

Overview

The food and drink industry are the UK's largest manufacturing sector with an annual turnover of £105bn. 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

22 leading UK manufacturers, retailers or service providers to the food and drink industry have committed to work at a strategic level with the Society to champion the development of food safety management across the industry. They are:

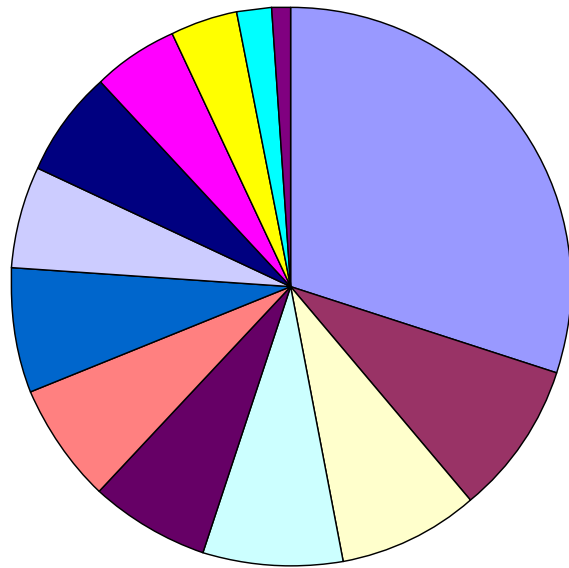


SOFHT Focus Magazine

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 over a thousand 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, providing an extremely diverse readership.



MANUFACTURERS	32%
GOVERNMENT/REGULATORY	3%
DRINKS INDUSTRY	7%
SUPPLIERS	17%
RETAILERS	6%
IMPORTERS	7%
WHOLESALEERS	7%
FOOD SERVICE	3%
DISTRIBUTORS	1%
CATERERS	1%
CONSULTANTS/SPECIALISTS	9%
EDUCATION/TECHNICAL	6%
ASSOCIATIONS	1%



“SOFHT operates a whole host of useful services. Its wide range delivers really good value for anyone involved in the food industry” Aston Manor Cider

“SOFHT is a great resource to the hygiene community from large retailers to small independents” Addmaster

“Great opportunities – enabling us to connect to new contacts with great relevance” Fera Science Ltd

Advertising

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.

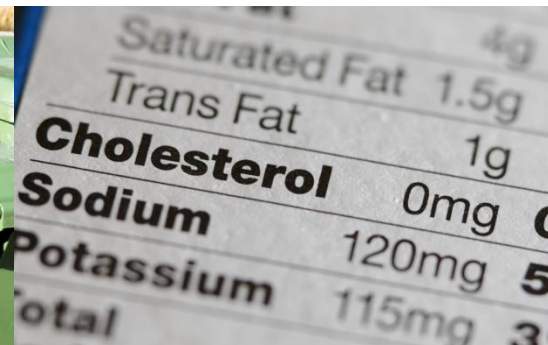
The quarterly publication will be emailed to all members and registered non-members, as well as being available on the SOFHT website, so anyone who wants to read it can easily download it. The decision to send electronic copies to non-members will mean a larger readership and reduced advertising costs.

As a member, you can use SOFHT Focus to:

- communicate a recruitment drive
- contribute articles **FREE** – a way of informing, contributing to debate, and getting your products “focus” across.
- 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 marketplace

Rates

	Supporting Company Member	Gold	Silver	Bronze	Non-member
FULL PAGE	3 Free PA	2 Free PA	£750	£900	£950
HALF PAGE	£350	£350	£350	£350	£500
QUARTER PAGE	£150	£150	£150	£150	£300



Other advertising options with the Society

Other advertising options include

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

Technical Information

Mechanical requirements for SOFHT Focus are as follows

IN MM	MAX TYPE
FULL PAGE	265 x 185
DOUBLE PAGE SPREAD	265 x 396
HALF PAGE VERTICAL	265 x 90
HALF PAGE HORIZONTAL	130 x 185
QUARTER PAGE	130 x 90
QUARTER PAGE STRIP	63 x 185

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

Format

We accept: InDesign, Photoshop, Illustrator 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).

Please send adverts via email to

Karen@maplerockdesign.co.uk