



just
food

just-food

media pack

2020 Edition



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**just-food helps
packaged food
professionals
grow their
business”**

just-food can help your business, and you, achieve your marketing objectives.

Dear advertiser,

In the food industry, everyone is looking for a competitive advantage. Here at just-food, we have made it our mission to help packaged food professionals make the right decisions and formulate successful business strategies. To deliver on this promise, we've spent lots of time listening to customers and have already started to reflect what we have learnt on our site. By doing so, we have been able to analyse and share opportunities for growth with more than 95K of our loyal users. With 64% of the food companies in the Forbes 2000 list of the world's leading companies using just-food as part of their competitive intelligence, we offer you the perfect place to showcase your product and influence the industry. Together, just-food can help your business, and you, achieve your marketing objectives.

Dean Best

Managing editor, just-food

www.just-food.com



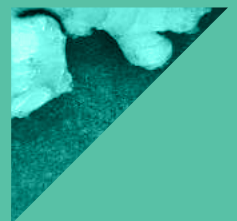
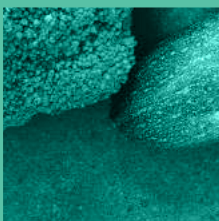
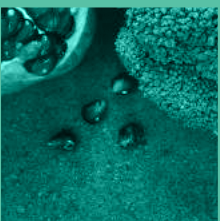
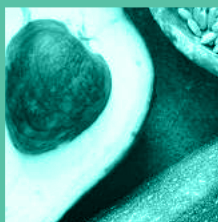
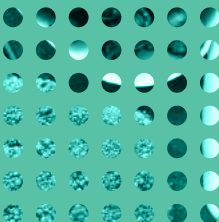
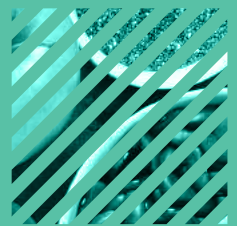
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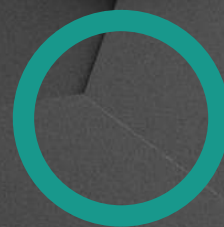
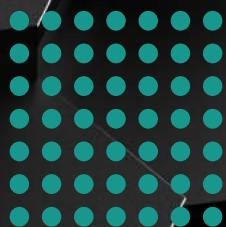
**just-food's monthly
users would fill
the Royal Albert
Hall more than 16
times over"**

Main Sectors

just-food's content is segmented into different thematic sections.

Key areas of the site include our continually updated news section, exclusive food executive interviews, expert comments & analysis and our sponsored Thought Leaders section.





01

News

02

Comment & Analysis

03

Retail Roundup

04


Hot Issues

05

Thought Leaders

Coverage by Topic

just-food covers the complete packaged food industry. Generally, our editorial team focuses on the following themes:



01 Mergers & Acquisitions

A horizontal banner with a background image of two people shaking hands. The number '01' is in a teal square on the left.



02 Emerging Markets

A horizontal banner with a background image of a server room with glowing blue and green lights. The number '02' is in a teal circle on the left.



03 Financials

A horizontal banner with a background image of a financial chart with red and blue lines. The number '03' is in a teal square with a dot pattern on the left.



04 Private Label

A horizontal banner with a background image of several metal cans. The number '04' is in a teal triangle on the left.



05 NPD & Innovation

A horizontal banner with a background image of a network diagram with glowing nodes. The number '05' is in a teal square with diagonal stripes on the left.



06 Sustainability

A horizontal banner with a background image of a green plant growing. The number '06' is in a teal circle on the left.



07 Food Safety

A horizontal banner with a background image of a person in a lab coat and mask working in a lab. The number '07' is in a teal square with a dot pattern on the left.



08 Retailers

A horizontal banner with a background image of a person holding a smartphone in a grocery store. The number '08' is in a teal triangle on the left.



09 Advertising & Labelling

A horizontal banner with a background image of a person holding a product in a store. The number '09' is in a teal circle on the left.



10 Multi-channel

A horizontal banner with a background image of a person using a tablet. The number '10' is in a teal square with diagonal stripes on the left.

World Coverage

just-food is the food industry website with a truly global reach. With a 38% increase in users year-on-year, just-food remains the prime media outlet for marketers seeking to reach food executives worldwide.

Total Audience



Audience by region



Source: Google Analytics February 2019

Editorial Team

Dean Best

Managing Editor

Dean is just-food's managing editor, leading the site's daily news and insight output. He regularly gains exclusive access to the industry's leading CEOs, including Danone's Emmanuel Faber, Cranswick's Adam Couch and Greencore's Patrick Coveney. He has featured in national and international broadcast and print titles like the BBC, France 24 and Time magazine.

Andy Coyne

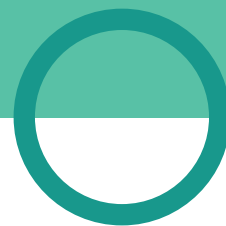
Deputy Editor

Andy Coyne, who has been just-food's deputy editor since July 2017, has more than 30 years' journalism experience, with a particular focus on business and financial journalism. Roles he has secured include editing Portfolio International and Investment International, working as news editor for Financial Adviser and regional features editor for Estates Gazette, amongst others. During spells freelancing, his work has appeared in publications all over the world including The South China Morning Post, The Times of India and The Gulf Times.

Simon Harvey

News Editor

Simon Harvey is a journalist with a 17-year track record in financial news covering Asian and European markets from offices in Singapore, Malaysia and London. Simon joined just-food as an editor in July 2017 after more than 12 years writing content for Bloomberg, dedicated to foreign exchange and bonds. He was previously a capital markets and economics editor at Dow Jones.



Ben Cooper

Contributing Editor

Ben Cooper is just-food's contributing editor and specialises in business ethics, corporate social responsibility, policy and sustainability. Ben has written in-depth Management Briefings on the Fairtrade market, the use of food colourings, sponsorship, and environmental issues. He holds MAs from Cambridge University and the University of London, respectively in social and political sciences and social Policy.

Dr Peter Peverelli

Regular Contributor

Dr Peter Peverelli has been researching the Chinese food & beverage industry for over thirty years. Whilst working at Gist-brocades N.V. he moved to China, and then worked as a consultant, advising European companies in their long-term relations with Chinese partners. In 2001, whilst continuing his consulting practice, Peter joined the Vrije Universiteit Amsterdam, and in 2012 he founded the VU China Research Centre where his research into Chinese entrepreneurship continues. He regularly publishes about the Chinese food and beverage and nutrition industries at his blog chinafoodingredients.com. Peter holds two PhD's, one covering French business developments for the English-language press.

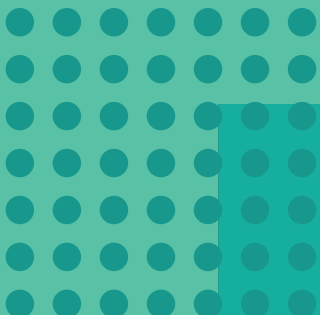
Keith Nuthall

Regular Contributor

Keith Nuthall is an experienced journalist specialising in international organisations, law and regulation, especially the European Union and the World Trade Organisation. He has written extensively on EU support for the food sector – notably on the Common Agricultural Policy, EU labelling and packaging rules, the WTO's Agreement on Agriculture, related WTO disputes, the European Food Safety Authority, and bilateral or multilateral trade agreements impacting the food sector.

The just-food User

just-food continues to attract an influential, senior audience from food manufacturers and retailers.



Users who are in senior management, director or board level roles



58%



Users who users are in director or board level roles



38%



Users who users are
involved in confectionary
& snacks

58%



Users who work for a
food manufacturer/
producer

41%



The just-food User

just-food continues to attract an influential, senior audience from food manufacturers and retailers.



83%

of just-food users agree that just-food helps them do their job.



85%

of just-food users agree that just-food helps them find new products and services.



77%

of just-food users agree that they use information from just-food in their decision making.



83%

of just-food users use just-food to gain competitive advantage.

**89%**


of just-food users pass on or discuss content from just-food with their colleagues.

**91%**

of just-food users use just-food to gather information and inform the rest of their business.

**96%**

of just-food users use just-food to stay up-to-date with what is happening in the food industry.

**91%**

of just-food users use just-food to stay ahead of industry trends.

User Traffic



just-food users are the driving force behind many of the biggest companies in the food industry. And because more than two-thirds of just-food users choose to visit just-food every week, you can be sure that they'll be ready to read about your brand first.

Percentage of just-food users work in organisations with over 10,000 employees

34%



Visit once a **week**



Visit once a **month**

Departmental Budgets



just-food.com is the chosen go-to site for news and industry analysis.

In fact, almost two-thirds of just-food users have a departmental budget of over \$1m, giving you the opportunity to put your products and services in front of an affluent, influential audience.

Percentage of just-food users work in organisations with turnovers in excess of \$100m

66%

61%

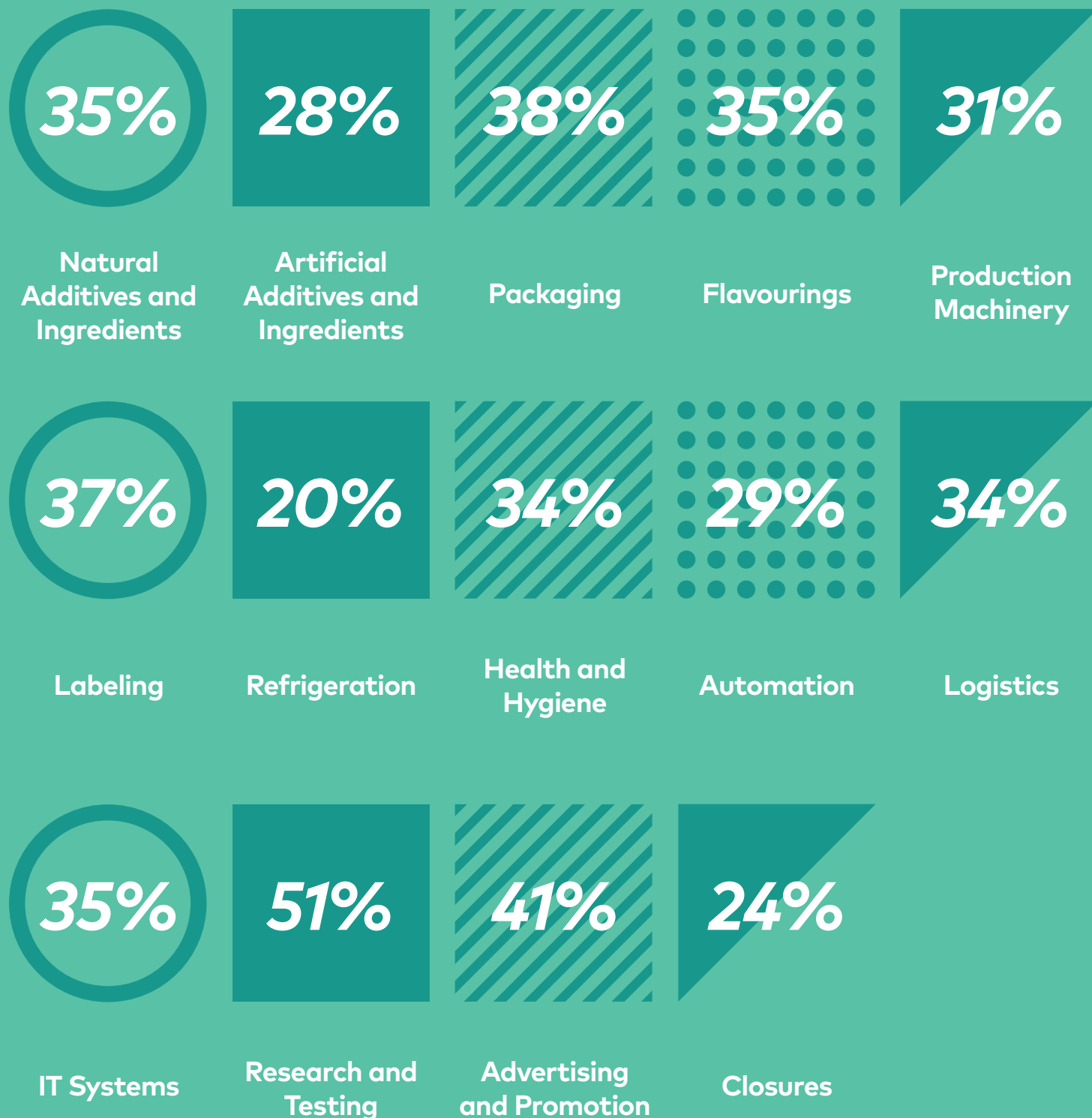
54%

Budget of over \$1m

Budget of over \$5m

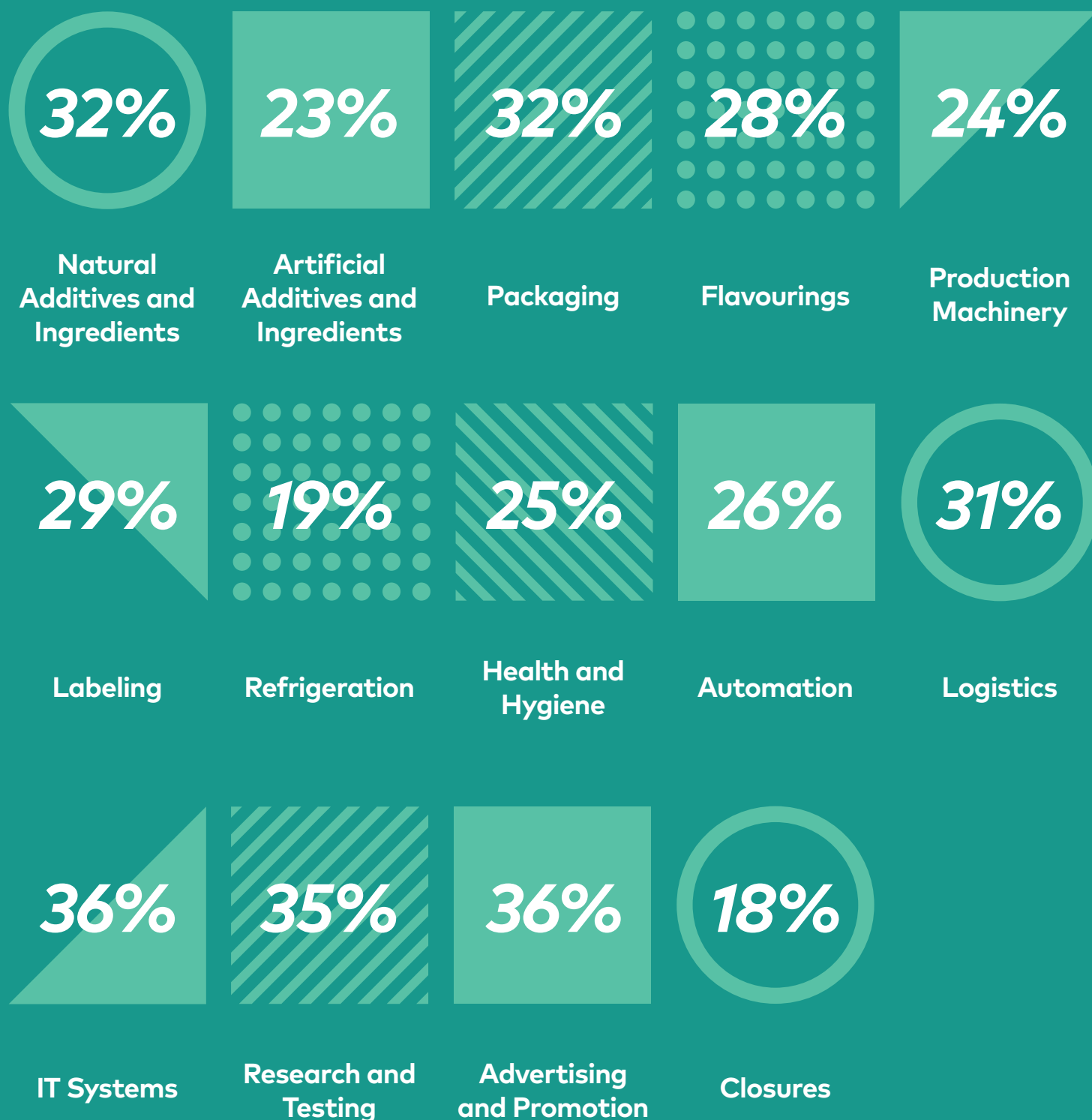
Purchase Influencers

Percentage of just-food users involved in the purchasing decisions for the following products and services:



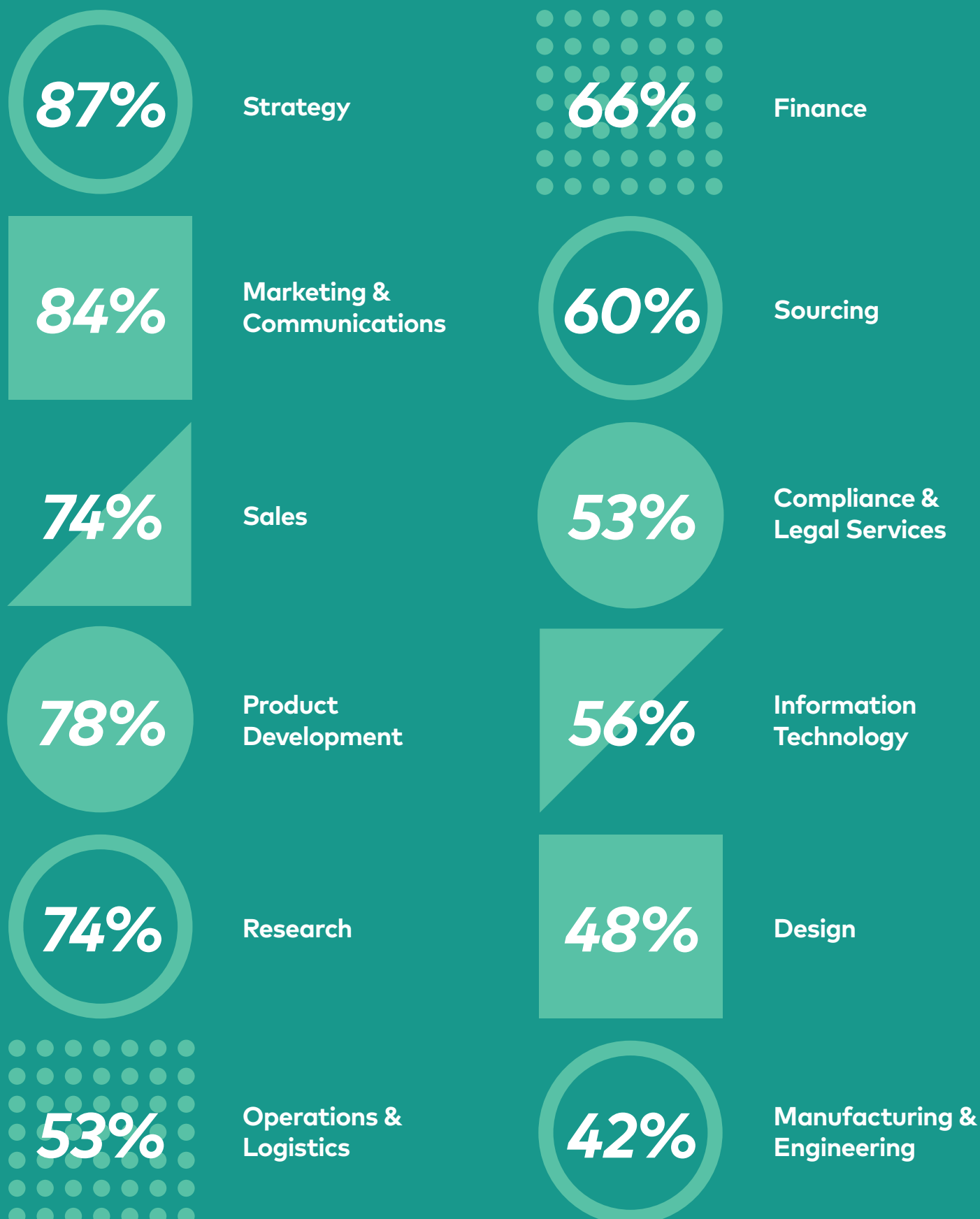
Receptive Audience

Percentage of just-food users who buy the following products & services and who will be reviewing their supplier/suppliers in the next 36 months:



Users By Business Function

Percentage of just-food users involved in the following business functions:



Trade Shows

just-food offers the perfect environment for event organisers to get their message out. Over a third of just-food users say they would like to visit a trade show once every three months.



77%

Percentage of just-food users who **ATTEND** at least one trade show per year.

61%

Percentage of just-food users who **LIKE** to attend at least one trade show every six months.

Most food industry websites offer advertising. just-food goes the extra mile.

Our Marketing Services team works with B2B marketers, like you, to develop impactful campaigns that generate both awareness and a real financial return.

This is our pledge to you:

1. You can always rely on us to deliver to our promises.
2. We don't bombard our customers. We find that by doing this, customers are more responsive to the advertising messages we choose to share with them.
3. Unlike other media owners, we will always give you honest advice to help you build a successful, long-term campaign.

I would love to show you how just-food can be the key part of your next campaign. When you are ready, you can call me, Heather Thorp, directly on **+44 (0) 1527 573 611**. I am looking forward to working with you.



Heather Thorp

Marketing Services Manager, just-food

www.just-food.com



Marketing Solutions

From brand awareness campaigns to lead generation pushes, just-food is ready to meet your marketing objectives.



Email Advertising

Email remains one of the most popular and effective B2B marketing channels. Our daily and weekly newsletters feature prominent text ad positions designed to drive traffic to your site. Increase the reach and frequency of your activity by adding email marketing to your campaign with just-food.



Display

just-food half-page and MPU ad formats deliver impact. Our Google Ad Manager server lets you target users by country, and even by company. By using our IAB-standard banner ad positions you will be able to build your brand and drive clicks and engagement.



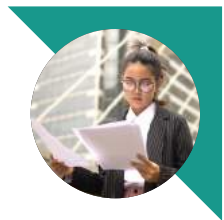
Webinars

A hosted webinar offers the perfect vehicle to educate, involve and generate interest from just-food senior apparel audience. This solution gives you first hand access to our knowledge-seeking executives and leads right to your sales team. Including a full promotional programme before the event, plus recording, reporting and on-demand hosting post-event, a hosted webinar will showcase your expert event to the apparel, textile and footwear industry.

Thought Leaders



Our thought leaders section lets you share your knowledge with decision makers actively seeking solutions and products. Whether your goals are to generate leads, educate or to build brand awareness, we have options to suit your needs, these include:



White papers



Expert articles



Advertorials



Videos



Customer case studies



Informative infographics

Enjoy guaranteed exposure around just-food, including the homepage, plus a year's worth of content hosting. For those who prefer a mixture of all of these options we can provide a complete solution in the form of an Expert Resource page.

Influence the right people, and showcase your product

Advertising costs and package samples:

Option 1

Reach our validated
subscriber
database and drive
traffic to your site/
landing page from

US\$ 760

Option 2

A focused branding
and awareness
campaign

US\$ 1,502

Option 3

Lead generation
and guest content
publication
including traffic
driving promotions

US\$ 5,544

Our products and services won't suit everyone's needs, but that's ok. Our clients receive tailored campaigns and a personalised service to suit each of their different requirements; a level of benefit everyone can expect when they work with just-food.

If you'd like to find out whether just-food can help you, let's arrange a quick telephone call and we can chat through your options.



Heather Thorp

Marketing Services Manager, just-food

Contact Us

You've seen what we have to offer. A

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