



FROZEN FOODS BIZ***

frozenfoodsbiz.com



media data 2019

online media for the global frozen food industry

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Preface

Your B2B Key to Unlocking New Business

FrozenFoodsBiz.com (FFB) is dedicated to prompt digital delivery of the latest news and views concerning the growing global frozen food industry. The on-time online platform is led by an experienced editorial, marketing and IT team that has been closely covering the production, distribution, retail and foodservice fronts of frozen food commerce for more than three decades. Its timely content is consumed daily by key decision makers who command considerable purchasing power authority throughout the Americas, Asia, Europe, Eurasia, Africa, the Middle East and Oceania.

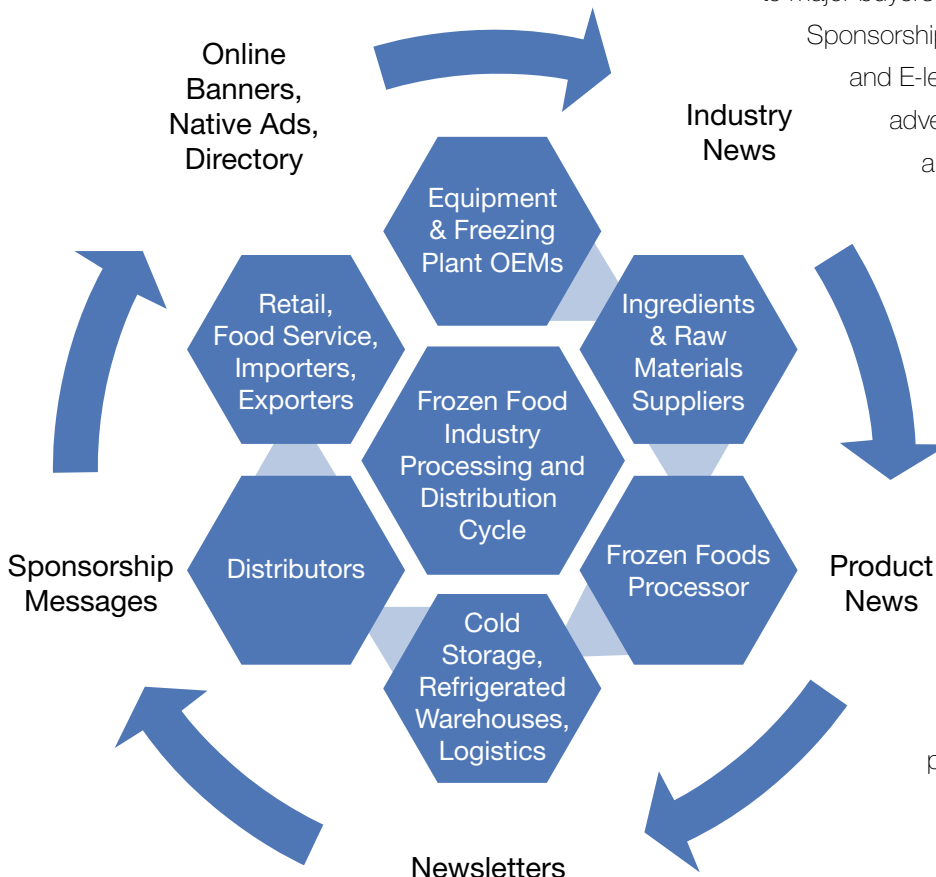
Our readers are among major movers and shakers in a vibrant industry that is expected to be worth more than \$300 billion by 2020, according to the numbers crunchers at Allied Market Research. This forecast is based on estimated sales of frozen ready meals, fruits, vegetables, potatoes, red meats, poultry, fish and seafood, baked goods, soups and ancillary

products. It does not include ice cream and desserts, nor does it take into account the significant value of processing and freezing equipment, packaging, ingredients, and cold storage logistics services. Doing so would add multiple billions of dollars to the grand total.

Visitors to the FrozenFoodsBiz.com website and readers of FFB's weekly E-lert know that our raison d'être is to champion the frozen food industry and to promote the use and consumption of frozen products. Our never-ending job is to amplify and echo the truth that food frozen at its peak of freshness is almost always fresher than so-called "fresh" products sold by retailers. The opposite of fresh is not frozen – the opposite of fresh is rotten!

Having said that, FrozenFoodsBiz.com takes a very fresh approach to providing news impacting the industry and offering a reliable vehicle for advertisers to showcase their goods and services to major buyers around the world.

Sponsorships of online articles and E-lerts as well as 'native' advertising promotions are available to help sellers reach customers. Video production services, Company Director listings and E-Book opportunities are also offered, as detailed for you to review in the following pages.



Database

The following tables segment our readers / users on the basis of Product, Geography, Industry Sector and Job Function

FROZENFOODSBIZ.COM GEOGRAPHICAL ANALYSIS OF USERS

Africa	1%
Asia	10%
Australasia	1%
Central America and the Caribbean	1%
Eastern Europe	7%
Western Europe	37%
Middle East	2%
South America	6%
USA, Canada & Mexico	35%
Total	100%



PRODUCT CATEGORY COVERAGE

Food

Fish & Seafood	Ice Cream & Frozen Yogurt
Vegetables & Fruits	Baked Goods & Desserts
Potatoes	Poultry & Meat
Herbs	Foodservice
Ready Meals	Private label
Pizza	Retail

Non Food

Warehousing & Logistics	Packaging
Equipment & Technology	

JOB FUNCTION	%
Buyers	22%
Category Managers	15%
Purchasing Managers	12%
Senior/General Management	14%
Operational Management	18%
Export Managers	12%
Sales & Marketing	2%
Others	5%
Total	100%

INDUSTRY SECTOR	%
Retailers	33%
Equipment Manufacturers	6%
Processing Plants	28%
Foodservice Distributors & Operators	12%
Cold Storage & Logistics Providers	8%
Importers & Exporters	6%
Builders and Designers of Freezing Plants & Refrigerated Warehouses	7%
Total	100%

2019 Editorial Features & Special Events Calendar

January - May

• January

Production Process Expo (IPPE) Preview (Feb. 12-14, Atlanta, Georgia, USA)

Feature Stories:

- Frozen Pizza Market Trends
- Value-added Poultry Products



• February

Gulfood 2019 Preview (Feb. 17-21, Dubai, UAE)

American Frozen Food Institute Convention (AFFI-Con) Preview (San Diego, California) Feb. 23-26)

Feature Stories:

- Frozen Halal Food Trends
- Desserts Showcase



• March

Seafood Expo North America Preview (Boston, Massachusetts, March 17-19)

Profood Tech Preview (Chicago, Illinois, March 26-28)

Feature Stories:

- Food Processing, Filling and Packaging Focus
- Frozen Shrimp Market Trends



• April

IARW-WFLO Convention & Expo Preview (Santa Ana Pueblo, New Mexico, April 7-10)

Feature Stories:

- Spotlight on Frozen Lobster
- United Kingdom Market Update

• May

Seafood Expo Global Preview (Brussels, May 7-9)

World of Private Label International Trade Show Preview (Amsterdam, May 21-22)

THAIFEX – World of Food Asia Preview (Bangkok, May 28-June 1)

Feature Stories:

- Private Label Product Trends
- Indian Frozen Food Specialties



2019 Editorial Features & Special Events Calendar

June - December

• June

Food Taipei Preview (June 19-22)

Summer Fancy Food Show Preview (New York City, June 30-July 2)

Feature Stories:

- Ice Cream & Frozen Yogurt Innovations
- Chinese Frozen Food Specialties



• July

Global Cold Chain Alliance Assembly of Committees (Washington, DC, July 28-31)

Feature Stories:

- Healthy Eating Ready Meals
- Cold Storage Warehousing Technology Innovations

• September

Pack Expo International Preview (Las Vegas, Nevada, September 23-25)

Feature Stories:

- Frozen Vegetable & Fruit Trends
- Germany Market Report



• October

Anuga Exhibition Preview (Köln, Germany, Oct. 5-9)

National Frozen & Refrigerated Foods Association Convention Preview (Orlando, Florida, October 12-15)

Cibustec Preview (Parma, Italy, October 22-25)

Feature Stories:

- Frozen Food Packaging and Processing Equipment Spotlight
- Growth in Plant-based Food Market



• November

Private Label Store Brands Megashow Preview (Rosemont, Illinois)

Feature Stories:

- Frozen Potato Product Innovations
- Organic Market Update

• December

Winter Fancy Food Show Preview (San Francisco, California)

Feature Stories:

- Christmas & New Year Festive Food
- Frozen Baked Goods & Winter Sweet Treats



Banner Ads - Formats & Types

Boombox (MPU)

- Size: 300x250 pixels
- Type: flash/gif/jpg or video
- Cost see matrix

Floating Skyscraper

- Size: 125 x 600 pixels
- Type: flash/gif/jpeg or video)
- Cost see matrix

Leaderboard

- Size: 728 x 90 pixels
- Type: flash/gif/jpeg or video
- Cost see matrix

Embedded Video

- Video embedded on FrozenFoodsBiz.com
- Cost see matrix



media data

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LEADERBOARD / BOOMBOX / EMBEDDED VIDEO				
Per Month	1x	2x	6x	12x
Home Page & All Sub-Pages	€1,650	€1,480	€1,360	€1,232

3:1 Rectangle

- 300 x 100 pixel
- Type: flash/gif/jpg or video

3:1 RECTANGLE				
Per Month	1x	2x	6x	12x
Home Page & All Sub-Pages	€750	€675	€635	€600

Text Ad

- 70 Character Headline + Link
- 200 Characters Text-body
- **Cost: €655 per month**

The screenshot shows the homepage of FrozenFoodsBiz.com with several ad placements:

- LEADERBOARD**: A horizontal banner at the top.
- SKYSCRAPER**: A vertical banner on the right side.
- EMBEDDED VIDEOS**: A video player in the main content area.
- BOOMBOX**: A large rectangular ad in the main content area.
- 3:1 RECTANGLE**: A smaller rectangular ad in the main content area.
- ROTATING IMAGE CAROUSEL**: A large image-based ad on the left side.
- "NATIVE" PROMOTION**: A text-based ad integrated into the main content.

“Native” Promotion

“Breaking News” Promotion* promote your message in “Native” Editorial style. It features a “Native” Article to appear in FrozenFoodsBiz Breaking News Section.

Home Page

- Please refer to layout picture on page 6.
- Article featured in Rotating Image Carousel (Image / Headline / Link to Landing Page)
- Headline will appear in top five news items, (Repeated from above) with link to Landing Page (max. 70 characters), text body (Abstract, max. 300 characters)
- Image / logo

Landing Page

- Logo
- Article to appear in its entirety, bearing legend “Sponsored Content” (Subject to edits) together with up to two images.
- (Max 5) Links to your website
- Additional banner ads may be purchased to appear on this landing page

Newsletter (Weekly E-Lert)

- Headline (Repeated from above) with link to Landing Page (max. 70 characters)
- Text body (Abstract, max. 300 characters)
- Image / logo

Cost

“Breaking News” Promotion

- 1 Week €950
- 2 Weeks €1,590
- 3 Weeks €2,090
- 4 Weeks €2,390

*All items are marked “Sponsored Content”

Online Company Directory

Within the company section of FrozenFoodsBiz.com you get an extended entry with logo, contact details, company profile and hyperlinks to your website.
Runtime: 12 months.

Features

- Your Company Profile
- Up to 5 Links
- Contact Information
- Company Website and Hyperlink
- Products & Services
- Links to your:
 - Product News
 - Articles
 - Videos etc.
 - Social Media Channels
- **Cost: €950 for 12 months coverage**



E-letters are weekly bulletins designed to give breaking news and other relevant, timely information to our audience of frozen food industry key personnel. From news headlines to the latest on what's happening in the global frozen food industry, FrozenFoodsBiz E-letters regularly deliver targeted content to buyers and top management decision-makers.

Subscribers can easily share content with industry colleagues via Facebook, LinkedIn, Twitter and email.

Special Show Preview Editions

Special editions of the E-Letters are produced in the run up to important trade shows, a full list of these, along with all other issues can be found in the schedule on page 10.

E-Lert Sponsor Opportunities

Leaderboard (top):

Max. 50 Kb, we recommend not using animated banners for the newsletter! 720x90 pixels

Second leaderboard

Max. 50 Kb, we recommend not using animated banners for the newsletter! 720x90 pixels

NEWSLETTER LEADERBOARD (TOP)

Per Issue	1x	3x	6x
Price	€1,195	€1,075	€995

NEWSLETTER LEADERBOARD (SECOND)

Per Issue	1x	2x	6x
Price	€900	€795	€760

Sponsor Messages

Sponsored Messages format

Headline with link (max. 70 characters), text body (max. 300 characters) and an image/logo (max. 120 x 120 pixels, gif format)

NEWSLETTER SPONSORSHIP MESSAGES

Per Issue	1x	3x	6x	12x
Price	€835	€750	€695	€595

2019 E-lert & Special Show Preview Publication Dates

Date	Description
10 Jan	E-lert & Winter Fancy Food Show (San Francisco, California) Preview
17 Jan	E-lert
24 Jan	E-lert
31 Jan	E-lert
07 Feb	E-lert & International Production & Processing Expo (IPPE – Atlanta, Georgia, USA) Preview
14 Feb	E-lert & Gulfood (Dubai, UAE) Preview
21 Feb	E-lert & AFFI-CON (San Diego, California) Preview
28 Feb	E-lert
07 Mar	E-lert
14 Mar	E-lert & Seafood Expo North American (Boston, Massachusetts) Preview
21 Mar	E-lert & Profood Tech (Chicago, Illinois) Preview
28 Mar	E-lert
04 Apr	E-lert & IARW / WFLO Convention (Santa Ana Pueblo, New Mexico) Preview
11 Apr	E-lert
18 Apr	E-lert
25 Apr	E-lert
02 May	E-lert & Seafood Expo Global / Seafood Processing Global (Brussels, Belgium) Preview
09 May	E-lert
16 May	E-lert & PLMA's World of Private Label (Amsterdam, Netherlands) Preview
23 May	E-lert
30 May	E-lert & THAIFEX-World of Food Asia (Bangkok, Thailand) Focus
06 June	E-lert
13 June	E-lert
20 June	E-lert
27 June	E-lert & Summer Fancy Food Show (New York City) Preview

Date	Description
04 July	E-lert
11 July	E-lert
18 July	E-lert
25 July	E-lert & Cold Storage Warehousing Technology Focus (GCCA Assembly of Committees, Washington, DC)
01 Aug	E-lert
08 Aug	E-lert
15 Aug	E-lert
22 Aug	E-lert
29 Aug	E-lert
05 Sept	E-lert
12 Sept	E-lert
19 Sept	E-lert & Pack Expo International (Las Vegas, Nevada) Preview
26 Sept	E-lert
03 Oct	E-lert & Anuga Exhibition (Köln, Germany) Preview
10 Oct	E-lert
17 Oct	E-lert & CibusTec (Parma, Italy) Preview
24 Oct	E-lert
07 Nov	E-lert & US Private Label Show (Rosemont, Illinois) Preview
14 Nov	E-lert
21 Nov	E-lert
28 Nov	E-lert
05 Dec	E-lert
12 Dec	E-lert
19 Dec	E-lert

Tradeshaw Video Services

On-Stand Video Interview & Product Presentation (with FFB Editorial Director John Saulnier)

This service is supplied at specially selected events throughout the tradeshow calendar.

Check with us to see if our video team will be at the next event at which your company is exhibiting. You can pre-book a slot by contacting our sales team.

This can be produced as a product video that can be used for your own promotional purposes. You can choose to focus specifically on your company's products or you can include an interview with senior managers, showcasing not only products but also business and vision.

- 3-5 minutes final length
- Posted on FrozenFoodsBiz.com, including company logo and links
- Cost includes professional editing to finished product
- Promotion in e-mail newsletter and on home page of website
- Rights to the clip for use on customer website, YouTube etc.

Cost: €950



Company eBook Opportunity

This concept tells a story about your company in an eBook, which serves as a dynamic platform upon which customized and/or company-specific content is presented to a targeted audience.



The 'Company Story' would feature an introduction by FrozenFoodsBiz Editorial Director John Saulnier.

Sponsoring companies gets the opportunity to tell the story of their company.

John will conduct senior level interviews with company management. This would be supplemented with product news and images of the plant in full swing along with links to brochures, videos and social media channels. In this way the company can reinforce the scope of their operation and their professionalism.

A Company eBook also gives companies an opportunity to present their history and show how those traditions have contributed to latter day practices, making the company what it is today, with a focus on the very real feel of the "Personality" of the organisation and the vision for the future.

New product launches, company acquisitions, mergers and anniversaries present ideal opportunities to make use of this service.

Overview

- Custom eBook with up to 30 pages, co-branded with your company name and FrozenFoodsBiz
- Exclusive to your content and topics
- Front Cover page and Cover Story or interview (4-6 pages, approximately 7500 characters + images)
- Additional custom content can include:
 - Articles/interviews with 4-6 pages (4-6 pages, approximately 7500 characters + images)
 - Product announcements (each 1 page, 1500 characters)
 - Full page and half page advertisements
 - Links to brochures, datasheets, videos, customer landing pages and social media
 - Once published, they function as a downloadable asset for a client's content program

Promotion

- (2) Email Newsletter placements in the FrozenFoodsBiz E-Lert Newsletter
- (1) month native ad promotion on FrozenFoodsBiz.com
- Editorial announcements on FrozenFoodsBiz.com and social media channels
- Run time: (1) month
- Opportunity to produce print version
- Rate: From €12,000



FROZEN FOODS BIZ***

frozenfoodsbiz.com



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