

FOOD
ENGINEERING
Prepared
Foods
reliable resource since 1978

FOOD
MASTER



PRINT + DIGITAL EDITION

As the only annual hardbound catalog in the industry, *Food Master* provides universal access to your product information.

Product catalog data allows your customers to research & pre-qualify your company as a potential vendor.

Food Master digital edition is a complete replica of the printed edition. Your catalog page will be in both print and digital edition – with live links at no additional cost! The digital edition ensures your product catalog data is easily retrieved when the buying process begins.



Closing Dates:

Ingredients: July 17 / Equipment: July 24

All ad materials: July 30

Food Master is the industry's only database sourcing **equipment suppliers** and services as well as **ingredient suppliers** and R&D services to the food and beverage industry. Buyers and specifiers reach for the *Food Master* when they are searching for potential suppliers.

Catalog space guarantees year round exposure to food and beverage manufacturers and product developers, ensuring your company and products will be considered at the all-important time of need.

Food Master is where the buying process begins!



ONLINE

FoodMaster.com continues to be the only online directory that provides buyers with hundreds of catalog pages to expedite their search.

FoodMaster.com is a food industry business-to-business site, eliminating unwanted, time consuming, consumer search results.

FoodMaster.com can leverage the power of *Food Engineering* and *Prepared Foods* to drive customers and prospects to your listings.

Contact your sales rep for more info:

Equipment:

www.FoodEngineeringMag.com/ContactUs

Ingredients:

www.PreparedFoods.com/ContactUs

Food Master PRINT + DIGITAL EDITION

Subscribers¹

26,000 print subscribers
 + **57,811** digital edition subscribers
 = **83,811** total subscribers



Buyers & specifiers prefer Food Master!²

Agree FM is easy to access:



Agree FM is easy to use:



Agree FM is an important resource:



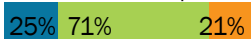
Probably/Definitely will use in next 12 months:



Have taken one or more action including:



• Purchased a product:



• Recommended the purchase of a product:



• Specified a product:



• Requested a sample:



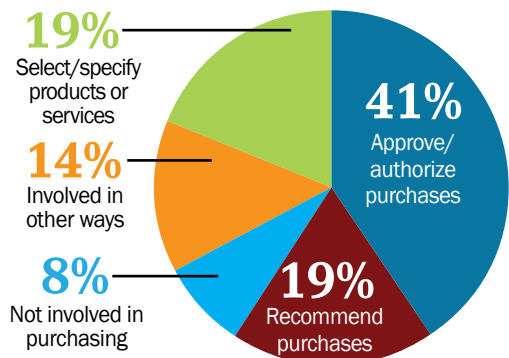
• Visited a supplier's website:



• Called a supplier:



92% of Food Master's audience is involved in buying & specifying.²



Food Master Audience: Purchasing Influence²

FoodMaster.com Metrics, 2017³

Total Unique Visitors: **80,418**

Total Visits: **98,778**

Total Pageviews: **314,972**

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¹December 2017 BPA Brand Report.

²Food Master Preference & Usage Study, June 2015.

³Media Owner's Data, January-December 2017.