SQFI SmartBrief

2025 Media Kit

BROUGHT TO YOU IN PARTNERSHIP WITH:



Food Safety SmartBrief is a subscription only news service dedicated to informing food safety and quality management professionals of the news shaping their industry. Developed in exclusive partnership with the Safe Quality Food Institute, it provides a thrice weekly summary of essential industry news for our subscribers and tailors effective marketing opportunities for our advertisers.

Our Subscribers









Recent Advertisers





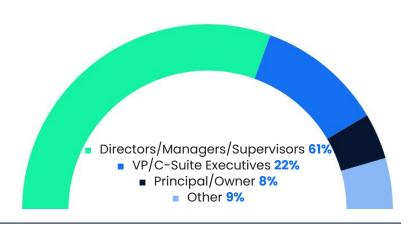


Statistics

Subscribers



Position Level



Contact

Chris Warne, Managing VP of Sales (646) 984-6562 christopher.warne@futurenet.com

2025 Pricing

Display & Native Advertising

Above-the-Fold Takeover (Billboard + News 1)	\$1,500/issue
■ Billboard	\$1,200/issue
■ News 1	\$1,200/issue
News 2	\$1,200/issue
News 3	\$800/issue
■ Featured Content	\$1,200/issue
SmartSocial	\$35 CPM
■ 5x minimum on Display & Native Advertising	
News Section ads include the Rectangle-Text Ad or Video-Text Ad	
 Upgrade any news section placement to a Video-Text ad for a premium 	

■ View Food & Beverage Industry Media Kit

Exclusive Opportunities

Special Report Single Issue	\$4,000
■ Dedicated Send	\$5,000
Spotlight	\$5,000
Year in Review	\$4,000





SIGN UP - SHARE

FOOD SAFETY NEWS

FDA updates webpage on priorities for Foods Program

The FDA has published a new page on its website detailing its plans to publish 22 Foods Program regulations by October 2024, including rules for imported foods and nutrient content claims, as well as three longer-term action items on color and food additives to be released at a later date. The FDA also added several new guidance topics to its proposed list, including on disruptions to the manufacture of infant formula, action levels for lead in baby food and additional information on the Food Traceability Rule. Full Story: Food Safety Tech (1/30)



Risk Assessment is Critical for SQF Compliance Compliance with the SQF standard is a key goal for

compliance with the Sur's standard is a key goal to suppliers and producers in the food industry, and having an efficient risk assessment process can help achieve this. NSF's expert Geoff Farrell explains key concepts and processes for effective risk assessment at your organization. Read Now





Contact

Chris Warne, Managing VP of Sales (646) 984-6562 | chris Warne, Managing VP of Sales

