



MEDIA PACK

2025 EDITION

ABOUT IFST

Inspiring Excellence and
Trust in Food

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The Institute of Food Science & Technology (IFST) is the professional body for food professionals, uniquely positioned as the **only** UK professional body dedicated to advancing every aspect of food science and technology. As a trusted authority, IFST serves a dynamic and diverse membership, bringing together experts from industry, academia, and government to shape the future of food. Our commitment to excellence is reflected through an array of media channels that allow unparalleled engagement with the UK and Europe’s most influential food professionals.

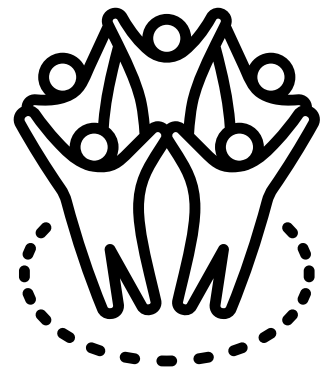
IFST’s integrated media suite includes an array of digital and print options – our website, monthly e-newsletters, specialised publications, and interactive webinars – delivering your message directly to a dedicated audience. By partnering with us, you gain access to a network that values **innovation, scientific integrity, and sustainability** in the food sector.

Visit our page on [IFST's mission and values](#) to discover more and join us in promoting the science behind safe, nutritious, and sustainable food.

AUDIENCE OVERVIEW

IFST connects a vibrant network of internal and external audiences, from dedicated members shaping the future of food science to a broad online community engaging with industry trends and insights. Together, these audiences represent a significant network, making IFST an ideal platform for reaching key food science and technology individuals.

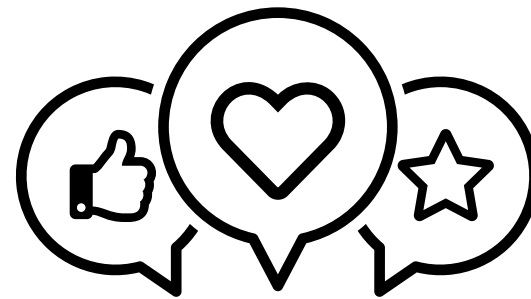
Our Community



3,500+ Members

Leading professionals, academics, students, and enthusiasts shaping the future of food science and technology.

Social Media Impact



150,000+ Followers

Engaging with trends and discussions across major platforms like LinkedIn, Facebook, and Instagram.

Website Reach



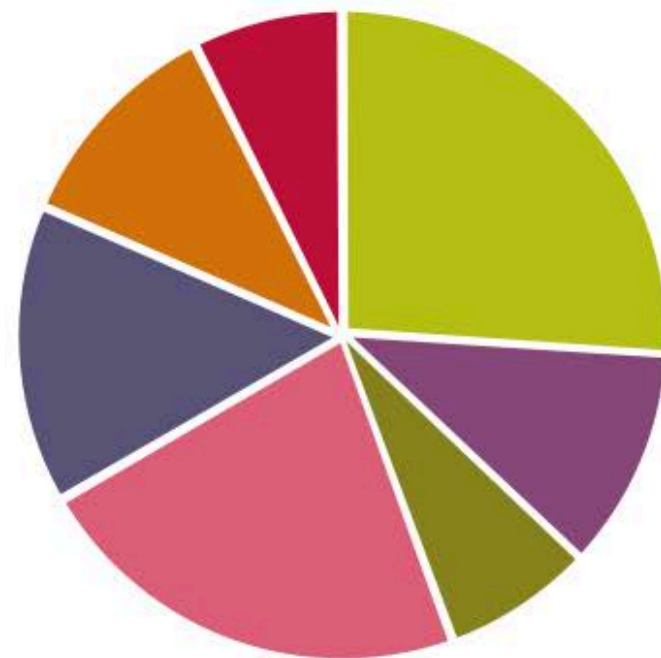
300,000+ Visitors Annually

A trusted hub for industry insights, research, and events.

WHY ADVERTISE OR PARTNER WITH IFST

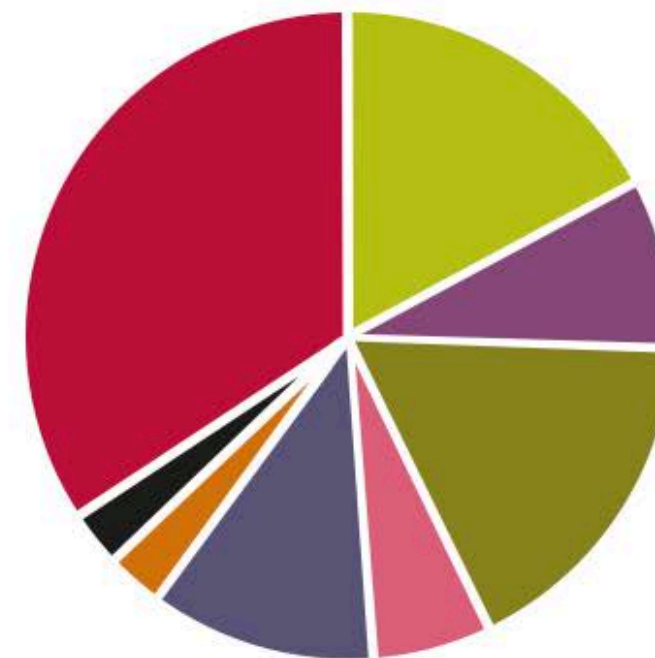
Advertising or partnering with IFST offers businesses a unique opportunity to connect with the heart of the food science and technology sector. Our events, publications, and webinars allow companies to position themselves as thought leaders, connect directly with professionals committed to the highest standards in food science, and align with IFST’s values of **excellence**, **sustainability**, and **innovation**. Collaborating with us not only enhances brand credibility but also supports the advancement of safe, nutritious, and sustainable food systems.

Employment Sector of IFST Members



- Retail
- Higher Education
- Consultancy
- Food Service
- Government/Compliance
- Manufacturing
- Research and Development

Job Titles of IFST Members



- Consultant
- Food technologist
- Managing Director
- Sensory Scientist
- Director
- Head of Technical
- Senior Technical Manager
- Technical Manager



FS&T

Food Science and Technology Journal

IFST’s professional journal, Food Science & Technology (FS&T), reaches Europe’s most influential scientific and technical leaders in food production, research, and education, both in print and online. Widely respected and trusted, each edition offers in-depth business and technical insights that resonate with the expertise of IFST’s members. This unique, targeted reach makes FS&T the ideal platform to spotlight your brand, whether **promoting new products, showcasing innovative technologies, recruiting top talent, or marketing specialised services**. Aligning with FS&T means connecting directly with the experts driving the future of food science and technology.



Our topics for 2025:

March 2025

Food Frontiers: Exploring Ethics, Processes, and Healthy Eating

- Additives
- Gut-brain axis (Probiotics/ Prebiotics)
- Examining Debates around Lab-grown Meat
- Food Structures

June 2025

Starting a Food Business: From Startups to Shelf-Ready

- Developing a Product Idea
- Regulatory Requirements and Certifications needed to launch a Food Business
- Factory Requirements

September 2025

The Food Security Equation: Supply, Sustainability, and Access

- Enhancing resilience in the Supply Chain
- Sustainable Agriculture Practices
- Urban vs Rural Areas Food Access: Bridging the Gap

December 2025

From Data to Shelf: AI and the Digital Evolution of Food

- AI, Efficiency and Quality Control
- Tailoring Nutrition - Personalised Nutrition and AI
- Transparency - Farm to Table
- Predictive Analytics

Requirements:

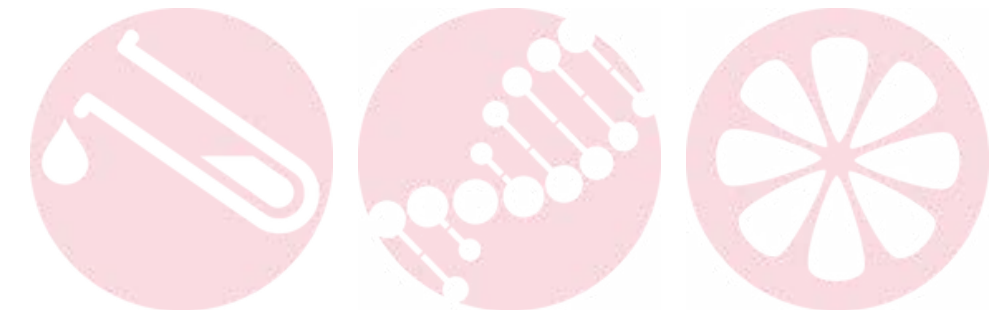
Dimensions

Full page	297x210mm (3mm bleed)
Half page	130x185mm
Quarter page	130x90mm
Inside cover	Same as full page

Deadline: First of the month prior to publication

Artwork requirements:

Adverts can be supplied as high-resolution (press-ready) PDFs, or as an Adobe InDesign document, Photoshop or Illustrator incorporating the relevant fonts and image files. The following formats are NOT supported; Powerpoint, Corel Draw, Publisher, Word.



PRINT

Food Science & Technology (FS&T), IFST’s flagship printed publication, reaches an engaged and influential audience of food science professionals **worldwide**. FS&T is consistently rated as the **top benefit** among IFST members in surveys, making it a trusted source for insights and updates in food science and technology.

With options for full, half, and quarter-page placements, as well as premier inside and outside cover spots, FS&T offers brands an ideal platform to connect with decision-makers and technical experts who actively seek advancements in food science.



Audience:

A paid circulation of over **2500 copies**
Predominantly members of the Institute and paid subscribers

Advertising Rates

Full page	£2,000
Half page	£1,000
Quarter page	£500
Inside front cover	£2,500
Outside back cover	£2,500



Whether **promoting new products, services, or job opportunities**, FS&T provides unmatched visibility and impact in the food industry.

To explore how FS&T can elevate your brand among top food professionals, please contact our sales team at [+44 \(0\) 203 289 0563](tel:+442032890563).

ONLINE

FS&T Online brings the editorial excellence and in-depth technical insights of the quarterly print edition to a dynamic digital format, instantly connecting readers with the latest in food science and technology. Hosted on the global publishing platform Oxford University Press, FS&T Online not only publishes select print articles but also offers exclusive, digital-only content.



Advertising Rates

Banner Advert (728x90px)	£2,000
Rectangle (300x250px)	£750
Sponsored Content*	£1,250

File types: GIF, JPG & PNG
Max file size: 200KB
URL: Please supply link destination
For in depth information: [click here](#)

Examples of past advertisements below:



Thermal processing

Chris Holland of Holmach reports on the potential for thermal processing to achieve production, quality and sustainability objectives



Learning to assure the quality and safety of food

Tiphaine Mackay describes Food Control Systems, a new 12-week distance learning microcredential programme delivered by the University of Birmingham

*FS&T sponsored content: your article formatted as a PDF, article title, description (50 word max) and thumbnail image (160x600px).

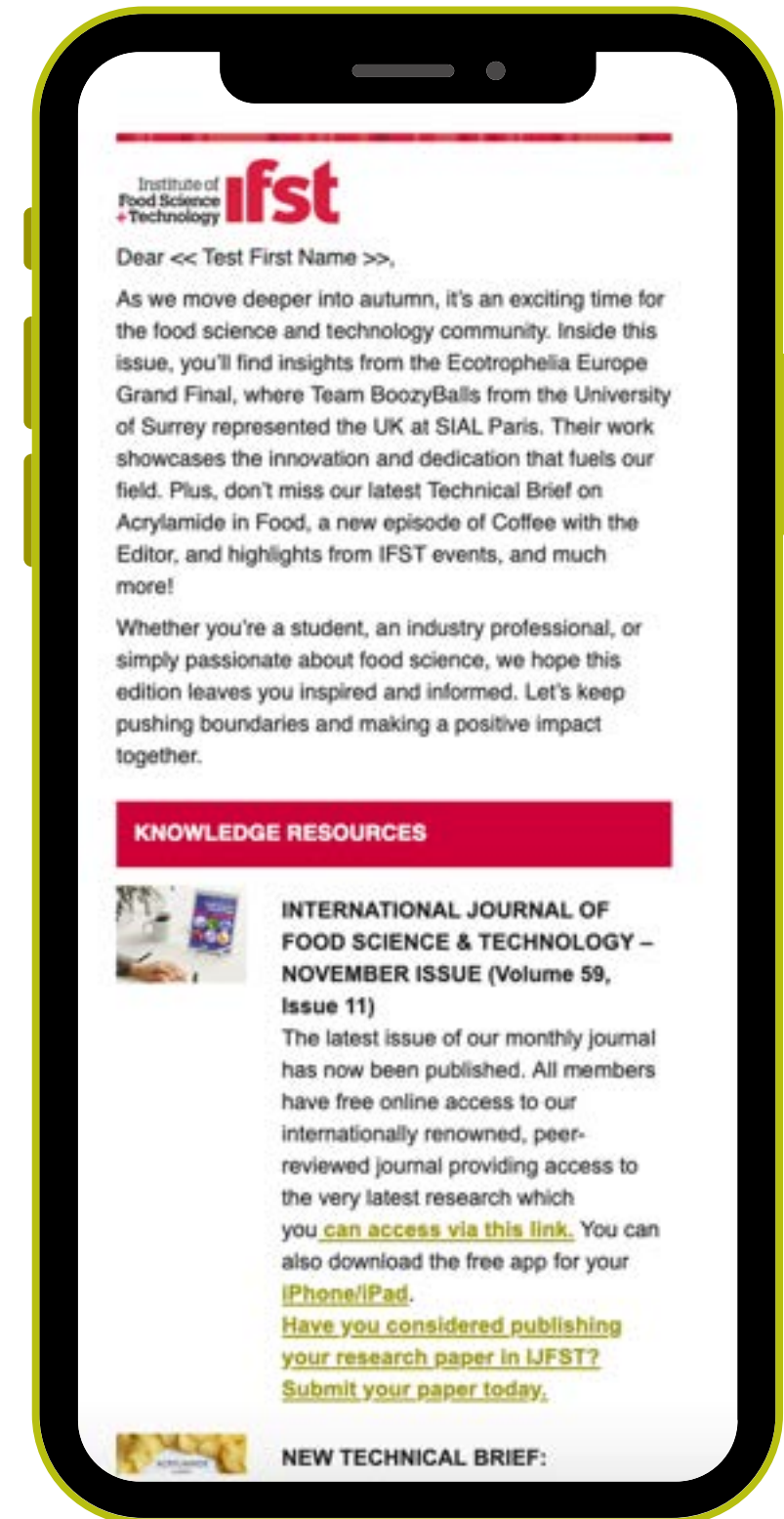
DIGITAL MEDIA

Each month, IFST publishes a minimum of **three** newsletter emails which keep our **3,500 members** updated on the latest technical and scientific developments in food science and food technology. In addition, we reach **5,000 engaged professionals** through dedicated newsletters for non-members. Our newsletters feature upcoming IFST events, our latest scientific and policy outputs, and key industry news. With an average open rate of **37%** and a click-through rate of **6%**, our e-newsletters offer high engagement and targeted reach.

Advertising Rates

2 premium banner spots per issue	£1,500
Up to two MPU slots	£1,000

For a sample newsletter, please contact Robert Edge-Partington, IFST Senior Communications Manager at r.edgepartington@ifst.org.



EVENTS

IFST hosts a robust calendar of high-quality technical and scientific events throughout the year, connecting professionals in the food science and technology sectors. Our events include frequent **webinars** and **online workshops**, typically attracting audiences of **150–300 attendees**. Sponsorship opportunities for these webinars are available, offering brands visibility at **£1,500 + VAT**.

For a more **tailored experience**, IFST also provides the option for **sponsor-created webinars**, allowing you to collaborate with us on a topic aligned with our members' interests. These custom webinars, held quarterly, offer a fully customisable format with free access for attendees.

IFST also welcomes sponsorship for **in-person events**, including our flagship conference and prestigious lectures, providing further opportunities for impactful engagement. For more details on sponsorship benefits and pricing, [please contact us](#).



EDUCATION

Sponsoring IFST's Student Launchpads offers your brand an exclusive opportunity to connect with the next generation of food science and technology professionals. These high-impact events attract over a thousand ambitious students from universities across the UK, providing them with essential **career guidance**, **networking opportunities**, and exposure to the industry's **top companies** and **innovations**.

As a sponsor, you gain direct access to a highly motivated and engaged audience, showcasing your brand as a leader in supporting **early-career talent** in food science. Sponsorship benefits include brand visibility across event materials, speaking opportunities, and engaging with **future leaders** eager to make their mark in the sector. This is a prime opportunity to **strengthen your brand's presence** and **inspire young professionals** who will shape the industry's future.



CORPORATE SUPPORTER PACKAGES

At IFST, we connect your brand with our influential scientific and technical membership through tailored, multi-platform sponsorship packages designed to maximise your reach.

Ensure your target audience understands your brand and offerings by securing an integrated package that spans **print, digital, events**, and exclusive **networking opportunities**. Each package can be customised to meet your specific promotional needs, making IFST the ideal partner for impactful engagement across the food science and technology sector.

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Premier Platinum Package	Gold Package
<ul style="list-style-type: none"> • Corporate Supporter Certificate • Prime double exhibition space (3m wide) at our annual conference, including four delegate passes • Company logo prominently featured on presentation slides and program at our annual lecture, with four guest passes • Two full-page ads in FS&T journal per year • 30% discount on additional printed advertising • Four IFST associate memberships included • 25% discount on additional memberships • Exclusive IFST-hosted and promoted sponsored webinar, with full access to delegate details • Article in Food Science and Technology Magazine • Social Media 	<ul style="list-style-type: none"> • Corporate Supporter Certificate • Exhibition space (1.5m wide) at our annual conference, with four delegate passes • Company logo featured on main presentation slides and program at our annual lecture, with four guest passes • One full-page ad in Food Science & Technology journal per year • 20% discount on additional printed advertising • Two IFST associate memberships included • 15% discount on additional memberships
<p style="text-align: center;">Price: £10,250 + VAT (10% discount on bookings before 31 January, 2025)</p>	<p style="text-align: center;">Price: £7,500 + VAT (10% discount on bookings before 31 January, 2025)</p>

CONTACT

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Institute of Food Science & Technology

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