



Media Planner / 2020

MULTI-PLATFORM MARKET REACH

The QA Media Group provides turnkey solutions to achieve all of your marketing objectives.





Lisa Lupo, Editor

THE POWER OF PARTNERSHIP

BE AT THE FOREFRONT OF CHANGE with QA MAGAZINE



Michael Kelly
216-393-0259 mkelly@gje.net

In the more than 15 years since Quality Assurance & Food Safety (QA) magazine published its first issue in the summer of 2004, the industry has undergone extensive evolution and change. We've witnessed the excessively long process of the passage and roll out of the Food Safety Modernization Act (FSMA); a transformation of reactive processes to preventive controls; ever-changing and increasingly vocal consumer demands for food and its sourcing; a growing understanding of and need for sustainable production ... and the emergence of technologies to accomplish all of the above.

But even with all that, there is an expectation that we will witness even more dramatic industry change during the 2020s and beyond as the industry continues to evolve.



Mike Zaverl
216-393-0299 mzaverl@gje.net

Just as it has since its beginnings, QA will continue to be at the forefront of these advancements — staying involved, informed, and on the plant floor — to provide practical applications and solutions that enable food and beverage processors and suppliers to survive and thrive in these changing times. While those solutions include the editorial aspects of best practices of leading companies, insights from prominent experts, and in-depth coverage of food safety, quality, and defense, our readers also derive significant benefit from the products and services of our advertising partners who choose QA to tell their stories.

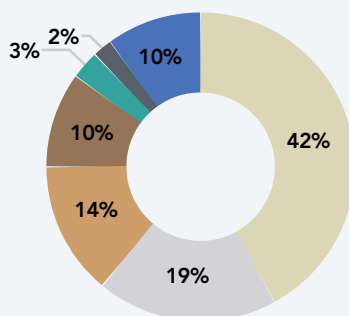
Learn more about how you can partner with the QA Media Group for the benefit of your company. Contact your QA sales representative — Michael Kelly or Mike Zaverl — today.

SERVING OUR AUDIENCE

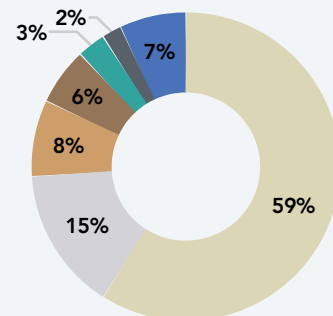
With executives, managers, and professionals from all segments of the food industry reading QA media in print and online, our audience is predominantly corporate and plant executives and managers, including those in quality assurance and food safety — the principal purchasers and users of quality and food safety equipment and supplies.

In fact, our most recent statistics show QA readers as having nearly 39,000 planned product purchases 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**



- Corporate Management
- Quality Control/Assurance
- Plant Manager
- Food Safety
- Sanitarian/Pest Control
- Lab/Food Technology
- Other



- Food/Beverage Processor
- Food Ingredient Mfg/Supplier
- Food Service/Retail
- Consulting/Pest Control
- Distributor
- Packaging
- Other

INDUSTRY INVOLVEMENT

QA sees industry involvement as critical to its mission to inform and educate the food and beverage processing industry on food safety, quality, and defense. Through the activities of the QA team and our engaged Advisory Board, QA affiliation extends across the food industry segments and supply chain.

In addition to the annual involvement with the Food Safety Summit and International Association of Food Protection (IAFP), QA has participated in, partnered with, or presented at:

- China International Food Safety & Quality Conference
- Food Protection and Defense Institute
- GFSI
- GMA Science Forum
- National Pest Management Association
- PAACO/AMI Meat Plant Welfare Auditor Training Course
- Partnership for Food Safety Education
- Sigma Xi Science Society Food Safety Symposium
- Southern California Food Industry Conference
- Stop Foodborne Illness
- The Hong Kong Polytechnic University Food Safety Consortium Board
- United Fresh Produce Association

Through our Advisory Board, we are affiliated with four universities — Colorado State, Kansas State, Northeastern, and Maryland — and various associations and foundations, including:

- Alliance to Stop Foodborne Illness
- American Council of Independent Laboratories
- American Institute of Chemical Engineers (AIChE)
- American Society for Quality (ASQ)
- Americans for Safe Access
- AOAC International
- ASTM Accreditation & Certification Committee (E36)
- ASTM Cannabis Committee (D37)
- Food Allergy Research and Resource Program (FARRP)
- Global Food Safety Initiative (GFSI) Board
- Global Allergen Bureau
- Institute of Food Technologists (IFT)
- IFT Feeding Tomorrow
- International Society of Beverage Technologists (ISBT)
- IQA
- JIFSAN
- National Cattlemen's Beef Association
- North American Meat Institute
- Northern California Institute of Food Technologists (NCIFT)
- Professional Animal Auditor Certification Organization
- Specialty Food Foundation
- SSAFE
- World Cocoa Foundation

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,
Bigfork, Mont.



Roger Brauningner
Technical Training Consultant,
AZLA WorkPlace Training,
Frederick, Md.



Michael Burness
Head of Global Quality,
Lonza Specialty Ingredients,
New York, N.Y.



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



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



Bradd Eldridge
Director of Quality,
McCain Foods,
Oakbrook, Ill.



Bruce Ferree
Senior Food Scientist, Insight
Food Safety Consulting,
Lodi, Calif.



Temple Grandin
Animal Handling Facility
Designer, Professor, CSU,
Ft. Collins, Colo.



Jorge Hernandez
Vice President of Quality
Assurance, The Wendy's
Company, Dublin, Ohio



Roger Lawrence
President,
Lawrence and Associates,
Timonium, 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.



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



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



Al St.Cyr
President,
ASC Consulting,
Manhattan, Kan.

THE POWER OF PRINT

NEARLY 60% OF QA 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 and sanitation) 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 2020 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 visually compelling and educational.

EXPAND YOUR DIGITAL REACH

PRINT & DIGITAL REACH:

17,115* + 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 25,507 average visits and 67,804 average page views per month*, QA online is one of the most visited sites in the industry.

BI-MONTHLY E-NEWSLETTER

Reaching 13,840 subscribers every other week with an impressive open rate of 31%*, QA's bi-monthly E-Newsletter is the industry's “go-to” source for the latest news and product information.

MOBILE DEVICES

With more than 7,000 sessions per month on average*, QA's 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 2019 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 2020 EDITORIAL CALENDAR

ISSUE TOPICS						
	January / February	March / April	May / June	July / August	September / October	November / December
ISSUE EMPHASIS	<ul style="list-style-type: none"> Traceability for Transparency The Global Supply Chain Sustainability: 30 Years to 2050 Pest Management: Birds 	<ul style="list-style-type: none"> Pathogen Detection & Prevention The Distribution Chain The Labor Market Pest Management: Flying Insects 	<ul style="list-style-type: none"> Allergen Risk Management FDA's "New Era": One Year Later Sanitation: The Nooks and Crannies Pest Management: Supplier Requirements 	<ul style="list-style-type: none"> Employee Hygiene Shifting Consumer Trends & Industry Response Biotechnology: Advances and Constraints Pest Management: Cockroaches 	<ul style="list-style-type: none"> Technology & Food Lab Management Small & Specialty Food Challenges & Solutions Pest Management: Rodents 	<ul style="list-style-type: none"> Food Defense Quality: The Consumer Perspective Foreign Object Detection & Prevention Pest Management: Stored Product Pests
SUPPLEMENT		5 Questions Advertorials			5 Questions Advertorials	
BONUS DISTRIBUTION	Show Issue: Safe Food California	Show Issue: Food Safety Summit	Show Issue: IAFP	Show Issue: NPMA PestWorld		
CLOSE DATE	1/15/2020	3/16/2020	5/15/2020	7/15/2020	9/15/2020	11/16/2020
AD MATERIALS DUE DATE	1/22/2020	3/23/2020	5/22/2020	7/22/2020	9/22/2020	11/23/2020

CONNECT WITH US!

Quality Assurance & Food Safety (QA) magazine addresses the specific needs of quality assurance, food safety, food defense, and lab professionals, as well as sanitarians and management teams working in the food and beverage processing industry. Published bi-monthly, QA features articles that are uniquely relevant to these professionals and applicable on the plant floor. This ensures both strong 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:

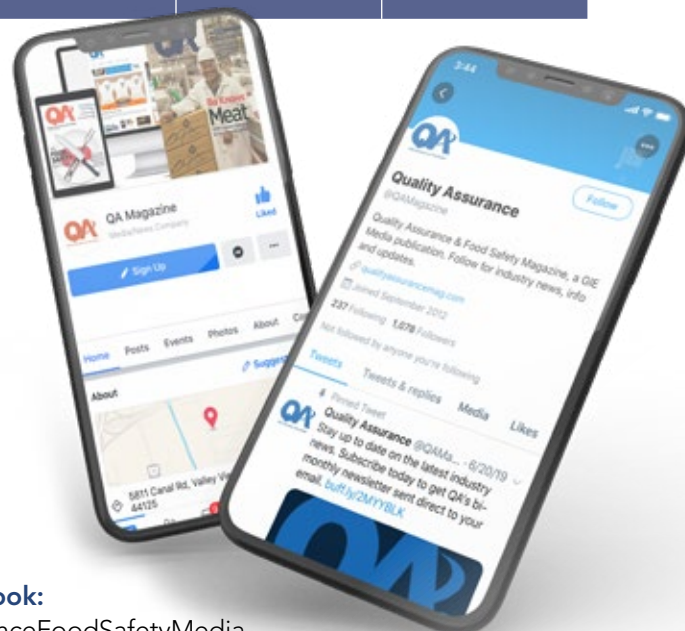
@QualityAssuranceFoodSafetyMedia

Follow us on Twitter:

@QAMagazine

Visit our LinkedIn Company Page:

@Quality Assurance & Food Safety Magazine



QA 2020 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1X	2X	6X	12X
Spread	\$10,116	\$9,036	\$8,498	\$8,242
Full	\$5,055	\$4,522	\$4,249	\$4,121
1/2 Page	\$3,327	\$2,979	\$2,800	\$2,718
1/2 Island	\$2,926	\$2,585	\$2,534	\$2,460
1/2 Standard	\$2,585	\$2,307	\$2,168	\$2,105
1/3 Page	\$1,739	\$1,523	\$1,461	\$1,415
1/4 Page	\$1,305	\$1,160	\$1,095	\$1,061
1/6 Page	\$863	\$764	\$719	\$696

Cover	6X
2 nd Cover	\$5,877
3 rd Cover	\$5,618
4 th Cover	\$6,393
Tip Cover	\$6,556
Belly Band	\$6,753

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-lb. body with 80-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" 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@gjie.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"
1/2 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 3/4"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/4"	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
728x90
\$975
5 units available monthly

MEDIUM RECTANGLE
300x250
\$657
20 units available monthly

HALF PAGE
300x600
\$1,674
6 units available

BOTTOM LEADERBOARD
728x90
\$247

WALLPAPER ADS
\$18,900



STATIC MOBILE BANNER

320x50
\$7,000

CUSTOM EBLAST

\$1,314

NEWSLETTER ADS

FLOATING LIGHTBOX
500x500
\$6,973 available monthly

EXPANDING MEDIUM RECTANGLE
300x250
\$2,095/month Exclusive

MEDIUM RECTANGLE TOP (300x250 pixels)
1x..... 12x..... 24x..... 52x
\$2,186.....\$1,886.....\$1,691.....\$1,492

MEDIUM RECTANGLE BOTTOM (300x250 pixels)
1x..... 12x..... 24x..... 52x
\$1,884.....\$1,687.....\$1,492.....\$1,291

TEXT AD
360x180..... \$2,239

BANNER (468x60)
1x..... 12x..... 24x..... 52x
\$1,461.....\$1,363.....\$1,300.....\$1,133

BOTTOM LEADERBOARD
728x90
1x..... 12x..... 24x..... 52x
\$1,804.....\$1,642.....\$1,492.....\$1,419



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

The QA Media Group Staff

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 2020.

