

SUSTAINABLE RESPONSIBLE BUSINESS



# FOOTPRINT



FOOTPRINT **Media Pack**

Sustainability and Responsible Business practice remain the most important issues facing the global food industry. But the agenda has moved on and so has the industry. From being a buzz word a few years ago it is now accepted as a clear business principle; in some cases one that is embedded within the very culture of an organisation.

Those that have engaged are on a journey and those that have yet to do so will have to embark very soon. The evidence clearly shows that sustainability is here to stay!

- **Footprint is the industry's leading integrated media platform influencing the entire foodservice supply chain and hospitality operational interfaces**
- **As the leading source of information on sustainability, Footprint drives and sets the sustainability and responsible business agenda**
- **Footprint provides real-time news and information on sustainability, together with relevant intelligence, comment, thought leadership and analysis**
- **Footprint has a variety of channels providing a holistic media opportunity to communicate corporate sustainability performance**
- **Footprint's content aids CSP/CSER strategy development through improving awareness and showcasing solutions**
- **Footprint helps its audience to operate more responsibly and positions advertisers and sponsors as market leaders in this unique environment.**

As the resource to balance commercial realities with issues of environmental, social and economic sustainability, Footprint provides the key environment for professionals to engage in the most burning issues in the food and foodservice industries.

Dedicated to senior decision makers, Footprint is a conduit with a unique supply chain perspective that provides the information needed to manage a business sustainably and responsibly whilst enjoying greater reputational and commercial benefits.

Do you qualify? If your organisation is doing something to redress the environmental, social or economic balance for the benefit of your business, your community and the industry at large, then you do!



**Brand Positioning:**

- Communicate your activities in the sustainability space
- Benefit from the integrity of the Footprint environment
- Demonstrate your sustainability credentials at tender
- Communicate the benefits of your products, ethical or sustainable
- Be seen amongst the elite thought-leaders of the industry supply-chain

**Target Audience:**

- Reach over 5000 middle to senior management professionals charged with operating more sustainability every month through the industry's only dedicated sustainability title
- As the industry's only sustainability media, benefit from reaching over 25,000 key professionals every month through Footprint's digital channels

**Sponsorship:**

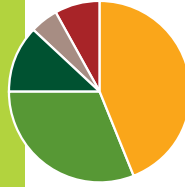
- Footprint has a range of sponsorship opportunities to position your business as thought leaders and amongst the best

**Membership:**

- Footprint Forum is an exclusive membership organisation for senior executives to network with contemporaries from up and down the food supply chain, NGO's and government



- Footprint’s readership comprises decision makers in all areas of foodservice and hospitality operations with an interest in the adaptation or procurement of sustainable initiatives, products or services
- As the only title in foodservice dedicated to sustainability and responsible practice, Footprint is the immediate destination for information surrounding the sale or procurement of products and services in this specialist, yet increasingly mainstream, area
- If you have a product or service with clear sustainability credentials, this is the place to be received by an already engaged market



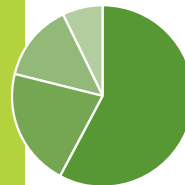
## Sector Segment

Hospitality	44%	4014
Manufacturing	31%	2891
Distribution	12%	1119
Government	5%	466
NGO	8%	746



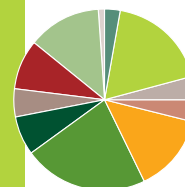
## Hospitality Segment

Restaurants & Bars	40%	1642
Hotels	25%	1026
Caterers	35%	1436



## Manufacturing Segment

Food	58%	1677
Drink	21%	607
Equipment	14%	405
Other	7%	202



## Function Segment

Chairman & Chief Executives	3%	280
Company Directors	18%	1679
CRM	4%	378
Environment & Sustainability	4%	365
Chef	14%	1306
F&B / Catering	22%	2052
Government Officials	7%	953
Marketing	5%	466
Operations	9%	839
Procurement	13%	1212
Sales	1%	93

## ADVERTISING

EXECUTION	FREQUENCY	RATE
Full Page	Per insertion	£1,950 + VAT
Half Page	Per insertion	£1,550 + VAT
Quarter page	Per insertion	£1,150 + VAT
Strip Ad - Vertical, Right Hand	Per insertion	£850 + VAT
Strip Ad - Vertical, Left Hand	Per insertion	£750 + VAT
Strip Ad - Horizontal	Per insertion	£650 + VAT
Outside Back Cover	Per insertion	£2,650 + VAT
Inside Front Cover	Per insertion	£2,450 + VAT
Inside Back Cover	Per insertion	£2,350 + VAT
Classified Display	Per insertion	£300 + VAT +£50 to be listed in Suppliers Directory online
False Cover	Per insertion	£4,850 + VAT
Double Page Spread	Per insertion	£3,450 + VAT
Section Sponsorship	Per insertion	Available on request

3+ Issues 10% discount | 5 Issues 15% discount | 10 issues 20% discount

## DIGITAL ADVERTISING

EXECUTION	RATE
Homepage	£850 + VAT per month
Related pages	£580 + VAT per month
Footprint News (weekly) Banner Ad	£395 + VAT

For section sponsorship or specific content please contact [charlie@footprintmediagroup.com](mailto:charlie@footprintmediagroup.com)

## PRINT ADVERTS

SPACE	DEPTH	WIDTH	BLEED
Full page	270mm	205mm	3mm all round
Half Page	135mm	205mm	3mm all round
Quarter Page	122.5mm	85mm	3mm all round
Strip Ad - Vertical (Left or Right)	250mm	55mm	3mm all round
Strip Ad Horizontal	40mm	175mm	3mm all round
Classified Ads	28mm	55mm	No bleed
Double Page Spread	270mm	410mm	3mm all round

## ON-LINE

SPACE	DEPTH	WIDTH
Monthly Ad on Homepage	90 pixels	720 pixels
Ad in relevant section to your message	90 pixels	720 pixels

## Print Artwork Specifications:

Format: pdf (PDF/X-1a:2001)  
tiff, jpeg, eps, psd files accepted

Fonts: All fonts to be embedded

Colours: All colours converted to CMYK

Resolution: 300dpi at 100% scaling for all images

## Digital Specifications:

Format: gif, flash, jpeg, png

Resolution: 72dpi

## Supply details:

Via Email: [trevor@foodservicefootprint.com](mailto:trevor@foodservicefootprint.com)  
max 10mb

Via ftp: For larger than 10mb files please call for  
ftp details to: +44 (0)1376 564800