

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

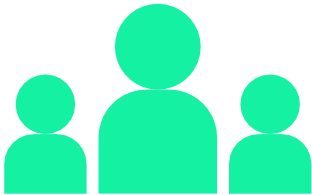


Recent Advertisers



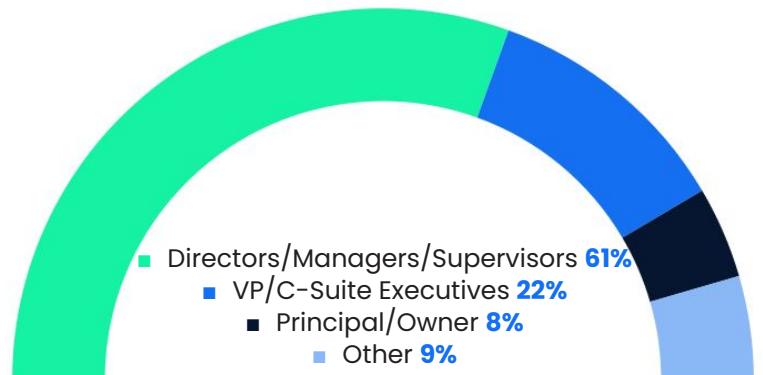
Statistics

Subscribers



48,500

Position Level



Contact

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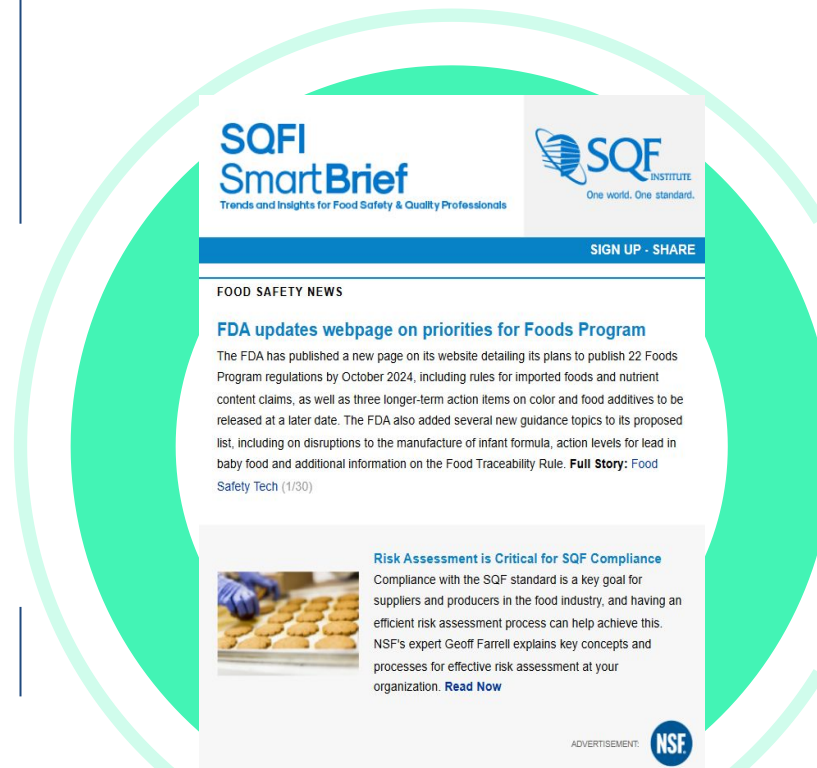
2025 Pricing

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



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