



online media for the global frozen food industry



media data 2022



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# media data

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team here at FrozenFoodsBiz is looking forward to once again walking the floors of physical events such as Anuga, which has followed a hybrid route by also producing a virtual version of the event in 2021.

FrozenFoodsBiz.com continues to lead the way digitally for frozen food professionals to obtain the latest and most up to date information about New Products, Trends, Technologies, Processes etc from reliable and trusted sources. Valuable input is received daily from contributors and contacts around the world, and we are pleased to have recently welcomed well known frozen food industry editor Dan Orehov to the FFB team.

Key frozen food industry personnel who regularly use our platform to keep up to date with business developments are also the target audience for our advertisers, for whom there are now even more ways than ever to digitally communicate their marketing messages. Please check out the opportunities in this media kit, which includes the advent of Cost per Click (CPC) advertising. This is a great way for advertisers to reach the extended FrozenFoodsBiz audience within the context of our social media network at a fixed cost per click – thus allowing a greater and more visible return on investment.

We are also in the process of relaunching our Frozen Food & Equipment Trade Directory, where companies can get their own microsite entry to showcase product ranges and much more. This will include a company profile, the ability to upload brochures and other literature, videos, a gallery for photos, listings of forthcoming events and contact details, along with a Google map. All of this is offered from just €950 per annum.

From all of us in the FrozenFoodsBiz team, here's wishing you a safe, healthy and profitable 2022!

The pandemic has had an impact on the way we shop. With convenience in mind, many consumers rediscovering frozen food aisles in supermarkets and grocery stores have been pleasantly surprised at what they found. The frozen food industry is continuously innovating to produce a wider range of premium products to satisfy appetites and cater to consumer trends such as the growing demand for plant-based protein products.



# 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%
Europe	40%
Middle East	2%
South America	5%
North & Central America and Caribbean	41%
<b>Total</b>	<b>100%</b>

## CATEGORY COVERAGE

### Food

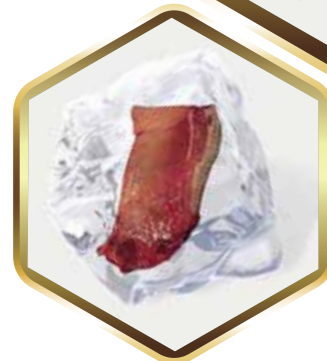
Fish & Seafood	Ice Cream & Frozen Yogurt
Vegetables & Fruits	Baked Goods & Desserts
Potatoes	Poultry & Meat
Ingredients	Foodservice
Ready Meals	Private label
Pizza	Retail

### Non Food

Warehousing & Logistics	Packaging
Equipment & Technology	Trade Associations, Shows & Conferences

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%
<b>Total</b>	<b>100%</b>

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%
<b>Total</b>	<b>100%</b>



# 2022 Editorial Features & Special Events Calendar

## • January

- Winter Fancy Food Show, January 16-18, San Francisco, California, USA
- NFI's Global Seafood Market Conference, January 18-20, Orlando, Florida, USA
- International Production & Processing Expo, January 25-27, Atlanta, Georgia, USA.
- Main Feature Story: Value-added Poultry Product Innovations

## • February

- Gulfood Exhibition, February 13-17, Dubai, UAE
- AFFI-CON, February 19-22, Dallas, Texas, USA
- Main Feature Story: Frozen Halal Food Trends

## • March

- Seafood Expo North America, March 13-15, Boston, Massachusetts, USA
- Natural Products Expo West, March 18-22, Anaheim, California, USA
- Main Feature Story: Frozen Shrimp Market Trends

## • April

- Seafood Expo Global, April 26-28, Barcelona, Spain
- Main Feature Story: Seafood Processing Equipment Innovations

## • May

- World of Private Label International Trade Show (dates yet to be announced), Amsterdam, Netherlands
- Thaifex – Anuga Asia, May 24-28, Bangkok, Thailand
- Main Feature Story: Private Label Ready Meal Trends

## • June

- FOOMA Japan – International Food Machinery & Technology Exhibition, June 7-10, Tokyo, Japan
- Summer Fancy Food Show (dates yet to be announced), New York City
- Main Feature Story: Frozen Vegetable & Fruit Trends

## • July

- IFT Virtual Food Expo (July 19-23)
- Main Feature Story: Frozen Food Ingredients Trends

## • August

- World Seafood Shanghai, August 26-28, Shanghai, PRC
- Main Feature Story: Frozen Potato Product Innovations

## • September

- International Baking Industry Exposition, September 17-21, Las Vegas, Nevada
- World Food Moscow (dates yet to be announced), Krasnogorsk, Moscow Oblast, Russia
- Main Feature Story: Frozen Baked Goods & Dessert Trends

## • October

- SIAL, October 15-19, Paris, France
- National Frozen & Refrigerated Foods Association Convention, October 15-18, Orlando, Florida, USA
- Main Feature Story: Food Packaging and Processing Equipment Spotlight

## • November

- Seafood Show Asia Expo, November 9-12, Jakarta, Indonesia
- PLMA's Private Label Trade Show (dates yet to be announced), Rosemont, Illinois, USA
- Main Feature Story: Frozen Vegetables and Plant-based Frozen Food Innovations

## • December

- Food Africa, Cairo, Egypt (dates yet to be announced)
- Main Feature Story: Optical Sorting Equipment Review

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# Standard Banner Ads

## Embedded Video

- Video embedded on [FrozenFoodsBiz.com](http://FrozenFoodsBiz.com)
- Size: 300x250 pixels

## Filmstrip

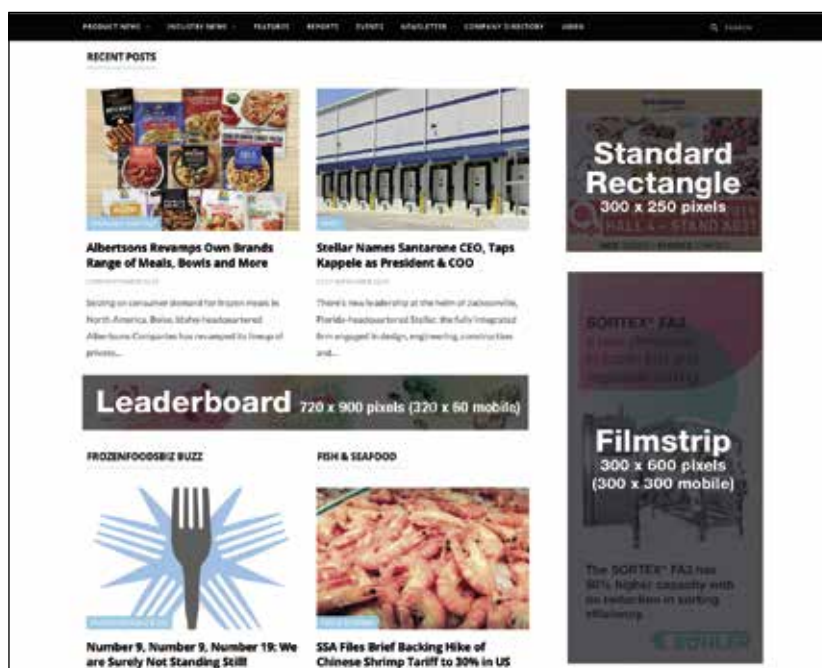
- Size: 300 x 600 pixels (300 x 300 mobile)
- Type: png, gif, jpg, html, HTML5, Rich Media
- Max file size: 40Kb
- Link: Linking URL is required upon creative submission

## Medium Rectangle

- Size: 300x250 pixels
- Type: png, gif, jpg, html, HTML5, Rich Media
- Max file size: 40Kb
- Link: Linking URL is required upon creative submission

## Middle Leaderboard

- Size: 728 x 90 pixels (320x60 Mobile)
- Type: png, gif, jpg, html, HTML5, Rich Media
- Max file size: 40Kb
- Link: Linking URL is required upon creative submission



## BANNER ADVERTISING RATES

Ad Unit	Rate X1	Rate X3	Rate X6
Welcome Banner Shown 1x per user daily	€2,250 weekly	€2,025 weekly	€1,800 weekly
ROS Billboard 970x250 (320x50 mobile)	€2,500 Monthly	€1,950 Monthly	€1,755 Monthly
ROS Medium Rectangle 300x250 (Mobile 300x250)	€1,250 Monthly	€1,125 Monthly	€975 Monthly
ROS Filmstrip 300x600 (300x300 mobile)	€1,650 Monthly	€1,485 Monthly	€1,250 Monthly
ROS Middle Leaderboard 728x90 (320x60 mobile)	€1,250 Monthly	€1,125 Monthly	€975 Monthly

# High Impact Banner Ads

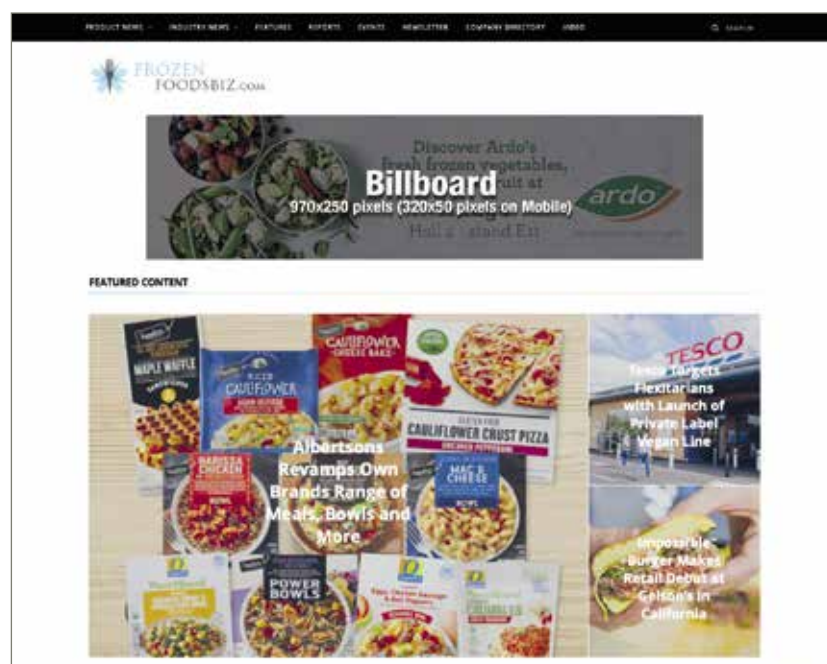
## Welcome Banner

- Size: 640 x 480 pixels
- Type: png, gif, jpg, html, HTML5, Rich Media
- Max file size: 100Kb
- Frequency Cap: 1 view per user, per 24 hour period, Non-Looping



## Billboard

- Size: 970 x 250 pixels (320 x 50 mobile)
- Type: png, gif, jpg, html, HTML5, Rich Media
- Max file size: 40Kb
- Link: Linking URL is required upon creative submission



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# Sponsored Content

Sponsored Content Promotion promote your message in 'Native' Editorial style.

It appears on the home page in the Featured Articles Section.

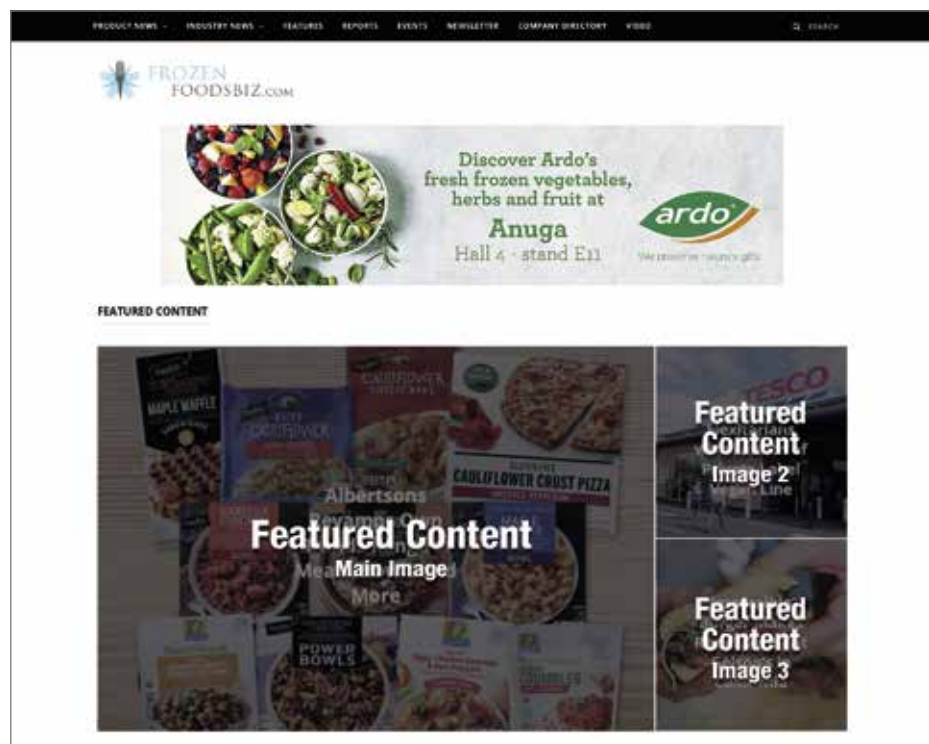
Promote your article using the large images at the top of the new FrozenFoodsBiz.com home page.

Your Article also appears in full on the article pages.

- [Home Page](#)
  - Large image plus Overlaid Headline / Link to Landing Page)
- [Landing Page](#)
  - Logo
  - Article bearing legend 'Sponsored Content' with up to two images.
  - Links to your website
- [Newsletter \(Weekly E-Lert\)](#)
  - Headline (Repeated from above) with link to Landing Page (max. 70 characters)
  - Text body (Abstract, max. 300 characters)
  - Image / logo (Static, max 720 x 720 pixels), .png or .jpg format)

## Cost

Main Image:	1 Week	€2,150
Image 2/3:	1 Week	€1250



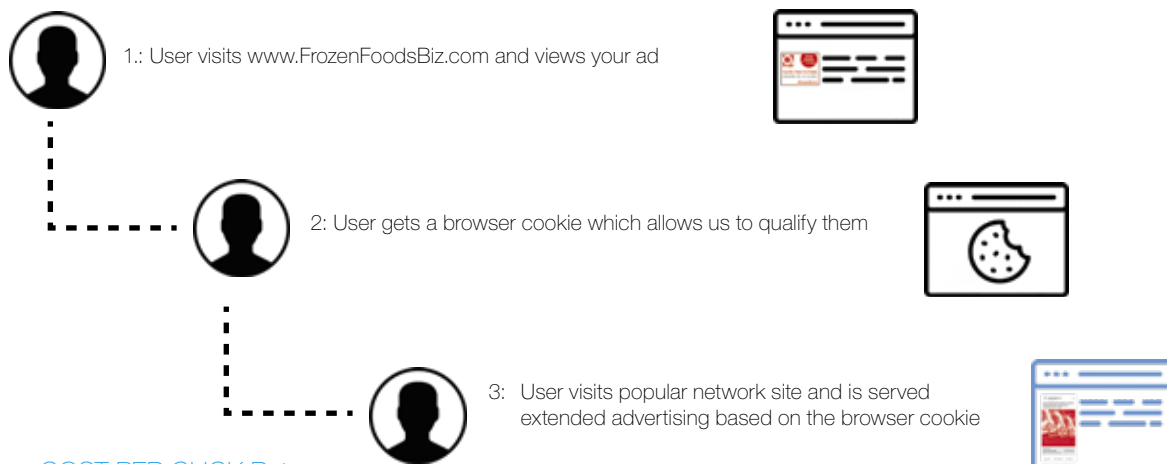
\*All items are marked "Sponsored Content"



# Performance Marketing Cost per Click

Our click generation programme is designed to deliver guaranteed results.  
These programs remain live until we have executed on your click goals in their entirety.

## How it Works



COST PER CLICK Rates:

- €3.50 CPC Base
- +€1 Geo Target

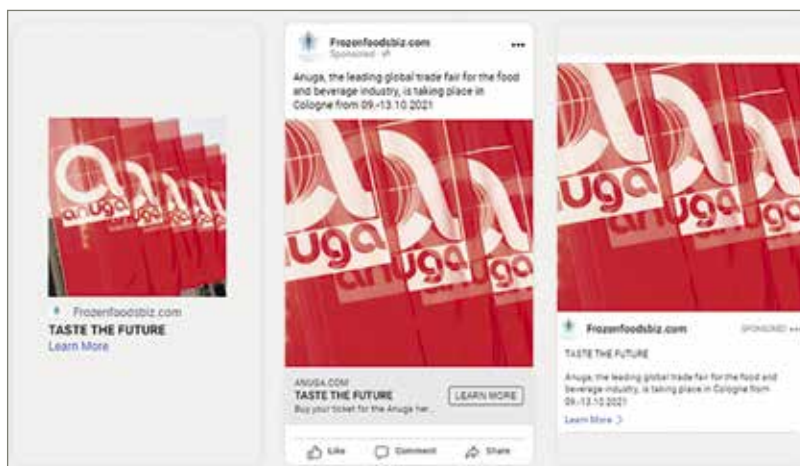
## Ad Formats

Ad on [FrozenFoodsBiz.com](http://FrozenFoodsBiz.com) (Example)



Medium Rectangle Advert (300 x 250pxs)  
Must be supplied in .png or .jpg format.

Examples of Ad formats for Extension Advertising



Your ad extension advertising will appear on our social media network in various formats.  
Must be supplied at 1080 x 1080pxs resolution  
in .png or .jpg format and with 125 characters or less of text.

# E-lert Newsletters

E-lerts 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-lerts regularly deliver targeted content to 7,000 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-Lerts 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 9.

## E-Lert Sponsor Opportunities

### Leaderboard (top):

Max. 50 Kb, 720x90 pixels

### Second leaderboard

Max. 50 Kb, 720x90 pixels

We recommend not using animated banners for the newsletter!

NEWSLETTER LEADERBOARD (TOP)			
Per Issue	1x	3x	6x
Price	€1,495	€1,375	€1,195

NEWSLETTER LEADERBOARD (SECOND)			
Per Issue	1x	2x	6x
Price	€1,250	€1,125	€995

## Sponsor Messages

### Sponsored Messages format

Headline with link (max 79 characters), text body (max. 300 characters) and an image/logo (Static, max 720 x 720 pixels), .png or .jpg format.

NEWSLETTER SPONSORSHIP MESSAGES				
Per Issue	1x	3x	6x	12x
Price	€950	€855	€795	€745



# 2022 E-lert & Special Show Preview Publication Dates

Date	Description
06 Jan	E-lert
13 Jan	E-lert
20 Jan	E-lert & Preview of International Production & Processing Expo, Atlanta, Georgia, USA
27 Jan	E-lert
03 Feb	E-lert
10 Feb	E-lert & Preview of Gulfood, Dubai, UAE
17 Feb	E-lert & Preview of AFFI-CON, Dallas, Texas, USA
24 Feb	E-lert
03 Mar	E-lert
10 Mar	E-lert & Preview of Seafood Expo North America, Boston, Massachusetts, USA
17 Mar	E-lert & Preview of Natural Products Expo West, Anaheim, California, USA
24 Mar	E-lert
31 Mar	E-lert
07 Apr	E-lert
14 Apr	E-lert & Preview of Food & Drink Expo, Birmingham, UK
21 Apr	E-lert & Previews of Anuga FoodTec, Cologne, Germany, and Seafood Expo Global, Barcelona, Spain
28 Apr	E-lert
05 May	E-lert
12 May	E-lert & Preview of IFFA Exhibition, Frankfurt, Germany
19 May	E-lert & Preview of Thaifex – Anuga Asia, Bangkok, Thailand
26 May	E-lert
02 June	E-lert & Preview of FOOMA Japan – International Food Machinery & Technology Exhibition, Tokyo
09 June	E-lert
16 June	E-lert
23 June	E-lert
30 June	E-lert

Date	Description
07 July	E-lert
14 July	E-lert & Preview of Virtual IFT Food Expo
21 July	E-lert
28 July	E-lert
04 Aug	E-lert
11 Aug	E-lert
18 Aug	E-lert
25 Aug	E-lert
01 Sept	E-lert
08 Sept	E-lert
15 Sept	E-lert
22 Sept	E-lert & Preview of World Seafood Shanghai, China
29 Sept	E-lert
08 Oct	E-lert
13 Oct	E-lert & Previews of SIAL, France, and National Frozen & Refrigerated Foods Association Convention, Orlando, Florida, USA
20 Oct	E-lert
27 Oct	E-lert
03 Nov	E-lert
10 Nov	E-lert & Preview of PLMA's Private Label Trade Show, Rosemont, Illinois, USA
17 Nov	E-lert
24 Nov	E-lert
01 Dec	E-lert
08 Dec	E-lert
15 Dec	E-lert

# Industry Trade Directory

Since the launch of FFB, we have incorporated a directory as an industry reference source. Up until now this section of our site has offered a Company Profile together with links and contact details. We will shortly be unveiling a new version of the FrozenFoodsBiz.com industry directory, which has been redeveloped to include more comprehensive company information, thus creating additional value for participating companies and readers alike. The listing for each participating company will take the form of a "Microsite", with a Company profile and a series of tabs leading to different types of company content and assets. The tabs will include...

- **Product Information**

Information on individual featured products including descriptions, images and links.

- **Company News**

Company news from FrozenFoodsBiz.com is listed here and linked with the full article.

- **Content**

Literature, such as company brochures, product catalogues, datasheets, white papers and other downloadable materials can be posted here for easy access by users of the directory.

- **Videos**

This section showcases company videos, including those hosted on YouTube and Vimeo.

- **Events**

Here companies can list trade shows, conferences and virtual events they are attending or hosting.

- **Contact**

Contact details for multiple locations indicated on helpful scalable Google Maps.

- **Search Function**

The Directory's integral search facility will work in two ways:

- **Company Search**

Users of the Directory will be able to search for participating companies.

- **Product Search**

Users will also have the opportunity to search by product (all companies listed as supplying those goods or services will be shown in the search results).

- **Admin Dashboard**

Participating companies will have a dedicated "Admin Dashboard," and can update their entry as desired.

## Get your Company Listed

As the sector's leading news and information site, FrozenFoodsBiz.com is the logical place for an industry reference source for the global frozen food industry. To ensure it is comprehensive, it is important that it includes as many companies as possible.

We would therefore recommend that you include your company's listing in the new FrozenFoodsBiz.com Industry Directory. The cost for a Standard entry is just €950 per year. Companies can include more information with an Extended entry at €1,450, or, the Premium Level entry at €1,950.

DIRECTORY FEATURES	STANDARD ENTRY	EXTENDED ENTRY	PREMIUM ENTRY
Company Profile	✓	✓	✓
Featured Products	5	10	20
Company News	x	x	✓
Literature Items	x	x	✓
Videos	x	x	✓
Events	x	✓	✓
Contact Locations	1	4	8
Search Function	✓	✓	✓
Home Page Promotion	x	✓	✓
Admin Dashboard	✓	✓	✓
Photos / Images	5	10	20
<b>Cost</b>	<b>€950</b>	<b>€1,450</b>	<b>€1,950</b>

## What to do next

Please complete the online form at: <https://www.frozenfoodsbiz.com/directory-form>

Follow the instructions and complete the signed order form, indicating the desired entry level.

We will send you a link to the draft version of your entry for your approval. Once approved, the entry will go live.

For more information contact [info@FrozenFoodsBiz.com](mailto:info@FrozenFoodsBiz.com)



# Tradeshow Video Services

## On-Stand Video Interview & Product Presentation

This service is supplied at specially selected events throughout the trade show 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](http://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.

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

FrozenFoodsBiz editors will conduct senior level interviews with company management. This would be supplemented with product news and images of plants 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, data sheets, 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

