

FOOD

SCIENCE AND TECHNOLOGY



www.ifst.org

MEDIA PACK 2010

THE FOOD INDUSTRY

is one of the most dynamic and essential sectors within Europe and the world today. Industry, manufacturing, production and consumer awareness of hygiene and safety issues, combined with the advancement and generation of new products or processes, ensures that ongoing development of related science and technology has never been greater, making Food Science & Technology magazine a vital source of information and debate.

FOOD SCIENCE & TECHNOLOGY MAGAZINE...

Is a market leading quarterly publication written and approved by world renowned professionals and scientists covering all sectors and fields which make up and address the complex and important issues that face food science and technology today.

... aims to address all the key issues that face the industry, with many of the articles offering insights into these complex topics being written by key figures and industry experts.

WHAT IS THE INSTITUTE OF FOOD SCIENCE AND TECHNOLOGY?

IFST is the leading independent qualifying body for food professionals in Europe and the only professional body in the UK concerned with all aspects of food science and technology. IFST aims to:

- Benefit the public supply of safe, wholesome, nutritious tasty and attractive food through the application of sound science and technology;
- Develop and communicate the knowledge underlying food science and technology, and further the education of food scientists and technologists;
- Safeguard the public by defining, promoting and upholding professional standards of competence, integrity and ethical behaviour; and
- Maintain these standards by encouraging members to continue their professional education and development throughout their careers.



EXCEL PUBLISHING COMPANY LIMITED

Portland Buildings, 127/129 Portland Street, Manchester, M1 4PZ
Telephone: 0161 236 2782 • Fax: 0161 236 2783
www.excelpublishing.co.uk • Email: info@excelpublishing.co.uk

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THE EDITORIAL

Food Science & Technology is seen as a vital publication that identifies and addresses controversial subjects that face the industry and talks to the technologists, scientists, producers and product suppliers who are seen as being at the forefront of this key sector.

In 2009, articles will highlight issues on a broad portfolio of topics of great significance to the Food Science and Technology readership and some of the new editorial team's proposed articles include: -

March 2010

- Trace analysis-analytical chemistry
- Processing & Packaging – Foodex 2010 exhibition preview
- Food microbiology
- Toxicology and contaminants (metal, biologicals and chemicals)
- Gut health
- Satiation enhancers
- Fats and oils
- Confectionery
- Meat
- Food texture
- Food safety
- Marine food/fish
- Supply chain management
- Training and skills

June 2010

- Food colours
- IUFoST meeting preview
- Emulsifiers & stabilisers
- LC/MS
- Consumer and sensory science - sweeteners
- Food ingredients
- Nutraceuticals
- Excellence in food manufacturing
- Sports drinks
- Brewing
- Data loggers/RFID systems
- Food waste management
- Entrepreneurship and Innovation in the food sector

Sept 2010

- Sustainable food & Beverage processing and manufacture
- LIMS
- Hygiene (diagnosis, sanitisers, belts)
- Health ingredients - Hi Europe preview
- Coatings
- Starches
- Food packaging and shelf-life
- Dairy processing and products
- Fat/salt reduction
- Milling and baking
- Flavours
- Traceability and authenticity
- Food security
- Automation and robotics

Dec 2010

- NIR Analysis
- Chocolate processing
- Spray drying
- Food grade lubricants
- Allergies
- Dietary fibre
- Microbiology and risk assessment
- Confectionery and snacks
- Diet and health
- Software for the food industry
- Food legislation and regulations
- Food processing equipment (mixing, cutting, slicing)
- Refrigeration/chilling/freezing
- New products and markets



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WHO RECEIVES FOOD SCIENCE AND TECHNOLOGY?

Food Science & Technology magazine reaches the most influential people in this key sector of the food industry, including all 3500 members of the Institute of Food Science and Technology, senior management and purchasing decision makers. The distribution database has been compiled using IFST data and also using Excel Publishing Co Ltd's substantial database of companies involved within the catering and hospitality industries.

As a result of this incisive distribution, the readership are assured that *Food Science & Technology* magazine reaches those who have influence over the purchase of products and services throughout this vital and thriving industry.

IDEAL SHOWCASE

Because *Food Science & Technology* has the weight behind it of the food industry's foremost academics, combined with the weight of executives from the leading food-producing companies throughout Europe, the magazine is the ideal showcase for those offering services and new products and technologies.

Throughout each year there are editorial features that complement every commercial area of this sector of the food industry, features that are relevant to your area of business.

ADVERTISING RATES

Advert Size (Height x Width, in mm)	Bleed	Trim (A4)	Type Area
Full Colour Page £2,950 + VAT	303 x 216	297 x 210	266 x 185
Half Colour Page £1,900 + VAT	N/A	N/A	130 x 185
Quarter Colour Page £950 + VAT	N/A	N/A	130 x 90
Products & Services £165 + VAT	N/A	N/A	45 x 85

Special positions available upon request, Agency: 10%

Prices for inserts available upon request.

ARTWORK

Complete adverts can be supplied as high-resolution (press-ready) PDFs, or as a QuarkXpress, Photoshop, Illustrator or Adobe InDesign document, incorporating the relevant fonts and image files.

SUPPORTED FILE FORMATS

TIFF, EPS, JPEG (scanned at 300dpi.) Please note: the following formats are NOT supported; Powerpoint, Corel Draw, Publisher, Word.

COPY DEADLINE

1st of month prior to publication



FOR ADVERTISING OPPORTUNITIES CONTACT

Paula English - Sales • Email: paula.english@excelpublishing.co.uk • Tel: 0161 236 2782 • Fax: 0161 236 2783