

Media Kit 2025



We're excited to have you here

We didn't just appear out of thin air—it's the result of over 20 years of real, hands-on experience in B2B publishing, with a special focus on the food industry. Over the years, we've worked behind the scenes of some of the region's most respected industrial magazines, learning what works, what doesn't, and what our readers truly value.

On board, are professionals who—lead sales and marketing teams, developed business strategies, and helped food-industry publications grow and evolve. Our content lead brings another layer of experience, with five solid years in B2B editorial, headed content and research for magazines that catered to niche industrial sectors.

Together, we're building something we believe is missing: a platform that blends industry experience with a modern approach. Foodustry is here to help you keep up with what's next in foodtech, packaging, automation, safety, and innovation. We dig deep into global trends, speak with experts, and shine a light on the developments that matter most.

Our promise is simple: we'll use everything we've learned over the years to deliver content that's sharp, relevant, and grounded in the real needs of the food industry.

Welcome to **Foodustry**.

The Food Industry Landscape

The food market is massive, with large amounts of investments made from both private and public entities, and it's no surprise to see why. The revenue within the food market of 2024 has amounted to \$ 9.43 trillion, and it is expected to grow annually still by 6.41 % between 2025-2030

- The largest section of the revenue comes from the meat market (\$ 1.55tn).
- The country with the largest revenue generation is China (\$ 2tn).
- The largest revenue would be generated through online sales.

It's with data such as these that we can assist Foodustry readers make confident decisions and jump at the opportunities presented.





What Makes Us Different?

Foodustry is driven by passionate researchers dedicated to providing insightful, reliable information that empowers pioneers and leaders to make informed decisions and confidently navigate the best path forward. Among our team, we have seasoned writers and artists expertly turn complex research into accessible and compelling reads for our subscribers.

The future is now, and we aim to take advantage of the digital age and provide data and insights through our online magazine and website. Data-driven results presented whenever and wherever you may be.

Why Digital and Not Print?

At Foodustry, we believe in staying ahead of the curve. In a world where the finest ideas and breakthroughs are right in our pockets, going digital is not just a trend—it's a necessity.

1. Direct, Instant, and Disruption-Free

With digital publishing, we bypass the middleman and connect directly with our readers. There's no waiting for the post or risking delays—our insights, reports, and industry updates are always just a tap away. This approach is not only more efficient but also cost-effective for all; advertisers, readers & us as publishers.

2. Smarter for Business — HEALTHIER for the Planet

Digital magazines significantly reduce paper consumption, cutting down on waste and supporting sustainable practices. It's a smarter way to work—and a better way to care for our environment

Why Digital Makes Sense for the Food Industry

Going digital unlocks a powerful set of benefits tailored to the fast-paced, evolving world of the food industry:

1. Increased Visibility and Global Reach

- No Borders: Reach professionals and stakeholders across the globe, far beyond the limitations of print distribution.
- SEO, Discoverability & Link Building: A strong online presence boosts visibility through search engines as well as backlinks building.
- Anytime, Anywhere Access: From phones to tablets to desktops, readers are never out of touch.

2. Environmental Responsibility

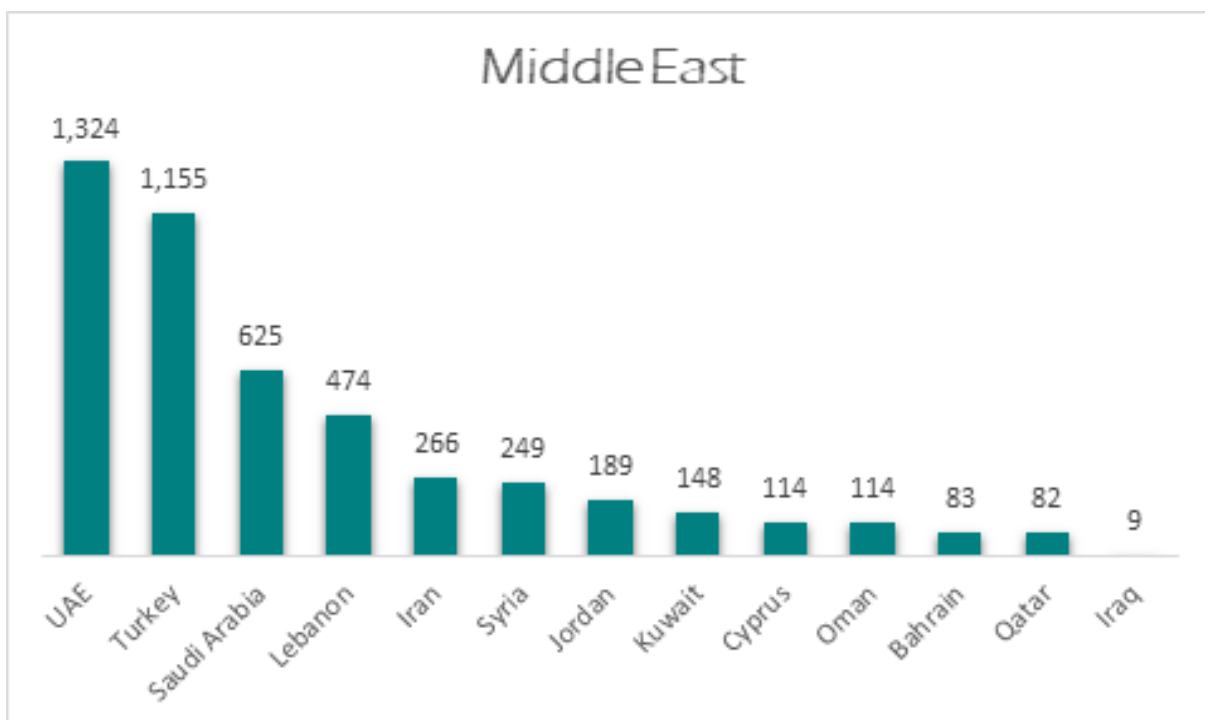
- Reduced Paper Waste: A lighter ecological footprint by design.
- Lower Carbon Emissions: No printing. No transport. Less impact.
- In short, Foodustry's digital-first approach delivers more value, more insight, and more reach— instantly and responsibly.

Editorial Program 2025

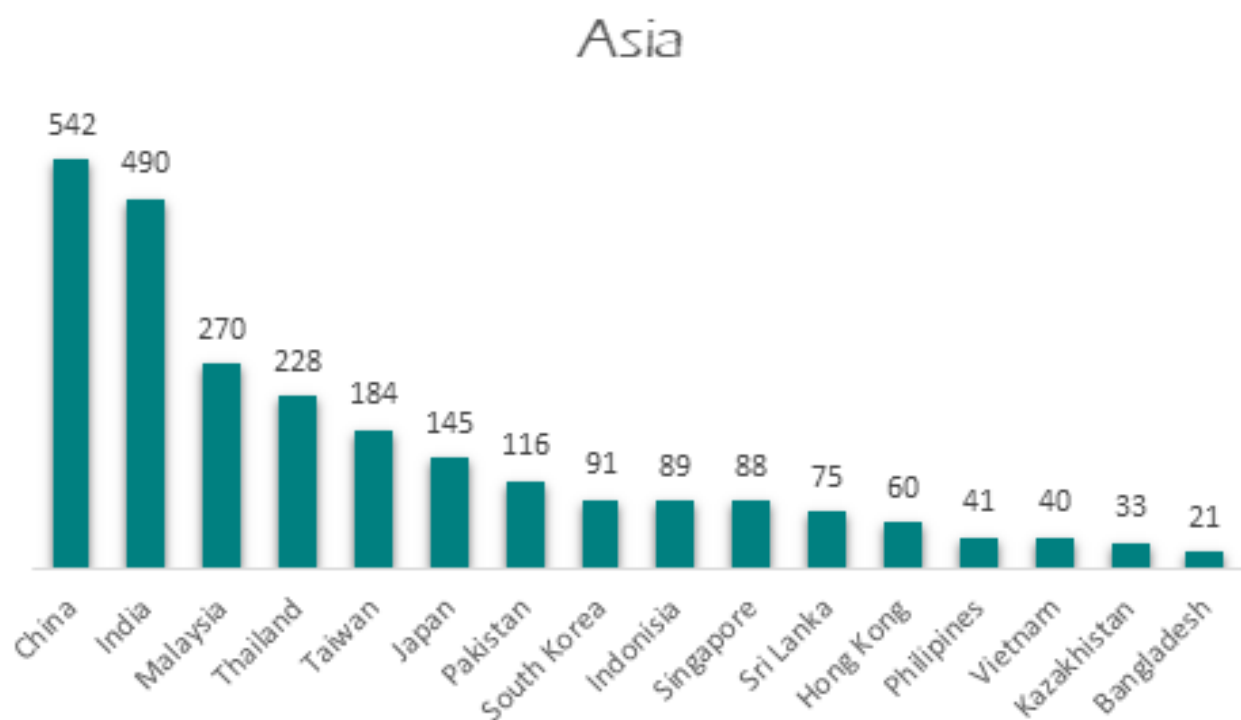
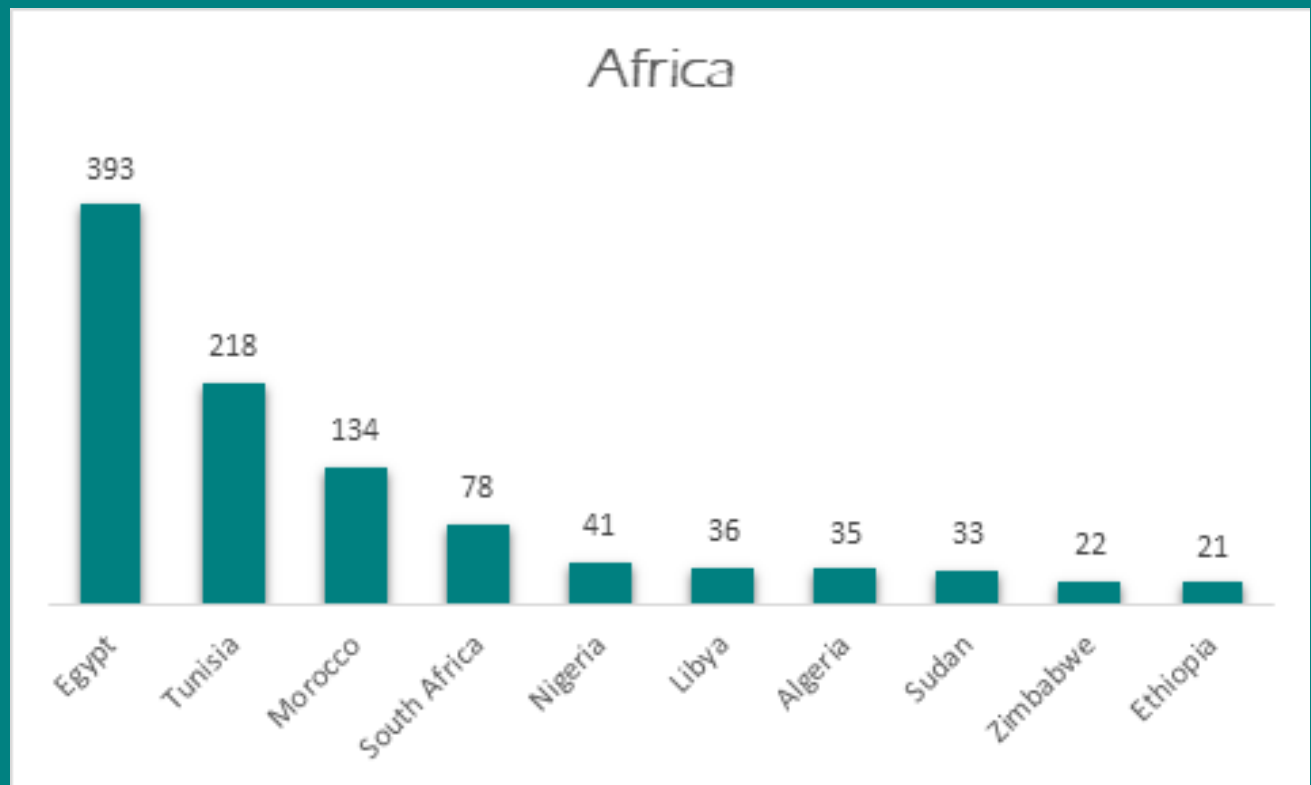
Category	Focus Area	August 2025	October 2025	December 2025
Industry Trends	Food Tech	The Rise of Smart Kitchens & IoT in Foodservice	Sustainability as a Competitive Advantage	The New Consumer: Health-Conscious & Digitally Native
Business Spotlights	Company Changes and Happenings	Updates on Supply and Logistics	Going Green Within the Restaurant Industry	Supply Chains Assisted by AI
Innovations	The Future of the Industry	AI Applications in Food Manufacturing	Next-Gen Packaging: Smart, Sustainable & Efficient	Future AgriTech Trends for 2026
Logistics	Supply Lines and it's Innovations	Conveyor Belts	Trucking/ Shipping	Refrigeration in Transit
Processing	The Newest Forms of Manufacturing	Beverages	Meat Processing	Poultry
Alternative Options	Catering To All Eaters	Naturally Sweetened Non-Sugar Options	Fake Meat and Beyond	What's New with Soy?
Green Tech	Sustainable Food Techniques and Innovations	Soil Care	Sustainable Meat Production	Cutting Down on the Carbon Tax Through Shipping
Safety & Hygiene	Regulations, Policies, Best Practices & Trends	The Rise of AI & Automation in Food Safety Monitoring	Traceability Tools in the Supply Chain	Food Allergen Management
Country Report	Latest Happenings	Saudi Arabia France	UAE Germany	Qatar USA
Events & Exhibitions	Trade Shows / Summits	Top Food Tech Events to Watch This Fall	Key Insights from Key Events	Where to Network in Q1 2026: Essential B2B Food Events
Publishing Deadline		July 31 - 2025	September 30 2025	November 30 2025



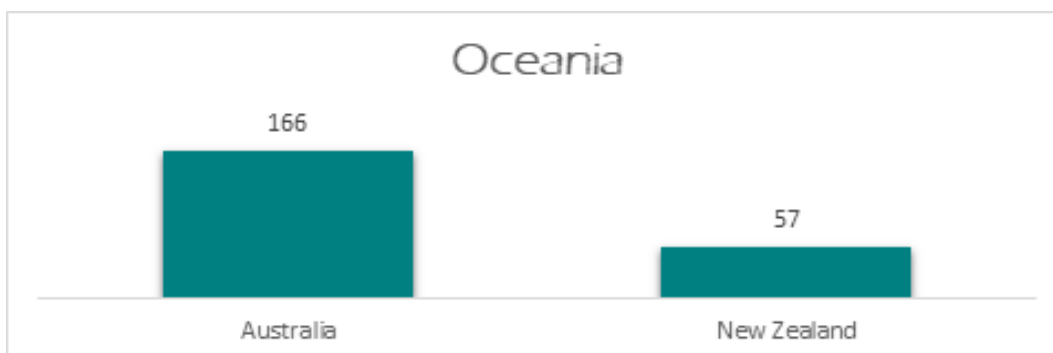
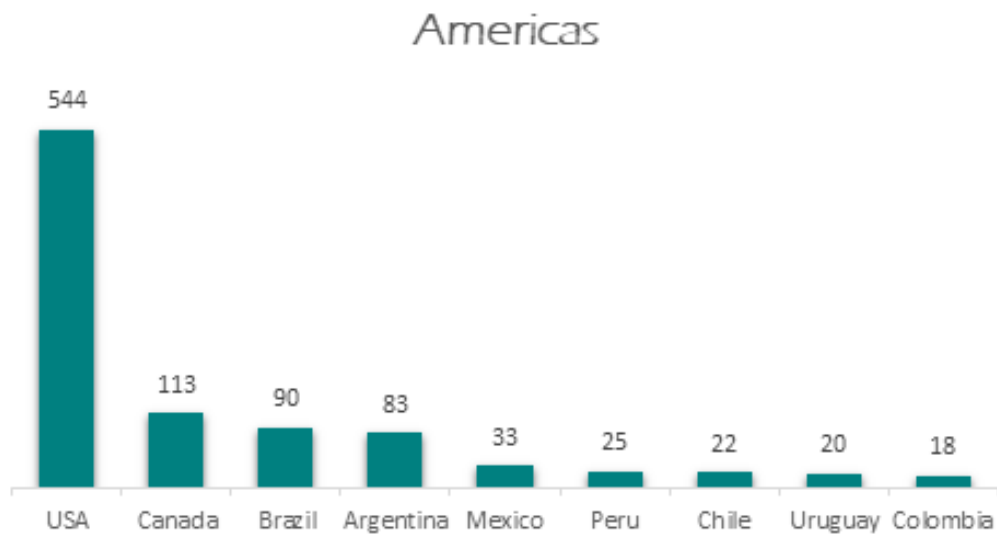
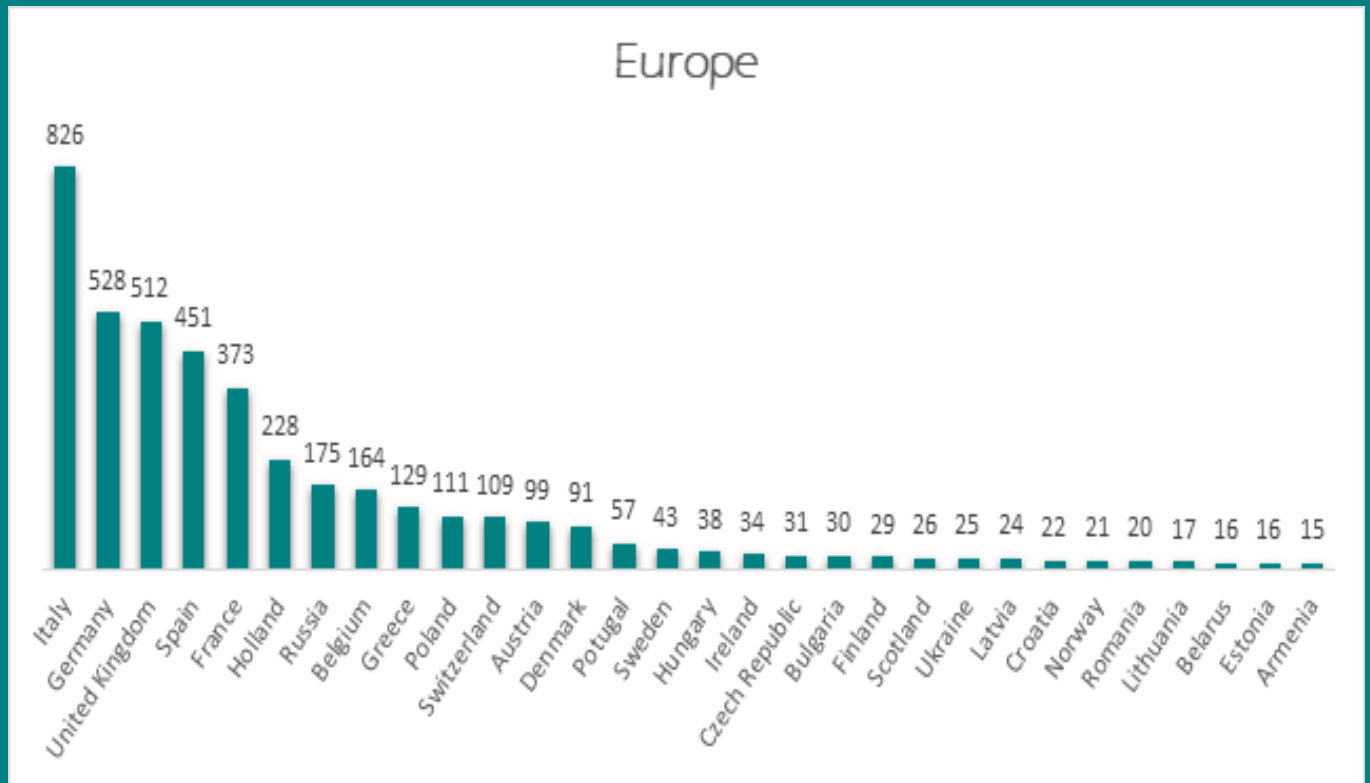
Circulation by Country / Region



Circulation by Country / Region

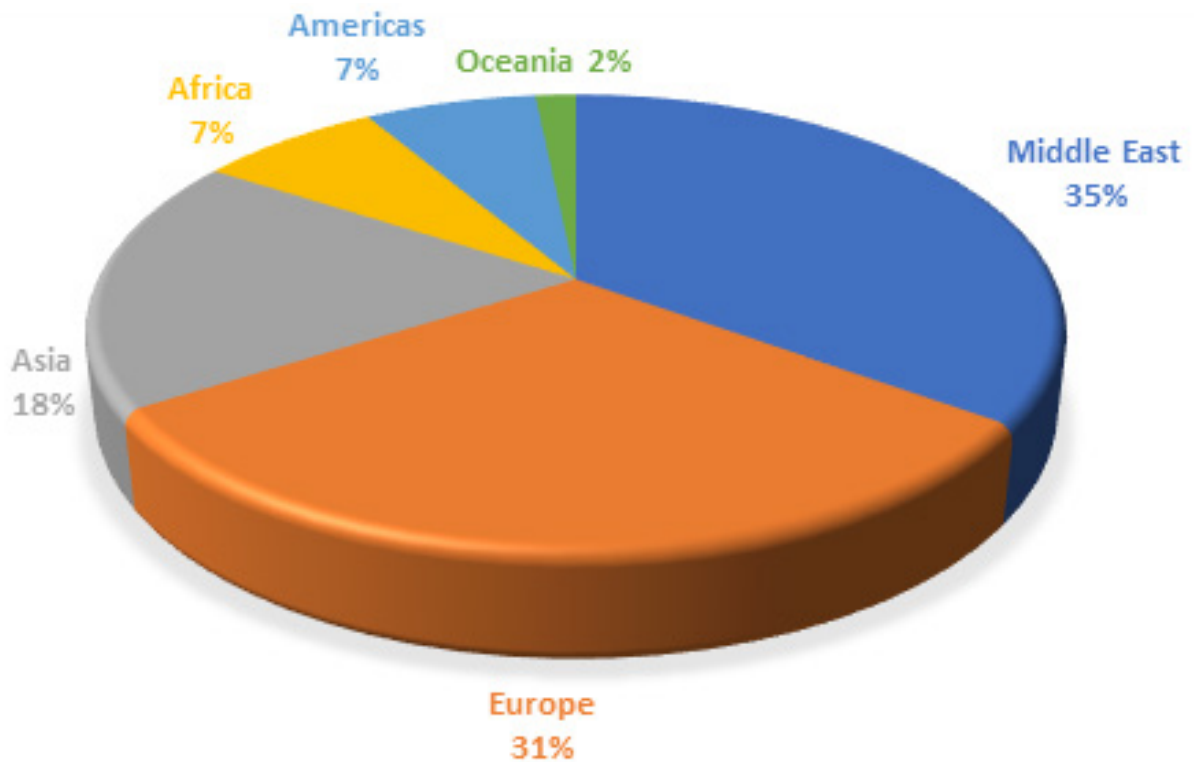


Circulation by Country / Region



Worldwide (All Regions)

Region	Digital Subscribers
Middle East	4,832
Europe	4,260
Asia	2,513
Africa	1,011
Americas	948
Oceania	223
Total Subscribers	13,787



Magazine Advertising Rates				
Option (Orientation)	Dimensions (W x H) mm	1-2 Insertions	3-4 Insertions	5-6 Insertions
Featured Front Cover	200 x 280	\$ 3,500	\$ 3,000	\$ 2,600
Double Page Spread	400 x 280	\$ 2,500	\$ 2,125	\$ 1,750
Full-Page	200 x 280	\$ 1,500	\$ 1,250	\$ 1,050
½ Page (Vertical)	100 x 280	\$ 900	\$ 750	\$ 650
½ Page (Horizontal)	200 x 120	\$ 900	\$ 750	\$ 650
1/3 Page (Vertical)	99 x 165	\$ 700	\$ 595	\$ 500
1/3 Page (Horizontal)	165 x 99	\$ 700	\$ 595	\$ 500
¼ Page (Vertical)	80 x 100	\$ 500	\$ 425	\$ 360
¼ Page (Horizontal)	164 x 60	\$ 500	\$ 425	\$ 360

Advertorial				
Option	Dimensions (W x H) mm	1-2 Insertions	3-4 Insertions	5-6 Insertions
Company Profile & Executive Interview (Spread / Two Full-Pages)	400 x 280	\$ 2,000	\$ 1,700	\$ 1,450
Full-Page	200 x 280	\$ 1,200	\$ 1,050	\$ 900
½ Page (Vertical)	100 x 280	\$ 750	\$ 650	\$ 550
½ Page (Horizontal)	200 x 140	\$ 750	\$ 650	\$ 550

Website Advertising Options & Rates

Foodustry.com is your go-to reference hub for reliable, timely, and high-quality content covering the global food industry. From breaking news and expert insights to exclusive interviews, market studies, reports, product launches, and technology reviews—Foodustry keeps professionals informed and inspired.

The Foodustry website is designed to provide updates on the latest business and industrial developments shaping the food sector. Updated daily, it features a rich mix of practical, diverse, and engaging content. Every article is thoughtfully selected to deliver actionable insights to our loyal visitors, while also attracting new visitors looking for a trustworthy and informative platform.

Our site is organized into dedicated sections by industry sector, making it easy for users to navigate directly to the news and updates most relevant the specific field of interest.

Foodustry.com also offers a valuable promotional channel for partners seeking high-impact brand visibility. With a decent range of banner options suited to different goals and budgets, its an ideal platform to showcase your products, to a highly targeted professional audience.

As foodustry.com is currently starting its operations, we are unable to provide current figures as we are gaining readers/visitors daily and hence, the figures need compilation. However, we can provide banner reports related to CTRs as well as website traffic reports regularly in order for advertisers to know exactly how well their banner(s) are performing as we are always striving to assist them in achieving the best ROAS & ROI.

Banners

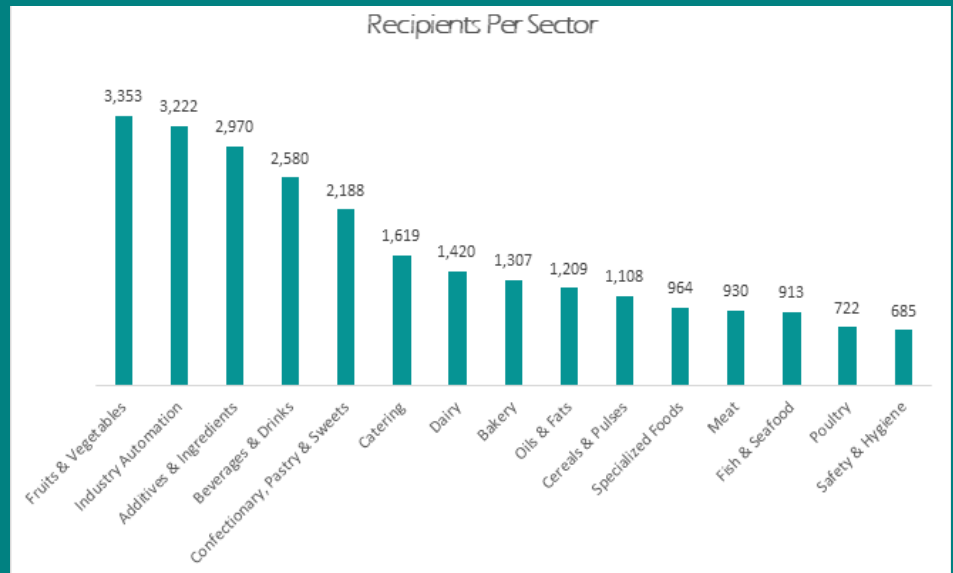
Option	Dimensions (W x H) mm	1-3 Months	4-6 Months	7-9 Months	10-12 Months
Leaderboard (Large)	970 x 90	\$ 1,100	\$ 950	\$ 800	\$ 650
Leaderboard (Regular)	728 x 90	\$ 850	\$ 750	\$ 600	\$ 500
Mid-Page Unit (MPU)	300 x 250	\$ 750	\$ 650	\$ 525	\$ 400



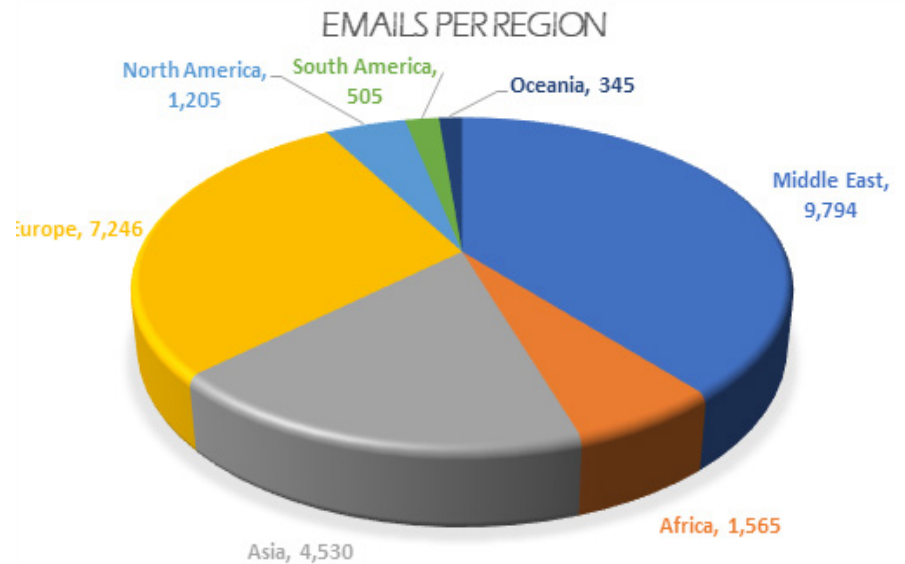
Email Marketing Circulation & Rates

Sponsored Email: We welcome receiving your content (text & images) or even the HTML template to send to our current Database. The Dedicated Email Blast is based on the following figures Per sector and per region. In case your company is interested in a per country (specific) rather than region campaign, please feel free to contact us for more details.

Please contact us to ensure transparency as well as to provide you with the accurate numbers for Email marketing depending on your target and reach plans since some companies operate across various sectors in the industry and hence, to avoid duplication, contact us to get the exact numbers.



Emails by Region	
Region	Recipients
Middle East	9,794
Africa	1,565
Asia	4,530
Europe	7,246
North America	1,205
South America	505
Oceania	345
Total	25,190



Sponsored Email Marketing Rates					
Service	Dimensions (W x H) mm	1 Sending	4-6 Sending	7-9 sending	10-12 sending
Sponsored Email Marketing	660 px in width (max)	\$ 1,000	\$ 900	\$ 800	\$ 700

Amounts quoted are per CPM (cost per mille - for each 1000 contacts in email campaign)



Newsletter Circulation, Ad Options & Rates

Monthly Industry Newsletter

Stay connected with the broader food industry through our comprehensive Industry Newsletter. Designed for a wide readership, it highlights key trends, emerging innovations, and significant developments, giving you a clear snapshot of where the industry is headed. Delivered regularly, it ensures you're always aligned with the latest insights and movements shaping the food sector.

Our Audience

Our subscribers include key decision-makers in the food sector—ranging from business owners and C-level executives to department managers—ensuring your message reaches an influential and engaged professional audience.

		Region							
		Asia	Europe	Africa	Middle East	North America	South America	Oceania	TOTAL
Sector	Additives & Ingredients	725	747	221	1,011	154	79	33	2,970
	Bakery	217	435	68	490	62	19	16	1,307
	Beverages & Drinks	501	675	161	1,052	116	54	21	2,580
	Catering	161	524	53	780	85	3	13	1,619
	Cereals & Pulses	388	170	51	385	61	46	7	1,108
	Confectionary, Pastry & Sweets	316	746	115	869	71	49	22	2,188
	Dairy	128	481	88	607	63	26	27	1,420
	Fish & Seafood	198	222	99	326	34	9	25	913
	Fruits & Vegetables	761	756	285	1,237	154	117	43	3,353
	Industry Automation	432	1,111	127	1,372	151	8	21	3,222
	Meat	122	303	44	311	66	22	62	930
	Oils & Fats	222	318	131	460	37	29	12	1,209
	Poultry	82	203	52	285	51	29	20	722
	Safety & Hygiene	48	242	30	330	30	2	3	685
	Specialized Foods	229	313	40	279	70	13	20	964
	TOTAL	4,530	7,246	1,565	9,794	1,205	505	345	25,190

Newsletter Advertising Options & Rates

Promoted Content

Option (Orientation)	Dimensions (W x H) mm	1-3 Editions	4-6 Editions	7-9 Editions	10-12 Editions
Promoted Content	NA	\$ 600	\$ 500	\$ 425	\$ 365

Banners

Option (Orientation)	Dimensions (W x H) mm	1-3 Editions	4-6 Editions	7-9 Editions	10-12 Editions
Banner + Text (40 words) & Background Color	180 x 140	\$ 850	\$ 750	\$ 650	\$ 550
Banner	600 x 300	\$ 600	\$ 500	\$ 425	\$ 365
Banner	728 x 90	\$ 850	\$ 750	\$ 650	\$ 550

Sponsorship

Option (Orientation)	Dimensions (W x H) mm	1-3 Editions	4-6 Editions	7-9 Editions	10-12 Editions
Newsletter Sponsorship	NA	\$ 1,500	\$ 1,250	\$ 1,050	\$ 950



FOODustry

Catering To Food Industry Leaders



+961-78-731604
info@foodustry.com
www.foodustry.com

Follow us

