

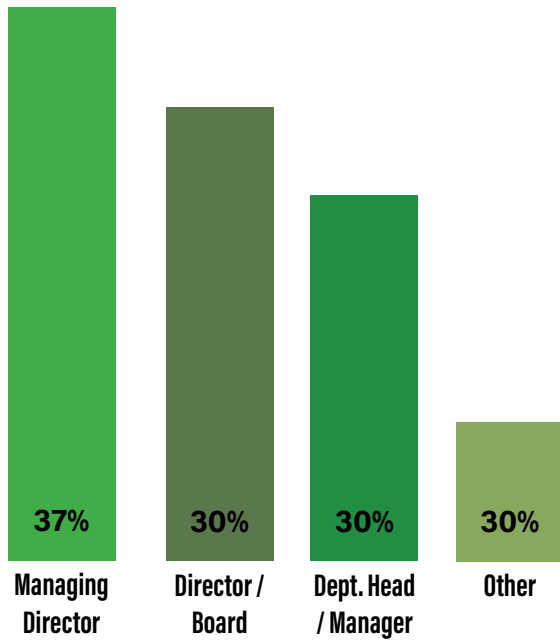
# FOOD & BEVERAGE BUSINESS

EXPAND YOUR  
MARKETING  
REACH

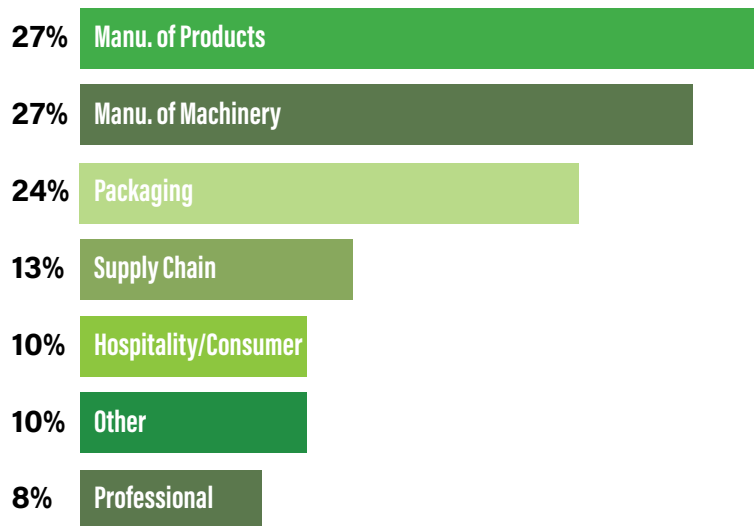


Media Kit 2026

## Profession %



## Industry %



# Fueling Your Brand's Growth with Strategic Insights and Unmatched Reach

Food & Beverage Business Magazine is rapidly becoming the go-to B2B platform for industry professionals seeking timely insights, emerging trends, and valuable resources. With a powerful combination of a robust digital presence and a high-quality print magazine, we offer an unparalleled opportunity for brands to expand their reach and cultivate meaningful connections.

### Amplifying Your Brand Voice

Our platform has experienced extraordinary growth over the past year, as evidenced by our latest Google Analytics (GA4) verified data. Monthly pageviews consistently exceed 240,000, while our newsletter reaches over 18,000 highly engaged subscribers and continues to grow month by month. This impressive reach connects your brand with key decision-makers and influencers actively seeking the latest solutions in the food and beverage industry.

### Position Yourself at the Forefront: Cultivating Growth Opportunities

By partnering with Food & Beverage Business, you place your brand at the center of a dynamic and influential community. Our audience includes industry leaders, innovators, and professionals

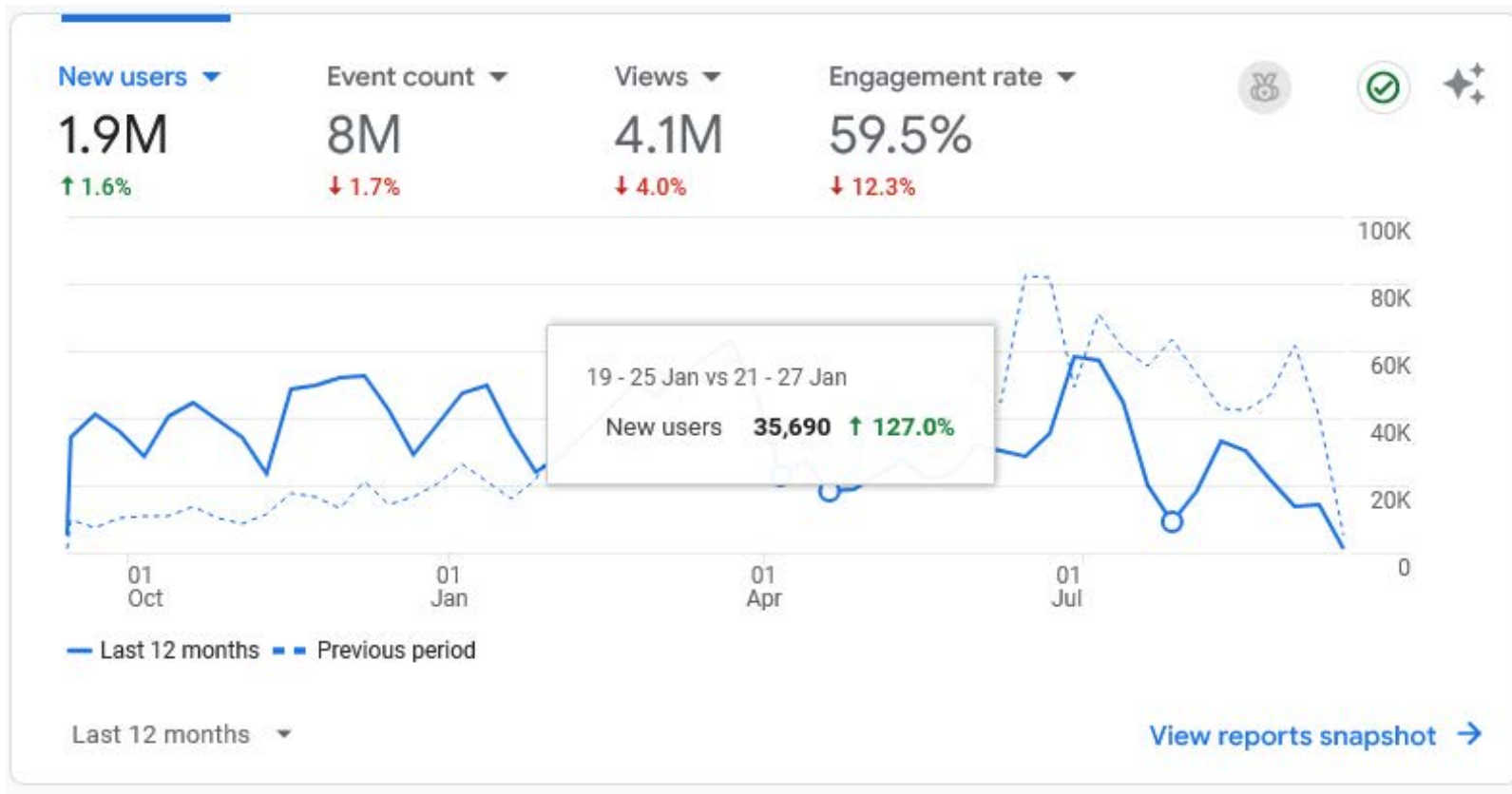
eager to discover new products, services, and trends. This prime access translates into valuable growth opportunities and impactful brand awareness that drives meaningful engagement and conversions.

### Insights That Drive Informed Decisions

More than just visibility, we offer curated, expert-driven content that delivers actionable insights on the trends and challenges shaping the industry. Our editorial team works tirelessly to provide in-depth analysis and data-driven advice, ensuring that your brand is featured in content that matters. When you collaborate with us, you gain access to a knowledge base that empowers your company to make informed decisions and maintain a competitive edge.

### More Than Just a Magazine: A Comprehensive Platform

Our platform extends far beyond the pages of our print magazine. We leverage the power of digital through our website and targeted email campaigns, creating a comprehensive multimedia presence. Each digital issue garners around 8,000 readers, with the website's featured articles and advertising options achieving substantial visibility. Header ads



Google Analytics statistics for 15 September - 2024-2025

**Choose Food & Beverage Business as your trusted partner, and watch your brand thrive in the ever-evolving food and beverage industry.**

alone have received nearly 200,000 views over a four-week period, while sidebar placements achieved almost 190,000 views in the same timeframe.

With over 240,000+ monthly pageviews and GA4-verified statistics, we provide transparency and confidence in our audience metrics—something not all publications can offer. Our featured articles benefit from enhanced publicity through our weekly newsletter, delivering sustained visibility and engagement for your brand throughout the year.

### **Join the Industry's Leading Community: Partner with Food & Beverage Business**

Food & Beverage Business is more than just a media outlet—it's a vibrant community of professionals and innovators shaping the future of the food and beverage industry. By partnering with us, you gain access to a diverse network of companies ranging from emerging start-ups to established global conglomerates. Whether your objective is brand exposure, lead generation, or strategic partnerships, we provide the ideal platform to

achieve your goals.

Our unique combination of print and digital media ensures that your brand's message resonates with the right audience, at the right time, and through the right channels. The printed magazine is predominantly distributed at UK trade shows, while the digital version reaches thousands of readers worldwide. Our flexible advertising options—including long-term featured articles and prominent ad placements—provide enduring value and continuous engagement.

# Unveiling the recipe for editorial excellence

Each month we explore a sector of the food and beverage industry with key insight to the biggest issues facing the global food and beverage industry. Encompassing researched editorial with expert opinion, comment, and insight from leaders, our approach continues to resonate with professionals and insiders.

## **January**

Facilities Management  
Engineering  
Automation AI  
Sorting & Weighing

## **February**

Loading Bays & Doors  
Containers & Pallets  
Microbiology & Testing  
Clean Air Solutions

## **March**

Ready Meals  
Labelling, Coding & Marking  
Sieves & Separators  
Flavouring & Colouring  
Pumps & Fluids

## **April**

Meat, Poultry & Seafood  
Ingredients  
Packaging Materials and Design  
Gears & Drives

## **May**

Beverages  
Supply Chain  
Caps & Closures  
Slicing, Dicing & Cutting

## **June**

Cleaning & Maintenance  
Frozen & Chilled Foods  
Sustainable Packaging  
Warehousing & Distribution  
Flow Measurement & Control

## **July**

Temperature Control  
Snack Foods  
Health, Safety & Hygiene  
Engineering & Components

## **August**

Processing  
Cold Storage  
Software & Hardware  
Pouch Packaging

# FOOD & BEVERAGE BUSINESS

AUGUST 2025 • ISSUE 21

## PROCESSING

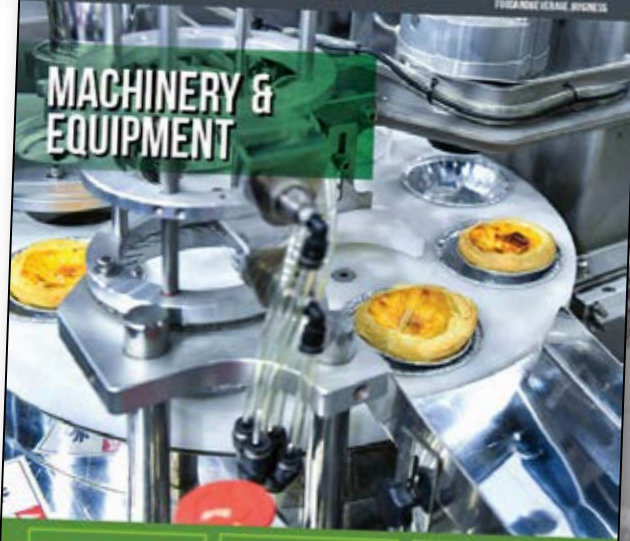


SOFTWARE & HARDWARE  
Solutions for a Greater Food and Drink Industry

# FOOD & BEVERAGE BUSINESS

SEPTEMBER 2025 • ISSUE 22

## MACHINERY & EQUIPMENT



MATERIALS HANDLING DUST CONTROL

# TRANSATLANTIC TIES

CANADA'S AGRI-FOOD SECTOR IS ADAPTING TO A CHANGING GLOBAL TRADE ENVIRONMENT. WHILE ITS PROCESSING CAPACITY AND NET EXPORT POSITION REMAIN STRONG, RISING INFLATION, EVOLVING SUPPLY CHAIN DYNAMICS, AND SHIFTING CONSUMER DEMAND ARE FORCING THE INDUSTRY TO DIVERSIFY AND RE-EVALUATE LONG-STANDING TRADE ROUTES. THE UNITED KINGDOM REMAINS A KEY MARKET FOR DIVERSIFICATION AND A LONG-STANDING PARTNER UNDERGOING ITS OWN POST-BREXIT TRADE EVOLUTION.

Canada's position in global food trade is under increasing scrutiny. In 2024, the country exported approximately CAD 102.9 billion in agriculture, agri-food, and seafood products, reinforcing its position as the ninth largest exporter globally. This marks a notable increase from the 2023 total of CAD 99.1 billion. Imports, meanwhile, stood at roughly CAD 48.2 billion for agricultural goods, making Canada a significant net exporter. However, behind these strong macro figures lies a more complex and evolving trade picture—shaped by shifting geopolitical relationships, domestic inflationary pressures, and the UK as a historic ally and a major net food importer. Amidst this, the increasingly strategic role in Canada's trade diversification efforts. The United States remains the dominant trade, receiving over 60% of the country's exports.

Since 2000, agri-food export volumes to the US have more than quadrupled, with key Canadian products such as canola oil, processed meats, frozen potatoes, bakery goods, and other value-added items making up the bulk of shipments. But this reliance is also a source of vulnerability. While no sweeping tariffs have erupted in 2025, as some speculative analyses had anticipated, ongoing trade tensions have created a

corridor risk. The April 2025 merchandise trade report from Statistics Canada revealed a 10.8% decline in exports compared to March, while imports fell by 3.5%, resulting in a record CAD 7.1 billion trade deficit. Among the hardest-hit sectors was agri-food, where exports of items such as chocolate, beef, and pork

selected European nations are becoming more significant destinations for Canadian goods. The United Kingdom, in particular, is a focus for growth. Total trade in goods and services between the UK and Canada has increased significantly since the Brexit vote.

# COGNITIVE MACHINERY: AI, AUTOMATION, & THE FUTURE OF FOOD PRODUCTION



In the fast-evolving world of food and beverage manufacturing, machinery has become more than the engine of production. It is now the intelligent core of the operation—capable of analysing, adapting, and optimising in real time. As we move deeper into the second half of the decade, advances in AI, robotics, and sustainability technologies are converging with regulatory pressures to reshape how food is processed, packaged, and distributed. In this new era of cognitive machinery, manufacturers are no longer just buying equipment—they're investing in data, resilience, and compliance.



Automation has long underpinned food systems, but modern systems are smarter, more adaptable, and more precise. Robotic arms sort produce by ripeness, adjust on the fly to work safely in dynamic environments, and AGVs navigate dynamic environments, reconfigure themselves as a Service (Raas) means even mid-size manufacturers can embrace these advances without prohibitive costs. Meanwhile, predictive maintenance has matured into a core business strategy. Sensors embedded in machinery monitor pressure, temperature, and vibration. AI algorithms anticipate breakdowns, triggering just-in-time maintenance before parts fail automatically. The result? Higher uptime, lower risk.

Digital Factories Take Shape  
Digital twins—virtual replicas of machinery—allow manufacturers to simulate production processes, optimize efficiency, and predict maintenance needs before issues arise.

## Magazine Advertising Rates and Sizes



Double Page

Page -----  
297mm Height  
420mm Width

Type Area \*-----  
277mm Height  
400mm Width

Bleed -----  
303mm Height  
426mm Width

### Adverts supplied as PDFs:

Adverts can be supplied as High Resolution PDF or EPS files, making sure that all colours are set to CMYK mode. No RGB, LAB, Pantone or special 5th colours can be used within the document. All images and fonts must be embedded.

Please ensure when using white text on solid backgrounds that the trapping mode is set to KNOCKOUT. We will not take responsibility for text dropping out if this is not done.

All pictures must be high resolution 300dpi, and used at not more than 100% size, otherwise quality cannot be guaranteed. Files can be sent over as RGB jpg. Editorial can be sent as Doc, txt

or within an email.

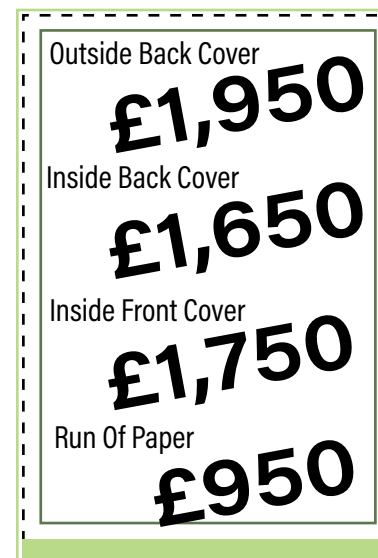
### Delivery:

Email is the preferred method of delivery for advertising material: [studio@foodandbeverage.business](mailto:studio@foodandbeverage.business). The maximum file size we will accept via email is currently 10MB. Anything larger we would recommend wetransfer.com.

### Deadlines:

Copy must be received by 20th of the preceding month. This will be printed on the confirmation.

**ADVERTISING PROOFS WILL ONLY BE SENT FOR PRINTED MAGAZINES.**



Outside Back Cover

£1,950

Inside Back Cover

£1,650

Inside Front Cover

£1,750

Run Of Paper

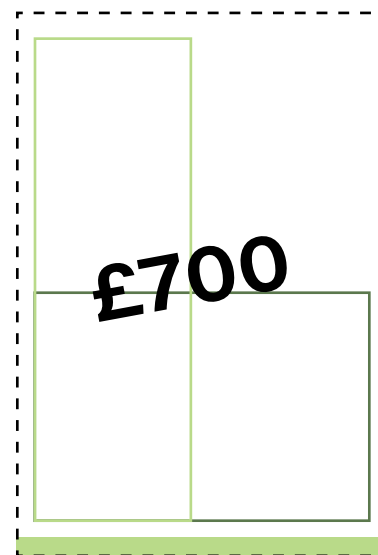
£950

Full Page

Page -----  
297mm Height  
210mm Width

Type Area -----  
277mm Height  
190mm Width

Bleed -----  
303mm Height  
216mm Width



Half Page

Page -----  
297mm Height  
210mm Width

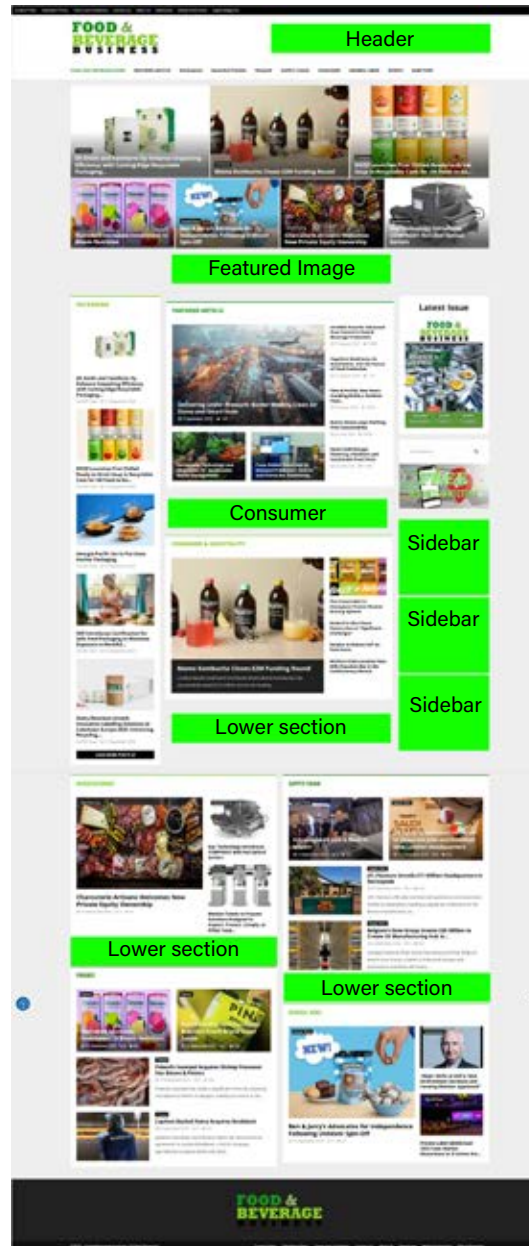
Landscape -----  
136mm Height  
190mm Width

Portrait -----  
277mm Height  
92mm Width

**Discounts are available**



## Home Page Prices



Header – £1,000 month  
728px x 90px

Featured Image Advert – £700 month  
728px x 90px

Consumer Advert – £300 month  
728px x 90px

Lower Section Advert – £300 month  
728px x 90px

Sidebar lower – £300 month  
300px x 250px

Sidebar - All pages (like the header) £500 month  
300px x 250px

## Editorial Posts -

Magazine Only – £100  
Photo and 150 words approximately

Online Only – £100  
Photo and up to 1,300 words with  
do-follow link will appear on the  
homepage and the section page

Please see editorial Options for  
further opportunities



**Section / Post Page Prices**

Section Header Advert – £300 per month – per section  
728px x 90px

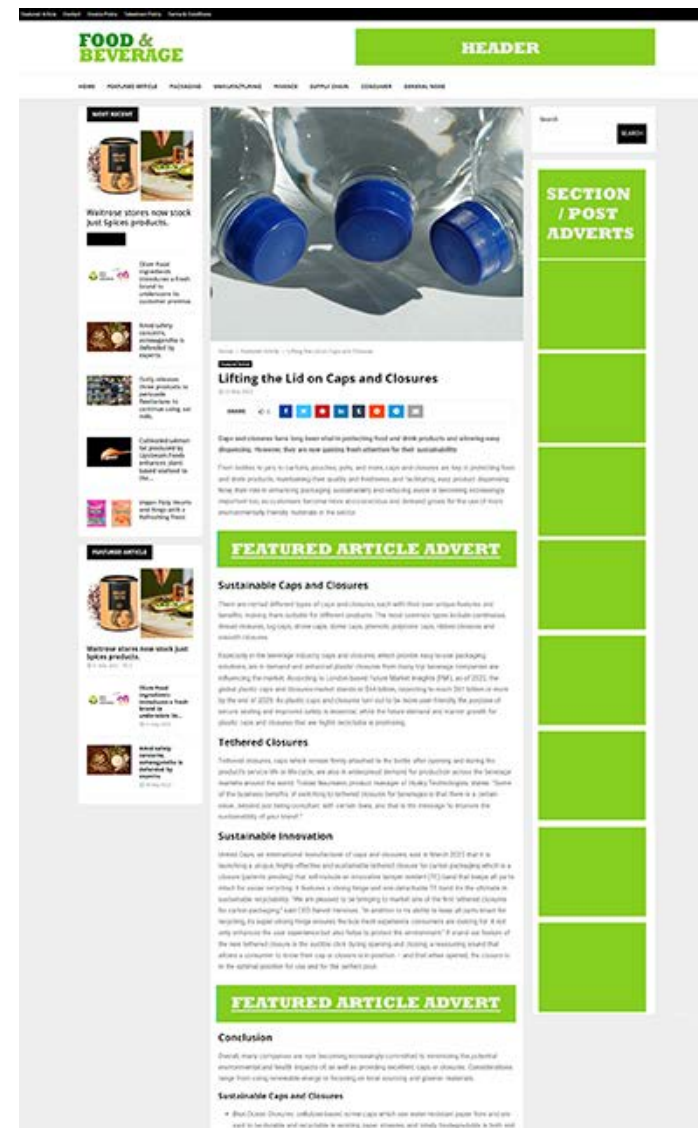
Section Sidebar advert – £300 per month – per section

This advert will appear on the side of the category page and also on the side bar of all posts in that category  
300px x 250px

**Featured Article Prices**

Feature Article Sponsor Adverts – £500 Year

The advert will appear on that article twice for a year  
728px x 90px





Upper advert

**Newsletter Advert Prices**

Header Advert – £400 per email  
468px x 60px

Lower Adverts – £200 each per email  
468px x 60px

Post – +£100 on the magazine/  
web option

**Dedicated Newsletter Price**

We can send your own email to our subscribers - £500



Join us at IFE Manufacturing and IFE 2

Food & Beverage Business is a proud media partner of IFE Manufacturing Food, Drink & Hospitality Week, which takes place on 26-27 March 2025 in London.

As a food and drink professional, we would like to invite you to attend business events for food & drink product discovery & development. Visit [here](#).

Join thousands of retailers, wholesalers, manufacturers and foodservice sources the latest products and services from across the world shaking!

Secure your free trade pass

So, what have we got in store for you?



Sample taste bud tingling products at IFE

Find new product deals at IFE Manufa

IFE provides the perfect opportunity to meet over 1,500 global food and drink suppliers and taste the latest products hitting the shelves. Make testing connections, boost revenue and set yourself apart from your competitors. [Explore the exhibitor list here](#)

From packaging to in-technology and processing, Manufacturing's exhibitor abundance of suppliers face-to-face, source new genuine meaningful core your business. [Explore it here](#)



Network with new up & coming suppliers

Discover trends & market insight

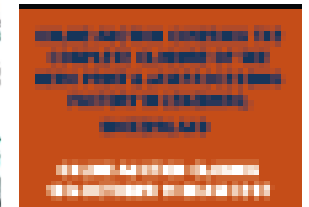
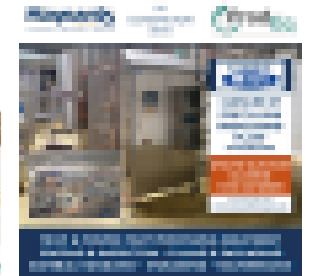
Meet face-to-face with new business connections and those behind the most innovative brands at the New Products Testing Theatre and the Startup Market. You'll hear from new companies that are breaking into the food & drink space. [See the startup list here](#)

The Future Food Stage is Innovation Platform bring 100+ exhibitors for a series of discussions, & trend fore insights into the food & drink space. [See the startup list here](#)

Secure your free trade pass

IFE and IFE Manufacturing are part of Food Drink & Hospitality Week

Food, Drink & Hospitality Week unites IFE Manufacturing, IFE, The Pub International, Salon Culinaire as the UK's biggest celebration of industry



## Trade Shows

Our popular Media Partnerships are a great way to bring your Exhibition to the wider Food and Beverage Business audience and give your exhibitors the chance to be seen.

As a premier platform in the food and beverage industry, we offer a well-rounded experience for a vast audience of engaged professionals

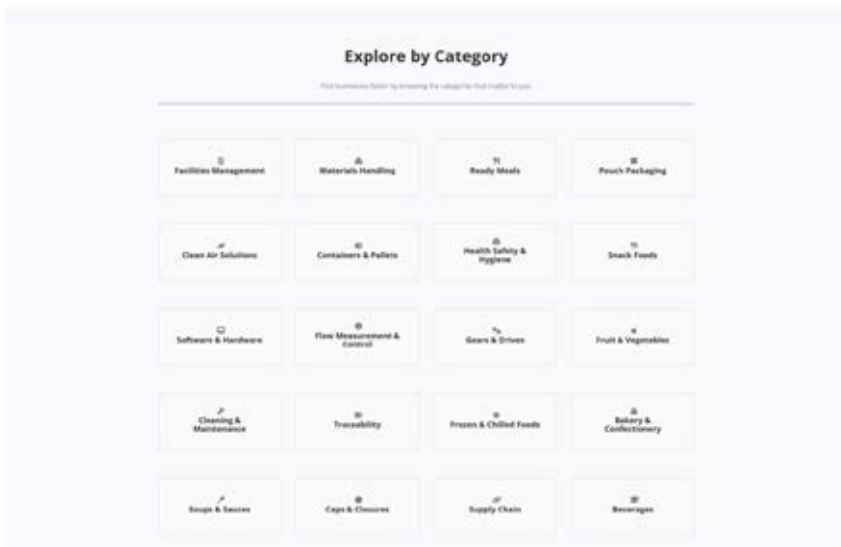
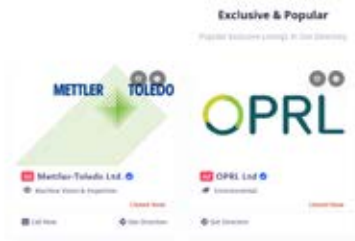
Our team delivers event coverage through exclusive promotions on the website, newsletters and within the magazine. With our extensive readership and engaged audience, you will receive maximum exposure opening up a gateway to an audience comprising decision-makers and influencers actively interested in the food and beverage industry and services. This offers a strategic advantage to position your event at the forefront of their minds and catalyse growth opportunities.

We even have up and coming shows on our emails.

To learn more on how we can help enhance the profile of your event please contact [events@foodandbeverage.business](mailto:events@foodandbeverage.business).



**IN 2025 WE WERE REPRESENTED AT OVER 70 TRADE SHOWS, EXHIBITIONS AND SEMINARS**



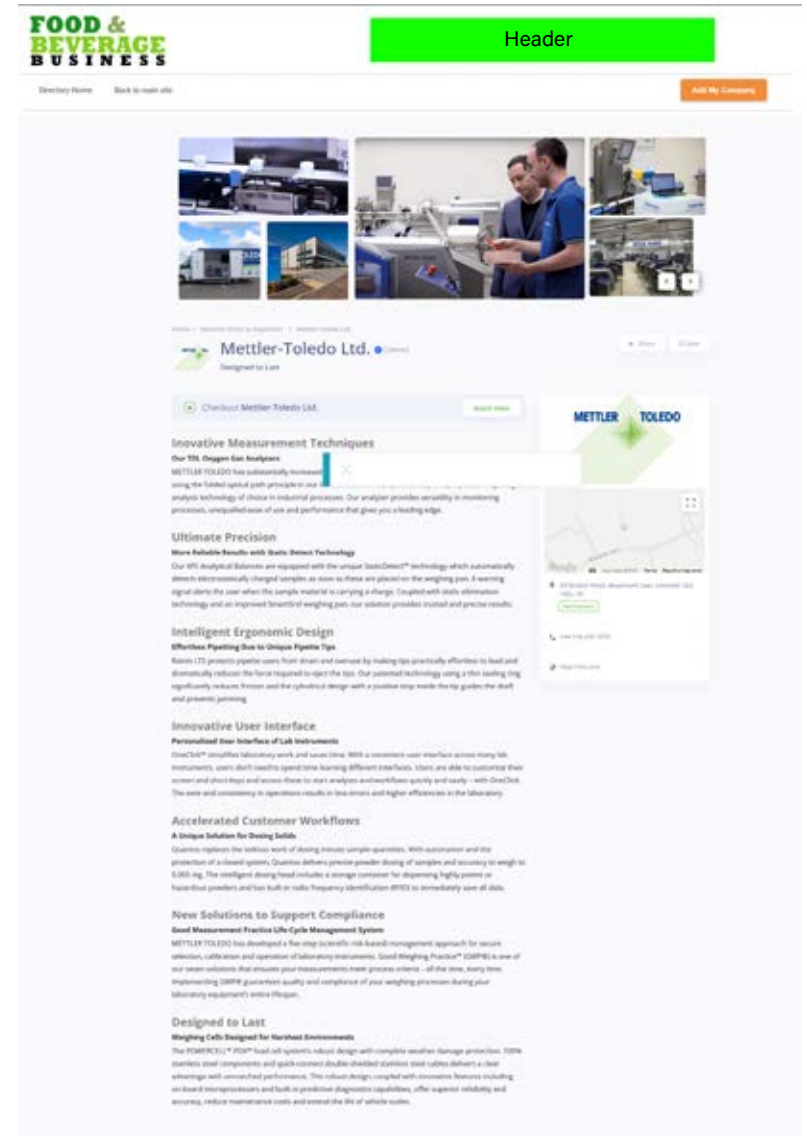
**FREE**  
 Company Name  
 1 Category  
 Address  
 Phone  
 Website  
 100 Words

**STANDARD - £100**  
 Logo on Map Marker & Listing Page

Company Name  
 Motto / Tag Line  
 5 Categories  
 Address  
 Phone  
 Whatsapp  
 Email  
 Website  
 Twitter  
 Facebook  
 LinkedIn  
 Youtube  
 Instagram  
 Youtube Video  
 10 Images  
 1,000 Words

**PREMIUM - £250**  
 As STANDARD plus:  
 On Homepage and at top of each Category listing

Header – £1,000 month  
 728px x 90px



**FOOD &  
BEVERAGE  
BUSINESS**

YOUR NEXT  
**CONTRACT**  
IS HELD IN  
THESE HANDS



She's the Director of Operations for a national food group, and for the next 15 minutes, she is doing one thing: reading.

She's reading about AI, processing, manufacturing, and supply chain innovations that will shape her budget for the next financial year. She's reading [foodandbeverage.business](https://www.foodandbeverage.business)

In a world of digital noise, we deliver what marketing budgets crave: genuine, focused engagement with the people who make the critical purchasing decisions.

When you advertise with us, you aren't just buying space. You're buying:



### **Direct Access**

Reach the C-Suite, Directors, and Senior Managers who are actively seeking solutions



### **Unrivalled Credibility**

Position your brand within content that our readers trust and rely on to make critical business decisions.



### **Guaranteed Visibility**

Your message placed in a premium, uncluttered environment - whether in print or online - ensuring the right audience sees

**STOP WASTING YOUR BUDGET. START REACHING BUYERS**

**PRINT • ONLINE • EMAIL**

**foodandbeverage.business is where industry leaders engage, make decisions, and open doors to new opportunities**

[foodandbeverage.business](https://www.foodandbeverage.business)

[sales@foodandbeverage.business](mailto:sales@foodandbeverage.business)





**UK & Europe:** [editorial-ukeurope@foodandbeverage.business](mailto:editorial-ukeurope@foodandbeverage.business)  
**North America:** [editorial-northamerica@foodandbeverage.business](mailto:editorial-northamerica@foodandbeverage.business)  
**Europe & Rest of World:** [editorial-eurow@foodandbeverage.business](mailto:editorial-eurow@foodandbeverage.business)  
**Sales:** [sales@foodandbeverage.business](mailto:sales@foodandbeverage.business)  
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**Design:** [studio@foodandbeverage.business](mailto:studio@foodandbeverage.business)

[foodandbeverage.business](http://foodandbeverage.business)