





THE POWER OF PARTNERSHIP

FOR 15 YEARS, the QA Media Group has brought its print and digital readers in-depth coverage and analysis of the food and beverage processing industry. In addition to the QA editorial and sales team's 75 years of food industry experience, we leverage the expertise of professionals from across industry segments and geographies for insights on science and trends, practical applications, and best practices in quality assurance, food safety, and food defense.

Each year, we make it a priority to grow our relationships with these industry-leading processors and suppliers — and in 2018, we took it a step further to the international level, traveling to China to feature the stories of McCormick China and Qinba Tea, and featuring columnists from "across the pond" in Germany, France, and Nigeria.

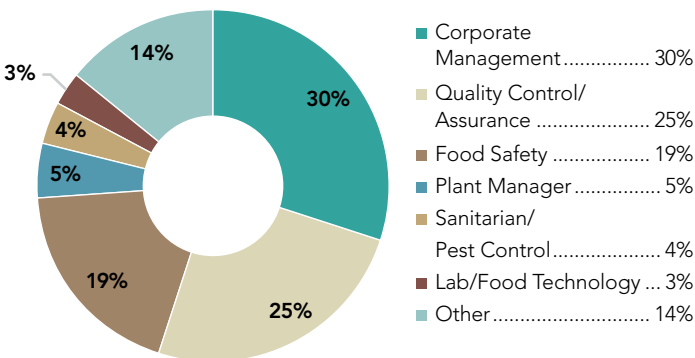
But even while traveling abroad, we keep it close to home: We feature large (*Bo Jackson's 34 Reserve, Walmart, Dunkin', Coca-Cola*), small (*Ballreich, Chef's Garden*) and up-and-coming (*Copa Da Vino, Dixie Elixirs & Edibles, Cha Gardens*) U.S. players. We add new executives to our illustrious Advisory Board each year. We include educational supplier expertise in editorial when applicable. We partner with key industry associations, regulatory representatives, and impartial academia to communicate broad-spectrum and peripheral knowledge and perspectives to attract an audience with purchasing power in all areas of food safety, quality, and defense.

SERVING OUR AUDIENCE

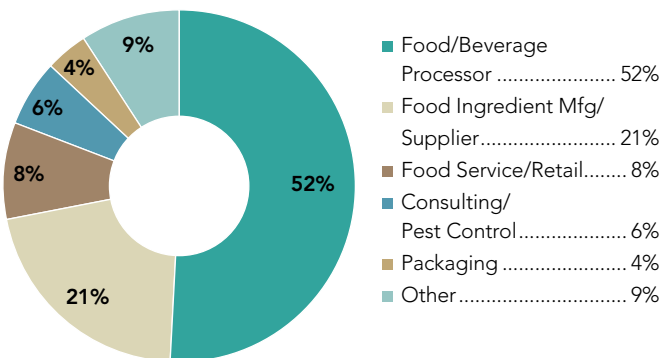
With executives, managers, and professionals from all segments of the food industry reading QA media in print and online, our audience is predominantly Corporate Executives and QA/QC and Food Safety Managers — the principal purchasers and users of quality and food safety equipment and supplies.

In fact, our most recent statistics show QA readers as having 33,750 purchase intentions in all supply categories including cleaning and sanitation, pest control, hygiene, pathogen detection and control, laboratory services, foreign object detection, auditing, and software. It is for that very reason that QA focuses its editorial in these same important areas, attracting readers to both the digital and print media — and the advertising placed therein.

QA SUBSCRIBER JOB TITLES



TYPE OF BUSINESS



OUR INDUSTRY RELATIONSHIPS



Key components of QA's editorial excellence are the insights of industry experts and authorities. In addition to regular columns and advice from the QA Advisory Board, we have built partnerships with prominent industry groups. During the last year, we have significantly increased those partnerships to further enhance the diversity of QA's content and expertise — expanding your advertising reach to important audiences.

- **Grocery Manufacturers Association (GMA)** is the voice of leading food, beverage, and consumer product companies that sustain and enhance the quality of life around the world. Founded in 1908 and based in Washington, D.C., GMA's members include internationally recognized brands and growing, local businesses. (www.gmaonline.org)

- **United Fresh Produce Association** brings together companies from every segment of the fresh produce supply chain, empowering industry leaders to shape sound government policy, delivering resources and expertise in business and technical issues, and providing training and development. Founded in 1904, United Fresh is based in Washington, D.C. (www.unitedfresh.org)
- **National Pest Management Association (NPMA)** is a non-profit organization with more than 5,500 members from around the world. Established in 1933 to support the pest management industry's commitment to the protection of public health, food, and property, NPMA provides continuing education for pest management professionals and disseminates timely information

to homeowners and businesses. NPMA is based in Fairfax, Va. (<https://npmapestworld.org>)

- **Specialty Food Foundation** was created by The Specialty Food Association in 2014 to support its strategic initiative to become Citizens of the World and make a difference. As a not-for-profit trade association, the foundation represents all segments of the \$109 billion U.S. specialty food industry and member companies abroad. The association is based in New York, N.Y. (www.specialtyfoodfoundation.org)
- **Kansas State University and Northeastern University** leaders are integral members of QA's Advisory Board, serving as thought leaders in academia and contributing to QA's editorial expertise.

QA'S ADVISORY BOARD: THE WHO'S WHO OF THE INDUSTRY

Industry-leading experts provide market analysis, professional insights, and third-party editorial input to QA.



Dr. David Acheson
President and CEO,
The Acheson Group,
Washington, D.C.



Roger Brauningner
Biosafety Program
Manager, A2LA,
Frederick, Md.



Peter Bodnaruk
Director, Food Safety —
Food Safety & Lab
Services Network, Tyson
Foods, Chicago, Ill.



Michael Burness
Head of Global Quality and
Regulatory Affairs, Godiva
Chocolatier, Reading, Pa.



Jim Campbell
Research Leader &
Entomologist, USDA-ARS/
KSU, Manhattan, Kan.



Darin Detwiler
Assistant Dean,
Northeastern University
College of Professional
Studies, Boston, Mass.



Bradd Eldridge
President, Quality
Management Partners,
Chicago, Ill.



Bruce Ferree
Owner, Insight Food
Safety Consulting,
Lodi, Calif.



Temple Grandin
Animal Handling Facility
Designer; Professor,
Colorado State University,
Ft. Collins, Colo.



Jorge Hernandez
Chief Food Safety
Officer, Wholesome
International, Pittsburgh, Pa.



Roger Lawrence
Corporate Vice President,
Quality Assurance and
Regulatory, McCormick
& Co., Sparks, Md.



Bobby Love
Global Quality Assurance
Manager, Phillips Foods,
Baltimore, Md.



Shawn McBride
Vice President,
Foah International,
New Orleans, La.



Neil Marshall
Global Director of Quality
and Food Safety,
The Coca-Cola Company,
Atlanta, Ga.



Deni Naumann
President, Copesan —
Specialists in
Pest Solutions,
Menomonee Falls, Wis.



Lori Randall
Divisional Vice President,
Quality Assurance,
Abbott Nutrition Supply
Chain, Columbus, Ohio



Yves Rey
Senior Advisor &
Executive Director,
Danone, UNOPS,
Paris, France

THE POWER OF PRINT

65% OF QA'S SUBSCRIPTIONS ARE IN PRINT.

Your presence in the print edition of QA is a sure way to reach our largest audience. Use the strength of our brand along with our industry-exclusive solutions to achieve unmatched visibility in the food processing market.



PCT MAGAZINE

QA's sister publication – Pest Control Technology (PCT) – provides unmatched coverage of the structural pest control industry, an important commercial market for pesticide manufacturers and equipment suppliers.



STATE OF THE MARKET REPORTS

These special reports devoted to key vertical market segments (such as pest control) allow product suppliers to stand out from the competition.



CUSTOM CONTENT

QA Custom Media is the content marketing arm of the QA Media Group, providing advertorials, case studies, and other forms of custom content for companies serving the food and beverage processing industry.



5 QUESTIONS

In this high-impact, semi-annual advertorial, own a spread where a company representative is featured as an industry expert on a topic of importance for your 2019 marketing efforts. Facing the advertorial is a full-page ad reinforcing the messaging in the "5 Questions" advertorial. Our designers will match the design of the advertorial with your corporate color palette, creating a seamless spread that is both compelling and educational.

EXPAND YOUR DIGITAL REACH

PRINT & DIGITAL REACH:
15,490 Total Subscribers



Digital advertising is an essential component of a multi-platform marketing campaign, providing a “synergistic” effect to your core print program. Advertising in both the print publication and QA online ensures your company’s message gets in front of everybody, no matter what platform they prefer.

QA WEBSITE ADVERTISING

With more than 28,170 average visits and 70,159 average page views per month, QA online is one of the most visited sites in the industry.

BI-MONTHLY E-NEWSLETTER

Reaching 10,600+ subscribers every other week with an impressive open rate of 27%, QA’s bi-monthly E-Newsletter is the industry’s “go-to” source for the latest news and product information.

MOBILE DEVICES

With 10,000+ sessions per month on average, QA’s growing mobile device audience adds to your company’s marketing reach.

SINGLE-TOPIC E-NEWSLETTERS

Own an industry topic (e.g., rodents, sanitation, food safety, etc.) when your company sponsors a QA Single-Topic E-Newsletter.

VIRTUAL CONFERENCES

QA’s Virtual Conference opportunities provide advertisers a way to enhance their brand and extend their market reach through a variety of sponsorship opportunities.

VIDEO PRODUCT SHOWCASE

We’ll combine our quality editorial content with your product video to create a valuable marketing vehicle that educates our readers while highlighting a specific product or family of products in your portfolio.

INTELLIGENT CONTENT MARKETING

Using intuitive marketing automation, we can deliver your custom content or a highly targeted ad message to a segment of our audience that has shown an interest in your product/service.

TMI

Target Market Intelligence is a game-changing sales and marketing tool that will help drive sales in today’s highly competitive business environment.



QA FACT: READER FOCUS

A 2018 Readex Research Report showed that our readers are very interested in the topics covered in QA magazine, giving the topics an average overall ranking of 4 out of 5. (5=very interested and 1=not at all interested)

QA 2019 EDITORIAL CALENDAR

	JANUARY/FEBRUARY	MARCH/APRIL
Issue Emphasis	<ul style="list-style-type: none"> • Tracking, Traceability, & Transparency • Sanitary Design • Sustainability: Why it Matters • Pest Management: Cockroaches 	<ul style="list-style-type: none"> • Pathogen Detection & Prevention • HACCP VACCP TACCP • Managing the QA Team • Pest Management: Flying Insects
Supplement		5 Questions Advertorial Section
Bonus Distribution		Show Issue: Food Safety Summit
Closing Date	1/15/19	3/15/19
Material Due Date	1/22/19	3/22/19

	MAY/JUNE	JULY/AUGUST
Issue Emphasis	<ul style="list-style-type: none"> • How Clean Is Your Facility ... Really? • The Future of Meat • Is FSMA Finally Final? • Pest Management: Is Pest-Free Possible? 	<ul style="list-style-type: none"> • Employee Hygiene • Product Waste: Remove or Recycle? • Lab Management • Pest Management: Occasional Invaders
Supplement		
Bonus Distribution	Show Issue: IAFP	
Closing Date	5/15/19	7/15/19
Material Due Date	5/22/19	7/22/19

	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Issue Emphasis	<ul style="list-style-type: none"> • Allergen Risk Management • When FDA Comes Knocking • The Global Supply Chain • Pest Management: Rodents 	<ul style="list-style-type: none"> • Industry Trends: This Year and Next • Foreign Object Detection & Prevention • Food Defense • Pest Management: Stored Product Pests
Supplement	5 Questions Advertorial Section	
Bonus Distribution		
Closing Date	9/16/19	11/15/19
Material Due Date	9/23/19	11/25/19

CONNECT WITH US!

Quality Assurance & Food Safety (QA) magazine addresses the specific needs and daily concerns of quality assurance, sanitation, lab, and food safety professionals and management teams in the food and beverage processing industry. Published bi-monthly, QA features stories that are uniquely relevant to quality assurance and food safety professionals and applicable on the plant floor. This ensures both readership and a captive audience for our advertisers.



Visit our website:

<http://www.qualityassurancemag.com>

Read QA digitally:

<http://magazine.qualityassurancemag.com>

Like us on Facebook:

@QualityAssuranceFoodSafetyMedia

Follow us on Twitter:

@QAMagazine

Visit our LinkedIn Company Page:

@Quality Assurance & Food Safety Magazine

2019 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size:	1X	2X	6X	12X
Spread	\$9,821	\$8,773	\$8,250	\$8,002
Full	4,908	4,390	4,125	4,001
2/3 page	3,230	2,892	2,718	2,639
1/2 island	2,841	2,510	2,460	2,388
1/2 standard	2,510	2,240	2,105	2,044
1/3 page	1,688	1,508	1,418	1,374
1/4 page	1,267	1,126	1,063	1,030
1/6 page	.838	.742	.698	.676

Covers*	6x	12x	18x	24x
2nd cover	\$5,706	\$4,796	\$4,502	4,237
3rd cover	5,454	4,581	4,305	3,967
4th cover	6,207	5,211	4,901	4,602
Belly Band				6,556

Color Charges*	Single Page	Spread
Standard	\$567	\$927
Matched Color, Extra	670	1,030
Matched, Metallic Color	695	1,107
Four-Color Process, Extra	1,133	1,751

DIGITAL EDITION:

Print + 8% premium

CLASSIFIEDS (PRINT AND ONLINE):

\$125 per column inch - 2-color \$25.00, 4-color \$50.00

Word only: \$1.20 per word, \$35.00 minimum

*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Garden Center*, *Produce Grower*, and *Cannabis Business Times*.

MECHANICAL REQUIREMENTS: Saddle stitched, three columns to a page. Paper stock: Machine coated, 40.5-lb. body with 80-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 1/8" x 10 1/2".

DIGITAL FILES AND SPECIFICATIONS FOR PRINT: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. For details, contact Lori Skala at 216-393-0276 or lskala@gie.net

SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES

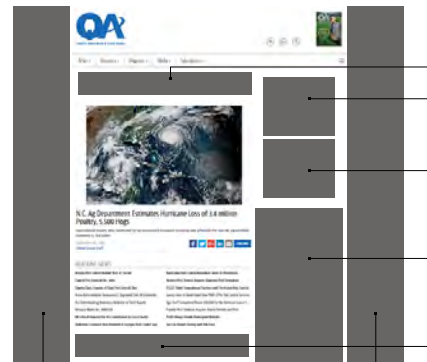
Non-Bleed	Width	Depth
Full Page (non-bleed)	7"	10"
1/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/6 Page Vertical	2 3/16"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 3/8"

Bleed	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 7/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (*perfect bound only*). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

INTERACTIVE

ONLINE ADS



LEADERBOARD AD

728x90
\$938
5 units available monthly

PRIME-PLUS SQUARE ADS

300x250
\$626
20 units available monthly

PRIME TOWER AD

300x600
\$1,594
6 units available

BOTTOM LEADERBOARD AD

728x90
\$236

WALLPAPER ADS
\$18,000

CUSTOM EBLAST

\$1,251

NEWSLETTER ADS



LIGHTBOX

500x500
\$6,641
2 available monthly

CATEGORY IN-LINE AD

300x250
\$1,995/month
Exclusive

PRIME PLUS TOP (300x250 pixels)

1x	12x	24x	52x
\$2,082	\$1,796	\$1,610	\$1,421

PRIME PLUS BOTTOM (300x250 pixels)

1x	12x	24x	52x
\$1,884	\$1,607	\$1,421	\$1,230

SPONSORED FEATURE

360x180..... \$2,132

BOTTOM LEADERBOARD AD

728x90
1x..... 12x..... 24x..... 52x
\$1,718..... \$1,564..... \$1,421..... \$1,351

DIGITAL EDITION

Custom interactive ads such as flyouts, animated ads, floating ads, and tearbacks also available and priced upon request.

DISPLAY AD.....Print + 8% premium

DIGITAL EDITION PREVIEW.....\$2,035





Quality Assurance & Food Safety

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www.qualityassurance.com



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It starts with a one-on-one meeting with your custom sales marketer who not only hears your objectives, but really listens to you. From there, we can develop a custom marketing program that utilizes the most innovative cutting-edge opportunities to drive your business success, including targeted e-blasts, market research, e-newsletters, custom communications, advertorials, and the industry's finest print and digital publications. Don't settle for anything less. Partner with QA magazine and find out just how far the market leader can take you in 2019.

