



JUST FOOD MAGAZINE

Media Pack

2022

Powered by VERDICT

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The magazine

01





The magazine

The Just Food Magazine brings together the magazine formerly known as Inside Food with industry-shaping insight from just-food.com.

At Just Food Magazine we supply our readers from the food industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

A teal-colored rectangular button with the text 'COMPANY INSIGHT' in white, uppercase letters.

Sponsored by NETZSCH

The main headline 'Proven Excellence' is set against a background of chocolate truffles and raspberries. The text is in a large, bold, white sans-serif font.

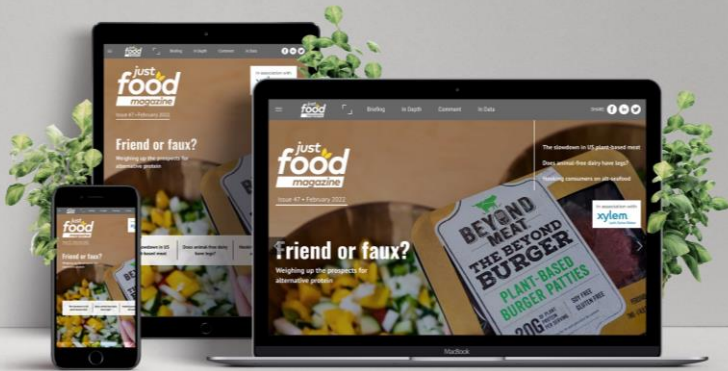
For more than 60 years, NETZSCH has manufactured positive displacement pumps worldwide. Designed specifically for difficult pumping situations, NETZSCH pumps range in size from the industry's smallest metering pumps to high volume pumps for applications in the oil and gas or mining industries.



“

CNN of the
food industry”.

SD Fisheries



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

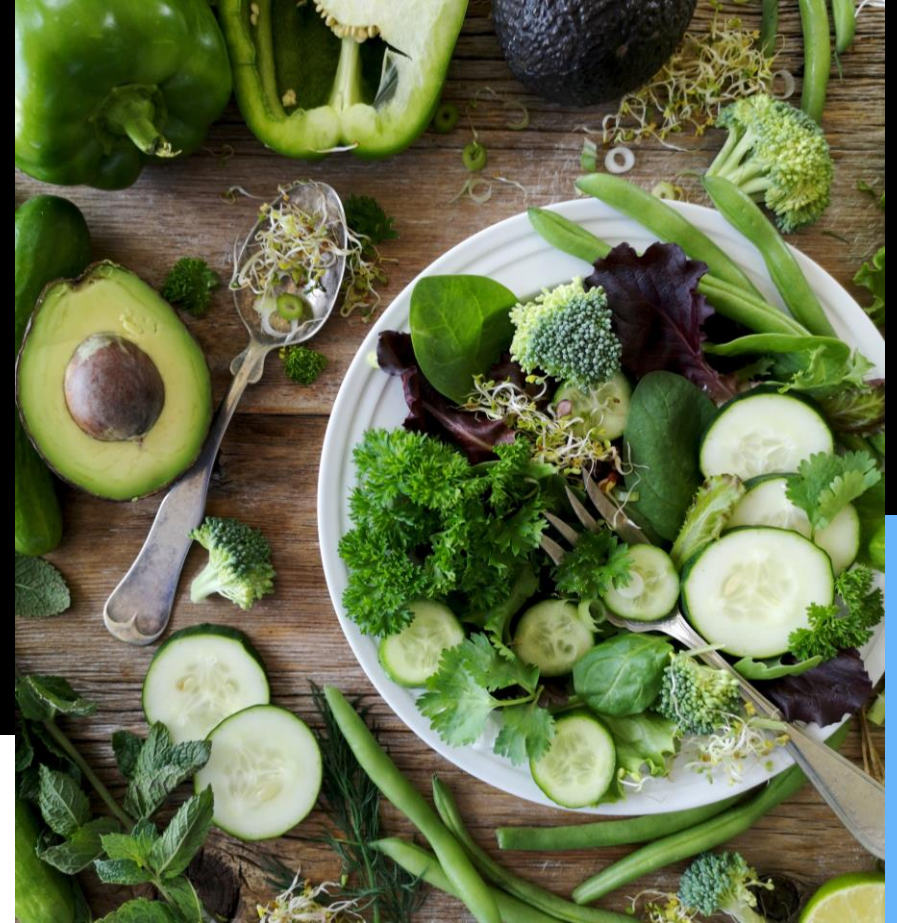
Owned network

Targeted database

Sent directly to the inboxes of over 36,000 food industry professionals including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 22,000 contacts
- Regular articles on the website push readers to the magazine
- Promoted throughout our sister site just-food.com – a leading website in the industry with a global audience of over 95,000 unique users a month.



36,000

food industry
professionals

95,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global food industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



HOGGETT
BOWERS

MAXUS



fiserv.

TATE & LYLE



NEW OPPORTUNITIES

Align your brand
with key topics
within the industry
to demonstrate
leadership and
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



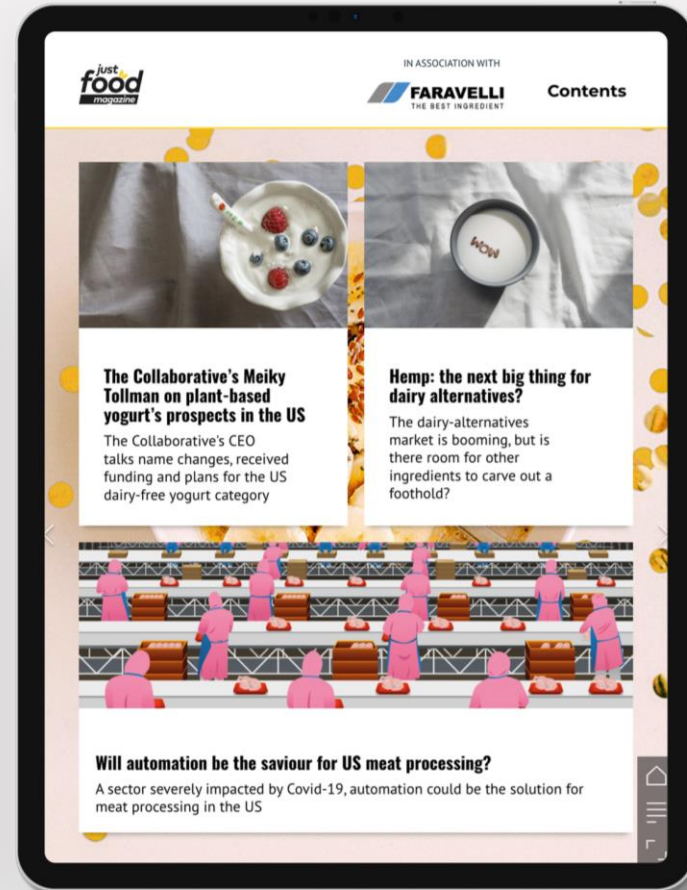
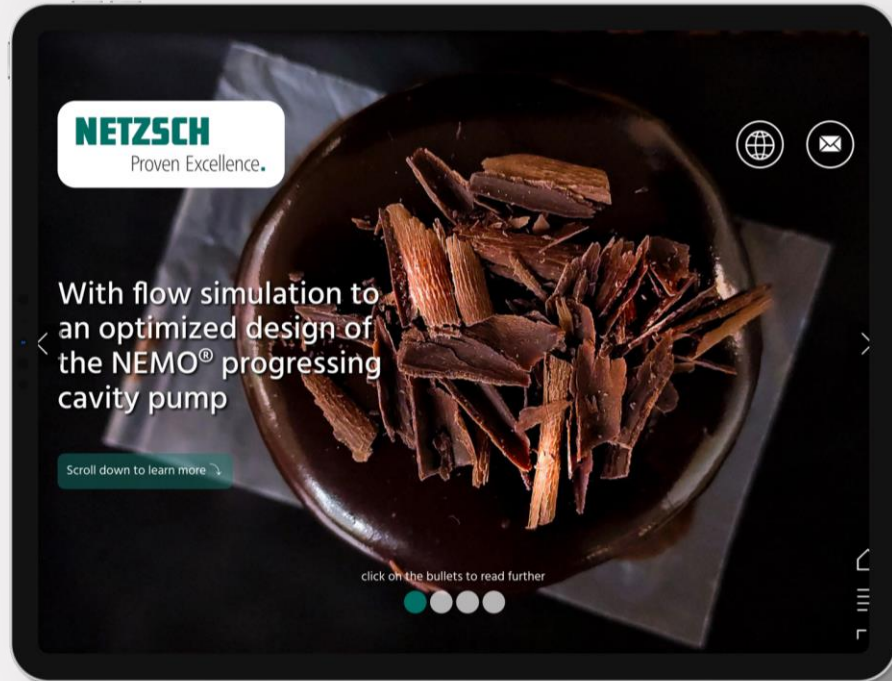


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent articles
Feb	Covid-19; Health & Wellness; ESG – Environment	What next for alternatives to meat, dairy and seafood? The fledgling categories look set to benefit from structural tailwinds but how far can they really eat into established markets?	Analysis of Deals in each niche segment	Nutrient studies, branding activity, automation trends in food production, best of – environmental impact case study
April	ESG – Environment; ESG – Social; AI; Blockchain	With the dust having settled on COP26, what are the pressing issues and challenges for food manufacturers as they look to make their operations more sustainable? And what are consumers and investors demanding of them?	Consumer surveys conducted in recent months on whether shoppers really are changing their buying habits with the environment in mind	On-pack claims, ingredient sourcing, retail trends
June	AI; Internet of Things; Future of Work	How is artificial intelligence shaping food manufacturers' supply chains and strategies, from farm to fork	How major food companies rank in AI-related areas	Mobile money, app payments, retail banking trends

Advertising

04



Adverts

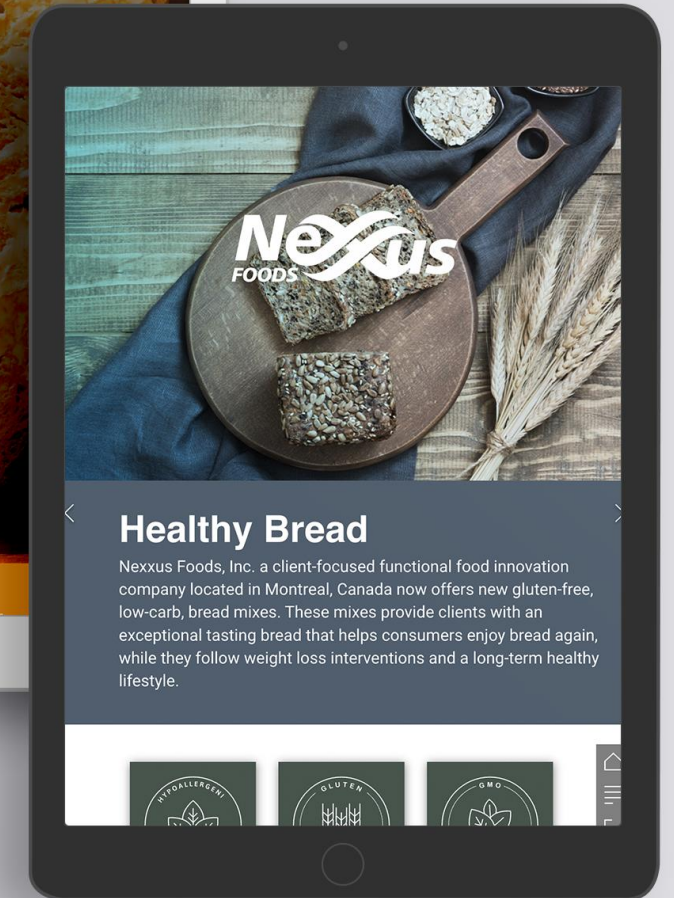
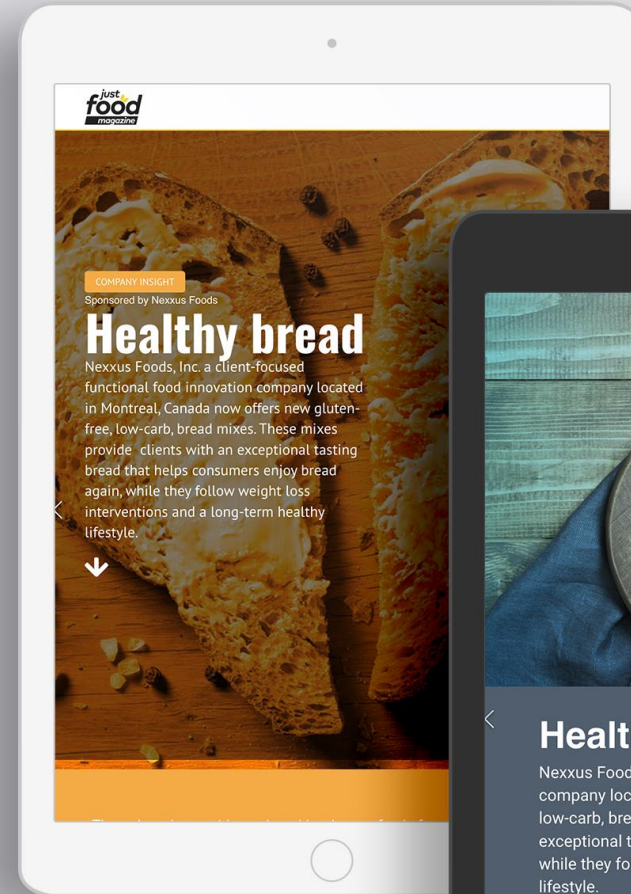
Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website

*Left: Company insight
Right: Interactive lead page*



Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.



JUST FOOD MAGAZINE
ATTRACTS OVER 95,000
UNIQUE USERS A MONTH

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers



SIEMENS



Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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