



The smart, credible way to reach South Africa's foodbev industry



www.foodnet-sa.co.za

FoodNetSA brings together South Africa's four leading online media in the FMCG food-beverage space to offer marketers exceptional breadth and depth of reach to our combined audience.

Advertisers are offered an online audience of around 75 000 people in the sector viewing 250 000 pages every quarter. With our attractive network discount model for ads, reaching this key target market is now both easy and affordable.

The FoodNetSA network comprises:



www.foodstuffsa.co.za

FOODStuff SA and DRINKStuff SA are popular 'digital foodbev industry trade mags'; comprising two cherry-picking and agglomerating websites, as well as a joint bi-monthly e-newsletter service. They are designed do the hard work for foodbev industrialists: 'We hunt down the latest foodbev news and trends so you don't have to!'

Founded and published by long-time food industry editor, Brenda Neall, their content is relevant, topical, intelligent, informed, provocative they thrive on cutting-edge news, trends and expert commentary and insights.

Online for over ten years now, the sites are a huge repository of SA and global foodbev news and history – invaluable tools for anyone researching trends and innovation.

Outstanding Google ranking: Both websites rank highly on Google searches; always in the top results on the **first page of Google searches** for a host of common foodbev search terms such as "SA food industry news", "SA food trends", "drinks industry news South Africa" etc.

This is the very pinnacle of search engine optimisation! Why does this matter? Because research shows that 75% of people will never scroll past the first page on a Google search.

All foodbev industry advertisers and news makers featuring on FOOD-DRINKStuff SA thus benefit from this critical SEO advantage. In hitting on FOOD-DRINKStuff SA, viewers will then find your marketing message.



www.foodfocus.co.za

A one-stop, digital food compliance hub, providing the local foodbev industry with the resources needed for all aspects of food safety and quality assurance.

We cover six key areas: Food Safety; Quality; Environment; Occupational Health and Safety; Corporate Social Responsibility; Risk and Governance – across the entire food supply chain.

Drawing on local and international experts, Food Focus offers articles, news, webinars, infographics, white papers and legislation relevant to all stakeholders in the food world.

Another important aspect of our offer is non-digital – in the hosting and organising of training and information workshops and seminars.

Food Focus is a fast-growing networking platform; we connect users with the right service providers and solutions to ensure food compliance and risk mitigation for their organisation.



www.fbreporter.co.za

Food & Beverage Reporter (F&BR), South Africa's leading to B2B magazine for the sector, celebrates its 25th anniversary this year. With in-depth coverage of local and international developments across the foodbev and allied industries, the magazine reaches thousands of decision-makers countrywide in its print and digital formats.

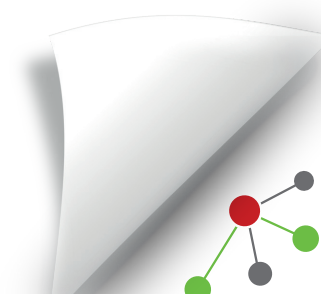
F&BR also carries a specialist Packaging & Processing Reporter section in each issue, exploring technology, ideas and trends in these key segments of the food chain.

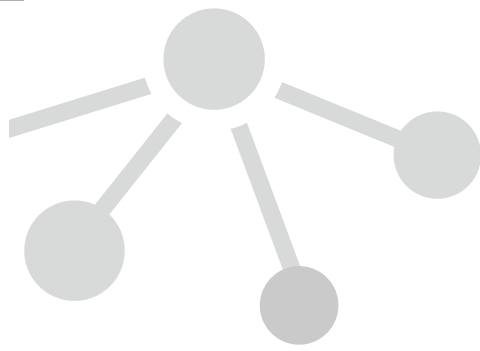
Our website at www.fbreporter.co.za offers a digital version of the magazine in both flip mag and downloadable pdf formats.

In March each year, F&BR's annual Supplier Guide is published (in print and online). It's the industry's essential supplier 'bible'.



www.drinkstuff-sa.co.za





Current pricing model!



FoodNet SA offers a very attractive pricing model that will provide optimum exposure for your brand.

Feature a banner ad, 300 x 300 pixels, to run 'above the fold' across the four websites within FOODNetSA – at a 25 - 30% discount to going rates:

- One - three months: R5 625 pm
- Six - 12 months: R5 345 pm

Other banner sizes subject to quote.

Extending your reach via editorial, flyer and social media

All four members of FOODNetSA are in regular contact with their audience or specific 'tribe' via regular email newsletters and sponsored mailers; ongoing communication that enhances their credibility and value, as well as driving traffic to their respective websites.

These communications reach the following number of email recipients:

- FOOD-DRINKStuff SA – 7,800+
- Food & Beverage Reporter – 8,100+
- FoodFocus – 3,000+

Further, the social media reach – via Facebook, Twitter and LinkedIn – offered by the member companies is extensive, further ensuring your exposure to the marketplace.

As B2B media, FOODNetSA members offer the opportunity of sponsored editorials: publishing your news, success stories, new products or services, white papers, opinion pieces and so on to a large and targeted audience.

Contact us for more on attractive rates for **sponsored editorials** and **email flyers**, individually or across all four websites.

Need to find out more information:

Contact us: info@foodnetsa.co.za

Or call:

FOOD-DRINKStuff SA: Brenda Neall - 073 352 8318

F&BR: Bruce Cohen - 083 454 1857; * Wendy Breakey - 083 653 8116

Food Focus: Linda Jackson - 083 274 4003 * Bridget Day - 076 314 5500