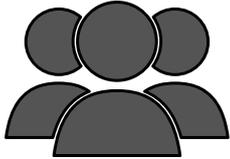


# Food Matters.

Where the bright minds gather

**2020 Digital Solutions**

# Why Food Matters Digital?



Reach 100k highly engaged industry professionals from the world of Food, Drink & Nutraceuticals



Raise awareness of your thought leadership, innovation, and success globally



Multimedia content creation opportunities including bespoke podcasts, videos, and articles available



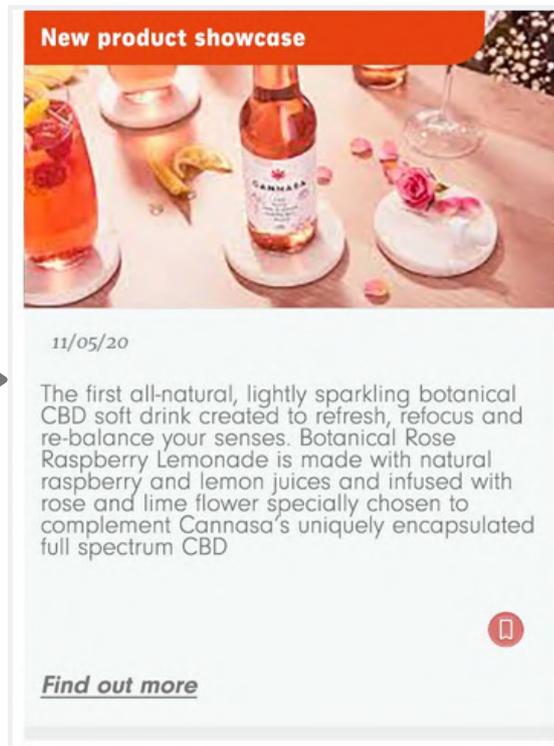
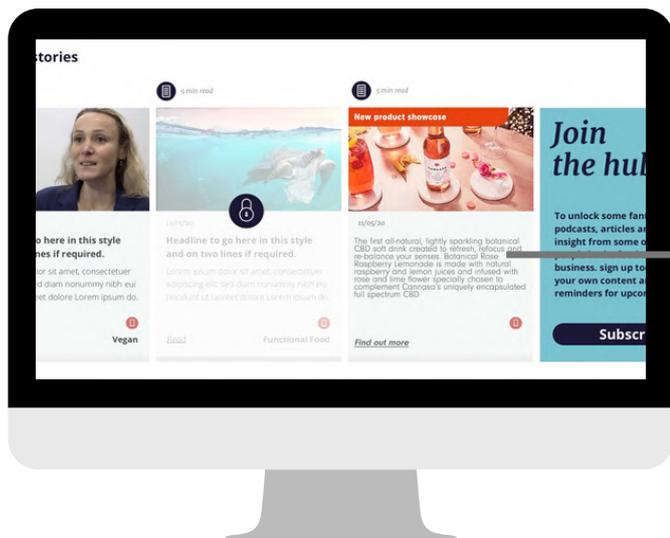
Your corporate branding featured across Food Matters web, social, video and podcast channels



Our dedicated team can curate bespoke packages to help meet your needs and amplify your message

# New Product Showcase

Feature your new product on the Food Matters website



The New Product Showcase enables you to feature your latest products and innovations on the Food Matters homepage, in a highly visible featured boxout.

## Benefits of promoting your product as part of the New Product Showcase

- Reach tens of thousands of buyers, influencers and professionals who use Food Matters as a key resource for identifying new products, trends and innovations. Showcase your products in the most powerful way in front of an audience who can make a difference
- Supply your own copy and imagery, ensuring your message aligns with your marketing and business needs
- Receive additional amplification through a scheduled Tweet each week and one Facebook post during the month your product is featured, expanding your audience and creating shareable assets

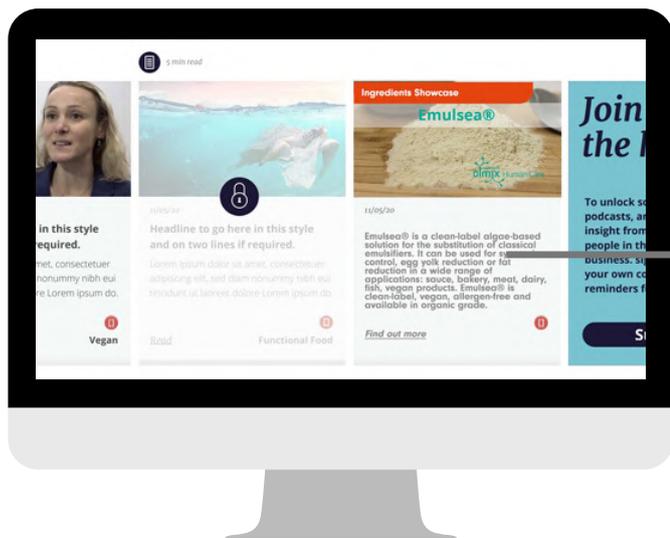
Requirements:  
Homepage copy: 50 words  
Main copy: 150 words  
Image: Hi res PNG or JPG, landscape

**Introductory offer\***  
**£1,000 (+VAT) / month**

\*expires 13/4/20

# Ingredients showcase

Feature your ingredient on the Food Matters website



The Ingredients Showcase enables you to feature your latest ingredients and innovations on the Food Matters homepage, in a highly visible featured boxout.

## Benefits of promoting your product as part of the Ingredients Showcase

- Reach tens of thousands of buyers, influencers and professionals who use Food Matters as a key resource for identifying new products, trends and innovations. Showcase your ingredients in the most powerful way in front of an audience who can make a difference
- Supply your own copy and imagery, ensuring your message aligns with your marketing and business needs
- Receive additional amplification through a scheduled Tweet each week and one Facebook post during the month your product is featured, expanding your audience and creating shareable assets

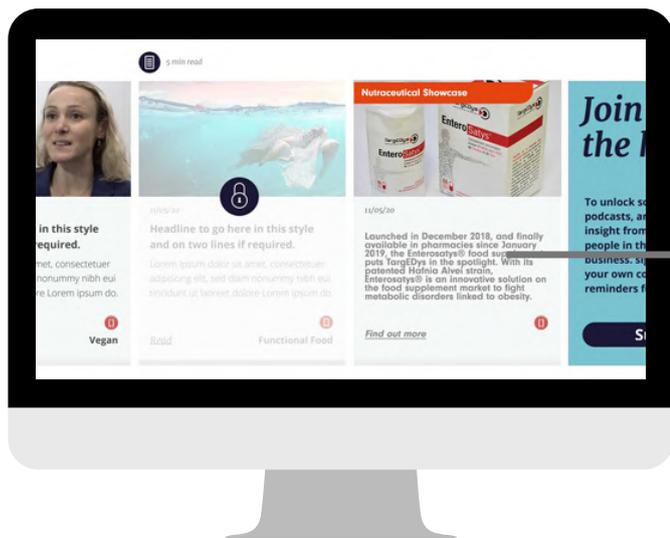
Requirements:  
Homepage copy: 50 words  
Main copy: 150 words  
Image: Hi res PNG or JPG, landscape

**Introductory offer\***  
**£1,000 (+VAT) / month**

\*expires 13/4/20

# Nutraceutical showcase

Feature your nutraceutical product on the Food Matters website



The Nutraceutical Showcase enables you to feature your latest nutraceutical products and innovations on the Food Matters homepage, in a highly visible featured boxout.

## Benefits of promoting your product as part of the Nutraceutical Showcase

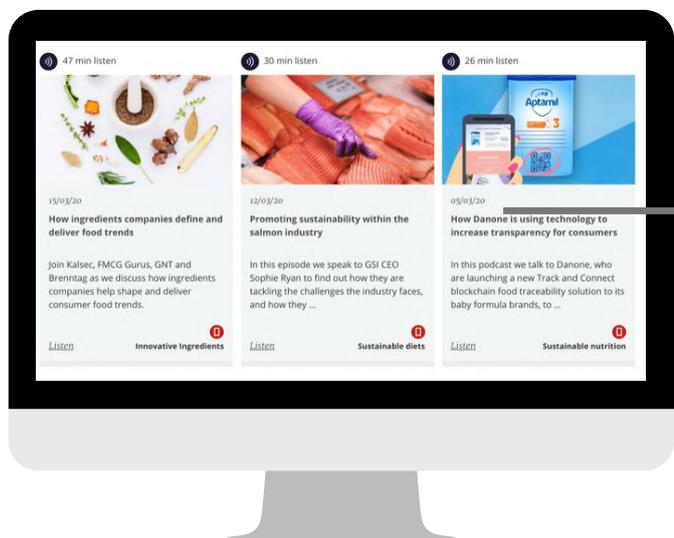
- Reach tens of thousands of buyers, influencers and professionals who use Food Matters as a key resource for identifying new products, trends and innovations. Showcase your products in the most powerful way in front of an audience who can make a difference
- Supply your own copy and imagery, ensuring your message aligns with your marketing and business needs
- Receive additional amplification through a scheduled Tweet each week and one Facebook post during the month your product is featured, expanding your audience and creating shareable assets

Requirements:  
Homepage copy: 50 words  
Main copy: 150 words  
Image: Hi res PNG or JPG, landscape

**Introductory offer\***  
**£1,000 (+VAT) / month**

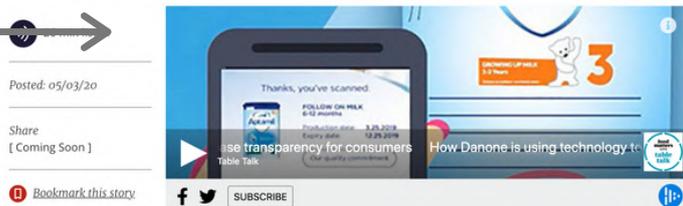
\*expires 13/4/20

Broadcast your message in the most engaging way with a Food Matters Podcast



Sustainable nutrition

## How Danone is using technology to increase transparency for consumers



Partnering with Food Matters for a podcast provides you with a quick and efficient way to tap into one of the fastest growing media formats, and broadcast your message to a highly engaged audience of food and drink industry professionals.

Four options are available:

**Full package** - choose the topic, curate the editorial, and select the panel. Receive full branding and control over the podcast imagery

**Partner** - submit a guest contributor for a podcast, receive branding on imagery and mentions

**Sponsor** - your branding and company name featured on an episode

**Contributor** - submit a guest for an episode, no branding or company mentions

All options include social media support, including short video audiograms that act as highly engaging shareable assets. For an example click [here](#)

Benefits of promoting your brand, product, thought leadership or initiative through a podcast:

- Present yourselves as thought leaders/pioneers in front of our Food Matters Community
- Promote your products to the decision makers you need to speak to
- Use our resources as a neutral vehicle to get your opinion heard. The neutrality is proven to help, particularly for larger brands.
- The podcast format provides the ability to clearly convey your message and humanise your company, endearing you to potential business partners
- Exciting and unique PR opportunity- something that can set you apart from competitors attending the same shows and doing the same things.
- Simple, cost effective and low resource method

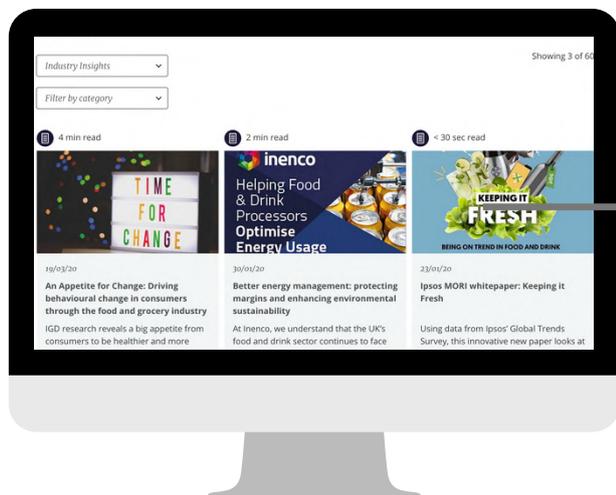
**Full Package £5,000 (+VAT)**

**Partner £3,500 (+VAT)**

**Sponsor £2,500 (+VAT)**

**Contributor £2,000 (+VAT)**

Share your research, thought leadership, or initiatives to an engaged industry audience



## An Appetite for Change: Driving behavioural change consumers through the food and grocery industry

4 min read

Posted: 19/03/20

Share [ Coming Soon ]

Bookmark this story



Source: IGD

Looking to share your latest innovation? Have a white paper that you want to drive traffic to? Or looking to generate interest from influencers and buyers for your latest product launch? Join brands such as Adnams, Volac, Lonza, Inenco, and many more by featuring your article on Food Matters.

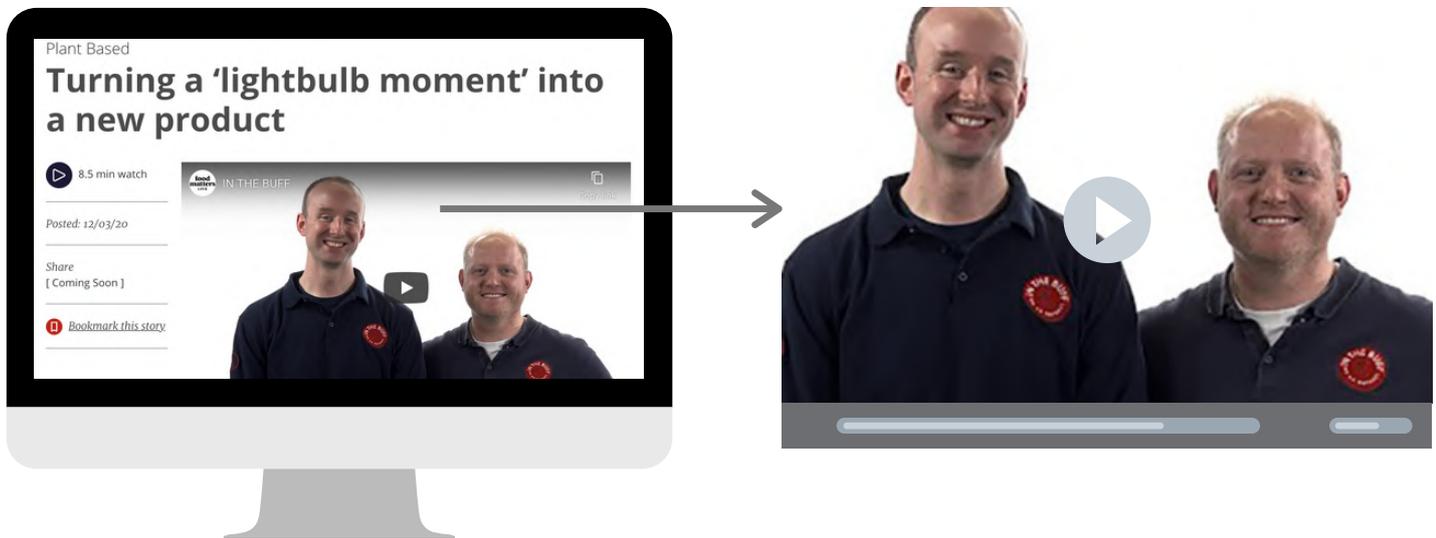
Benefits of promoting your brand, product, thought leadership or initiative through an article:

- Reach tens of thousands of buyers, influencers and professionals who use Food Matters as a key resource for identifying new products, trends and innovations.
- Showcase your products in the most powerful way in front of an audience who can make a difference
- Present yourselves as thought leaders/pioneers in front of our Food Matters Community
- Promote your products to the decision makers you need to speak to
- Use our resources as a neutral vehicle to get your opinion heard. The neutrality is proven to help, particularly for larger brands.
- Supply your own copy and imagery, ensuring your message aligns with your marketing and business needs
- Every article includes amplification to our 100k Table Talk Newsletter audience and our 18k social media audience

**£2,000 (+VAT)**

multiple booking discounts available

**Broadcast your message in the most engaging way with a Food Matters insight video**



An Insight Video from Food Matters Live shows your brands personality and gives you the opportunity to talk about your initiatives, thought leadership, and innovations in an engaging way.

For an example click [here](#)

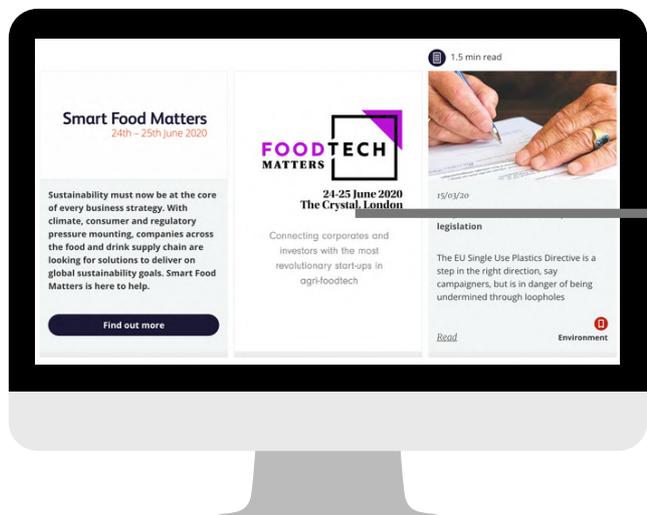
Benefits of promoting your brand, product, thought leadership or initiative through a video:

- Present yourselves as thought leaders/pioneers in front of our Food Matters Community
- Promote your products to the decision makers you need to speak to
- Use our resources as a neutral vehicle to get your opinion heard. The neutrality is proven to help, particularly for larger brands.
- The video format provides the ability to clearly convey your message and humanise your company, endearing you to potential business partners
- Exciting and unique PR opportunity- something that can set you apart from competitors attending the same shows and doing the same things
- Simple, cost effective and low resource method
- Get professionally produced assets to share on social media, with video outperforming text or still image posts on all channels this is an effective way to maximise your reach

**£2,000 (+VAT)**

# Banner ads

Promote your brand with a banner ad on Food Matters Live or in the Table Talk Newsletter



Food Matters offers a number of traditional web advertising options, offering your brand the chance to promote your products or initiatives to a highly-engaged industry audience spanning more than 100,000 people.

Benefits of promoting your brand, product, thought leadership or initiative through a banner ad:

- Reach tens of thousands of buyers, influencers and professionals who use Food Matters as a key resource for identifying new products, trends and innovations.
- Showcase your products in the most powerful way in front of an audience who can make a difference
- Supply your own copy and imagery, ensuring your message aligns with your marketing and business needs

Three different ad-types are available for your brand or initiative:

Text - Display your text, including a heading, and add a button

Image and text - Use your branding as well as a short paragraph to generate interest

Image only - a traditional web banner with your branding and messaging included

**Featured homepage banner £4,000/mth (+VAT)**

**Non-homepage banner £2,000/mth (+VAT)**

**Newsletter banner £1,000/week - £3,000/4 weeks (+VAT)**

Other durations are negotiable

# Food Matters Digital Stats

## Table Talk Newsletter



- Distributed to 100k industry professionals weekly via newsletter subscription, social media, and our core website
- Table Talk articles consistently among the top-read articles week-by-week, site wide
- Social media amplification campaign for all articles included in Table Talk further broadens content reach
- 60% highly-engaged, opening at least one campaign in previous six weeks

## Website



- 67k average page views a month
- Visitors from 190 countries worldwide
- Top 10 visitors by country are UK, USA, Netherlands, Germany, India, France, Ireland, Italy, Spain and Belgium

## Podcast



- 1,500 downloads a month
- Distributed to Apple, Spotify, Google, and all major podcast platforms
- Social media audiograms, short video soundbites for each guest, help raise awareness and champion your guests

## Social

- 11.4K+ Twitter followers, 2,400 Facebook followers, 1,600 LinkedIn followers
- Bespoke, curated content to support each digital piece on each channel, targeted to ensure it reaches an appropriate audience to boost engagement



### For more information contact:

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M: +44 (0) 784 0907 221

E: louis.robinson@foodmatters.co.uk