



*Together  
we can make  
food safe*



## Media Kit

Global Food Safety Resource provides online resources for businesses involved in global markets and supply chains, delivering practical expertise, information and solutions.

# Global Food Safety Network™

## Join our Network!

Showcase Your Business to the Global Food Community with a Corporate Profile on the Global Food Safety Network™

Highlight your Companies Services!

Tell the world why you are a leader in the Food Industry!

A GFSR Profile includes:

- Company logo
- Contact info
- Backlink to company website.
- 600 word advertorial.\*

Speak to your audience directly!

Add a video or audio message to you profile.



Food Businesses are seeking your services to help them meet the demands of regulatory compliance or industry benchmarked standards

GFSR is an ideal website for any business wishing to promote their products and services to the food industry.

Some examples of companies our audience is seeking solutions from:

Certification Registrars, Pest Control, Sanitation/Hygiene, Recall Services, Lab Services, Training Services etc.

\* All information is written and provided by the client.

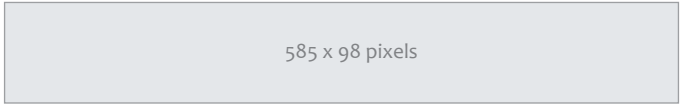
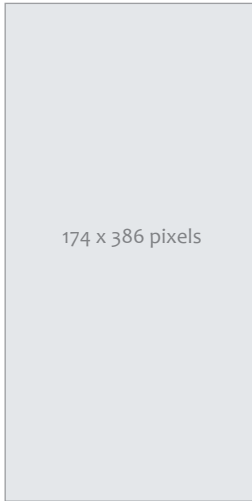
If you require assistance to write your profile, please see our editorial rate on our Rate Card.



Together, we can make food safe.™

# Media Placement Options

## Homepage Banners (2 sizes)

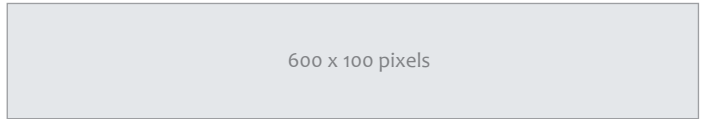


### Website

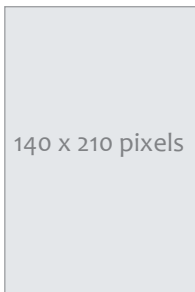
GFSR's website <http://www.globalfoodsafetyresource.com> offers prime real estate where you can promote your companies services and/or products to an engaged food industry audience. The homepage offers a excellent placement in a premium position. Or place a banner on one of our many industry related pages.

All media supplied by client. GFSR offers fee-based design solutions upon request.

### Webpage Banner



## Skyscraper banner



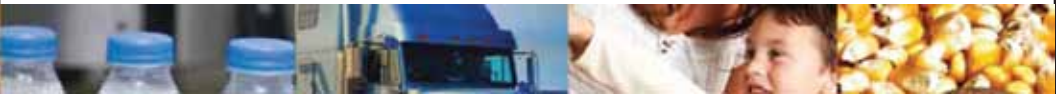
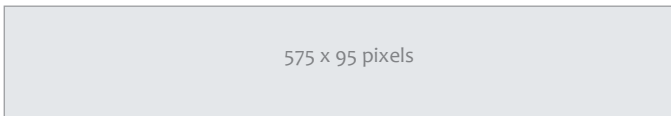
### eNewsletter

GFSR's eye on Food Safety™ eNewsletter is distributed to 45,000+ food industry professionals. We offer two banner sizes to choose from. 10 issues a year. Nov/Dec and July/Aug are combined.

Page link posted through Social Media Channels:  
50+ LinkedIn Groups + Twitter

All media supplied by client. GFSR offers fee-based design solutions upon request.

## Leaderboard banner



Together, we can make food safe.™

# Media Placement Options

## Banner



270 x 300 pixels

### Blog

GFSR's popular blog, Food Safety in a Global Village™ offers optimum placement to showcase your companies services and/or products to an engaged food industry audience.

Each new blog posted through Social Media Channels:  
50+ LinkedIn Groups + Twitter allowing for multiple refreshed exposure of your banner.

All media supplied by client. GFSR offers fee-based design solutions upon request.

### eBlast

#### Dedicated Deployment

Promote your message to a targeted audience of over 45,000 food industry professionals.

Page link posted through Social Media Channels:  
50+ LinkedIn Groups + Twitter

All media supplied by client. GFSR offers fee-based design solutions upon request.

### News Release

#### Professionally written, distributed through PRWeb News Agency.

Professionally written with embedded SEO, deployed to 10,000+ North American main stream media and 200 Industry Media including social media channels.

Page link posted through Social Media Channels:  
50+ LinkedIn Groups + Twitter

Professionally written by GFSR's editor

## Editorial Calendar 2013

Publishing	Monthly Themes
January 21	Trends in Food Safety, International Reg. Agencies, Annual Certificatons
February 14	Food Defense, Global Food Standard,
March 14	Genetically Modified Food, Food Fraud, Owners Liability
April 15	Pest Control Management, Agriculture/Producers, Micro-organisms
May 15	Food Sensitivies, Imports/Exports, Transportation/Cartage
June 17	Education/Training, Labelling, Food Safety Experts
July/August 1	HACCP in Food Plants, Risk Assessment, Laboratories
September 23	Audits and Procedures, Recalls/Reverse Logistics, Environmental Changes
October 21	Sanitation and Hygiene, Developing Food Culture, Food Engineering
Nov/Dec 1	Pet Food Safety, Pathogen Detection, Traceability

**Regular Features:** News/Announcements, Regulatory Updates, Food Science, Ask the Expert, Food Technology & Industry.  
**Editorial Submission Deadline:** 3 weeks prior to publishing date



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

To discuss, book or place media, please contact  
one of our Global Accounts Managers.

[advertising@globalfoodsafetyresource.com](mailto:advertising@globalfoodsafetyresource.com)

1-888-437-7395 xt 105

**Together, we can make food safe.™**