

2014 Canadian *food* Insights

THE OFFICIAL MAGAZINE OF CIFST

CIFST  **ICSTA**
Canadian Institute of
Food Science & Technology Institut canadien de science
& technologie alimentaires

MEDIA KIT



Canadian *food* Insights

is the official magazine of the Canadian Institute of Food Science and Technology. Published quarterly in a digital format, we take food science and technology to the next level with relevant editorial, practical insight and innovative ideas.



CIRCULATION: 13,520

*Source: 2013 Publisher's Sworn Statement

WE DELIVER YOU
CANADA'S FOOD SCIENCE
AND TECHNOLOGY
LEADERS!

And they're raving about
Canadian Food Insights!
Here are some of the words
they're using to describe us:

“IMPRESSIVE
OUTSTANDING
FRESH
AMAZING CONTENT
GREAT LOOK AND FEEL
MODERN”



CIFST The Canadian Institute of Food Science and Technology

Founded in 1951, CIFST is the national association for food industry professionals in Canada. Its membership of more than **1,200*** is comprised of scientists and technologists in industry, government and academia who are committed to advancing food science and technology.

*Source: Canadian Institute of Food Science and Technology



NICOLAS HEFFERNAN

EDITOR FOR
CANADIAN FOOD INSIGHTS

There are no secrets among friends and I think after over six months of *Canadian Food Insights* we can say we're friends. So let me explain why we haven't included our editorial calendar in the media kit.

We want to stay as current and as informative as possible. We all know how quickly things change in this industry and we feel the best way to serve readers is to be able to cover stories as they happen and evolve. That being said, we already have a few stories planned. If you want to hear more, please contact our sales team. I promise they're nice and they'll fill you in.

Besides, with the amount of quality content we have in mind, wouldn't it be nice to have each issue of CFI as a surprise, like a present? No matter what, I guarantee finding out what's in each issue will be well worth the wait.

HERE'S A TASTE OF WHAT WE HAVE TO OFFER:



With every ad, our exclusively digital publication creates a direct link to your website and offers other capabilities a print magazine can't.



We provide editorial other magazines don't! Our academic research articles are written by industry professionals. Folks that work in your industry every day — so they get it!



Our audience stems from every sector of the food science and technology field.



WE REACH A MARKET YOUR BRAND IS CRAVING!



PRODUCTS AND SERVICES THEY PURCHASE:

Ingredients and Commodities

Chemicals, oils, preservatives, sweeteners, and more

Product Packaging

Product bags, meal trays, bottles, folding cartons & boxes, etc.

Lab Products

Microscopes, food testing instruments, crushing/filling machinery, condensers, ovens and more

Transportation

Trucks, intermodal, ocean export and import

Facilities and Corporate Services

Uniforms, marketing materials, office furniture, etc.



ACADEMIA

Faculty and Researchers
Students

SCIENTISTS

Research
Technical

GOVERNMENT

Agriculture
Regulatory

INDUSTRY

Senior Management
Consultants
Research & Development
Operations
Marketing
Manufacturers
Food Processors
Distributors

FOOD SERVICES

Food Suppliers
Sales
Chefs



WE OFFER A RANGE OF ADVERTISING OPTIONS TO ENSURE CONSTANT VISIBILITY OF YOUR MESSAGE:

DIGITAL MAGAZINE ADVERTISING

Place an ad in our digital magazine and be seen by **13,520** industry decision-makers.



DIGITAL EDITION ADVERTISING

Stay top of mind with an ad on the left side of our digital edition.



WEBSITE ADVERTISING

Including videos, and much more.

www.canadianfoodinsights.com



MAXIMIZE YOUR REACH!

Sponsor the 17th IUFOST World Congress for these exciting benefits and more:

Showcase your brand on an international stage and be seen by thousands of delegates

Drive awareness of your products and services

Network with industry professionals

Foster relationships with colleagues from every sector of the industry

Contact us for details.



IUFOST SPONSORSHIP

The International Union of Food Science and Technology (IUFOST) is the global scientific organization for food science and technology supporting programs and projects to increase the safety and security of the world's food supply.

FROM FARM TO FORK WE COVER THE CANADIAN FOOD SCIENCE INDUSTRY!

RESEARCH & DEVELOPMENT



Universities
Culinology
Clusters
Flavours
Food safety
Nutritional benefits

AGRICULTURE



Farming
Seeds
Crops

ALTERNATIVE USES



Energy
Materials

CONSUMING



Home

PROCESSING & DISTRIBUTION



Sorting
Grading
Logistics
Packaging
Additives
Food preparing
Food manufacturing

MARKETING



Branding
Labeling
Ingredients

DESTINATIONS



Farmer's markets
Grocery stores
Superstore / food chains

WHY CANADA?



With manufacturing revenue totaling \$34 billion, Ontario's food and beverage processing sector is one of North America's largest and most significant.

Canada ranks as the 9th largest exporter of food and beverage products.

The Canadian government is investing in food science R&D.

"...agriculture experts say the government's support of food security studies has never been more robust."

Canada is to announce \$62.5 million more for food science research on top of the \$50 million spent since 2008.

Sources: <http://www.thestar.com>, Canada to boost funding to help farmers raise crop yields in Asia, Africa; <http://www.agr.gc.ca>; <http://www.inspection.gc.ca>; Ontario Provincial Government, 2011; IUFoST 2014 Sponsorship Prospectus

IN EVERY ISSUE

SHOPPING CART	TRENDING NOW	REVIEWS	IN THE SPOTLIGHT	CHECK OUT
news, calendar and profiles of companies and people doing something noteworthy in the industry	market/ product/ consumer trends and insights; legal/ regulatory affairs	applied science articles contributed by industry experts	an in-depth interview with a leading figure in the industry	a lighthearted interview with a celebrity or someone in the food industry



THE MOST POWERFUL INGREDIENT IS KNOWLEDGE

Canadian Food Insights' editorial board features industry leaders bringing expert, unbiased editorial relevant to every sector of the food and science technology industry.

Eunice Li-Chan is Professor of Food Science in the Food Nutrition & Health Program at the University of British Columbia. Li-Chan's research focuses on the application of spectroscopic methods to study food systems and on the structure-function characterization of food peptides and proteins. She is a Fellow of the CIFST and of the Agricultural and Food Chemistry division of the American Chemical Society.

Editor in Chief, **Dr. Michael Nickerson** holds a Saskatchewan Agriculture and Food Research Chair in Protein Quality and Utilization in the Department of Food and Bioproduct Sciences at the University of Saskatchewan since 2006. His main research areas include evaluating processing technologies for proteins derived from agriculture commodities, assessing protein quality, improving plant protein functionality, and developing value-added innovations associated with the use of proteins derived from oilseed, legume and cereal crops.



Dr. Vasantha Rupasinghe is an Associate Professor and Canada Research Chair in Fruit Bioactives and BioProducts at the Faculty of Agriculture of Dalhousie University where he has developed a new research program in the emerging area of medicinal biochemistry of fruit bioactives and value-added fruit processing. He also serves as the chair of CIFST Atlantic Section.



Sara Zborovski is a Partner at the law firm of Partner at Davis LLP. Her practice is focused on assisting companies navigate the regulatory landscape imposed by the Food and Drugs Act and related regulations, and the intersection of intellectual property and these laws. She advocates before all branches of Health Canada and the FDA on behalf of the food, natural health product, cosmetic, nutraceutical, pharmaceutical and medical device industries. Ms. Zborovski works with clients to get products from idea to market, providing strategic advice on approval and marketing strategies and intellectual property issues, and managing global product portfolios.



Dave Bender is currently the Vice President of Research and Development for Griffith Laboratories Canada. He is responsible for Product Development, Innovation and Regulatory Affairs. He has more than 20 years of experience in the food industry and has held senior positions in R&D as well as sales and marketing.



Alphonsus Utioh is the Manager of Research and Development at the Food Development Centre in Portage la Prairie, Manitoba. He has more than 20 years' experience managing and conducting food processing research related to supercritical fluid extraction, membrane filtration, drying technologies, and functional food development. He is an Adjunct Professor in the Department of Human Nutritional Sciences, University of Manitoba.

Dr. Joyce Irene Boye is a Senior Research Scientist at Agriculture and Agri-Food Canada (AAFC) and the Acting Agri-Food Sector Strategy Coordinator for the Science and Technology Branch, and Adjunct Professor at the Department of Bioresources Engineering, McGill University. At AAFC, she has led a variety of research projects in food safety, quality, processing and health and nutrition. Dr. Boye has co-edited three books and has written and presented over 275 scientific and technical papers/reports/lectures.

ISSUE AND CLOSING DATES

	Spring	Summer	Fall	Winter
Space Closing	February 25	June 5	August 15	October 3
Material Deadlines	March 4	June 12	August 22	October 10

ADVERTISING RATES (NET RATES)

4-colour	1x	2x	3x	4x
Full Page	3,500	3,325	3,160	3,000
2/3 Page	3,150	2,995	2,845	2,705
1/2 Page Island	2,975	2,825	2,685	2,550
1/2 Page	2,625	2,495	2,370	2,250
1/3 Page	2,275	2,160	2,050	1,950
1/4 Page	1,925	1,830	1,740	1,655
DPS	5,950	5,655	5,370	5,100
1/2 DPS	4,465	4,240	4,030	3,830
Covers				
OBC	4,375	4,155	3,945	3,750
IFC/IBC	4,200	3,990	3,790	3,600

Cover & Premium Positions Includes Colour. B&W: 25% off colour rate

Inserts & Belly Bands: Available upon request

wPosition: 15% extra

UNIQUE ADVERTISING OPPORTUNITIES

CALL FOR DETAILS

Black and White
Inserts and Belly Bands
Audio
Embedded Flash
Embedded Video

DIGITAL EDITION ADVERTISING

Skyscraper	\$1050
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ONLINE NET RATES

660 x 90 Leaderboard	\$995
300 x 600 Tall Rectangle	\$750
300 x 250 Medium Rectangle	\$650
300 x 125 Short Rectangle	\$500
120 x 600 Vertical Banner	\$295

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

DIMENSIONS (INCHES)

	Width		Height
Full Page (Trim)	8.375"	x	10.875"
Full Page (Bleed)	8.625"	x	11.125"
Full Page (Live Area)	7.25"	x	9.875"
2/3 Page Vertical	4.75"	x	9.875"
1/2 Page Island	4.75"	x	7.875"
1/2 Page Vertical	3.4"	x	9.875"
1/2 Page Horizontal	7.25"	x	5"
1/3 Page Vertical	2.25"	x	9.875"
1/3 Page Square	4.75"	x	4.75"
1/4 Page Vertical	3.4"	x	4.75"
DPS (Trim)	16.75"	x	10.875"
DPS (Bleed)	17"	x	11.125"

Mechanical Requirements

Electronic material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Mac-based QuarkXPress 9, InDesign CS5, Illustrator CS5, Photoshop CS5 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. **To ensure the accuracy of all art, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10 MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP site: Please send an email to ftp@dvtail.com for login information for *Canadian Food Insight* FTP site.

Design services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com at 905.886.6640

Digital Requirements

We can accept rich media. Please see below for accepted file formats. Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

Audio: mp3: mpeg1, audio layer 3, **wav:** uncompressed audio file
wma: windows media file

Video: ogg: a file type capable of video, audio and subtitles, **avi:** audio video interleave, **mpg or mpeg:** moving picture experts group, **mov:** the quicktime video file format, **wmv:** windows media video file

Flash: flv: flash video file, **swf:** shockwave file

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/insertion orders and material to:

DOVETAIL
COMMUNICATIONS INC.

Dovetail Communications Inc.

30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2

Tel: 905.886.6640 **Fax:** 905.886.6615

Email: canadianfoodinsights@dvtail.com

Cancellations and space changes not accepted after closing date.



*NATIONAL
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