



The Society of Food Hygiene and Technology

Media pack for SOFHT Focus 2009/2010

Overview

The food and drink industry is the UK's largest manufacturing sector with an annual turnover of £70bn. Food represents around 20% of all consumer spending, and 500,000 people are employed by the UK's food manufacturing and processing industries. In this age of consumer choice and awareness, food hygiene and safe food handling is of prime importance to all food retailers and manufacturers, whether they are small independent consultants or large multiple retailers.

The Society of Food Hygiene and Technology (SOFHT) was established in 1979, and is the authoritative voice of food hygiene, food safety and food technology in the UK.

The Society

- Works to get proper recognition for the Science of Food Hygiene and Technology to ensure that everyone who practices it is competent, qualified, and well informed
- Improves standards in the industry by disseminating hygiene information
- Provides substantial unique networking opportunities across retailing, manufacturing, servicing and enforcement through meetings, events and communications
- Encourages communication throughout the food industry
- Plays an active role in assisting the food industry to be aware of current legislation
- Provides an advisory service for its members to help managers, supervisors and food handlers

SOFHT Supporting Company Members

15 leading UK food companies have committed to work at a strategic level with the Society to champion the development of food safety management across the industry. They are:



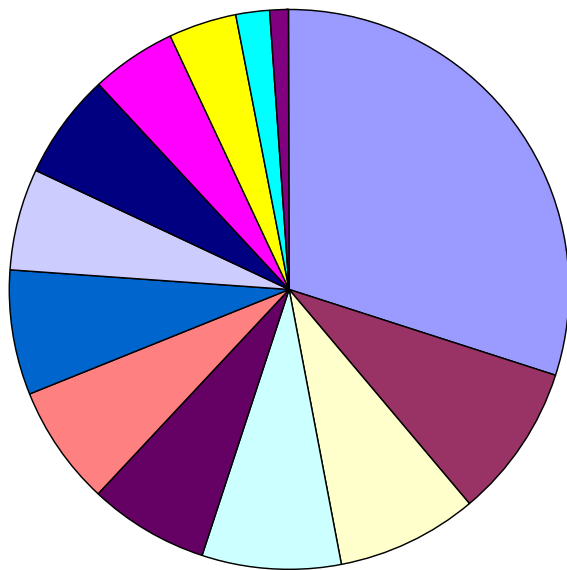


SOFHT Focus Magazine

Each edition of SOFHT Focus carries the latest news about the industry, along with informed opinion and articles written by leading professionals working in the food sector.

SOFHT Focus Readership

The magazine's electronic circulation of **8,000** includes key players and decision makers with responsibility for hygiene and safe food handling along the entire supply chain, including leading retailers and manufacturers, government agencies, food packers and shippers, therefore an extremely diverse readership.



MANUFACTURERS	30%
GOVERNMENT/REGULATORY	9%
DRINKS INDUSTRY	8%
SUPPLIERS	8%
RETAILERS	7%
IMPORTERS	7%
WHOLESALEERS	7%
FOOD SERVICE	6%
DISTRIBUTORS	6%
CATERERS	5%
CONSULTANTS/SPECIALISTS	4%
EDUCATION/TECHNICAL	2%
ASSOCIATIONS	1%

"Initial Foodguard is a Gold member of the Society of Food Hygiene and Technology. The benefits as a business are numerous, from the free advertising on the web site to recruitment adverts and comprehensive consultant's directory.." Phil Shaw, Director Initial Foodguard

Advertising

- MANUFACTURERS
- GOVERNMENT/REGULATORY
- DRINKS INDUSTRY
- SUPPLIERS
- RETAILERS
- IMPORTERS
- WHOLESALEERS
- FOOD SERVICE
- DISTRIBUTORS
- CATERERS
- CONSULTANTS/SPECIALISTS
- EDUCATION/TECHNICAL
- ASSOCIATIONS

Advertising

SOFHT Focus provides companies serving the food hygiene sector with an opportunity to influence senior decision makers and those with responsibility for purchasing, running into hundreds of millions of pounds every quarter.

All members will receive at least one hard copy of the latest edition in the post and all non members will receive an electronic copy of SOFHT Focus. The decision to send electronic copies to non members will mean a larger readership and reduced advertising costs.

The quarterly publication will be emailed to all as well as being available on the SOFHT website, so anyone who wants to read it can easily download it.

- Use Focus to communicate a recruitment drive
- Use Focus to contribute articles **FREE** – a way of informing, contributing to debate, and getting your products “focus” across.
- Use Focus to Advertise – an opportunity to directly influence service industry performers, get your product and/or service known, announce discount options, and bring new products to the attention of the market place

Rates 2009/2010

	Supporting Company Member	Gold	Silver	Bronze	Individual Premium	Individual Standard	Non member
FULL PAGE	3 Free PA	2 Free PA	1 Free PA	50% discount 1 advert (£375)	£850	£900	£950
HALF PAGE	£350	£350	£350	£350	£400	£450	£500
QUARTER PAGE	£150	£150	£150	£150	£200	£250	£300





Other advertising options as follows

	Supporting Co Member	Gold Member	Silver Member	Bronze Member	Individual Premium	Individual Standard	Non member
PRESS RELEASE	Free	Free	Free	Free	Free	Free	£200
WEBLINK	Automatic	Automatic	Automatic	Automatic	None	None	None
WEB ADVERT	Free	Free	Free	Free	Free	£50 PA	None
RECRUITMENT ADVERT	Free	Free	Free	Free	Free	Free	£100 per ad
CONSULTANTS DIRECTORY	N/A	Free	Free	Free	Free	£50 PA	None
SPONSOR SOFHT EVENTS	Negotiable	Negotiable	Negotiable	Negotiable	N/A	N/A	Negotiable

Technical Information

Mechanical requirements for SOFHT Focus are as follows

IN MM	TYPE	MAX TYPE AREA
FULL PAGE	265 x 185	286 x 200
DOUBLE PAGE SPREAD	265 x 396	286 x 410
HALF PAGE VERTICAL	265 x 90	286 x 95
HALF PAGE HORIZONTAL	130 x 185	134 x 200
QUARTER PAGE	130 x 90	134 x 95
QUARTER PAGE STRIP	63 x 185	67 x 200

FORMAT

We accept: Macintosh Quark 6 & 7, InDesign CS2, Photoshop CS2, Illustrator CS2 compatible files with all the fonts and pictures included, and font-embedded EPS and PDF documents. All colour elements must be provided CMYK and at least 300dpi. We are unable to print PDF files that include compressed files (LZW or Jpeg).

*Copy can be supplied on Disc to:
SOFHT, Middleton House Farm, Tamworth Rd, Middleton, Staffs B78 2BD
This magazine is produced entirely in digital format, so we are unable to accept film.*

FURTHER INFORMATION

This media pack aims to provide as much information on advertising with the Society as possible, but if you have any queries, or if you would like to receive copies of SOFHT Focus, please call the SOFHT office on 01827 872500 or email admin@sofht.co.uk