

READERSHIP MATTERS

EDITORIAL LEADERSHIP Food In Canada Magazine

With 70 years of experience **Food In Canada** is recognized as the voice of the food and beverage processing industry in Canada! Our relationship with industry leaders across all sectors of the market enables **Food In Canada** to be the industry authority on all aspects of food and beverage manufacturing. We take our readers from gate to plate, with an expert editorial team that delivers comprehensive and insightful analysis of key industry concerns including: Regulatory Affairs & Nutritional Labelling, Food Law, HACCP, Workplace Health & Safety, Packaging & Processing Technology, Logistics & Transportation, Ingredient Technology, Consumer Trends, New Product Launches ... and much, much more.

WHO READS Food In Canada Magazine

We deliver key decision-makers in Canada's \$73 billion food & beverage processing industry:

- 9,900 CCAB/BPA audited National Circulation
- 1,100 additional copies to CIFST (Canadian Institute of Food Science & Technology)
- 1,500 additional copies to the foodservice and research chef membership of the CCF (Canadian Culinary Federation) for quarterly supplements in Jan/Feb, April, June & July/August issues
- Total circulation 12,500 across Canada
- Read by over 22,000 key industry personnel coast to coast (2.3 readers per issue)
- 42% President, CEO and GM
- 21% Food Technologist/Product Development & Corporate Chef
- 13% Sales & Marketing
- 8% Quality Control & Technical Management
- 17% Plant & Production Management

PARLEZ-VOUS FRANCAIS? Accent Alimentaire Sur Le Québec!

Food In Canada's quarterly Quebec supplement, **Accent Alimentaire Sur Le Québec** speaks to Quebec processors in a language they understand and respect. Consumers drive the markets differently in Quebec and our unique French-language supplements provide in-depth coverage of issues and concerns specific to Quebec processors. We provide a focused editorial environment, allowing suppliers to give highly targeted sales support to Canada's second largest food and beverage processing sector! **Accent Alimentaire Sur Le Québec** appears in our March, May, September and Nov/Dec. issues.

QUARTERLY SUPPLEMENT Research Chefs In Canada

BONUS CIRCULATION!

Launched in June 2006, our **Research Chefs in Canada** supplement continues to receive rave reviews. Published quarterly in the Jan/Feb, April, June & July/August issues, as a special supplement within **Food In Canada**, **Research Chefs In Canada** concentrates on how industry chefs help to anticipate consumer trends, develop new R & D formulations, improve ingredient applications, and create new products. **Research Chefs In Canada** provides information for the *entire* product development team!

