

innovations

IN FOOD TECHNOLOGY

MICROALGAEHEARTHEALTHPLANTBASEDINGREDIENTS
HEALTHYAGEINGCAPSULETECHNOLOGYCLEANLABEL
PREBIOTICFIBRESANTHOCYANINS**MEDIAPACK2024**
ANTIINFLAMMATORYINGREDIENTSMUSCLERECOVERY
VISIONSUPPLEMENTSDIGESTIVWELLNESSHONEY
SPORTSDRINKSDIETARYFATS**MEDIAPACK2024**COLOURS
BEAUTYFROMWITHINALCOHOLHERBALTONICS
SPROUTEDGRAININGREDIENTFOODSAFETYALTERNATIVE
PROTEINSPROBIOTICSHALTHIERSKINFOODTRACEABILITY
FOODONTHEGO**MEDIAPACK2024**HEALTHYSNACKING
CONFECTIONERYAPPLICATIONSMICROENCAPSULATION
PLANTBASEDNUTRITIONORGANICSSUPERFOODSSALT
FOODCOLOURINGNUTRITIONNATURALFOODDYES
MEDIAPACK2024EYEHEALTHSUSTAINABILITY
CHOCOLATEFATSUBSTITUTESCAPSULETECHNOLOGY
BONEHEALTHPHOSPHOLIPIDSOLIGOSACCHARIDES
WEIGHTMANAGEMENTSODIUMREDUCTIONSTABILISERS
ANTIOXIDANTSICECREAM**MEDIAPACK2024**SPICES
FLAVOURSSTRESSREDUCTIONOATSMILKWHEYCOCOA
SPORTSDRINKSDAIRYPRODUCTSCOCONUTMILKBAKERY
PROTEINSAMINOACIDSBEVERAGESMEATCIPANIBREI

www.innovationsfood.com

Introduction 2024

Celebrating over 25 years Innovations in Food Technology is a professional B2B international quarterly magazine featuring technical articles on functional/health ingredient research, development and applications, safety and analysis and legislation across Europe, North America and the Far East. Innovations leads with informative articles written by leading experts from the world's leading food and beverage companies.

Each issue features an extensive list of editorial topics providing food and beverage professionals with an indepth overview of key product innovations. Our readers comprise R&D and senior management in companies manufacturing finished foods, beverages and dietary supplements.

Print and digital formats

Innovations in Food Technology is available in both print and digital formats, offering the best of both worlds to our global readers on the go in iphone, ipads and android formats and also the traditional print copy.

As a media partner at many international trade shows in 2024, Innovations is in a good position to give you the maximum exposure at the world's major trade shows. Innovations in Food Technology can be also found in the magazines areas at many other global shows.

Social media

Innovations magazines and daily news are also read on Twitter, Instagram and Linked In and you can sign up for our weekly newsletter at www.innovationsfood.com

To find out how Innovations can help you contact David Copperfield: davidcopperfield@innovationsfood.com or Terry Prior: terryprior@innovationsfood.com



Readership breakdown 2023

With a worldwide readership of over 100,000 (printed magazine and online viewings) Innovations in Food Technology offers unparalleled exposure to decision makers in the global food and beverage markets. The readership breakdown is as follows:

Geographical breakdown

Germany	16%
Benelux	14%
Scandinavia	13%
France	12%
USA	10%
United Kingdom	9%
Spain	5%
Far East Asia	5%
Central Eastern Europe	5%
Canada	4%
Italy	4%
Australasia	2%
Switzerland	1%
South Africa	1%

Job sector breakdown

CEO's and VIP Marketing/Sales	36%
Research & Development	35%
Purchasing	14%
Quality Assurance	7%
Government	5%
Consulting	3%

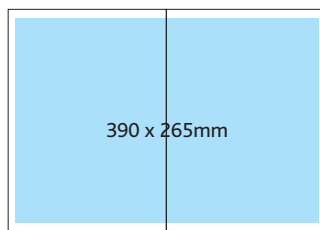
Product area breakdown

Functional Foods	19%
Dairy	12%
Beverages	12%
Confectionery	11%
Plant-based foods	12%
Dietary Supplements	11%
Ready made Meals	8%
Bakery	9%
Meat	6%

Advertising rates 2024

Magazine is A4 format (210mm x 297mm)

On page sizes



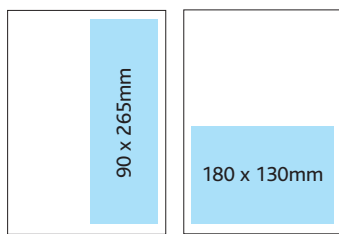
Double Page Spread

Full Colour €4,650
Spot Colour €3,100
Mono €2,000



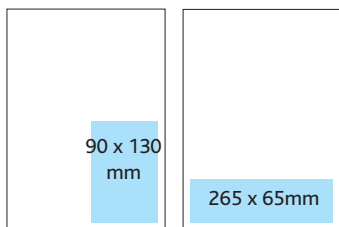
Full Page

Full Colour €2,900
Spot Colour €1,750
Mono €1,150



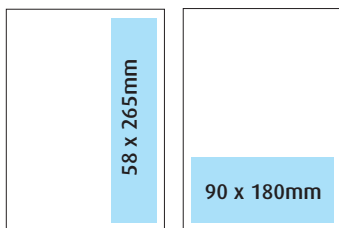
Half Page

Full Colour €1,600
Spot Colour €1,175
Mono €900



Quarter Page

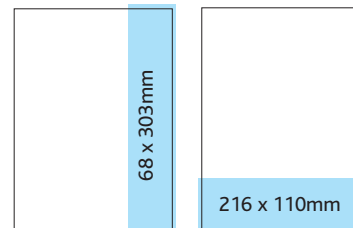
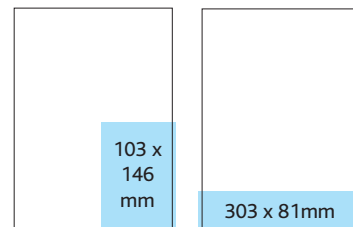
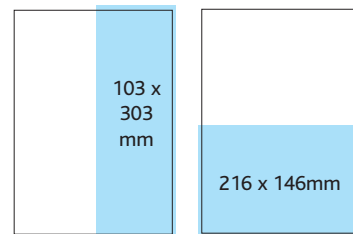
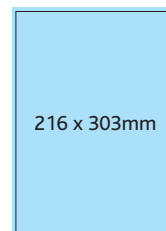
Full Colour €960
Spot Colour €660
Mono €480



Third Page

Full Colour €1,050
Spot Colour €780
Mono €600

Bleed sizes



SPECIAL POSITIONS AVAILABLE

OUTSIDE FRONT COVER	€5,460
INSIDE FRONT COVER	€3,400
INSIDE BACK COVER	€3,200
OUTSIDE BACK COVER	€3,640

Discounts

The following discounts apply:

Series of two adverts booked together: 12% discount off each advert

Series of three adverts booked together: 15% discount off each advert

Series of four adverts booked together: 20% discount off each advert

Agency discount: 10%

Classified recruitment

Attract high quality international personnel for key positions in R&D, marketing, quality control, purchasing and sales

€48.00 per single column centimetre

Newsletter advertising rates

Banner (550 x 70 pixels)

1 month (4 newsletters)	€895
2 months (8 newsletters)	€1,495
6 months (26 newsletters)	€2195

Web advertising rates

Tower Banner (300 x 500 pixels)

3 months

Home page €835

Other pages €715

Top Banner (730 x 94 pixels)

3 months

Home page €595

Other pages €475

Button Ads (300 x 250 pixels)

3 months

Home page €235

Webinar advertising rates

Webinar video window (250 x 300 pixels)

1 month €1,250

Mechanical requirements

Digital material:

Email: davidcopperfield@innovationsfood.com

terryprior@innovationsfood.com

Adobe Acrobat PDF files (Preferred)

All high Res PDFs must be supplied as follows:

All PDFs must be flattened

All fonts must be embedded

All spot colours must be processed

Allow at least 3mm bleed around pages

Resolution must be set to 2540

Pages must be centred on the PDF and include trim marks

Must be saved as a composite file – not colour separated

Double page spreads must be supplied as separate pages

Loose or bound-in inserts in magazine

€2,700

Full distribution

Special rates available for regional distribution

Company contact information

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WORKSHOP
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LIMITED

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FEBRUARY 2024

Alternative proteins	Sports nutrition
Savoury ingredients	Emulsifiers
Stabilizers	Probiotics
Capsule technology	Antioxidants
Healthy snacking	Heart health
Innovative colours	Sustainability
Beauty from within	Clean labels
Plant-based nutrition	Organic superfoods
Sauces & dressings	Natural sweeteners

Supercritical extraction techniques
Fruit flavour profiles for beverages
Supply chain transparency
Non-dairy milk ingredients
Non-alcoholic beverage ingredients

PREVIEW:
IFE 2024. London

Deadline: 5 February 2024

MAY 2024

Ice cream ingredients	Probiotics
Vegetarian capsules	Enhancing texture
Plant-based ingredients	Salt replacements
Cognitive health	Mediterranean diet
Weight management	Boosting immunity
Joint health	Spices & Herbs
Infant formula ingredients	Algae
Stress management	Bone health
Muscle recovery	Eye health
Improving digestion	Muscle recovery

Ancient grains
Ready-made meal ingredients
Mushroom ingredients & applications
Adaptogens (replacing antioxidants)

PREVIEW:
Vitafoods Europe 2024, Geneva

Deadline: 15 April 2024

AUGUST 2024

Alternative proteins	Gut health
Ice cream ingredients	Eye health
Sports nutrition	Sugar reduction
Weight loss management	Algae

Enhancing memory
Plant-based beverage ingredients
Sleep improvement
Stress-relief ingredients
Enhancing flavour in plant-based foods
Healthy ageing
Sustainability
Joint health
Health benefits of pulses
Clean label
Cardiovascular health
Natural taste balancing solutions

PREVIEWS:
SuppleSide West & Fi North America 2024,

Deadline: 31 July 2024

NOVEMBER 2024

Savoury ingredients
Anti-inflammatory ingredients
Plant-based alternatives
Anti-allergenic ingredients
Functional beverage concepts
Enhancing immunity
Improving taste in plant-based products
Healthy ageing
Sodium reduction
Dietary fibres
Probiotics
Chocolate ingredients
Capsule technology
Beauty from within
Carbon-neutral products
Healthy snacking

Superfoods
Colours
Sweeteners
Gummies
Sports nutrition

PREVIEWS:
Food Ingredients Europe (FiE) 2024

Deadline: 28 October 2024