + 728w x 90h pixels one month	€3,850

Discounts available for multi-issue bookings or long-term digital advertising. Bespoke packages can be tailored to your needs and budget.

- **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.

SUPPLIER PROFILES 2027

Book a Half or Full Page advertisement in this issue and get the same equivalent space Free Of Charge to create a company profile!

That's right – double the space, but not double the cost!

Use this opportunity to tell our readers more about you. Give them technical guidance on how you can help; or talk about a product launch you have coming up. Whatever you want to talk about, or promote, this space is there for YOU!



**Book by end of
November every
year to guarantee
your space!**

So, book your space **NOW or call for further details.**

Advertising Sales Manager: Ben Askew

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NB: Although the editorial page must comply with our preset template, the content of the editorial used is entirely in the hands of the advertiser.

ADVERTISING SPECS (PRINT)

DOUBLE PAGE SPREAD

- **TRIM SIZE: 420mm wide x 297mm high**
- **BLEED SIZE: 426mm wide x 303mm high**
- **SAFE AREA SIZE: 400mm wide x 277mm high**

FULL PAGE

- **TRIM SIZE: 210mm wide x 297mm high**
- **BLEED SIZE: 216mm wide x 303mm high**
- **SAFE AREA SIZE: 200mm wide x 287mm high**

TRIM SIZE

BLEED SIZE

SAFE AREA

WHAT IS BLEED

Adverts with images or backgrounds that meet at the edge of the page must include a **3mm extra content** on each side to avoid the risk of being trimmed in the printing process, and showing a white gap at the edge of your advert.

All ads **NEED** to be supplied with crop marks.

WHAT IS THE SAFETY MARGIN

All type and important information must be contained in a **10mm margin** around all edges of the page to avoid being trimmed off in the printing process.

ADVERT SPECIFICATIONS		ADVERT SPECIFICATIONS	
<p>1/2 PAGE (HORIZONTAL)</p> <p>185mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>	<p>1/4 PAGE</p> <p>90mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>	<p>1/2 PAGE (VERTICAL)</p> <p>90mm wide x 255mm high</p> <p>NO BLEED NEEDED</p>	
<p>1/2 PAGE (HORIZONTAL)</p> <p>185mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>	<p>1/4 PAGE</p> <p>90mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>		



TEA & COFFEE
TRADE JOURNAL

Supplier Profiles

CanTech
INTERNATIONAL

DAIRY INDUSTRIES
INTERNATIONAL

FOOD & DRINK TECHNOLOGY

improving fillers green credentials

CONFECTIONERY PRODUCTION
Packaging technology focus

Contact our sales team now



Food & Drink Technology

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Dairy Industries International

Samantha Bull - sam@bellpublishing.com



Tea & Coffee Trade Journal

Chris Meer - chris@bellpublishing.com



CanTech International

Sarah Hills - sarah.hills@bellpublishing.com



Confectionery Production

Dave Johnson - dave@bellpublishing.com

Our events

