



FOOD WEEK

Media Kit 2009

FOODWEEK.com.au & FOODWEEK.co.nz

*All the food news from Australia &
New Zealand in one place.*

Why advertise on FOODweek Online?

Achieve targeted and effective exposure

Enjoy high visibility on a reputedly-branded website

Get value for your advertising dollar

About FOODweek Online

FOODweek has been a trusted and independent source of news, information and analysis on Australia's food and grocery industry for over 30 years.

FOODweek Online brings the convenience of a new era, providing instant and constant access to industry-specific daily news, feature articles and useful business tools.

It's the first port of call for information on the entire food industry – from gate to checkout.

New products, marketing trends, retailing, technology, business news and processing innovations, regulatory information and the very latest research and food science findings are just some of the website's features.

Manufacturing, foodservice, franchising, retailing ... FOODweek Online provides a cache of knowledge at your fingertips, informed by the expertise of specialist journalists and respected industry experts.

Who uses FOODweek Online?

The food and grocery industry's decision makers – those people who sign the cheques – are frequent visitors to FOODweek Online. In fact, free daily emailed news briefs link subscribers to the website every day.

How many people visit us every month?

- 55,000 visitors who altogether browse more than 99,000 pages.
- Daily newsletter sent out to more than 6,000 active email accounts.

Advertising Prices:

Daily News Alerts:

Leaderboard	728X90	Fixed	\$1,200
Island	250X250	Fixed	\$1,400
Tower	160X600	Fixed	\$1000

FOODweek Online is updated on a daily basis to ensure they're up to date on the crucial issues that affect their business and to learn and gain insight into their fast-moving industry.

*Please note: Ads on the alert must be either JPEG, GIF or Animated GIF files

Website:

Rotating on all website pages		
	cpm	
Leaderboard 728 x 90	\$40	
Tower 160 x 600	\$35	
Island 250 x 250	\$40	
Entire website fixed cost banner		
	1 month	3 month
Banner 160x90		
Fixed	\$1050	\$2850

What is CPM - Paid advertising by which the advertiser is billed based on the number of times an ad is seen by a consumer. CPM relates to 1,000 impressions. Therefore, if the CPM cost is \$40, you are paying 4 cents every time your ad has been displayed. \$4,000 will give you 100,000 impressions.

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*If designing in flash please read our click tag manual [here](#)

*Please note that Outlook 2007 does not allow to view flash movies or animated gif.

We recommend designing an animated gif and making sure that the first frame of the animation has all the messages you want to put forward so that those who cannot see the animation will see a full static ad.

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RICH MEDIA

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LATEST NEWS

Drought not the biggest factor in food price rises



The National Farmers Federation, in its submission to the ACCC's inquiry into grocery prices, says drought is not a big factor in rising food prices.

Out of stocks a massive problem



A survey by Australia's biggest supermarket stocking and marketing agency, The Bailey Group, has found one in four supermarkets is consistently out of stock.

Bakers Delight offers \$150,000 in sports grants



Bakers Delight will launch its \$150,000 Top Sports Club Grants program on July 17, offering financial support to grassroots sporting groups across the country.

McDonald's is looking for its very own 'Idol'



McDonald's has launched an international singing contest among its employees with a cash prize of US\$25,000 (A\$26,600) for the winner.

NSW food prices relief still a way off



While the National Farmers Federation claims drought is not the over-riding factor in higher food prices, new figures for last month show that over 40% of NSW remains in drought.


EuroShop 2008 Highlights seminars coming soon



The latest innovations in retail from around the world will be presented at EuroShop 2008 Highlights Breakfast seminars in Sydney and Melbourne.

[Click here for full list of stories](#)

Features



Famous names are boosting US wine and spirit sales




Veggies help fight bladder cancer



Circle of life: the perfect recycling concept?



Large Australian contingent finds plenty of inspiration at EuroShop 2008



Convenience, wellness & fitness: 3 can go into one

250 x 250 Island

Fast stories

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What is FOODweek?

Free daily news alerts

FREE Daily News Alerts

Columns

Fair Margin
By David Blackburn

Grocery Inquiry unlikely to provide much food for thought

Online Shopping

Retail Books
pensinc.com.au

Services

- > Advertise Online
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- > Search
- > Events
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Retail Services Directory

RETAIL SUPPORT

Useful Information

- > Using our site
- > The Food Industry
- > Food Industry website ranking

Our Publications

- > FOODweek
- > FOODweek Directory
- > NZ Food Daily
- > Inside Retailing Weekly
- > Inside Retailing Magazine
- > Inside Retailing Directory

Businesses for Sale

Keywords:

Any location

Any industry

Any investment level

All opportunities

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Job Search

Keywords:

Any industry

160 x 90 Banner

160 x 90 Banner

160 x 90 Banner

160 x 600 Tower

Find your next staff member on SEEK.



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[NZ dairy co seeks \\$100m for expansion](#)



[New sugar less bad for you](#)



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160 x 600
Tower

Have you got a scoop for us? Send it to:
kiren@octomedia.com.au

Enjoy reading - feedback welcome,
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