

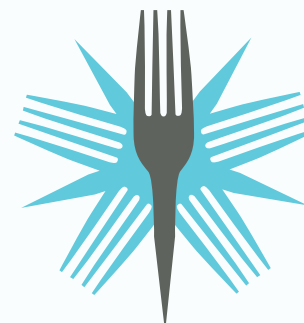
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online media for the global frozen food industry

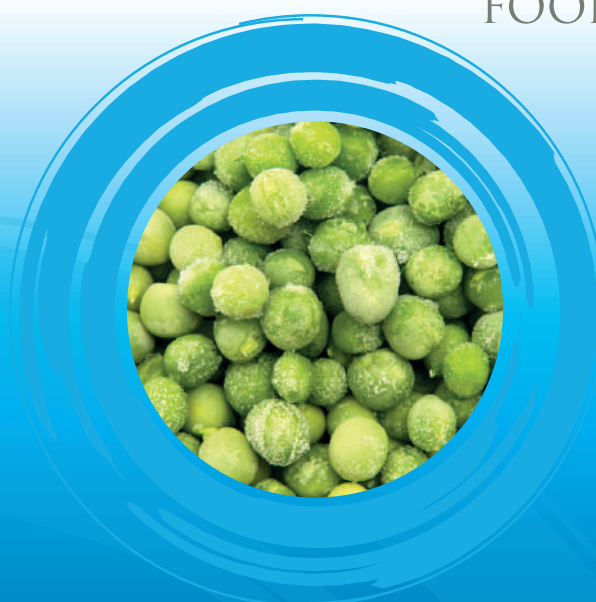
media data 2020



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Preface

Your B2B Key to Unlocking New Business

Times change, people change, and businesses adapt and improve, as does FrozenFoodsBiz.com (FFB). Autumn 2019 saw the leaves drop away to reveal the clean, contemporary look of our website come into full focus.

After serving for more than five years as a portal to access news and information of, about and for the dynamic global frozen food industry, the FFB team has geared up to launch this new and improved platform aimed at delivering enhanced utility to our growing readership around the world. We think you will appreciate the forward direction that has been taken.

Our advanced Model 2.0 will make it easier and quicker for you to manoeuvre to, from and between stories of interest. Categories featuring recent news and industry developments are prominently displayed on the home page. Just click and go with the flow into the commercial realms of every aspect of the global frozen food industry.

FFB is committed to better track the evolving world of frozen foods today and anticipate what lies ahead tomorrow. Our job as a trade information broker is expanding. It is no longer good enough to be merely a mirror of the times. We must also project and predict what the future will bring and will continue to do so in the weeks, months and years that lie ahead.

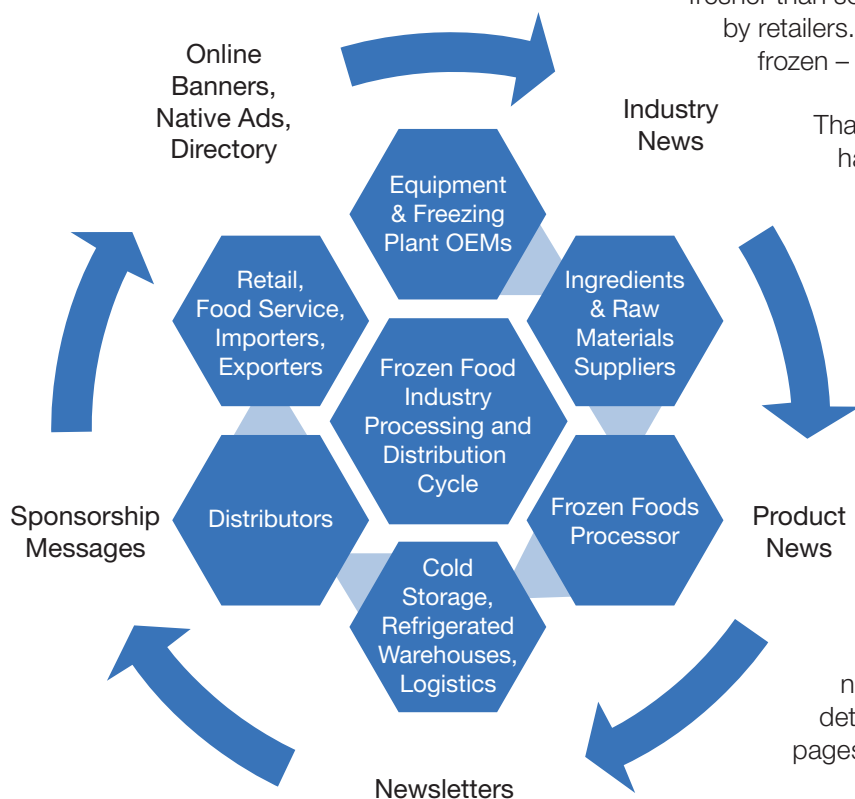
FrozenFoodsBiz.com (FFB) is dedicated to prompt digital delivery of the latest news and views concerning the growing global frozen food industry. The on-time online platform is led by an experienced editorial, marketing team that has been closely covering the world of frozen food commerce for more than three decades. The timely content of the site is consumed daily by key decision makers who command considerable purchasing power authority throughout the world.

Our readers are among major movers and shakers in a vibrant industry that is expected to be worth more than USD 376.95 billion by 2025, (according to Grand View Research). This forecast is based on estimated sales of fruit, vegetables, fish & seafood, potatoes, a variety of meat products, soups, ready meal products and others including bakery related items. 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 we champion the frozen food industry and promote the use and consumption of frozen products. Our role is to broadcast the message 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!

That said, [FrozenFoodsBiz.com](https://www.frozenfoods.biz) has taken a fresh look at the services on offer for advertisers to showcase their goods and services to major buyers around the world.

FFB now offers High Impact advertising opportunities, plus some new as well as standard banner sizes. Article Sponsorships and E-lert (Newsletter) advertising promotions and more are available to help you reach new and existing customers, as detailed for you in the following pages.



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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%
Total	100%

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%
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%



2020 Editorial Features & Special Events Calendar

• January

Winter Fancy Food Show Preview (January 19-21, San Francisco, California, USA)
International Production & Processing Expo (January 28-30, Atlanta, Georgia, USA)
Main Feature Story:
• Value-added Poultry Products

• February

Gulfood 2020 Preview (February 16-20, Dubai, UAE)
American Frozen Food Institute Convention (AFFI-CON) Preview (Feb 29-March 3, San Diego, California, USA)
Main Feature Story:
• Frozen Halal Food Trends

• March

Seafood Expo North America Preview (March 15-17, Boston, Massachusetts, USA)
Main Feature Story:
• Frozen Shrimp Market Trends

• April

Seafood Expo Global Preview (April 21-23, Brussels, Belgium)
Preview of Interpack Processing & Packaging Show (May 7-16, Düsseldorf, Germany)
Main Feature Story:
• Spotlight on Frozen Lobster

• May

IARW-WFLO Convention & Expo Preview (May 5-8, Bonita Springs, Florida, USA)
Preview of CIBUS 2020 Showcase of Made in Italy Food (May 11-14, Parma, Italy)
World of Private Label International Trade Show (May 26-27, Amsterdam, Netherlands)
Main Feature Story:
• Private Label Product Trends

• June

Food Taipei Preview (June 17-20, Taipei, Taiwan)
Summer Fancy Food Show Preview (June 23-25, New York City, USA)
Main Feature Story:
• Ice Cream & Frozen Yogurt Innovations

• July

FT Annual Meeting & Food Expo Preview (July 12-15, Chicago, Illinois, USA)
International Food Machinery & Technology Exhibition (July 23-26, Osaka, Japan)
Main Feature Story:
• Healthy Eating Ready Meals

• August

Seafood Expo Asia Preview (Sept 1-3, Hong Kong)
Main Feature Story:
• Chinese Frozen Food Specialties

• September

Preview of Global Cold Chain Expo (September 28-30, Dallas, Texas, USA)
Main Feature Story:
• Frozen Vegetable & Fruit Trends

• October

SIAL Exhibition Preview (October 18-22, Paris, France)
National Frozen & Refrigerated Foods Association Convention Preview (October 17-19, Washington, DC)
Main Feature Story:
• Growth in Plant-based Food Market

• November

Pack Expo International Preview (November 8-11, Chicago, Illinois, USA)
PLMA's Private Label Trade Show Preview (November 16-17, Rosemont, Illinois, USA)
Interpom/Primers International Potato, Fruit & Vegetable Trade Fair (November 22-24, Kortrijk, Belgium)
Main Feature Story:
• Frozen Potato Product Innovations

• December

Preview of Frozen Innovations at Guangdong-Hong Kong-Macao Food & Quality Agricultural Products Exhibition (December 12-14, Guangzhou, China)
Main Feature Story:
• Frozen Baked Goods & Winter Sweet Treats

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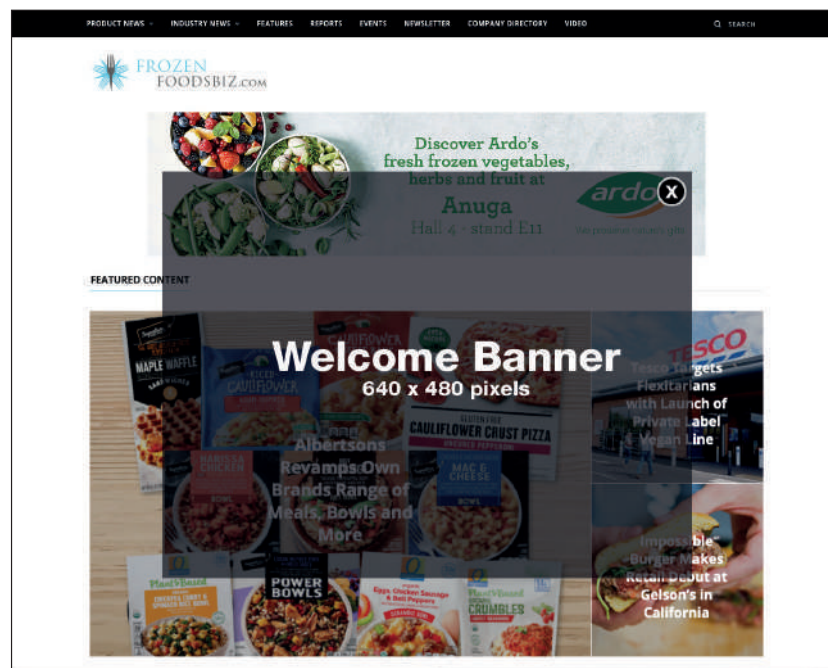
High Impact Banner Ads

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



Standard Banner Ads

Embedded Video

- Video embedded on FrozenFoodsBiz.com
- Size: 300x250 pixels

Filmstrip

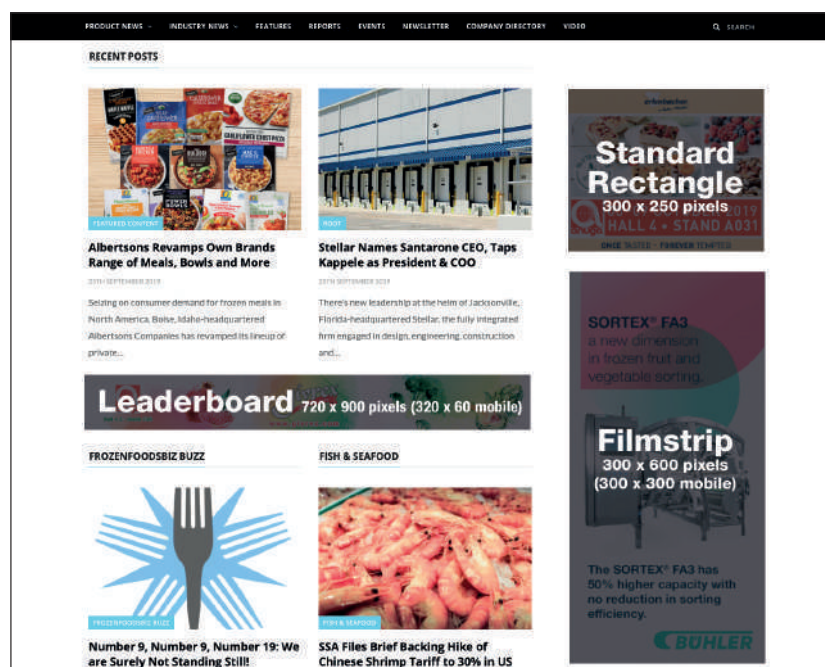
- Size: 300 x 600 pixels (300 x 300 mobile)
- Type: png, gif, jpg, html, HTML5, Rich Media
- Max file size: 40Kb
- Link: Linking URL is required upon creative submission

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	€1,755 Monthly	€1,950 Monthly
ROS Medium Rectangle 300x250 (Mobile 300x250)	€1,650 Monthly	€1,485 Monthly	€1,250 Monthly
ROS Filmstrip 300x600 (300x300 mobile)	€1,250 Monthly	€1,125 Monthly	€975 Monthly
ROS Middle Leaderboard 728x90 (320x60 mobile)	€1,250 Monthly	€1,125 Monthly	€975 Monthly

Sponsored Content

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

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

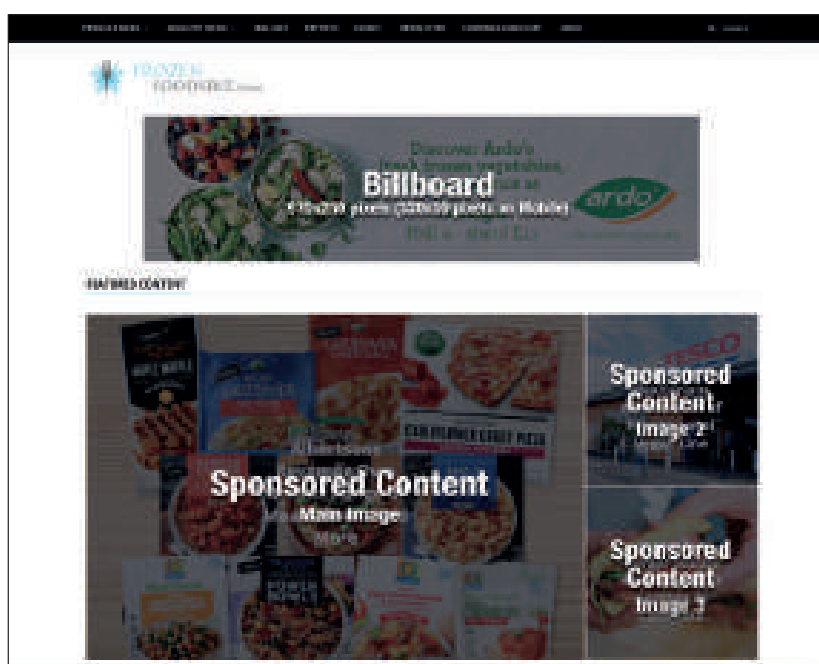
Promote your article using the large images at the top of the new FrozenFoodsBiz.com home page. Your Article also appears in full on the article pages.

- 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

Cost

Main Image:	1 Week	€1950
Image 2/3:	1 Week	€1250

*All items are marked "Sponsored Content"



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E-letters

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 8,000 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. 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	€950	€855	€795	€745

2020 E-lert & Special Show Preview Publication Dates

Date	Description
09 Jan	E-lert
16 Jan	E-lert & Preview of Winter Fancy Food Show, San Francisco, California, USA
23 Jan	E-lert & Preview of International Production & Processing Expo, Atlanta, Georgia, USA
30 Jan	E-lert
06 Feb	E-lert
13 Feb	E-lert & Preview of Gulfood, Dubai, UAE
20 Feb	E-lert
27 Feb	E-lert & Preview of American Frozen Food Institute Convention (AFFI-CON), Las Vegas, Nevada, USA
05 Mar	E-lert & Preview of Foodex Japan
12 Mar	E-lert & Preview of Seafood Expo North America, Boston, Massachusetts, USA
19 Mar	E-lert
26 Mar	E-lert
02 Apr	E-lert
09 Apr	E-lert
16 Apr	E-lert & Preview of Seafood Expo Global, Brussels, Belgium
23 Apr	E-lert
30 Apr	E-lert & Preview of Interpack Processing & Packaging Show, Düsseldorf, Germany
07 May	E-lert & Preview of CIBUS Showcase of Made in Italy Food Show, Parma, Italy. Plus: Preview of IARW/WFLO Convention, Bonita, Florida, USA
14 May	E-lert
21 May	E-lert & Preview of World of Private International Trade Show, Amsterdam, Netherlands
28 May	E-lert
04 June	E-lert
11 June	E-lert & Preview of Food Taipei, Taiwan
18 June	E-lert & Preview of Summer Fancy Food Show, New York City
25 June	E-lert

Date	Description
02 July	E-lert
09 July	E-lert & IFT Annual Meeting & Food Expo Preview
16 July	E-lert & Preview of International Food Machinery & Technology Exhibition (FOOMA), Osaka, Japan
23 July	E-lert
30 July	E-lert
06 Aug	E-lert
13 Aug	E-lert
20 Aug	E-lert
27 Aug	E-lert & Preview of Seafood Expo Asia, Hong Kong
03 Sept	E-lert
10 Sept	E-lert
17 Sept	E-lert
24 Sept	E-lert & Preview of Global Cold Chain Expo, Dallas, Texas, USA
01 Oct	E-lert
08 Oct	E-lert
15 Oct	E-lert & Preview of SIAL Exhibition, Paris, France. Plus: NFRA Convention, Washington, DC
22 Oct	E-lert
29 Oct	E-lert
05 Nov	E-lert & Preview of Pack Expo International, Chicago, Illinois, USA
12 Nov	E-lert & Preview of PLMA's Private Label Trade Show, Rosemont, Illinois, USA
19 Nov	E-lert & Preview of Interpom/Primers Potato, Fruit & Vegetable Trade Fair, Kortrijk, Belgium
26 Nov	E-lert
03 Dec	E-lert
10 Dec	E-lert & Preview of Frozen Innovations at Guangdong-Hong Kong-Macao Food & Quality Agricultural Products Exhibition, Guangzhou, China
17 Dec	E-lert

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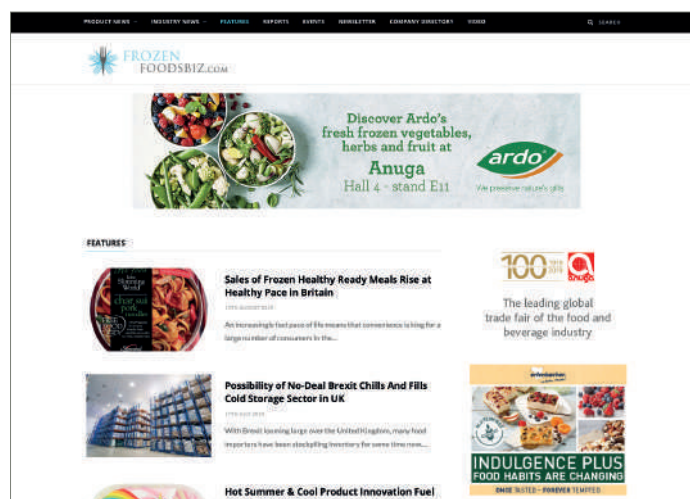
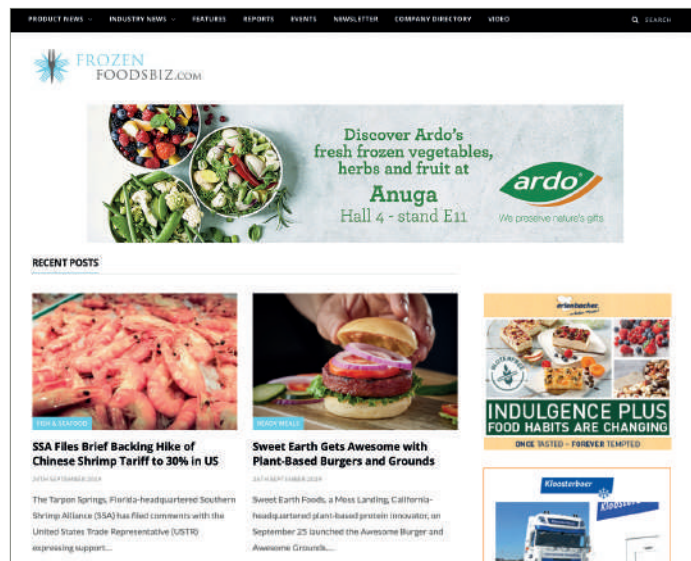
Online Company Directory

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**



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.



Editorial Director John Saulnier

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

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