

Ingredientsinsight

ESSENTIAL INDUSTRY INTELLIGENCE

www.ingredientsinsight.com

MEDIA INFORMATION

An official Canadean Ingredients publication





READERSHIP

Rapid population expansion and changing consumer preferences are driving growth and innovation in the food, beverage and nutraceutical ingredients market. New product development remains high as many of the world's leading food, beverage and nutraceutical groups expand their product offerings and presence in new market sectors and territories in order to remain competitive whilst meeting the needs and concerns of consumers.

Intense competition means that manufacturers of commercially produced and preserved food, beverage and nutraceuticals are constantly developing and reformulating products to meet the changing needs of the modern consumer whilst ensuring they comply with the rigid regulatory requirements that are imposed by national and international regulatory bodies.

Ingredients Insight is specifically designed and edited for primary decision-makers at the world's major food, beverage and nutraceutical companies who are engaged in the process of research, development, innovating, reformulating and manufacturing. This unique and powerful audience has the authority to make the decisions to purchase the products and services they require to drive their business forward.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders.



CIRCULATION PROFILE

The operational, strategic and technical readers of Ingredients Insight have the authority to recommend, specify or authorise over 75% of all spend in the market. (publisher's survey)

"C LEVEL"

- CEO
- CFO
- CIO
- COO
- Chairman
- President

MANUFACTURING

- VP manufacturing
- Technical director
- Operations manager
- Senior VP, manufacturing
- Head of production
- Quality control manager
- Plant manager

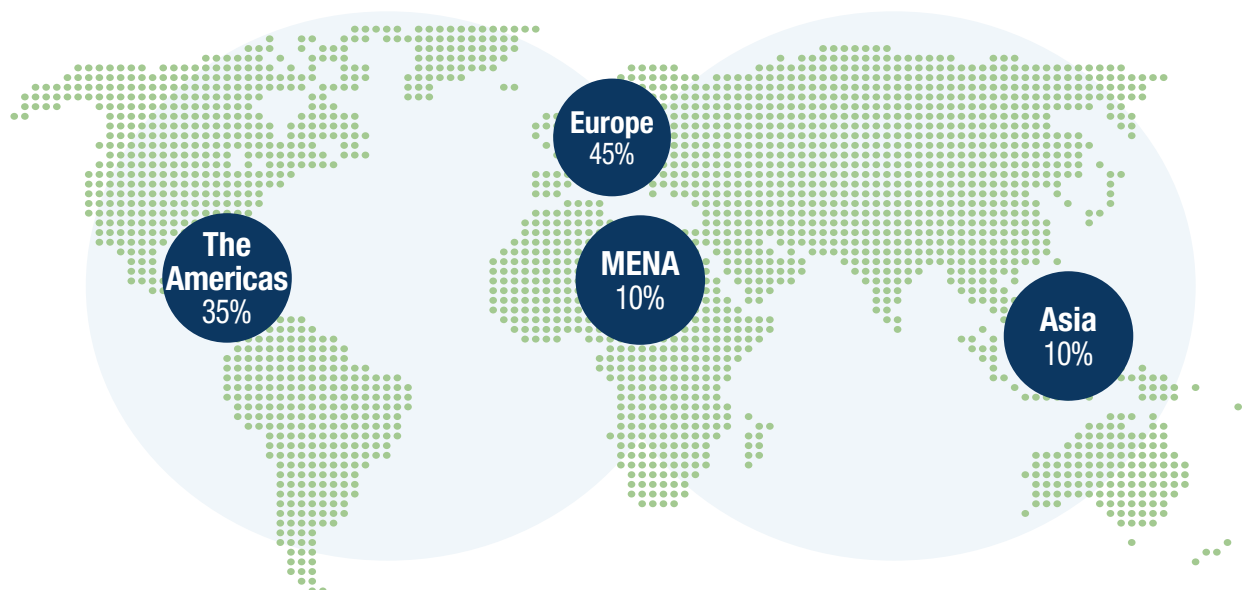
BUSINESS MANAGEMENT

- Business manager
- VP licensing and regulatory affairs
- Managing director
- VP sales
- VP purchasing
- Logistics directors
- Innovation director
- VP open innovation

RESEARCH & DEVELOPMENT

- Chief scientific officer
- Research and development manager
- Senior VP, research, development and engineering
- R&D director
- Formulation director
- Food engineer

GEOGRAPHICAL DISTRIBUTION



NEUTRACEUTICAL FOCUS

Companies that utilise *Ingredients Insight* include the likes of:

Unilever

Blytheco

Pharmacem Laboratory

Dupont

Culturelle

Jarrow

Beneir-life

Garden of life

Now Probiotics

Bio-kt Probiotics

Yakult

EDITORIAL

ENGAGING CONTENT

Quality content is at the heart of *Ingredients Insight*. Our expert editorial team selects the best opinion and trend analysis from the individuals and organisations forging the future of the food, beverage and nutraceutical ingredients sector.

COVERING THE KEY ISSUES

- Bakery & cereals
- Beverages
- Confectionery
- Convenience foods
- Cereals
- Clean Label Solutions
- Dairy
- Dietary supplements
- Infant foods
- Meat
- Snack foods
- Oils and fats
- Distributors
- Functional foods
- Personal care – pharmaceuticals

AGRIBUSINESS

- Seeds, Starch, Nuts, Fiber, Yeast, Dairy, Cereal grains, commodities, glucose,
- Dextrose, corn syrup, cocoa

INGREDIENTS SECTORS COVERED

- Acids, Acidity regulators, Anticaking agents
- Antifoaming agents, Antioxidants, Bulking agents
- Food colouring, Colour retention agents, Emulsifiers
- Flavours, Flavour enhancers, Flour treatment agents
- Glazing agents, Humectants, Tracer gas, Preservatives
- Stabilizers, Sweeteners, Thickeners

NUTRACEUTICAL

- Vitamin, minerals, botanical, amino acid, concentrates, metabolite, constituent



SECURING THE BEST CONTRIBUTORS:

Dr Jan van Loo, **Beneo Group**

Geoff Bryant, director R&D, **Mars Chocolate UK**

Larry Fernandes, president, **International Stevia Council**

Jerry Lynch, vice president and chief sustainability officer, **General Mills**

Even Remoy, sales and marketing director, **Olympic Seafood**

Patrick Coppens, director of international food & health law and scientific affairs, **EAS**

Sarah Dowding, senior regulatory affairs specialist, **Nestle UK**

Helen Munday, director, scientific and regulatory affairs, **Coca Cola North West Europe and Nordics**

Sarah Codrea, executive director, **International Association of Colour Manufacturers**

A FOCUS ON THE NEXT ISSUE

Market Intelligence Trends: Canadean's top trends in sectors including bakery, beverages, confectionery, plus more

Innovation: Latest innovations from leading food, beverage and dietary supplement manufacturers

Events: Ingredients Insight covers industry events

The key to **Ingredients Insight** is the highly targeted distribution programme. The readers are the senior decision-makers representing the buying chain at the top food, beverage and nutraceutical processing companies worldwide as well as selected leading ingredient manufacturers covering:

- Corporate management
- Research and development
- Business development
- Manufacturing and processing
- Quality control and assurance
- Packaging
- Purchasing
- Licensing
- Finance
- Marketing
- Regulatory affairs

READERSHIP

Readers include the decision-makers and budget holders at leading groups worldwide.



ABOUT CANADEAN



Canadean has long held a reputation with FMCG companies for providing specialist business information by conducting detailed industry and consumer research, supported by insightful value-added analysis. We cover the entire spectrum of the consumer value chain from suppliers, brand owners, and distribution channels to consumer insight.

By researching markets in a holistic way, **Canadean's** research methodology enables clients to make informed strategic decisions that are founded on robust and reliable data and market insights. We specialise in online survey panels, qualitative and quantitative in-country research, industry analysis and consultancy.

Canadean's dedicated in-country researchers and analysts have an industry background in marketing, market research, consulting and advanced statistical expertise. They are well positioned in the industries themselves and therefore, best placed to ask the right questions of the right people.

This network of professional researchers stretches across more than 80 countries, enabling **Canadean** to conduct unique research via our trusted business communities.

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence.

ADVERTISING PACKAGE

- An effective campaign that combines the best of print and digital marketing options
- Highly targeted and audited circulation
- Supplier listing.

A strictly limited number of strategically placed advertising positions have been made available and the costs are detailed here.

ONLINE OPTIONS

- Optimised 600-word solutions and services showcase
- Exclusive lead banner position
- Special white paper service.

GBP RATES

Colour

Double-page spread (DPS)	£13,500
Single page	£7,900
Half page	£4,950

Special positions

Outside back cover	£9,900
Inside front cover	£9,900
Inside back cover	£8,900
Inside front cover DPS	£13,900

Ingredients Insight allows you to reach the most influential decision-makers at food manufacturers worldwide. Your message will feature in the section that focuses specifically on your product area, identifying you clearly as a leading solution provider.

Page alternatives

1,400-word interview
1,400-word case study/editorial
600-word interview
600-word case study/editorial

CONTACT

Effective marketing campaigns take a multimedia approach and combine online with print.

The more advertising channels you use, the better the results.

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