



2024 Media Kit

**Food World &
Food Trade News**



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Out of Region Companies Receiving FOOD WORLD & FOOD TRADE NEWS:

- Ahold Delhaize**, Amsterdam, The Netherlands
- Albertsons Companies**, Boise, ID
- Aldi**, Batavia, IL
- Amazon**, Seattle, WA
- Costco**, Issaquah, WA
- Grocery Outlet**, Emeryville, CA
- Kroger**, Cincinnati, OH
- Sam's Club**, Bentonville, AR
- Save A Lot**, St. Ann, MO
- Sprouts**, Phoenix, AZ
- Target**, Minneapolis, MN
- Trader Joe's**, Monrovia, CA
- Wal-Mart**, Bentonville, AR
- Walgreens**, Deerfield, IL
- Whole Foods**, Austin, TX
- 7-Eleven**, Dallas, TX

Editorial Opportunities

As Berks Packing Co. Celebrates Its 90th, Family Values Remain Key To Success

It's a real testament to the Berks family that the company has been able to maintain its family ownership for nearly a century. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service.



PART OF THE BERKS PACKING CO. MANAGEMENT TEAM INCLUDES (FROM LEFT) PRESIDENT AND CEO DAVID BERKS, VICE PRESIDENT AND COO DAVID BERKS, VICE PRESIDENT AND COO DAVID BERKS, VICE PRESIDENT AND COO DAVID BERKS.

David Berks, CEO of Berks Packing Co., says the company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service.

With A Change In Ownership and New Management,

The Berks family has a long history of ownership and management. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service.



DAVID BERKS, CEO OF BERKS PACKING CO., SAYS THE COMPANY'S SUCCESS IS A RESULT OF THE FAMILY'S COMMITMENT TO QUALITY AND CUSTOMER SERVICE.

David Berks, CEO of Berks Packing Co., says the company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service.

Feature Stories

Full-length profiles on leading retailers, wholesalers and manufacturers and/or their executives capturing their insights on how they've become successful.

90th Anniversary Berks

There are family values that remain the same over time. The Berks family has a long history of ownership and management. The company's success is a result of the family's commitment to quality and customer service.

Industry Executive Forums

Interactive roundtable panel featuring industry leaders and their views on important issues facing their companies and the food industry as a whole.

OUTLOOK 2023

As we begin a new year, the 2023 Outlook Panel will feature industry leaders to reflect on the year that was and share their insights on the future of the industry.

OUR QUESTIONS

1. What are the biggest challenges facing the industry in 2023?
2. How do you see the industry evolving in the next five years?
3. What advice do you have for industry leaders?

DAVID BERKS
ANTHONY GILBERT

50 Years Later, Zallie Family Markets Continues To Deliver

George Zallie began his career in 1974 when he opened a corner store on Roosevelt Street in Philadelphia. The store was a success, and it was the beginning of a long and successful career in the food industry. The store was a success, and it was the beginning of a long and successful career in the food industry.



George Zallie, CEO of Zallie Family Markets, says the company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service.

Cutting Edge Innovation And Strong Customer Service

The right people to lead the operation of the company are essential for success. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service. The company's success is a result of the family's commitment to quality and customer service.

Q&A Features

In depth, one-on-one interviews with some of the industry's top leaders presented in a question-and-answer format

DAVID BERKS
ANTHONY GILBERT

I think it goes back to having high expectations. You don't create a great culture with low expectations, so you really have to start with that. And recognizing that it takes everyone contributing to reach those goals, every team member plays a part.

2023 Family Markets Special Section

Events & Awards

Photo opportunities highlighting notable achievements of companies based in the Mid-Atlantic, Northeast and Southeast.

ALBERTSONS MID-ATLANTIC DIVISION PRESIDENT JIM PERKINS (2ND FROM L) HAS BEEN NAMED AND NAMED AFTER FORMER GARDEN OF EDDEN PRESIDENT PETER MANOS, RECOGNIZES OUTSTANDING LEADERSHIP AND CONTRIBUTIONS TO THE MID-ATLANTIC FOOD INDUSTRY. PERKINS IS JOINED HERE BY (L-R) BILL CROSBY, ALBERTSONS REGIONAL VICE PRESIDENT, BEST-METTER, BEST-METTER PUBLISHING, FOOD TRADER NEWS/FOOD TRADER, AND TOM LOTTAND, ALBERTSONS MID-ATLANTIC.



Circulation

Category of Trade **% of Circulation**

Food World total circulation: 22,775

Corporate Chains: Executives/Buyers/Store Managers	34
Small Chains/Independent Operators	10
Convenience Stores/Mass Retailers	7
Wholesalers/Distributors	9
Manufacturers/Brokers	37
All Others	3

Food Trade News total circulation: 28,316

Corporate Chains: Executives/Buyers/Store Managers	35
Small Chains/Independent Operators	14
Convenience Stores/Mass Retailers	6
Wholesalers/Distributors	6
Manufacturers/Brokers	34
All Others	5

The area of coverage for *Food World* is Maryland, Virginia, Delaware, Central Pennsylvania and the District of Columbia. The area of coverage for *Food Trade News* is Pennsylvania, New Jersey, Metro New York and Delaware. Both publications enjoy national circulation to the corporate headquarters and buying offices of all the major retail chains that operate stores in the areas we cover.

Editorial Calendar

Food World

PUBLICATION DATE

January 8, 2024

Materials due: Dec 29

February 5, 2024

Materials due: Jan 26

March 4, 2024

Materials due: Feb 23

April 8, 2024

Materials due: March 29

May 6, 2024

Materials due: April 26

June 17, 2024

Materials due: June 7

July 8, 2024

Materials due: June 28

August 5, 2024

Materials due: July 26

September 9, 2024

Materials due: August 30

October 7, 2024

Materials due: Sept 27

November 4, 2024

Materials due: Oct 25

December 2, 2024

Materials due: Nov 22

SPECIAL ISSUES & FEATURES

Futurecast 2024

Food World takes a look ahead at the year 2024.

Frozen Foods

IRI listings of the fastest moving frozen food items in the Baltimore-Washington and Richmond-Norfolk markets.

Seafood

Food World takes a look at the seafood industry in the retail sector.

GM/HBC

Highlighting the general merchandise and health/beauty care segments of the industry.

Dairy-Deli-Bakery

IRI listings of fastest moving dairy-deli bakery items in the Baltimore-Washington and Richmond-Norfolk markets.

Retail Market Study

Food World's largest and most important issue of the year! The annual market study breaks down sales and share for retailers from all segments doing business in the Baltimore-Washington, Richmond-Norfolk and Central Pennsylvania markets.

Specialty Foods

Food World takes a look at the specialty food industry.

Direct Store Delivery/Manufacturers

Food World puts the focus on suppliers in our coverage area. Also includes company listings of the area DSD/Manufacturers.

Naturals and Organics/Hispanic Heritage Month

Food World explores the natural/organics business in the retail sector, highlighting future trends and showing you who's on the cutting edge. Focus on Hispanic Heritage Month will also be featured.

Produce

Food World explores the produce business and highlights future trends.

Grocery/Brokers

IRI listings of the fastest moving edible and non-edible grocery items in the Baltimore-Washington and Richmond-Norfolk markets. Plus, broker listings.

Wholesalers

A study of the wholesalers in the *Food World* market along with company listings.

Editorial Calendar

Food Trade News

PUBLICATION DATE

January 15, 2024

Materials due: Jan 5

February 19, 2024

Materials due: Feb 9

March 18, 2024

Materials due: March 8

April 22, 2024

Materials due: April 12

May 20, 2024

Materials due: May 10

June 24, 2024

Materials due: June 14

July 22, 2024

Materials due: July 12

August 19, 2024

Materials due: Aug 9

September 16, 2024

Materials due: Sept 6

October 14, 2024

Materials due: Oct 4

November 18, 2024

Materials due: Nov 8

December 16, 2024

Materials due: Dec 6

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Futurecast 2024

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Food Trade News takes a look at the seafood industry in the retail sector.

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GM/HBC

Highlighting the general merchandise and health/beauty care segments of the industry.

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IRI listings of fastest moving dairy-deli-bakery items in the Delaware Valley, Central Pennsylvania and Metro New York markets

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A study of the wholesalers in the *Food Trade News* market along with company listings.

Display Advertising Rates

Food World & Food Trade News

Typical Space Costs

Size of ad	1 time	3 times	6 times	9 times	12 times
Full page	\$3,665.97	\$3,550.91	\$3,320.91	\$2,975.91	\$2,960.22
3-column strip	\$2,199.58	\$2,167.70	\$2,115.06	\$2,067.24	\$2,010.73
Horizontal ½-pg	\$1,832.99	\$1,806.42	\$1,762.55	\$1,722.70	\$1,675.61

Insert Costs

Single leaf: \$3,415.50 (commissionable)

Double leaf: \$4,680.50 (commissionable)

Must have a minimum of 20,000 inserts PER paper

Agency Discounts

Agencies receive a 15% discount on gross cost.

Color

\$350 extra per page (net).

Closing Dates

Materials must be received at least 10 days prior to publication date.

Grocery Industry Directory (GID) Costs

Full page	\$2,400.00	Inside front or inside back cover	\$3,400.00
Half page	\$1,200.00	Tab positions	\$3,000.00
Back cover	\$4,000.00	Color	\$350.00

For more information, contact:

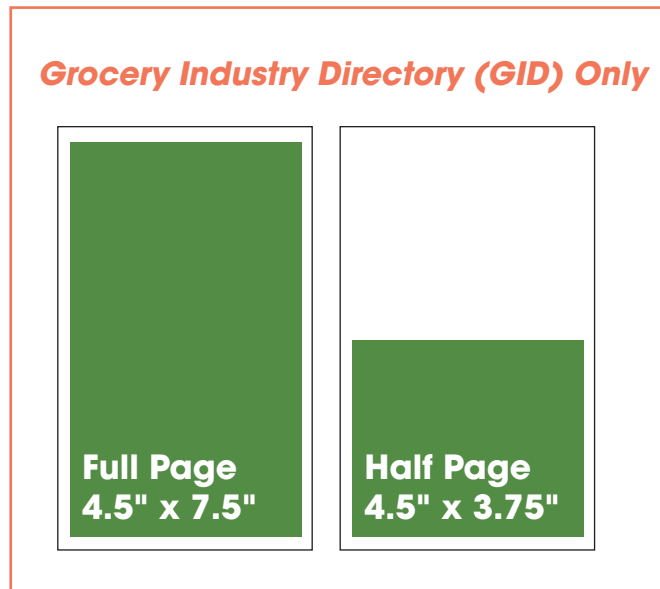
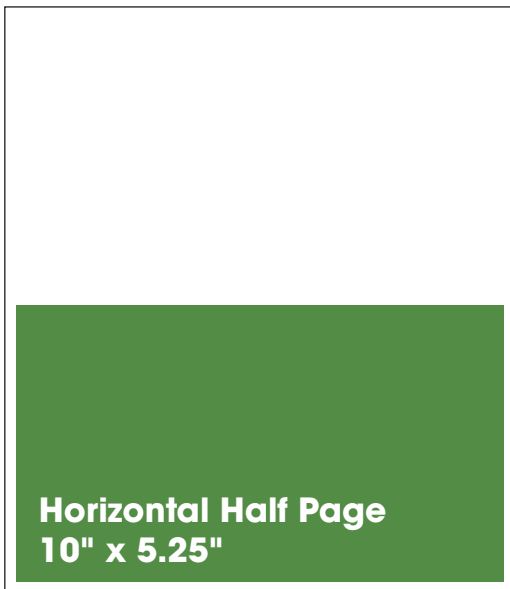
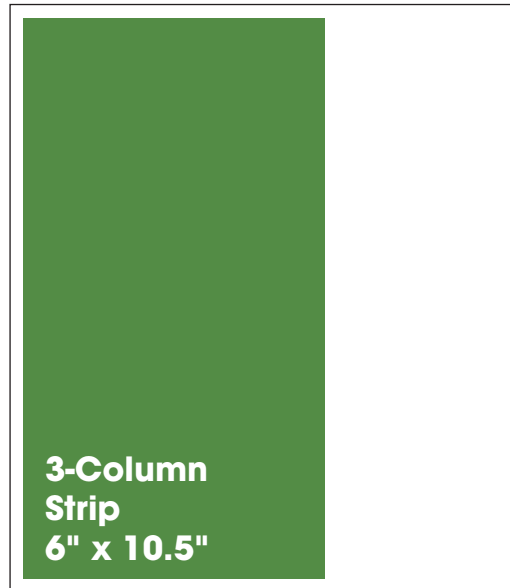
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Kevin Gallagher, 201.250.2217 or kevin@foodtradenews.com



Display Advertising Specs

Food World, Food Trade News & Grocery Industry Directory



Page Size 52.5 column inches per page (5 columns x 10.5")

Column Size 1 column inch = 2" x 1"

Specs Digital submissions should be high resolution PDF files with all fonts and graphics collected/embedded. No bleeds. Color is process (CMYK). Ad sizes are described above.

Digital Advertising Rates



WELCOME MAT AD\$2,500/month

EMAIL BLASTS / PHOTO BLASTS / BREAKING NEWS\$2,000/month

Option 1

Home Page Ads \$350/week (sold bi-weekly)

- Leaderboard or Billboard ad at the top of the page
- Sidebar ad

Taking Stock Ads \$350/week (sold bi-weekly)

- Leaderboard or Billboard ad at the top of the page
- Sidebar ad

Option 2

News Ads \$325/week (sold bi-weekly)

- Leaderboard or Billboard ad at the top of the page

Photo Gallery Ads \$325/week (sold bi-weekly)

- Leaderboard or Billboard ad at the top of the page
- Sidebar ad

Option 3

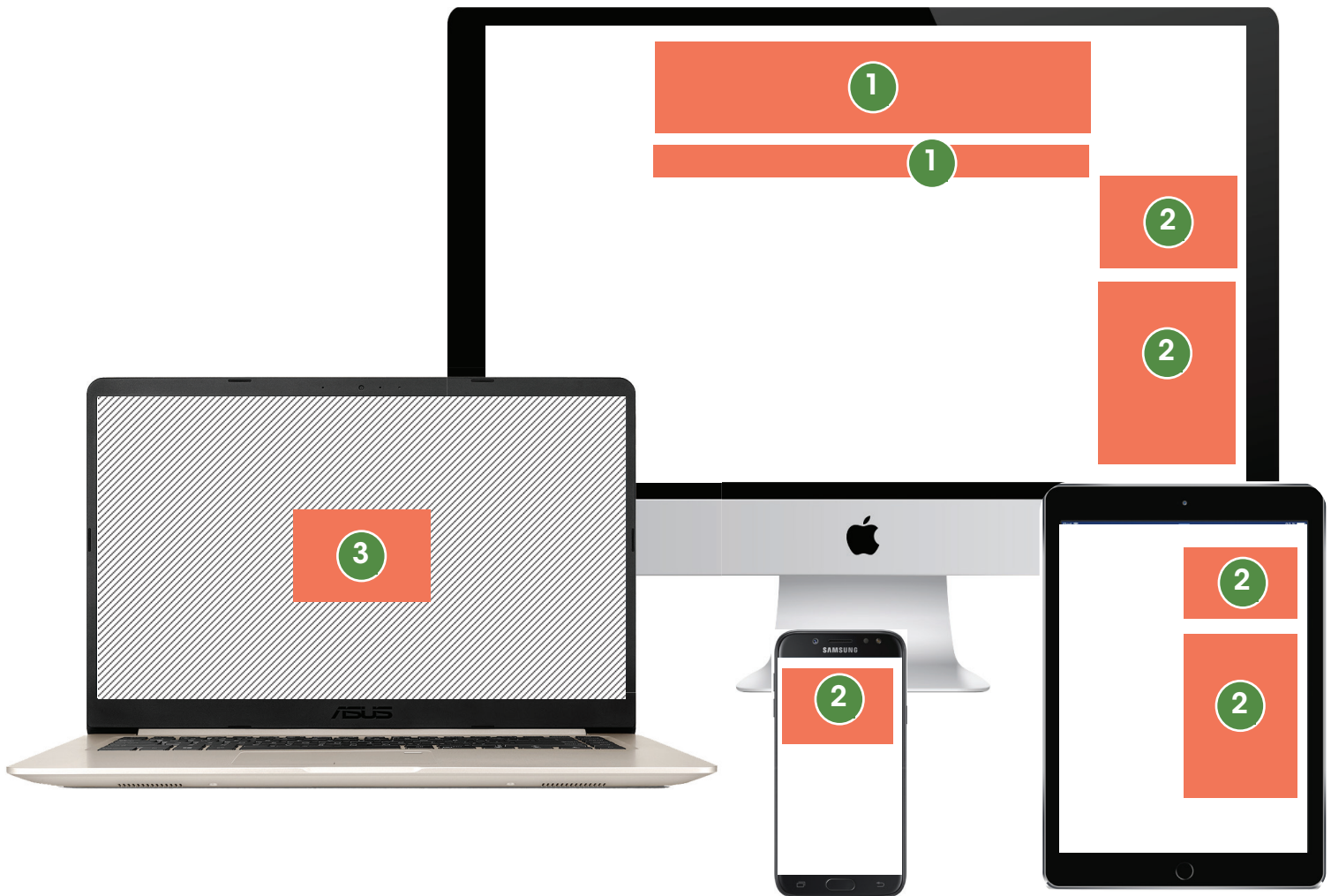
Column Ads \$300/week (sold bi-weekly)

- Billboard ad at the top of top of the page
- Sidebar ad

Trade Calendar Ads \$300/week (sold bi-weekly)

- Leaderboard or Billboard ad at the top of the page
- Sidebar ad

Digital Advertising Specs



1 LEADERBOARD or BILLBOARD

Leaderboard: 2910 x 270 pixels

Billboard: 2910 x 750 pixels

Displayed in the header, under site navigation and above site content, on desktop and mobile.

2 SIDEBAR (Desktop & Mobile)

Medium Rectangle: 900 x 750 pixels

Half Page: 900 x 1800 pixels

Note: We accept either size for desktop. We accept only medium rectangles for mobile.

3 WELCOME MAT (Desktop only)

900 x 750 pixels

Appears on desktop and mobile as an overlay on the page of first entry. Displayed once per day per visitor.

The sizes we are requesting are three times larger than they will display. This allows us to render your ad at the highest resolution supported by modern phones and computer monitors. Modern "Retina" and super-high-definition displays achieve their impressive image quality by using larger images to fill smaller spaces.

Accepted formats for website advertising are JPEG, PNG, GIF, HTML5 and Javascript.