

Quality Assurance & Food Safety

2026 MEDIA PLANNER



**PRINT /// DIGITAL /// SOCIAL
CONTENT MARKETING /// DATA
VIRTUAL EVENTS /// FACE-TO-FACE**



Quality Assurance & Food Safety



Jacqueline Mitchell

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Editor

**When you partner
with QA, your
message doesn't just
land — it resonates.**

**Your job is to keep food safe. Our job
is to connect you with the people who
make it happen.**

The food safety and quality assurance industry isn't static — it's constantly evolving. Regulations shift. Supply chains grow more complex. New technologies reshape how we work. And through it all, FSQA professionals are on the front lines, ensuring food is safe, compliant and trustworthy.

That's where Quality Assurance & Food Safety comes in: to deliver the information and insights FSQA professionals rely on to make critical decisions every day.

Our readers aren't casual observers. They're plant managers, QA directors, food safety specialists and executives — the people who set the standards and choose the solutions their companies invest in. They come to QA for practical guidance and actionable insights on topics like FSMA compliance, allergen control, traceability, sustainability and emerging technologies. And they engage with us everywhere: in print, online, in newsletters, through webinars and at in-person events.

What does that mean for you? It means that when you partner with QA, your message doesn't just land — it resonates. Whether you're showcasing a breakthrough in sanitation, introducing a new digital solution or sharing expertise in pest management, QA connects you with decision-makers who trust our content and value our voice.

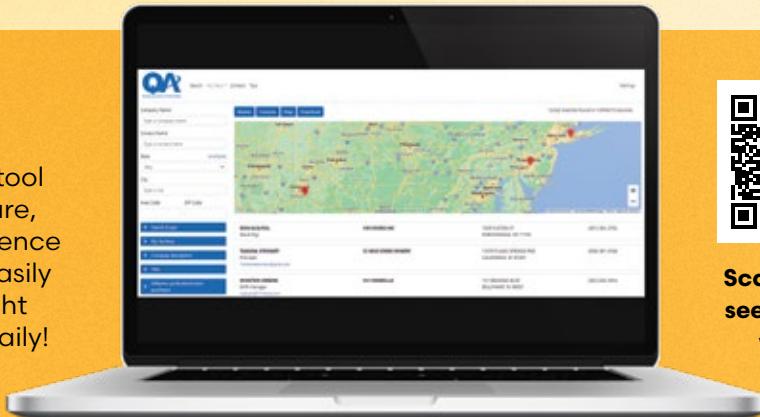
As the industry evolves, partnering with the right platform isn't optional — it's essential. QA can help you reach the decision-makers who matter most with a platform that informs, engages and delivers results.

Let's make 2026 your most impactful year yet.

Target Market Intelligence™ (TMI™)

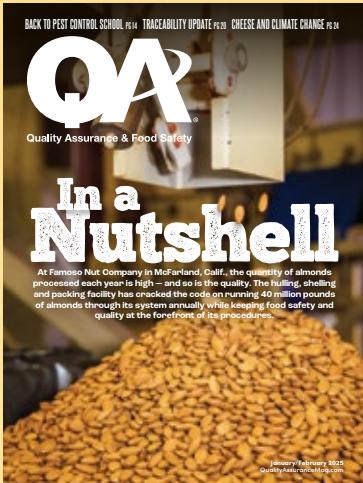
TMI™ is a subscription-based sales and marketing tool predicated on three key elements: dynamic software, thorough data management and proprietary audience information. Identify new business opportunities, easily cross-reference your customer data and gain insight into audience content interests. Data is updated daily!

*Connect with your sales representative for
instant online access.*



Scan here to
see how TMI
works!

Why Print?



80.5%
READERS WHO
DIRECT REQUEST
A YEARLY
QA MAGAZINE
SUBSCRIPTION

Source: Publisher's own data,
September/October 2025

Why Digital?



27%
QA
E-NEWSLETTER
OPEN RATE

Publisher's own data,
September 2025

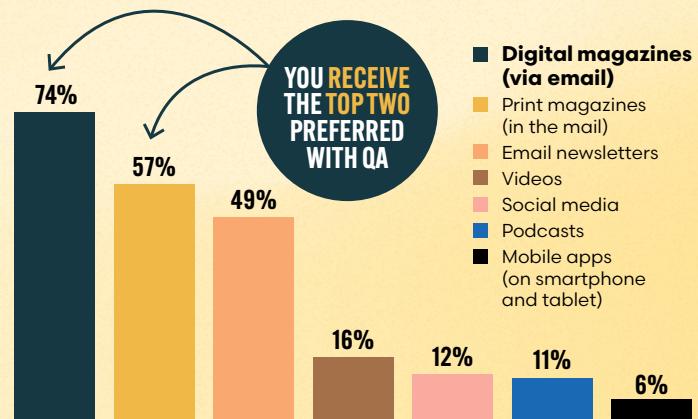
Give your brand a sense of authority unmatched by other platforms when you establish credibility and strength with a presence in print. Print magazines delivered directly to your customers' mailboxes tend to stay visible, both on desks and in homes, continuing to influence purchasing decisions and encouraging readers to take action on advertisements.



Source: Signet Research
Readership & Engagement
Study, July/August 2025

Utilize audience feedback to swiftly refine your message when you partner with QA on digital advertising. Elevate your brand story through virtual events, visuals, videos and more, delivered across the channels your buyers engage with most, and utilize the metrics QA provides to track and measure your campaign performance.

In what ways do you prefer to receive industry news and product information? (Multiple responses permitted)



Source: Signet Research Readership & Engagement Study, July/August 2025

Unmatched Access To Industry Decision-Makers

TOTAL UNIQUE SUBSCRIBERS	AVG. E-NEWSLETTER SUBSCRIBERS*	AVG. WEBINAR REGISTRANTS
17,500	26,342	468
AVG. WEBSITE USERS	TOTAL SOCIAL MEDIA FOLLOWERS**	TOTAL AUDIENCE REACH
56,069	35,154	135,533

Publisher's own data, January-June 2025; *September 2025; **As of Sept. 5, 2025

Magazine Subscribers

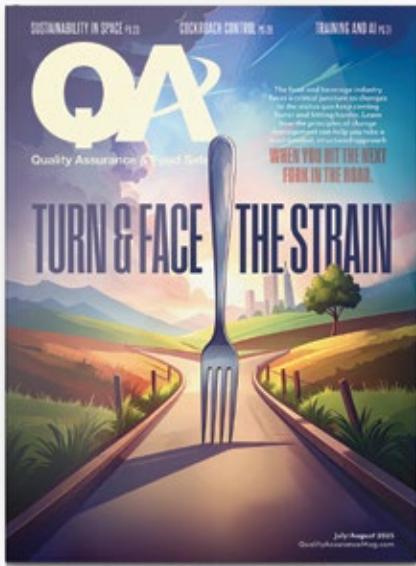
PRINT	DIGITAL
9,117	12,125

Print and Digital Magazine Subscribers by Title

QUALITY CONTROL/ ASSURANCE	CORPORATE MANAGEMENT	FOOD SAFETY	PLANT MANAGER	SANITARIAN
4,070	9,145	2,172	677	182
PURCHASING/ BUYER	PEST MANAGEMENT	FOOD TECHNOLOGIST	LAB MANAGER	OTHER
242	477	123	104	317

Source: Publisher's own data, September/October 2025 issue

The Power of Integrated Marketing



QA Magazine

The print and digital versions of QA magazine are the two primary ways food safety professionals want to consume industry news and product information, reaching 9,117 in print and 12,125 via the QA digital edition.

NEW IN 2026,
Faces of Food Safety Support
video



Faces of Food Safety Support

Stand out by highlighting someone within your organization who provides the highest-quality service or products to support your customers. Includes a full page with a photo and a write-up of this individual and what their objectives are for your company and customers.



Problem Solvers

This special supplement focuses on how your company and products can help the food processing and beverage markets solve key issues. Own an exclusive one-page advertorial. The supplement also includes a Problem Solvers Spotlight e-blast.



State of the Market Reports

Devoted to key vertical market segments (i.e., rodent control, sanitation, etc.), these special reports allow product suppliers to stand out from the competition as a market leader and feature exclusive research.



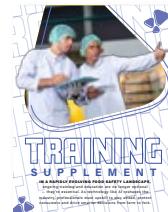
University Spotlight

The March/April 2026 University Spotlight will provide colleges and universities an opportunity to highlight their programs and degrees that touch the food and beverage markets, focusing on what sets their offerings apart.



10 Things to Know

The 10 Things to Know advertorial spread, which appears in the print and digital editions, provides QA advertising partners a unique position to combine educational and sales content. Includes a full-page ad!



Training/Continuing Education Supplement

Training and continuing education are a must in any market, especially in food and beverage. QA offers clients with training and/or continued education offerings an opportunity to tell their story in this July/August supplement.



NEW IN 2026,
5 Questions
video

5 Questions

In this high-impact advertorial product, your representative is featured as an industry expert on a topic of interest to our readers, facing your full-page ad. 5 Questions is now also available as a paid custom e-blast!



Sanitation Supplement

In the September/October issue, QA will feature a sanitation supplement around sanitation and hygiene trends in food safety. Additionally, each advertiser will be included in the product guide.



Why I Chose

QA will provide suppliers the opportunity to showcase why their customers choose them to work with. Exclusive by category (i.e., sanitation, pathogen detection, allergens, etc.)



Dairy Supplement

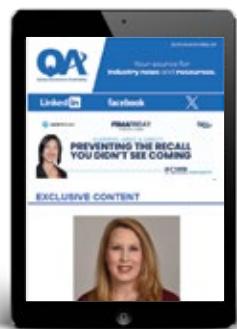
NEW in 2026, QA will launch a dedicated supplement delivering in-depth coverage of food safety and quality issues shaping the dairy industry – from processing and packaging to regulatory compliance and innovation.

Build credibility and enhance your brand with a permanence and authority that is **UNMATCHED BY OTHER PLATFORMS.**



Website

QA offers the highest-level content, education, news, multimedia and more with qualityassurancemag.com. With 56,069 monthly users*, the QA website is a destination where you want to be seen.



E-Newsletter

Our weekly newsletter puts your message directly into the inboxes of 26,342 decision-makers* on a consistent basis.



Billboard and Lightbox Ads

Billboard and lightbox ads have consistently provided the highest visibility, impressions and clicks on the QA website. Each position offers limited ad units, providing maximum exposure.



NEW Video Ads

QA is offering video positions on our editorial videos by month. This video will run for 10 seconds before offering to skip to the QA editorial content.



NEW Client Webinar Promotions

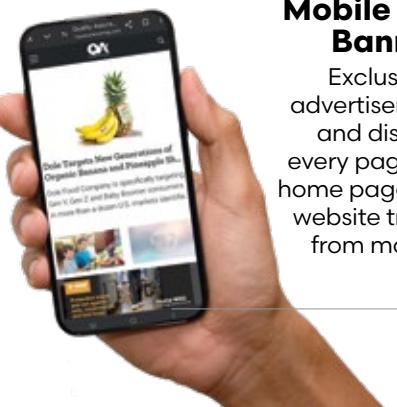
This promotional package is for clients who host their own webinars, providing extended reach via the QA e-blast list, the QA e-newsletter list and promotions on the QA website.

*Publisher's own data,
January-June 2025



NEW Online Navigation Ad

This new high-profile position is located on the QA website navigation drop down menu. This position offers visibility in the second-highest viewed position on the QA website. Exclusive to one advertiser per month.



SOCIAL MEDIA



35,154 followers**

**As of Sept. 5, 2025

Virtual Events

QA Business Booster Sponsorship

- 45 minutes from QA's speaker and 30 minutes from the sponsor
- All leads and a recording are provided to the sponsor
- Archived on QA website

Webinar

- 1-hour client webinar
- All leads and a recording are provided to the sponsor
- Archived on QA website

Virtual Conference

- Sponsored educational sessions
- All leads are provided to the sponsor
- Archived on QA website

Powerful Marketing Opportunities

- Custom E-blasts
- Sponsored Videos
- Sponsored Podcasts
- Custom Sponsorships

QA Custom Media Services

QA Custom Media is QA's content marketing arm, providing custom content for companies serving the industry. QA's talented group of writers, designers and content marketers create specific messaging that's valuable and that communicates directly with your customers, driving profitable growth for your business.

Mobile Adhesion Banner Ad

Exclusive to two advertisers per month and displayed on every page except the home page. 32% of QA's website traffic comes from mobile users.



2026 EDITORIAL CALENDAR, RATES & SPECIFICATIONS

ISSUE TOPICS						
	January / February	March / April	May / June	July / August	September / October	November / December
Issue Emphasis	<ul style="list-style-type: none">TraceabilityFood Safety CulturePartnering with Pest Management Providers	<ul style="list-style-type: none">AllergensDairyPest Management: Flying Insects	<ul style="list-style-type: none">Pathogen Detection and PreventionRecall ManagementPest Management: Research	<ul style="list-style-type: none">Pet Food SafetySustainabilityPest Management: Cockroaches	<ul style="list-style-type: none">Hygienic DesignIngredients and AdditivesPest Management: Rodents	<ul style="list-style-type: none">Technology Advancements in Food SafetyLabeling and PackagingPest Management: Stored Product Pests
Supplement		<ul style="list-style-type: none">5 Questions University SpotlightAllergen Product Guide	<ul style="list-style-type: none">Faces of Food SafetyPest Management Product Guide	<ul style="list-style-type: none">Training/Continuing Education SupplementAd Readership/Brand Awareness Study	<ul style="list-style-type: none">5 Questions Sanitation Supplement	<ul style="list-style-type: none">Problem Solvers
Close Date	12/19/2025	2/23/2026	4/24/2026	6/22/2026	8/24/2026	10/23/2026
Ad Materials Due Date	1/7/2026	3/2/2026	5/1/2026	6/29/2026	8/31/2026	10/30/2026

Advertising Terms and Conditions

These Advertising Terms and Conditions ("Terms") govern all advertising placements ("Advertisements") with GIE Media, Inc. ("GIE Media") through its Publications ("Publications"). By submitting an insertion order or request for advertising, the advertiser ("Advertiser") agrees to be bound by these Terms.

1. Acceptance of Advertising

All advertisements are subject to review and approval by GIE Media. GIE Media reserves the absolute discretion to reject or cancel any Advertisement, insertion order, or space reservation at any time for any reason.

2. Advertising Materials

Advertiser shall provide all advertising materials in accordance with GIE Media's specifications and deadlines. If materials are not received by the specified deadline, GIE Media reserves the right to run previously submitted materials.

3. Rates and Changes

Advertising rates are subject to change upon notice. Any rate protection shall apply only to confirmed insertion orders in effect prior to such change.

4. Positioning

Advertising placement and positioning are at the discretion of GIE Media unless a specific position is agreed upon in writing and confirmed in the insertion order. Premium positions may incur additional fees.

5. Cancellations

Cancellations must be submitted in writing and received by GIE Media before the issue close date. Cancellations received after the deadline may result in full charge for the reserved space.

6. Advertiser Warranties

Advertiser represents and warrants that:

- They have full legal right to use all content, trademarks, and materials submitted.
- The Advertisement complies with all applicable laws and does not infringe any rights of any third party.
- The Advertisement is not false, misleading, or defamatory.

7. Digital Advertising

For digital advertisements, GIE Media does not guarantee impressions, clicks, or other performance metrics unless explicitly agreed to in writing. Tracking reports, when applicable, are provided as-is and without warranty.

8. Payment

Payment for all advertising is subject to the rates in the applicable Order Form and due 30 days from date of invoice unless pre-paid. Any discounts are voided if payment is not received when due. Contract advertisers will be short-rated to the appropriate rate if the agreed advertisements are not placed within 12 months from first contracted insertion. If an Order Form is submitted by an Agency on behalf of Advertiser, the Agency warrants

and represents that it has full right and authority to submit the Order Form on behalf of Advertiser and that all legal obligations arising out of the placement of advertisement will be binding on both Advertiser and Agency. Advertiser and its Agency, if applicable, will be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on Advertiser's behalf. Advertiser authorizes GIE Media, at its election, to submit any bill to Agency, and such submission will be due notice to Advertiser of the bill and this manner of billing will not impair or limit the joint and several liability of Advertiser and Agency.

9. Errors or Omissions in Advertisements

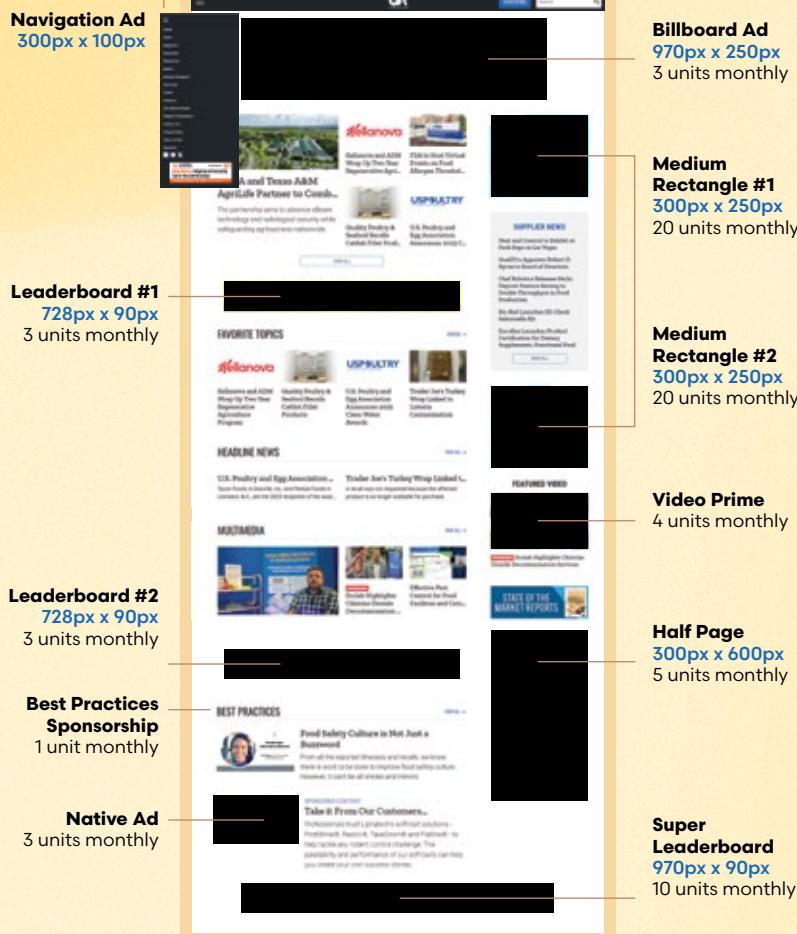
GIE Media is responsible only for errors or omissions caused by GIE Media's printing or production process if an ad is significantly different from the furnished, valid proof, and GIE Media will issue a make-good insertion. GIE Media's liability is limited to credit equal to the amount paid for the ad space that contained the error/omission. Errors/omissions must be reported to GIE Media in writing within 60 days of publication. GIE Media will not be liable for any consequential, indirect, incidental, punitive, special, or exemplary damages, whatsoever, including without limitation, damages for loss of profits, business interruption, loss of information and the like in connection with any Order Form or these Terms. GIE Media is not responsible for the content of advertising. Opinions stated in advertising are solely those of the Advertiser (or Agency, if applicable).

2026 DIGITAL EDITORIAL CALENDAR

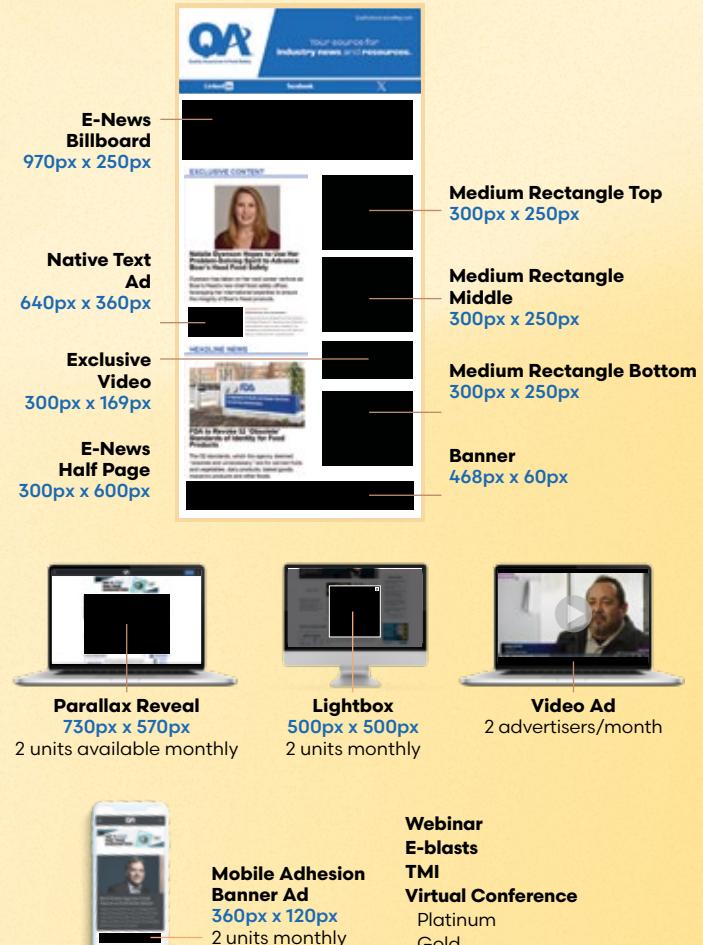
JANUARY	Traceability	FEBRUARY	Food Safety Culture	MARCH	Allergen Control	<b april<="" b="">	Dairy Industry
	Partnering with Pest Management Pros		Partnering with Pest Management Pros		Pest Management: Flying Insects		Pest Management: Flying Insects
MAY	Pet Food Safety	JUNE	Ingredients and Additives	JULY	Pathogen Prevention	AUGUST	Recall Management
	Pest Management: Research		Pest Management: Research		Pest Management: Cockroaches		Pest Management: Cockroaches
SEPTEMBER	Sanitation and Hygiene	OCTOBER	Sustainability	NOVEMBER	Technology Advancements in Food Safety	DECEMBER	Labeling and Packaging
	Pest Management: Rodents		Pest Management: Rodents		Pest Management: Stored Product Pests		Pest Management: Stored Product Pests

DIGITAL RATES AND SPECIFICATIONS

WEBSITE (HOME PAGE)



E-NEWSLETTER



QA Media Group Staff

Executive & Sales



Jodi Dorsch
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Mike Zaverl
Associate Publisher
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19 Years



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1 Year



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5 Years



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Conference, Production & Audience Development



Maria Miller
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mmiller@gie.net
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28 Years



Lindsey Vande Velde
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216-393-0307
2 Years



Lori Skala
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32 Years



Jeanine Ortiz
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216-393-0334
8 years



Kaitlin Plazak
Audience Development Associate
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216-393-0287
4 years



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