

Advertising Rate Card 2021

Version 1 | Jan 2021



foodfocus
THE RIGHT WAY

FOOD
& BEVERAGE
REPORTER

foodemy
the food training directory

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HOW OUR SERVICES WORK

Food Focus is in the business of food compliance. We do this primarily through education via our website, www.foodfocus.co.za offering technical guidance, insight and education from a range of industry professionals.

We are also able to place your information in front of the food professionals who may need the solutions you are offering to assist them in achieving food compliance or may need the technical insights you could offer through editorial content.

If you are looking to reach the market, we will meet with you to understand your business objectives for the months ahead, and will support and advise you on the trends, needs and factors affecting the food industry, so that we can help put together a strategic plan which will allow you to support the industry and meet your own business objectives while using our platforms.

We will put together a campaign where we advise on the best tactics to allow you to reach the market and our audiences. We will provide you with a project plan for the duration of your contract, and expert guidance along the way.

FREE INDUSTRY SUPPORT

Food Focus is an impartial and neutral party, providing equal opportunity for all advertisers on our platform, with the aim to support and educate the food industry in South Africa.

Our resources are available to industry associations, governmental or parastatal bodies, we will publish your news and activities online at no cost and will share your content via social media.

If you feel that your company is doing something right (for example, you've just achieved certification, or you have a great carbon footprint) then let us know about it, we're all about promoting people who put compliance into practice. If that is your company, then give us a call and your brand might be the subject of our next company feature! Likewise, if you have a CSR project that is making a difference, send us your photos and news, we will share this on social media to encourage others to be socially responsible.

If you have a ready-to-publish press release, we will share it on our Industry News page.

Want to chat with us in more detail about your needs?
Just drop us a line info@foodfocus.co.za

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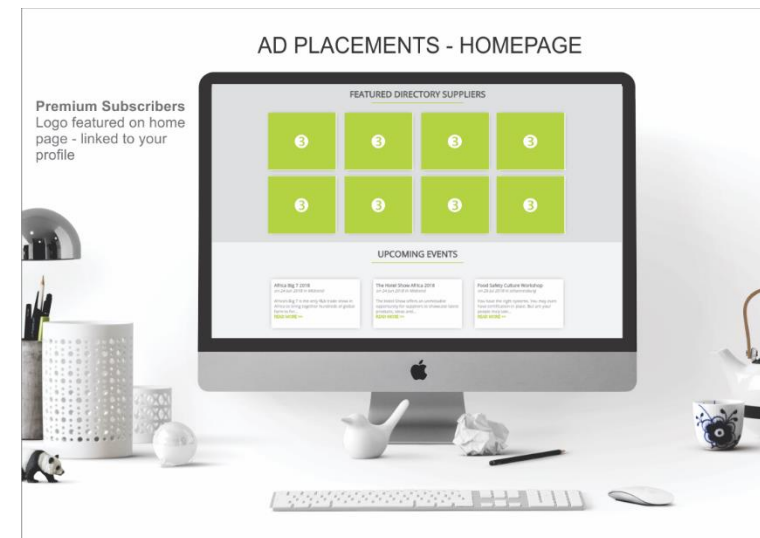
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SUPPLIER SHOWCASE

Need to connect with potential customers? Our goal is to build one of the most comprehensive supplier directories in the industry which will offer ever increasing exposure for your services.

We regularly have enquiries for services or products, and we forward these enquiries to the suppliers listed in our Directory. [View the Directory: http://www.foodfocus.co.za/home/Supplier-Directory](http://www.foodfocus.co.za/home/Supplier-Directory)

DIGITAL			
1.1	Directory Listing – BASIC Listing in 1 Supplier Directory category only No logo on listing	DLB	No charge
1.2	Directory Listing - SUPER Logo with listing 1 additional listing in another category One off Social post on 1 Listing of your choice on commencement 12 month term ONLY, once off payment	DIRS	R1255 per year
1.3	Directory Listing - PREMIUM Listing in up to 3 Supplier Directory categories Logo visible on listings One off Social post on 1 Listing of your choice on commencement Logo on home page showcase block (only 16 places available) 6 or 12 month term only	DLP6 DLP12	R 5 700 for 6 months (R 950/month) R 11 100 for 12 months (R925/month)



PRINT – Don't miss out on our annual supplier directory feature that is distributed in the first quarter of the year.			
1.4	Free listing A simple classified ad style listing (company name and website/email/tel in ONE category)	DFBF	No charge
1.5	Paid listing A standout box listing with your logo (in colour), a 100 word description of your business and full contact details Add a listing in a 2 nd category Add a listing in a 3 rd category We suggest you combine this with a premium* directory listing to appear on the FF Homepage	DFBP	R 4 400 R 2 200 R 1 100

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Want to make more of your brand awareness campaign? Why not add an advert to increase your exposure in the print directory?

1.6	Print Directory advertising options	ASD	
	Print Double page spread		R 20 800
	Print Full page spread (A4)		R 16 150
	Print half page spread (A5)		R 12 600
	Print third of a page		R 10 900
	Print quarter of a page		R 8 900
	Print FC Corner page		R 7 900

PRIME PROPERTY

Brand awareness is about being in the right place at the right time, so you are top of mind. This is what banner advertising on Food Focus does for your brand.

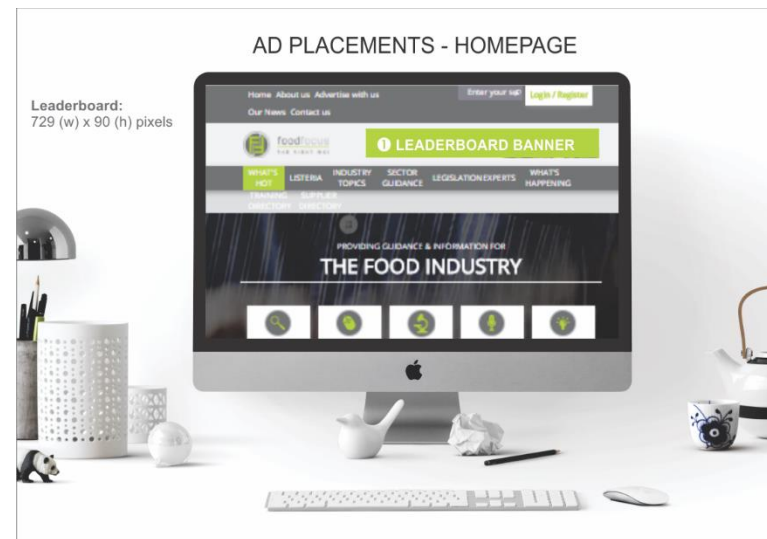
Whether you have a specific event or product to advertise or want your brand to stand out, we have the spot to showcase your brand to the industry. Rotating GIF images are accepted.

NOTE: Prime Advertisers (i.e. advertisers with Leaderboard or halpage banner for 6 months minimum) will be given first options on special opportunities and benefits which may come available during the year through the Food Focus network and campaigns.

Leaderboard Banners

Highest visibility on ALL Food Focus website pages, great for brand exposure and awareness

2.1	Homepage Leaderboard banner – visible on all pages (Ad hoc, 6 or 12-month contracts)	HLB	
	Prime location on our home page Linked directly to your website 1 social welcome post on commencement		R3,135 per month adhoc
			R18,090 for 6 months (R3,015 per month)
			R34,620 for 12 months (R2,885 per month)



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Halfpage Banners on our HomePage

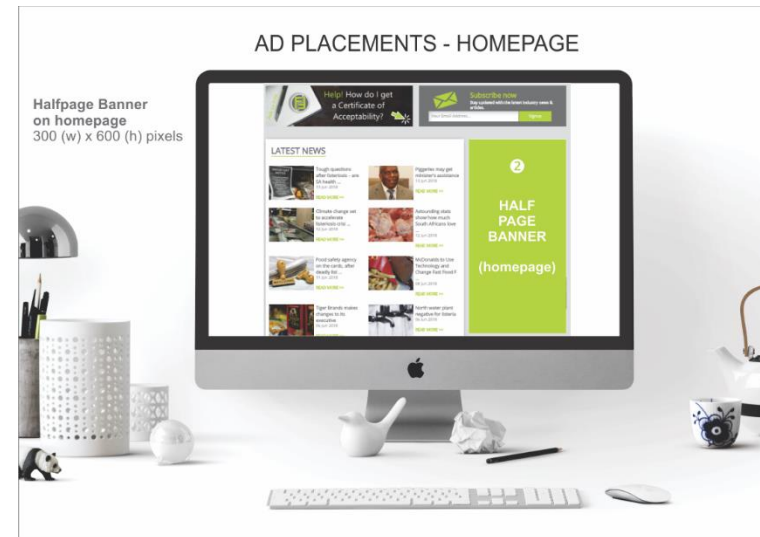
High visibility on home page, contains more content, great for conversion to specific goals

2.2	Homepage Halfpage Banner – visible on home page only (Ad hoc, 6 or 12-month contracts) Prime location on our home page Linked directly to your website 1 social welcome post on commencement	HHB	R2,510 per month R13,950 for 6 months <i>(R2,325 per month)</i> R25,080 for 12 months <i>(R2,090 per month)</i>
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Halfpage Banners on our Internal pages

Good visibility on internal pages, high volume of traffic, contains more content, great for conversion to goals

2.3	Internal Halfpage Banner – visible on all internal pages (Ad hoc, 6 or 12-month contracts) High traffic location visible on all internal pages Linked directly to your website 1 social welcome post on commencement	IPB	R2,900 per month adhoc R16,145 for 6 months <i>(R2,690 per month)</i> R 30,720 for 12 months <i>(R2,560 per month)</i>
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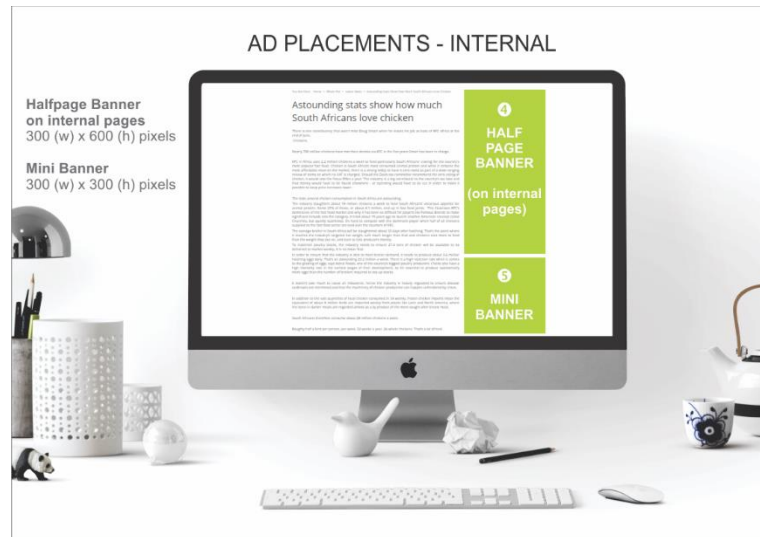
Mini Banners on our Internal pages

These offer great value, along with fair visibility. They are visible on internal pages, which have a high volume of traffic, and allows you to promote a specific events product or service and direct leads to your website.

2.4	Mini Banner – visible on all internal pages (Ad hoc, 6 or 12-month contracts) High traffic location visible on all internal pages Linked directly to your website 1 social welcome post on commencement *Great value for money!	MIB	R1750 per month ad hoc R9,900 for 6 months <i>(R1650 per month)</i> R18,600 for 12 months <i>(R1550 per month)</i>
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Want to get into the inboxes of our audience?

We are proud of our opt-in databases and closely guard them. We can share this great reach with you in our regular informative newsletters.

Newsletter Banners sent in our fortnightly newsletters

2.7	Newsletter Banner - Food Focus Banner advert or short feature in one of our newsletters Sent to our database of 2,000 plus	NLB	R1,750 per banner
2.8	Newsletter Banner - FBR Banner advert or short feature in one of our newsletters Sent to our database of 8,500 plus	FBNLB	R2 500 per banner

Want more exposure on our other platforms

www.fbreporter.co.za

2.5	Homepage Leaderboard banner – visible on www.fbreporter.co.za	FHLB	R 2 500 1month R 9 500 6months R13 000 12months
2.6	Half page banner – visible on www.fbreporter.co.za	FHLB	R 2 250 1 month R 8 550 6 months R11 700 12 months

Take a banner on Food Focus and Food & Beverage Reporter and qualify for a 10% discount

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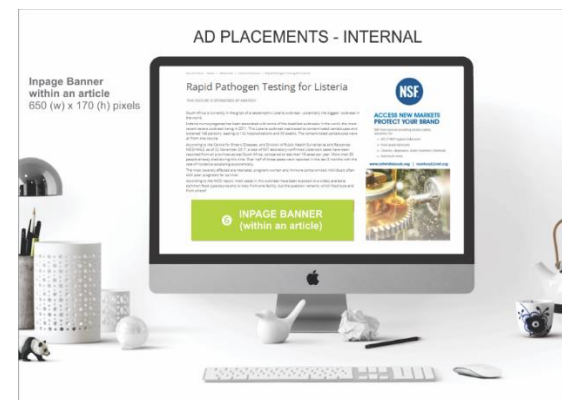
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THOUGHT LEADERSHIP OPPORTUNITIES

One of our key focus areas is to provide our audience with pertinent information to assist them with compliance. Our platform allows us to assist you in positioning your company as a thought leader or influencer in the food industry and introduce users to your products or services.

3.1	Food Focus Advertorial Feature (Advertorial on company, product, or service) Published on our website in Supplier News Section One A4 page fully branded advertorial written by the client Also visible on your primary Directory Listing Shared once on two of our social platforms (at our discretion)	ADV	R2,875 per advertorial Stays on our website for the duration of contract
3.2	Food & Beverage Reporter - Print Advertorial Feature Advertorial on company, product, or service written by the client. As an advertiser you qualify for FREE advertorial space, pro rata according to ad size Independent print advertorial (excluding Front, bank cover, IFC and IBC)	FBADV	FREE WITH ADVERT 50% of the print advert insertion rates
3.3	Food & Beverage Reporter - Digital Advertorial Feature (Advertorial on company, product, or service) One A4 page fully branded advertorial written by the client, hyperlinked with an in-page banner Shared once on three of our social platforms	FADVD	R 2 500 1 month

3.4	Editorial feature (non-commercial information)	EDC	R4050 per editorial
	Editorial feature specifications: <ul style="list-style-type: none"> • 750-1000 words article • Informative article on a topic of your choice • Topic can be related to your services but with no commercial slant • Client to provide all the content • Contact details at bottom of article • You can include an In-page banner advert in the body of the editorial linking to your website • Shared once on two of our social platforms (at our discretion) • Article featured on homepage for 1 week • We can edit and suggest improvements 		
3.5	We are happy to post alternative formats of content such as video, webinar, podcast, e-book, infographic in place of text.	EDO	R4050 per item



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We love having conversations and interacting with our audience. We would like to share our platform with you. Whether this is a product, service or sharing useful information, we can assist.

4.1	<p>Sponsored Webinars (45-60mins) 1 speaker Food Focus to moderate Creation and hosting of webinar & registration process Event listing in the Food Focus events directory Social promotion of event (multiple pre-event posts & one post event) Editing of the recording Hosting of recording on our YouTube site & website (post event) Registrant details to be provided to you. <i>If you require additional speakers, videos, polls, etc, we will provide you with a customized quote that includes a test run session)</i></p>	WEB	R7 800
4.2	<p>Record your own webinar on the Food Focus platform (45-60mins) 1 speaker We can assist you with recording of webinars for your clients/audience. Creation and hosting of webinar & registration process Providing the recording for your YouTube channel Registrant details to be provided to you. <i>If you require additional speakers, videos, polls, etc, we will provide you with a customized quote that includes a test run session)</i></p>	WEBO	R6 250

4.3	<p>Talk shop Hosted Webinar. (30 mins ONLY) 1 speaker Want to launch a new product, discuss a new service, sell a product or service. We can assist you with our Talk shop slots (two/month) You can unashamedly promote your company or product to our audience Creation and hosting of webinar & registration process Event listing in the Food Focus events directory Social promotion of event (one pre-event post)) Hosting of recording on our YouTube site & websites Registrant details to be provided to you. R 500 Takealot voucher included as a give away prize</p>	WBTS	R5 500
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5.	<p>Lead generation We can gate certain of your existing content items on our Food Focus website. Users are required to provide their contact details in order to access gated content, and a report of these contact details will be sent to you on a monthly basis. Please note: this service is ONLY offered in conjunction with another piece of content that you have contracted to publish on our website, which is of enough value to a user to download: ie this content could be an editorial, a whitepaper, a webinar, a video or similar. It cannot be used in conjunction with a commercial piece of content such as an advertorial or event listing.</p>	LGW	<p>R1020 – if you take a 1 month contract R995 per month - if you take a 3-month contract</p>
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FOODEMY - THE FOOD FOCUS TRAINING DIRECTORY

Training is our passion. We can assist with exposure for your training courses while providing user easy access to a range of your events. The Foodemy Training Course Directory is promoted in Food Focus newsletters, website, social media and enquiries will be directed to advertising clients first. You have the flexibility of being able to load your own events and promoting based on your budget.

FOODEMY LAUNCH PRICES VALID FROM 1 JAN – 30 JUNE 2021

6.0	List your Company Profile	FDM0	FREE
6.1	List a training course - which remains on site until course date or 30 June 2021	FDM1	R 100
6.1	Feature your COMPANY for 30 days in the Home Page	FDM2	R 500
6.2	Feature a COURSE for 30 days in the Home Page	FDM3	R 500
6.3	Feature a COURSE For 30 day on the "Find a Course Page"	FDM4	R 350
6.4	Add a marketing bundle for a course, including <ul style="list-style-type: none"> 1 social media post 1 newsletter course banner 1 mini website banner For 14 days www.foodfocus.co.za	FDM5	R 750
6.5	Add a premium marketing bundle for a course: <ul style="list-style-type: none"> 2 social media posts 1 newsletter banner 1 half page internal website banner for 30 days on www.foodfocus.co.za	FDM5	R 1 750

THE POWER OF PRINT

So there is so much agility in digital advertising but nothing beats the prestige of print. Our food industry trade publication, Food & Beverage Reporter is celebrating more than 20 years of service to the sector, during which time we have led the way in editorial quality and engagement with industry leaders. The magazine prides itself in its clear, succinct journalistic style and layout, and valuable content.

The magazine is endorsed by the industry's key associations: The South African Association of the Flavour & Fragrance Industry (SAAFFI) and South African Association for Food Science and Technology (SAAFoST).

Packaging & Processing Reporter is a special section inside each issue of Food & Beverage Reporter, with its own distinctive masthead and covering a wide range of foodbev manufacturing, packaging/labelling and logistics issues.

No. of insertions	6-10	2-5	1
FBR front cover - Including an A4 DPS corporate feature in the publication	R 31 400		
Inside front cover (IFC) & Back Cover	R 19 250	R 21 000	R 23 000
Inside front cover DPS	R 26 200	R 31 200	R 34 100
Double Page Spread (DPS)	R 20 800	R 25 600	R 31 400
Full (A4) page	R 16 150	R 17 250	R 20 500
Half (A5) page	R 12 600	R 13 700	R 15 000
Third page	R 10 900	R 11 600	R 13 650
Quarter (A6) page	R 8 900	R 9 650	R 10 100
Belly band	R 10 000	R 11 130	R 11 550
Ear space (inside right top corner)	R 3 100	R 3 800	R 4 100
Inserts (80gsm, mailed inside RSA)	R 10 400 (1-2 sides)	R 13 600 (3-4 sides)	R 14 500 (5-8 sides)

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WAIT, THERE'S MORE!

SPECIAL EVENTS

Technical knowledge is a much-needed resource in the industry – what better way to use it than to make it accessible to the people who need it! Through sponsorship we can arrange topical industry events that position you face to face with the right audience, giving you the opportunity to network and give back.

NOTE: Where events are arranged on behalf of a client, special terms and conditions may apply.

Event Coordination – Your Company Workshop

Looking to host your own bespoke event for the food industry? We can assist with everything from a bespoke online registration site, to assistance with compiling a speaker list, physical support on the day, and PR on-site on the day of the event. We can assist with virtual events, face-to-face and hybrid offerings. We can assist with an exhibition hosting to complement your event.	POA
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Media Partnerships

If have an upcoming event for the food industry, Food Focus is available to act as a Media Partner and promote the event via our website, social media and newsletters – ask us more.	POA
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Watch out for upcoming Event Sponsorship opportunities as first-come-first served!

SOCIAL COMMOTION

We have all heard of the power of social media. And it's no lie. Our brand is flourishing on social media, so let us introduce your brand into the conversation. We are active on Facebook, Twitter, LinkedIn.

7.1	Social Post – Ad Hoc You are live on our site, let us showcase your brand and services. 1 x Social post*	SPA	R1050 each
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WE CAN EVEN HELP YOU WITH...

8. Writing of Press Releases Also published free on industry news page on our website	PRW	R3,130 per press release (2 edits)
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9. Career Listings Need to list a position which you need filled? 1 x listing in our Career Directory (live for up to 6 months) 1 x listing in our Career Directory + 1 x Social post in 2 channels View Careers page: http://www.foodfocus.co.za/home/Careers	CAL	R315 per listing R940 per listing with social
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Please note

- Our prices are subject to change and EXCLUDE VAT.
- Spaces and packages are subject to availability.
- We are a neutral and impartial service provider.
- Rates are inclusive of agency 16,5% commission.
- Print Advertising bookings to be used within a 12-month period.
- Digital advertising bookings must be used within the contract period and will be forfeited if content is not provided.
- All contracts are subject to a monthly project and administration fee.

Contact us today for a customized campaign proposal

linda@foodfocus.co.za

adele@foodfocus.co.za

TECHNICAL SPECIFICATIONS FOR DIGITAL BANNERS

Online Banners

Leaderboard Banner: You need to provide this artwork in desktop AND mobile sizes please	Share of View 12	Desktop Size: 728 (width) x 90 (height) pixels	250kb
		Mobile Size: 728 (width) x 90 (height) pixels	250kb
Homepage Half Page Banner:	Share of View 18	Size: 300 (width) x 600 (height) pixels	250kb
Internal Half Page Banner:	Share of View 24	Size: 300 (width) x 600 (height) pixels	250kb
Internal Mini Banner:	Share of View 36	Size: 300 (width) x 250 (height) pixels	150kb
Homepage featured suppliers (logo)	Share of View 16	Size: 300 (width) x 300 (height) pixels	250kb

Article & Newsletter Banners

In-page Banner	Within Article	Size: 700 (width) x 200 (Height) pixels	250kb
Newsletter Banner	Within Newsletter	Size: 700 (width) x 250 (Height) pixels	250kb

Images Specifications (including logos)

Colour Format	File Types	File Sizes
RGB	JPG, PNG, GIF	As specified above, per item