



PRINT



DIGITAL



MOBILE



SOCIAL



CONTENT
MARKETING



WEBINARS



DATA



VIRTUAL
CONFERENCES



Quality Assurance & Food Safety

Media Planner / 2021

MARKETING IN THE AGE OF COVID-19

New Challenges ... New Opportunities



BE PREPARED FOR 2021 WITH QA

The world has come a long way in the last century, yet with as much change as was seen in the last year alone, some things hold true forever. Take, for example, the striking relationship of the 1907-developed scouting motto "Be Prepared" with today's food industry.

Defined as "always in a state of readiness in mind and body to do your duty," preparedness is just as much a cornerstone of food safety, quality, and defense as it is of scouting. While preparedness was a significant challenge for the unanticipated state of the world in 2020, the food industry's development of "a state of readiness" has enabled it to survive to carry food and beverage producers into 2021.

And at the forefront of that development is QA with its leading media channels, expert affiliates, and market partners. From the regular publication of best practices of leading food businesses – before, during, and eventually after the pandemic – to commentary from prominent industry experts, and advanced products and services from industry providers, QA is the industry's trusted source for surviving today's challenges and thriving into tomorrow.

It is not simply QA's editorial that has engendered the trust and following of the industry, but also the benefit derived 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 to help your food industry prospects and clients stay on the leading edge of readiness in 2021. Contact your QA sales representative — Michael Kelly or Mike Zaverl — today.



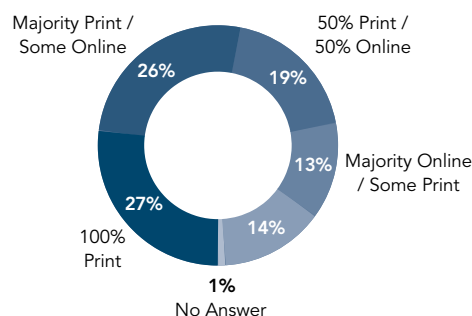
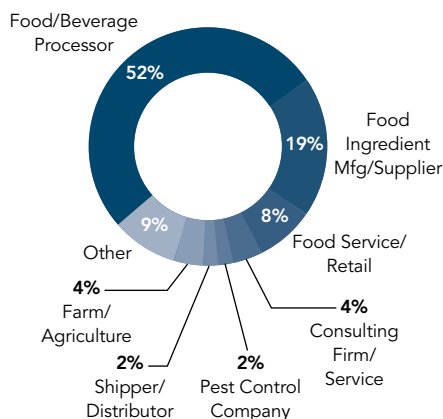
Mike Zaverl
Associate Publisher
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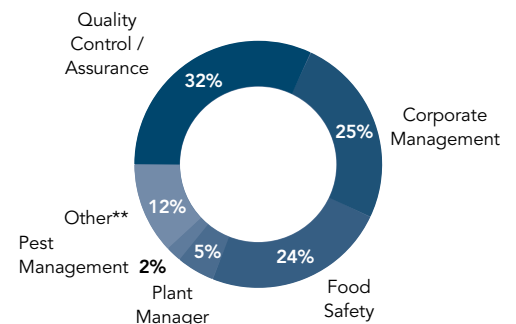
Michael Kelly
National Sales Manager
216-393-0259
mkelly@gie.net

Which of the following best describes how you read *Quality Assurance & Food Safety*?

Type of Business %***



Job Titles***



52%
Food/Beverage Processor



*Source: 2019 QA Readex Study

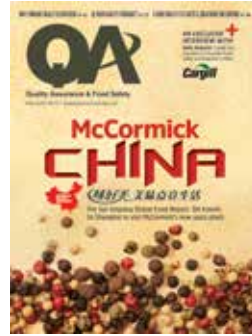
**Includes: other, purchasing/buyer, lab management, food technologists and sanitarians

***Publisher's Own Data, January/February 2020

THESE BRANDS TRUST US, YOU SHOULD TOO



Chipotle
September/October 2020



McCormick China
May/June 2018



Smithfield
June/July 2016



White Castle
September/October 2015



Coca-Cola
March/April 2013



Jack Daniel's
January/February 2012

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.



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Technical Training Consultant
A2LA WORKPLACE TRAINING
Frederick, Md.



Michael Burness
Head of Global Quality,
LONZA SPECIALTY
INGREDIENTS
New York, N.Y.



Jim Campbell
Research Leader & Entomologist
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Manhattan, Kan.



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Assistant Dean
NORTHEASTERN UNIVERSITY
College of Professional Studies
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Oakbrook, Ill.



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FOOD SAFETY
CONSULTING
Lodi, Calif.



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Animal Handling Facility
Designer, Professor
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Ft. Collins, Colo.



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Quality Assurance
THE WENDY'S COMPANY
Dublin, Ohio



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PHILLIPS FOODS
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FOAH INTERNATIONAL
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Global Director of Quality
and Food Safety
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COMPANY
Atlanta, Ga.



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Divisional Vice President
Quality Assurance
ABBOTT NUTRITION
SUPPLY CHAIN
Columbus, Ohio



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

THE ENDURING POWER OF PRINT

58%* OF QA SUBSCRIPTIONS ARE IN PRINT.

Partner with QA magazine to reach your goals and objectives in 2021. Your presence in the print edition of QA will reach our largest audience. We are here to support your efforts through our industry-exclusive solutions while raising the profile of your brand.

CUSTOM OPPORTUNITIES



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 rodent 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 2021 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.

*Source: Publisher's Own Data, January/February 2020

EXPAND YOUR DIGITAL REACH

PRINT AND DIGITAL REACH:

17,418* + 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 44,918 average visits and 81,970 average page views per month**, QA online is one of the most visited sites in the industry.

WEEKLY E-NEWSLETTER

Reaching 23,579 subscribers every week with an impressive open rate of 27.3%***, QA’s weekly E-Newsletter is the industry’s “go-to” source for the latest news and product information.

MOBILE DEVICES

With more than 11,310 users 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.

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.

TMI

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

VIRTUAL
NEW TECHNOLOGIES
IN FOOD PLANT PEST CONTROL
CONFERENCE

NEW!

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.

NEW!

VIRTUAL
EMPLOYEE HYGIENE 2020:
THE STATE OF THE MARKET FOR FOOD FACILITIES
CONFERENCE

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 or service.

QA FACT: READER FOCUS

A 2021 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)

*Source: Publisher's Own Data, January/February 2020

**Source: Publisher's Own Data, January–June 2020

QA 2021

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 Today• The Domestic Food Supply Chain• Food Safety During a Redesign• Pest Management: Cockroaches	<ul style="list-style-type: none">• Pathogen Detection & Prevention• Enhancing Food Quality• Pandemic Lessons Learned• Pest Management: Flying Insects	<ul style="list-style-type: none">• Cleaning & Sanitation• Sustainability• AI, IoT and Other Technologies• Pest Management: Ants	<ul style="list-style-type: none">• Employee Hygiene• Crisis Management• Diversification of Product Offerings• Pest Management: Fall/Winter Prep	<ul style="list-style-type: none">• Allergen Risk Management• Lab Management• Global Food Protection• Pest Management: Rodents	<ul style="list-style-type: none">• Foreign Object Detection & Prevention• Industry Trends• Food Defense• Pest Management: Stored Product Pests
SUPPLEMENT		5 Questions Advertorials			5 Questions Advertorials	
CLOSE DATE	1/15/2021	3/15/2021	5/14/2021	7/15/2021	9/15/2021	11/15/2021
AD MATERIALS DUE DATE	1/22/2021	3/22/2021	5/21/2021	7/22/2021	9/22/2021	11/22/2021

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 2021

RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1X	2X	6X	12X
Spread	\$10,419	\$9,307	\$8,753	\$8,489
Full Page	\$5,207	\$4,658	\$4,376	\$4,245
½ Page	\$3,427	\$3,069	\$2,884	\$2,799
¼ Island	\$3,014	\$2,662	\$2,610	\$2,534
½ Standard	\$2,663	\$2,376	\$2,233	\$2,168
¼ Page	\$1,791	\$1,569	\$1,505	\$1,457
⅓ Page	\$1,344	\$1,195	\$1,128	\$1,093
⅙ Page	\$889	\$787	\$741	\$7176

Cover	6X
2 nd Cover	\$6,053
3 rd Cover	\$5,786
4 th Cover	\$6,585
Tip Cover	\$6,753
Belly Band	\$6,956

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 PCT, 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"
½ Page	4 1/2"	10"
¼ Page Island	4 1/2"	7 1/2"
½ Page Horizontal	7"	4 7/8"
½ Page Vertical	3 3/8"	10"
¼ Page Square	4 1/2"	4 7/8"
¼ Page Vertical	2 3/16"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Horizontal	7"	2 3/8"
¼ Page Vertical	2 3/16"	4 7/8"
¼ 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



WALLPAPER ADS
\$18,900

LEADERBOARD

728x90
\$1,073
5 units available monthly

MEDIUM RECTANGLE

300x250
\$723
20 units available monthly

HALF PAGE

300x600
\$1,841
6 units available

BOTTOM LEADERBOARD

728x90
\$271
25 units available



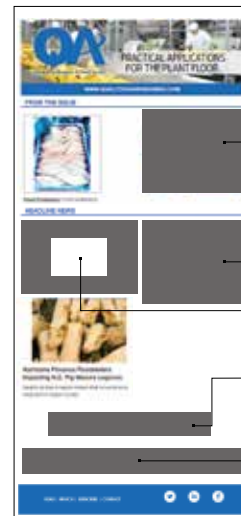
STATIC MOBILE BANNER

360x120
\$7,700

CUSTOM EBLAST

\$1,445

NEWSLETTER ADS



FLOATING LIGHTBOX

500x500
\$6,670.30 available monthly

EXPANDING MEDIUM RECTANGLE

300x250
\$2,305/month Exclusive

MEDIUM RECTANGLE TOP (300x250 pixels)

1x..... 12x..... 24x..... 52x
\$2,405.....\$2,075.....\$1,860.....\$1,641

MEDIUM RECTANGLE BOTTOM (300x250 pixels)

1x..... 12x..... 24x..... 52x
\$2,072.....\$1,856.....\$1,641.....\$1,420

TEXT AD

360x180..... \$2,463

BANNER (468x60)

1x..... 12x..... 24x..... 52x
\$1,607.....\$1,499.....\$1,430.....\$1,246

BOTTOM LEADERBOARD

728x90
1x..... 12x..... 24x..... 52x
\$1,984.....\$1,811.....\$1,641.....\$1,561



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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Digital Dedication

GIE Media continues to invest in digital innovation with the addition of Nick Adams as Director of Digital Audience Engagement. A veteran of this rapidly evolving field, Adams previously served as Head of Marketing for Guinness World Records and Senior Manager of Digital Content for the Cleveland Cavaliers. Prior to joining the Cavaliers, he served as E-News Coordinator for Spurs Sports & Entertainment in San Antonio. Adams is a graduate of Westminster College where he majored in Public Relations, Advertising and Applied Communication.

