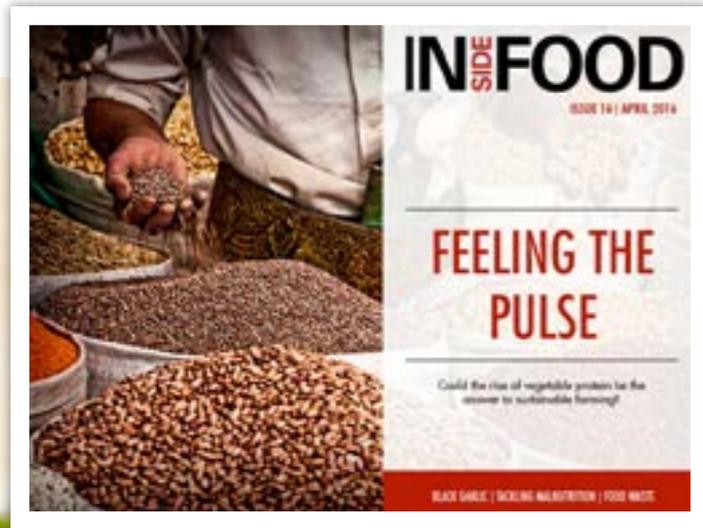


# INSIDE FOOD



# MEDIA INFORMATION

# 2018



## THE MAGAZINE

At Inside Food we supply our readers from the architecture, planning and food industry with all the latest business news and insights in a visually stunning and easy to use format. Instead of going with the traditional, print B2B magazine style of heavily text-led editorial pages, we have chosen to design our publication in a bold, bright and beautiful way that pleases the eye while giving our business-minded readers all the facts, data and analysis they expect from an industry magazine. Throughout 2017 we have seen a strong growth in readership and members on our social media communities. The magazine has been free across both web and iPad versions since 2015, dramatically increasing our downloads. Into 2018, we continue to develop exciting plans for the publication, for the benefit of our readers and advertisers alike.

## AN ESTABLISHED BRAND

Inside Food is one of 13 digital B2B magazines produced by our in-house team of dedicated writers, editors and designers. Originally launched on the Zmags platform in 2011, with a completely overhauled iPad version launched in April 2014, Inside Food has evolved into a title that pushes the boundaries of digital publishing. The platform offers our clients the opportunity to increase customer loyalty and build a stronger brand by delivering their message to a valuable readership, in a unique, engaging and interactive way. As part of a large business intelligence company, our publication analyses and anticipates industry trends, giving our readers truly timely and valuable news and analysis.

## WHAT WE CAN DO FOR YOU

Whether you want to increase brand awareness, deliver a complex message or launch a new product, our digital magazine provides the perfect creative medium to communicate effectively with your audience in a fresh and engaging way.

## EVERY EDITION IS...

- + Intuitively designed for an immersive user experience
  - + Filled with in-depth, timely and informative editorial content
  - + Delivered to a targeted audience through a powerful combination of distribution channels
- = A UNIQUE WAY OF POSITIONING YOUR PRODUCTS**

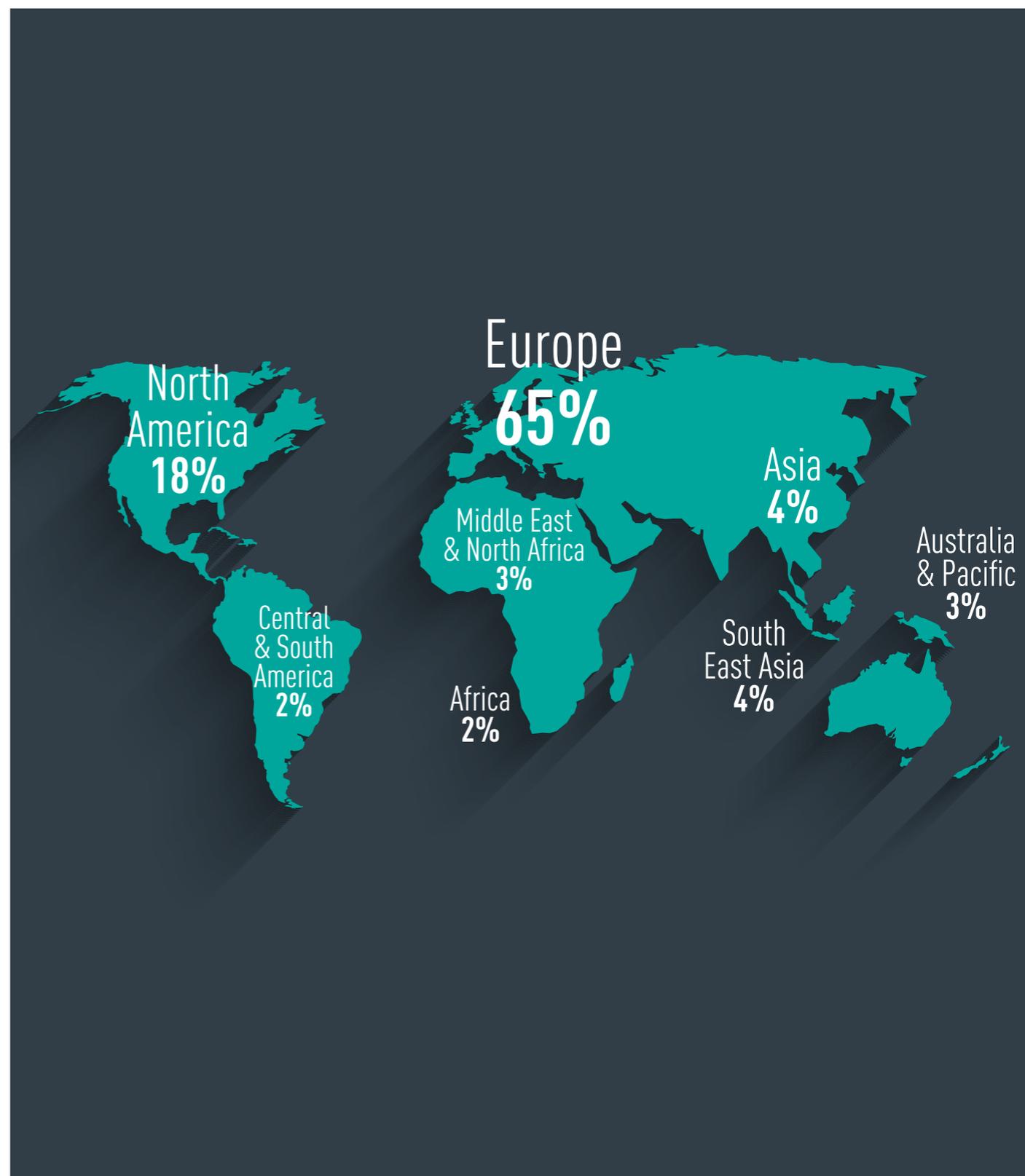


**A WORLDWIDE REACH**

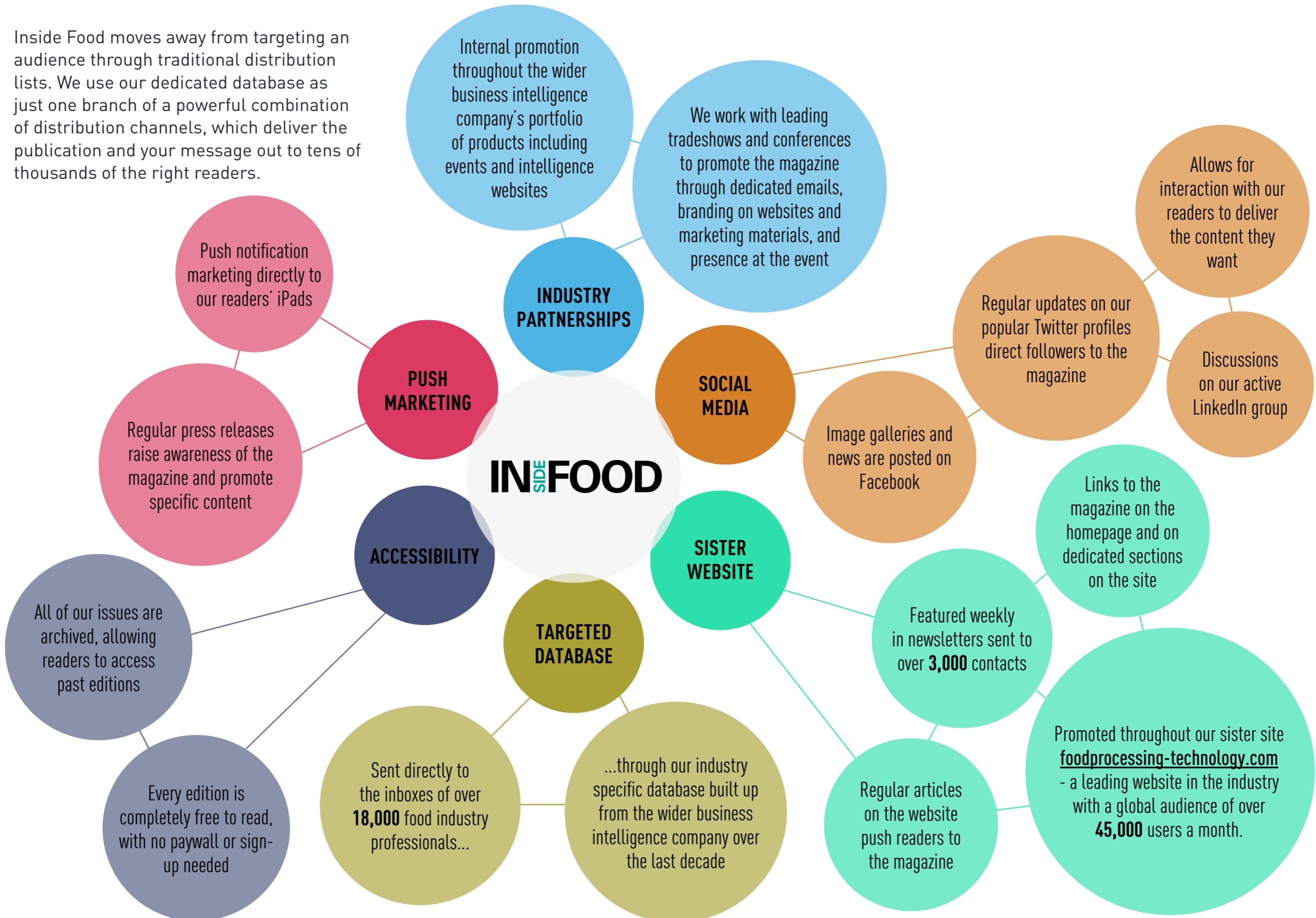
We can help you communicate directly with the global food industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

**A SNAPSHOT OF READERS**

COMPANY	POSITION
KRAFT FOODS UK	Senior Packaging Technician
STARBUCKS	PD Manager
ALDI STORES	Buying Director
TATE AND LYLE	Corporate Development Manager
MAXUS	Manager
HOGGETT BOWERS	Senior Consultant
NESTLE	Manager
FISERV UK	Sales Director



Inside Food moves away from targeting an audience through traditional distribution lists. We use our dedicated database as just one branch of a powerful combination of distribution channels, which deliver the publication and your message out to tens of thousands of the right readers.



## OUR CONTENT WILL TRANSFORM YOUR CAMPAIGN

*We remain dedicated to providing timely, in-depth industry analysis for our readers, meaning your advertisement will be placed alongside valuable editorial content consumed by a loyal readership.*

- We are **objective and unbiased**. We produce content for our readers, giving our publication authority and credibility: **Our editorial is editorial; not advertorial.**
- Our content is **news-focused, reporting and analysing** what's happening right now in the industry. Moving away from the traditional B2B practice of primarily covering product-based and content and company press releases, we are dedicated to providing unique editorial content that **reacts to the ever-changing industry landscape**. This results in a **fresh magazine full of timely analysis** tailored to the interests of **decision-makers who need to stay informed**.
- This calendar shows a selection of topics we have planned in advance for the year. Remember, we aim to be reactive so our content plans are subject to change in order to accommodate key developments in the industry. We publish detailed plans for each issue three months ahead of the publication date.

For editorial enquiries please contact us at [onlinemags@nridigital.com](mailto:onlinemags@nridigital.com)

JANUARY
<p><b>Special focus:</b> Whey protein</p> <p><b>Ingredients focus:</b> Insects</p> <p><b>Technology:</b> Robotics</p>
<p><b>ADVERT BOOKING DEADLINE: 15/12/17</b>  <b>ADVERT MATERIALS DEADLINE: 22/12/17</b></p>

APRIL
<p><b>Special focus:</b> Food waste</p> <p><b>Ingredients focus:</b> Avocados</p> <p><b>Technology:</b> Plant-based desserts</p>
<p><b>ADVERT BOOKING DEADLINE: 09/03/18</b>  <b>ADVERT MATERIALS DEADLINE: 16/03/18</b></p>

JULY
<p><b>Special focus:</b> Food corruption</p> <p><b>Ingredients focus:</b> Seaweed</p> <p><b>Technology:</b> DNA sequencing</p>
<p><b>ADVERT BOOKING DEADLINE: 08/06/18</b>  <b>ADVERT MATERIALS DEADLINE: 15/06/18</b></p>

OCTOBER
<p><b>Special focus:</b> Natural colours</p> <p><b>Ingredients focus:</b> Rapeseed</p> <p><b>Technology:</b> The confectionary market</p>
<p><b>ADVERT BOOKING DEADLINE: 14/09/18</b>  <b>ADVERT MATERIALS DEADLINE: 21/09/18</b></p>

## OUR CONTENT WILL TRANSFORM YOUR CAMPAIGN

Meet some of our staff who work together to bring Inside Food into the hands of our readers every month

### EDITORIAL



**SUSANNE HAUNER**  
GROUP EDITOR

Susanne is our group editor and was part of the launch team for Inside Food. She has been working on the magazine since its inception with her team of experienced editors. Drawing on a strong background in digital publishing for B2B audiences, they have created a portfolio of cutting-edge magazines, covering the sectors energy, transport, defence, design-build, food and beverages, packaging and pharmaceuticals.



**SONIA SHARMA**  
EDITOR

Sonia is the editor of Inside Food and manages the editorial campaign of the magazine. She is responsible for creating content plans, commissioning, delegating features, writing copy, attending industry events and more. Drawing on a strong B2B background, Sonia and the team cover market trends, technologies and regularly interview key industry personnel. In addition to Inside Food, Sonia is also the editor of Inside Drinks and Inside Packaging.

### DESIGN



**JOHN HAMMOND**  
LEAD DIGITAL  
DESIGNER

John is our lead designer and heads up our creative team of digital designers. Together they have created a portfolio of publications that combine the pleasure of reading a traditional print magazine with the interactivity and immediacy of the web. With years of experience in creating stunning and unique digital adverts for our clients, our design team can help you present your message in a way that will impress and engage the target audiences.

### MARKETING



**CALLUM TYNDALL**  
PRODUCT  
DEVELOPMENT

Callum heads up our multi-faceted marketing activities ensuring that our titles are being delivered to a global, yet specialised audience. He also looks after our product development, ensuring our portfolio is constantly evolving, offering the very best digital advertising opportunities to our clients.

### SALES



**DAVID LLOYD-WILLIAMS**  
SALES MANAGER

David is one of our senior sales managers. With over a decade of media sales experience, he played an integral role in the conception and launch of our digital titles. David now leads his teams in working hard to ensure that results are delivered for his clients, placing an emphasis on customer service.



**STEVE MEAD**  
SALES MANAGER

Nimai is a senior sales manager with over five years of media sales experience. Nimai leads a team of account managers and new business executives, who are highly motivated, skilled and willing to go the extra mile in order to cater for every client's needs. Nimai and his team excel in customer experience and always put a personal touch to the campaigns they create to make sure every advertising campaign is noticed remembered.

## BRINGING YOUR VISION TO LIFE

All of our advertisers benefit from our in-house design team's expertise in creating beautiful and engaging adverts, allowing you to show off your brand with maximum impact. Our designers work directly with each client to create an advert that is tailored specifically to the client's requirements. From video ads to animated product galleries, and from stunning minimalist pages to complex interactive adverts with website-style in-article navigation – our designers have built it all.

## MULTI PAGE ADVERTS

Our multi-page option gives you the freedom to add extra pages on a vertical scroll, allowing you to combine additional text, images, interactive elements or video content to create a package to suit your brand's needs.

## INTERACTIVE LEAD PAGE

Full page advert with interactive elements and optional video content, linked to your website and/or app.

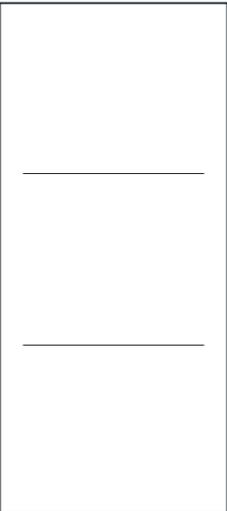
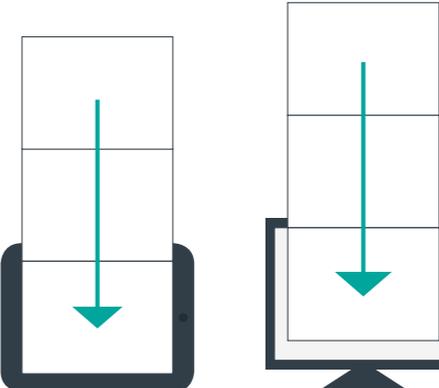
- Engage and inform potential clients
- Maximise brand visibility
- Increase brand awareness
- Generate new sales leads
- Drive traffic to your website
- Measure ROI

## ADDITIONAL SCROLL PAGES

To maximise the impact of your interactive lead page, adding further pages (on a vertical scroll) to your lead page creates additional space for your brand message and interactive multimedia content. Encourage the reader to scroll down through up to 7 pages to explore your products in more detail. Additional pages can include text, video, picture galleries and interactive elements.



Example: multi-page advert with two additional scroll pages:

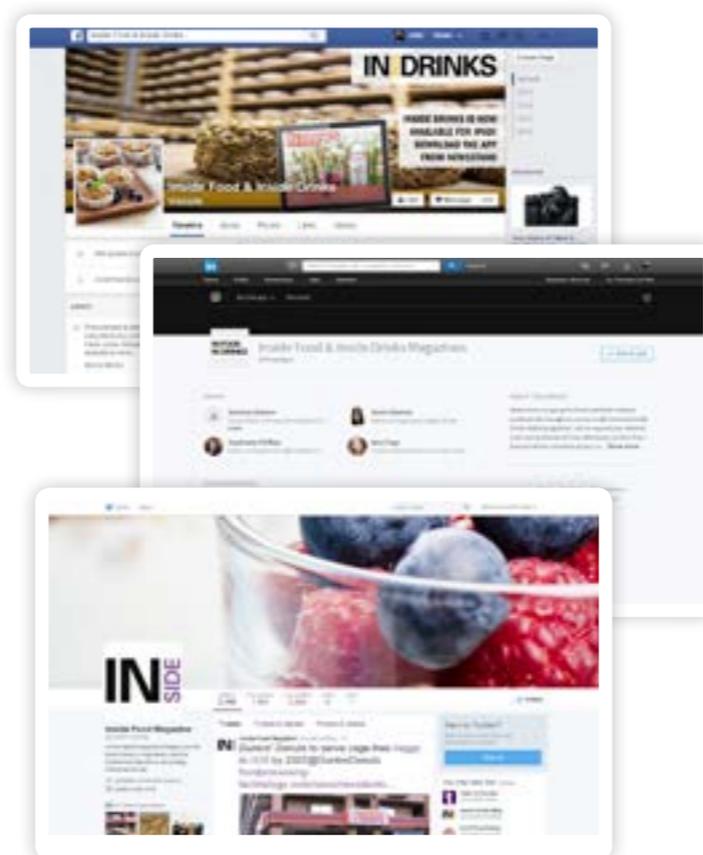
IF YOU BUY	YOU GET THIS IN HORIZONTAL ORIENTATION (1024 PIXELS x 768 PIXELS ONLY)
 <p data-bbox="1739 1173 2044 1208">Interactive lead page</p>	 <p data-bbox="2162 1105 2582 1208">Up to 250 words of copy per page. Requires tablet creative and materials.</p>
 <p data-bbox="1794 1868 1989 1902">Scroll pages</p>	 <p data-bbox="2096 1800 2636 1902">Multi-page option on a vertical scroll. Additional charge for each page. Requires tablet creative and materials.</p>

## FULL ISSUE SPONSORSHIP



Sponsoring an edition gives your company the most prominent, high-profile position throughout the magazine. Increase awareness of your company among a highly targeted audience by having your logo on the front cover and the contents page of the sponsored edition, and on all mail-outs promoting the edition. This package includes a multi-page advert with two additional scroll pages

## SOCIAL MEDIA SPONSORSHIP



Support your advertising campaign with an exclusive social media sponsorship for the duration of one edition, across our wide-reaching social media platforms.

### ENGAGE OUR SOCIAL NETWORKS WITH:

- 4 Tweets
- 1 Facebook post
- 1 LinkedIn discussion

## COMPANY INSIGHT



Our Company Insight option allows you to present a full article of up to 800 words to our readers, beautifully designed in a template that fits with the editorial content of the magazine.

## OUR ADVERTISERS INCLUDE:



\*ALL PRICES ARE INCLUSIVE OF A PRODUCTION CHARGE

	2 ISSUES	4 ISSUES
<b>FULL FLAT PAGE</b>	£4,300	£7,800
	€6,050	€11,400
	\$8,540	\$15,880
<b>INTERACTIVE LEAD PAGE</b>	£5,950	£11,100
	€8,450	€15,800
	\$12,050	\$22,000
<b>INTERACTIVE LEAD PAGE + ONE ADDITIONAL SCROLLING PAGE</b>	£9,950	£14,700
	€13,950	€25,600
	\$19,050	\$35,200
<b>INTERACTIVE LEAD PAGE + TWO ADDITIONAL SCROLLING PAGES</b>	£13,950	£25,500
	€19,050	€35,400
	\$25,250	\$46,000
<b>INTERACTIVE LEAD PAGE + THREE ADDITIONAL SCROLLING PAGES</b>	£17,950	£32,700
	€23,450	€42,800
	\$28,850	\$53,200
<b>ISSUE SPONSORSHIP PACKAGE WITH INTERACTIVE LEAD PAGE</b>	£16,800	£16,800
	€21,060	€40,120
	\$28,958	\$55,800
<b>SOCIAL MEDIA SPONSORSHIP PACKAGE</b>	£5,950	£10,600
	€8,450	€15,800
	\$12,050	\$22,000
<b>COMPANY INSIGHT</b>	£4,000	£7,200
	€5,600	€10,000
	\$8,400	\$16,000

## No technical knowledge needed – We can build your advert for you

Don't worry if you're not technical, or don't have the resource to create your advert. Our design team can work with you to create your advert with your basic materials. In this case, all you need to supply is the following:

- Any images and logos you would like to include. Images in RGB and as high resolution as possible. Logos ideally vectored .eps files
- Text (inc contact details and links) as a Word document - Up to 250 words per page you have booked
- Company brand guidelines (fonts, colours etc)
- Design brief as a guide for our designers, covering what you would like to include in the advert, along with any ideas on how you would like the advert to look

### ISSUE SPONSORSHIP

If you have purchased the issue sponsorship option, please also provide your company logo as a high resolution .eps, .ai or .tif file.

### SUBMITTING YOUR ADVERT

Please email materials to [copy@pmgoperations.com](mailto:copy@pmgoperations.com). Our email gateway blocks emails over 8MB. If your files are too big to submit by email please use a file sharing service, for example [www.wetransfer.com](http://www.wetransfer.com) or [www.dropbox.com](http://www.dropbox.com)

## Prefer your own design team to build your advert?

Alternatively, if you would like to supply a completed advert, please submit your advert according to the below specifications. If you need further information, please contact your client services executive and we'll be happy to help.

**We can only accept one of the following file types:**

- ▶ **Packaged InDesign file** with animation created in the Overlays Panel only  
See side panel for more information >
- ▶ **Adobe Edge Animate or Adobe Animate OAM file**  
Edge publish settings: Tick 'Animate Deployment Package', no poster image, tick 'Transparent'.  
Animate: Tick 'OAM package', tick 'Transparent'.  
See side panel for more information >
- ▶ **HTML, CSS and Javascript files.**  
Please provide these files **at least 3 weeks prior to the magazine publication date** in order to be uploaded and tested.

**PLEASE ZIP AND SEND ALL FILES AND FOLDERS**

**DOCUMENT SIZE:**  
**WIDTH: 1024 pixels**  
**HEIGHT: 768 pixels**  
(PER PAGE PURCHASED)

**COLOUR FORMAT:**  
**RGB**

**VIDEO (Optional):**  
**FORMAT: H.264**  
**MAX SIZE: 35MB**  
**PROVIDE A WIREFRAME TO SHOW VIDEO POSITION**

**Design recommendation:**  
Body text - minimum 16pt

**The Overlays Panel in InDesign can be found in these versions: CS6, CC2014 & CC2017.**

**To install Adobe Edge Animate > GO HERE**

**Edge Animate best practices: > GO HERE**

**Edge Animate tutorials: > GO HERE**

If you have to use non-standard or non-Typekit fonts in your Edge Animate file create your text in Illustrator and copy and paste into Edge Animate.

**Unfortunately we cannot accept animation created in Flash (or similar 3rd party software) or the Animation Panel in InDesign**

*Please submit your advert according to the following specifications.*

*If you need further information, please contact your client services executive and we'll be happy to help.*

## YOUR CONTENT

The company insight article is an opportunity to share information about your company's expertise and services with your peers.

Aim to write a general introduction before moving on to more in depth details about a particular product or service that you offer.

Bear in mind that a highly technical piece is inappropriate for the readership and the publication as a whole.

The article will be labelled 'Company Insight'. We will lay the page out with a headline, stand first, main text, pull quote, contact details and supporting elements such as tables or images. You can write the article in prose form, or in a questions & answers style.

## ARTICLES MUST BE:

- Informative: they must add to the knowledge base
- Original: they should not, ideally, have been published previously
- Appropriate for the readership in terms of register and tone.

## PLEASE BEAR IN MIND THE FOLLOWING POINTS:

- The maximum word count for the article body is 800 words. In addition, please supply a headline, standfirst (introduction to the article, up to 50 words) and captions for your images.
- We encourage you to submit up to three supporting elements such as images and tables as this will make for a more visually interesting page.
- We will not publish company logos in these articles.
- The sub-editor will cut anything they consider inappropriate, irrelevant, libellous etc.
- They will also correct grammar and spelling, and may restructure the article if necessary
- All text must meet our house style to ensure quality and consistency.
- Contact details will consist of your company name and up to two further pieces of information, for example website address, telephone number or email address.

## ISSUE SPONSORSHIP

If you have purchased a full issue sponsorship as part of your package, please supply your company logo in **.eps** format in addition to the other materials.

## SUBMISSION:

- You can submit your article by email in a Word document.
- Please provide all images in **.tif, .jpg, .png** or **.eps** format at high resolution (minimum of 300dpi).
- All images must be supplied as separate image files. We can't accept images embedded in Word documents or Outlook messages as the image quality would not be sufficient.
- Please email materials to **copy@pmgoperations.com**
- Please note: our email gateway will block emails if they are over 8MB. If your files are too big to submit by email you can upload them via a file sharing service (for example **www.wetransfer.com** or **www.dropbox.com**)

## POST SUBMISSION

You will receive a fully laid-out proof of your article for review prior to publication.

We reserve the right to return articles that do not meet the standards of the publication.

Please submit your advert according to the following specifications.

If you need further information, please contact your client services executive and we'll be happy to help.

## THE PACKAGE INCLUDES:

- **4 Tweets**, posted on the publication's Twitter account at a rate of one per week, starting with the issue publication date
- **1 Facebook post**, posted on the publication's Facebook page one week after the issue publication date
- **1 LinkedIn discussion**, posted on the publication's LinkedIn group two weeks after the issue publication date

## MATERIALS REQUIRED

Please note the word limits are due to each social media platform's requirements and cannot be exceeded. If copy exceeds the word limit it will be shortened to fit by our editors.

### • Tweets

Please supply copy for 4 Tweets. Word limit: 136 characters per Tweet.

If you are including images, please use **.jpg** files and indicate which Tweet they belong to. **Note: Including a URL will use up 22 characters. Up to 4 images can be included in each Tweet; each image counts as 23 characters.**

### • Facebook

Please supply up to 500 words of text.

Optional: You can include up to 10 images, and a caption of up to 200 words for each image.

### • LinkedIn

Please supply a subject line of up to 200 characters and a message of up to 4000 characters.

A URL can be included. Images cannot be included.

## SUBMITTING YOUR COPY

- Please submit your materials to **copy@pmgoperations.com**
- Please note: our email gateway will block emails if they are over 8MB. If your files are too big to submit by email you can upload them via a file sharing service (for example **www.wetransfer.com** or **www.dropbox.com**)
- All materials for the package must be received by the copy deadline. If the materials are not complete by this date, we will be unable to fulfil the package.

## LET'S TALK

[www.nridigital.com](http://www.nridigital.com)

[magsales@nridigital.com](mailto:magsales@nridigital.com)

### HEAD OFFICE

Net Resources International  
John Carpenter House  
John Carpenter Street  
London, EC4Y 0AN

T: +44 (0) 20 7936 6750

F: +44 (0) 20 7411 9801