



MILK • JUICES/TEAS • CHEESE • CULTURED • FROZEN

New in 2012:

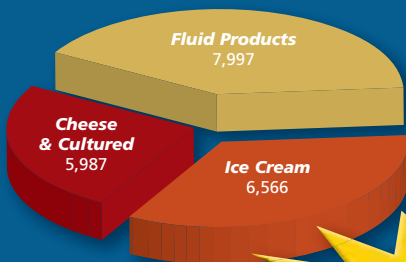
- Magazine redesign
- Dairyfoods.com total redesign
- New online ad sizes
- New webinars and online opportunities
- 25 new editorial topics

2012 INTEGRATED MEDIA PLANNER

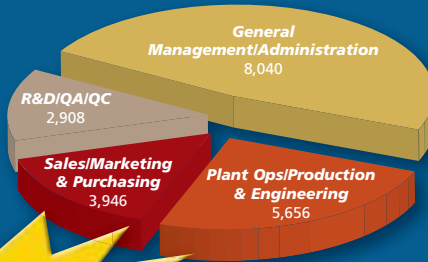


CIRCULATION ACROSS THE ENTIRE DAIRY MARKET

Business & Industry



Classification by Title



100% Processor circulation (20,550*)
No waste!

(*June 2011 BPA Circulation Statement)

Dairy

FOODS

WWW.DAIRYFOODS.COM

Providing **Innovative Ideas for Dairy Processors** is possible because of the editorial staff and expert contributing columnists. *Dairy Foods'* editorial team has more than 275 years combined experience within the dairy industry.

Editorial Staff



Jim Carper

Jim Carper, chief editor of *Dairy Foods*, is a business journalist with more than 20 years experience. His credentials include founding a magazine for food and beverage executives and editing many others in the hospitality, retail and construction industries. He also has reported on the grocery industry and in-store marketing activities of major food companies. Carper has reported from Europe, Asia and Australia. His work has been honored by the American Business Press, the American Society of Business Press Editors and the Chicago Headline Club.

Ph: 847-405-4009, carperj@dairyfoods.com



Marina Mayer

Marina Mayer, the executive editor of *Dairy Foods*, shares the tasks of writing, editing, coordinating print production and managing Web content. She also writes a popular blog about dairy marketing. Marina is a graduate of Indiana University with a bachelor's degree in journalism.

Ph: 847-405-4008, mayerm@bnpmedia.com



Donna Berry

Product Development Editor Donna Berry applies her food science expertise in each month's Ingredient Technology and New Products and Marketing sections. Berry joined the *Dairy Foods* staff more than 15 years ago after working in product development at Kraft Foods Inc. She is also one of the most sought-after speakers in the industry.

Ph: 312-656-6453, donnaberry@dairy-food.com

Expert Contributing Columnists



Clay Detlefsen • A 20-year veteran of the International Dairy Foods Association, Clay Detlefsen, vice president of regulatory affairs and counsel, writes the insightful "Spotlight on Sustainability" column. In addition to his knowledge of sustainability, he has experience in bioterrorism, food defense and food safety.



Sharon Gerdes • Sharon Gerdes is a food industry consultant who writes the "Dairy Detective" column. She works with the U.S. Manufacturing & Ingredient Marketing program at the U.S. Dairy Export Council to promote the use of dairy ingredients in food and beverage formulations.



Greg Miller • Greg Miller, Ph.D., is president of the Dairy Research Institute. He previously held a nutrition-related research science position at Kraft Foods Inc. Miller authors articles on nutrition for *Dairy Foods*.



Henry Randolph • "Quality on the Line" by Henry Randolph, Ph.D., offers dairy processors perspective on operations and quality issues. For more than 40 years, in academic pursuit and as president of Randolph Associates Inc., he has helped dairy companies find technical and quality solutions.



Michael Richmond • "Packaging Points" by Mike Richmond, Ph.D., explores the importance of packaging for dairy processors. Richmond is a strategic business and technical leader with 25 years experience in food packaging. He worked for Kraft Foods Inc., and taught at Michigan State University.



Allen Sayler • "Sayler on Safety" is Allen Sayler reporting on dairy production, processing, food safety, quality assurance and more. As vice president of food safety, technology and regulatory solutions at Randolph Associates Inc., Sayler's dairy career spans 30 years of extensive experience working on international dairy standards and dairy trade issues.



Tom Suber • "Global Insights" by Tom Suber provides perspectives on the key role U.S. exporters play within the global dairy markets. As president of the U.S. Dairy Export Council, Suber has led the organization since its inception by Dairy Management Inc., in 1995, directing the creation and implementation of programs to build export markets for U.S. dairy products.



Bruce Tharp & Steve Young • "Tharp & Young On Ice Cream" is authored by two world-renowned ice cream technology experts, Bruce Tharp and Steve Young, representing more than 85 years of combined industrial experience. Bruce Tharp, Ph.D., is president of Tharp's Food Technology. Steve Young, Ph.D., is principal of Steven Young Worldwide.



Phillip Tong • "Culturally Speaking" is written by Phillip Tong, professor of dairy science and director of the Dairy Products Technology Center at California Polytechnic State University. He currently serves as past president and board member of the American Dairy Science Association, board member of the Federation of Animal Science Societies and member of the International Dairy Federation Standing Committee on Dairy Science and Technology.



Don Wilson • "Beyond the Filler" by Don Wilson looks at dairy distribution and logistics issues. Wilson is the managing principal of the Wilson Group and the Dairy Distribution Conference.

Dairy

FOODS

Dairy

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On the Cover:

Photos each month reflect the wholesome, simple beauty of dairy foods.

News & Trends

Each month, *Dairy Foods* reports on the top stories making the news, from government regulations to mergers to marketing campaigns. The International Dairy Foods Association offers an inside view from the nation's capital. With data from the highly respected SymphonyIRI, we analyze sales trends in all dairy foods and related beverage categories.

New Products & Ingredients

New Product Review is our popular look at newly launched foods and beverages, from flavored milk to cultured dairy, ice cream novelties to natural and processed cheeses. Dairy processors clamor to have their products featured here.

Our in-depth Outlook features examine trends in fluid milk, ice cream, cultured products, ingredients, packaging, frozen desserts and cheese. Interviews with leading dairy CPGs and up-and-comers, combined with independent sales data analysis, create must-read editorial for dairy executives.

Product Development Editor Donna Berry investigates topical ingredient technologies and food science, providing readers with formulation suggestions and tips. This includes information on health and wellness ingredient trends.

Operations

Dairy processors open up their facilities to *Dairy Foods* editors and photographers. We tour the plants and describe the processing operations in words and photographs. Then we sit down with the CEO and other executives to talk about their sales and marketing strategies, plant expansion plans and new product launches.

Q and A roundtable discussions with the industry's leading vendors yield insights into best practices and advancements in packaging (primary and secondary), labeling, pumps and valves, blow molding, food safety and other topics of importance to operations personnel.

Processing Equipment

Every issue includes the latest dairy processing equipment, including cheesemaking equipment, heat exchangers and homogenizers, mixers and blenders, fillers, caps and closures, filtration, labeling, pumps and valves, warehouse automation and packaging.

Departments

Like familiar faces, *Dairy Foods'* departments are there to greet readers in each issue. They include editorials from staff and industry insiders, people news, an industry calendar, supplier news and supplier services sections.



Our Editorial Mission

The North American dairy industry is constantly changing. There are new regulations, product introductions, mergers and acquisitions, technology updates and personnel moves.

Dairy Foods keeps track of all these movements, documenting the changes in its print and online publications.

Dairy Foods represents the single source of relevant, independent, quality editorial content specific to the dairy foods business. Readers are the administrative, marketing, R&D and operations professionals of North America's processors of milk and beverages, cheese, frozen desserts, butter and cultured products.

We tell the stories of the dairy foods industry, providing executives with the information necessary for business success. This is accomplished by analyzing and reporting on technologies, trends and issues with articles that are presented in a colorful, dynamic fashion. In-depth special features, lively columns and expert technical articles come together in a package that is second to none in providing innovative ideas to dairy processors.



Ad Close/ Materials Due	January	February	March	April	May
	Dec 8/Dec 14	Jan 13/Jan 19	Feb 9/Feb 15	Mar 12/Mar 18	Apr 12/Apr 18
Cover Stories & Features	Supplier Capabilities Spotlights — Profiles of Leading Dairy Suppliers	Milk & Beverage Outlook Plus School Milk Programs	Ice Cream Outlook Cheese Trends & ICTE Preview	Cultured Products Outlook Food Safety	Non-Dairy Beverage Outlook Functional & Sustainable Ingredient Forecast IFT Show Preview
New Product Review	Yogurt	Cheese	Milk	Ice Cream	Tea
Market Trends & Analysis	Ice Cream	Milk	Sport & Energy Drinks	Cheese	Yogurt & Other Cultured Dairy Products
Ingredient Technologies	Texturants	Nuts & Inclusions Q&A	Tea & Coffee Q&A	Sweeteners	Flavors
R&D Columnists	Dairy Detective: <i>Dairy Foods for Healthy Aging</i>	Tharp & Young: <i>Probiotic & Probiotic-Friendly Ingredients</i> Culturally Speaking: <i>Innovations in Cultured Dairy Products</i>	Dairy Detective: <i>Sodium-reduced Cheeses</i> Dairy & Nutrition: <i>Nutrition and Sustainability</i>	Tharp & Young: <i>Making Visually Appealing Frozen Desserts</i>	Tharp & Young: <i>Pre- and Probiotic Ice Cream Inclusions</i> Culturally Speaking: <i>Adding Nutrients to Cultured Dairy</i>
Health & Wellness	Fiber	Omega 3's & Fatty Acids	Superfruits	Formulating for Demographics	Sodium Reduction
Corporate Profiles & Plant Visits	Milk	Ice Cream/Novelties	Cheese	Juice & Tea	Dairy Desserts or Novelties
Processing & Operations	Sayler on Safety: <i>Sources of Contamination</i> X-ray Detection & Checkweighing	Beyond the Filler: <i>Fuel Choices: CNG, LNG, LPG, Clean Diesel</i>	Quality on the Line: <i>Training Production Workers</i>	Sayler on Safety: <i>Working within the FSMA</i> Pumps & Valves	Beyond the Filler: <i>Telematics</i>
Packaging Technologies	Secondary Packaging Systems	Packaging Points: <i>Open Innovation in Packaging</i>	Containers	Packaging Points: <i>Designing Sustainable Packages</i>	Labeling Q&A
New Product Showcase	Cheesemaking Equipment Antimicrobial Products	Heat Exchangers & Homogenizers Cold Storage & Refrigeration	Mixers & Blenders Containers	Fillers CIP & COP	Caps & Closures Lubricants
Industry Insights	Spotlight on Sustainability: <i>Best Practices in Dairy Processing</i>		Global Insights: <i>Opportunities for Exports</i>	Spotlight on Sustainability: <i>Managing Water Use in the Plant</i>	
Bonus Items & Show Issues	FREE Supplier Capabilities Spotlight Profile, Equivalent Space for 1/2 page or larger ads	IDFA Ice Cream Technology Conference 	Int'l Cheese Technology Expo, FREE 1/4 page Booth Preview	Food Safety & Security Summit 	Dairy-Deli-Bakery Conference IFT Show Issue, FREE 1/4 page Booth Preview 

June	July	August	September	October	November	December	
May 10/May 16	June 11/15	July 9/July 15	Aug 10/Aug 16	Sept 13/Sept 19	Oct 12/Oct 18	Nov 9/Nov 15	
Packaging Outlook Organic & Natural Dairy Foods Best New Dairy Plant Designs	Dairy Foods' Annual Buyers Guide & Sourcebook	dairy 100 International Dairy Showcase Preview	Frozen & Refrigerated Dairy Dessert Outlook Pack Expo Preview	Annual Cheese Outlook Going Green: Sustainable Dairy Practices+	STATE OF THE INDUSTRY REPORT CATEGORY -BY- CATEGORY REVIEW • MILK • ICE CREAM & FROZEN DESSERTS • CHEESE • YOGURT & CULTURED PRODUCTS • BUTTER • JUICE, TEA, COFFEE, SPORTS/ ENERGY DRINKS, WATER & SOY • INGREDIENT REPORT PLUS Exporter of the Year Global Dairy Report	Processor Of The Year	
Novelties			Cultured	Coffee Drinks		Ice Cream	Juices/Teas/Waters/ Sport & Energy Drinks
Juice			Ice Cream	Frozen Desserts		Coffee & Tea	Cheese
Cultures, Enzymes & Acidulants Q&A			Lab Testing Q&A	Colors		Chocolate & Cocoa Q&A	Frozen Dessert Concepts
Dairy & Nutrition: Dairy's Role in Healthy Weight Loss			Dairy Detective: Sweeteners for Protein Beverages	Culturally Speaking: <i>The Functionality of Cultured Dairy Foods</i> Tharp & Young: <i>New Ingredients Overview</i>		Dairy Detective: <i>Value-added Ingredients for Milk-based Beverages</i>	Culturally Speaking: <i>Compounds that Increase Shelf Life</i>
Anti-Aging			Prebiotics	Probiotics		Protein Fortification	Vitamins & Minerals
Yogurt/Cultured			Plant of the Year	Cheese		Ice Cream/Novelties	
Quality on the Line: <i>Raw Milk Residues and the Law</i>			Beyond the Filler: <i>CDL Driver & Fleet Safety</i>	Conveyors & Palletizers Q&A Saylor on Safety: <i>Write a Business Continuity Program</i>		Heat Exchangers & Homogenizers Q&A Quality on the Line: <i>Updating NCIMS and HACCP Pasteurization</i>	Beyond the Filler
Filtration Trucks & Truck Bodies			Pumps & Valves Maintenance, Repair & Operations	X-ray Detection & Checkweighing Water Treatment		Rigid Packaging IDFA's Dairy Facts 	Blow Molding Q&A Packaging/Labeling
Global Insights: <i>Trends in Overseas Demand</i>			Spotlight on Sustainability: <i>Alternative Energy in the Plant</i>	Global Insights: <i>Strategic Challenges for Exporters</i>		Warehouse Automation Energy Management	Spotlight on Sustainability: <i>The Movement Towards Metrics</i>
"Double Exposure," Free bonus ad for 1/2 page or larger advertisers	Int'l Dairy Showcase Issue, FREE 1/4 page Booth Preview	Pack Expo Show Issue, FREE 1/4 page Booth Preview 		Exclusive Sponsorships Available 2013 Dairy Forum			

www.dairyfoods.com

Boost all aspects of your marketing campaign, creating a synergized message within the media you choose. Whether your goal is lead generation, brand awareness or educating your market, *Dairy Foods'* integrated media allows you to create a dominant marketing campaign.

Leaderboard

(728 X 90 pixels)

Medium Rectangle

(300 X 250 pixels)

Full Banner

(468 X 60 pixels)

Half Banner

(234 X 60 pixels, Not Shown)

Expandable Leaderboard

(Not Shown)

Floating Ad

(Not Shown)

Page Peel Ad

(Not Shown)

Also available:

Article Sponsorships

Topic Sponsorships

Classified Advertising



Next-Generation Webinars

Interaction with your audience on a whole new level!

Now in addition to our traditional webinar program, *Dairy Foods* is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of its experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI. NOTE: Next-generation webinar option must be specified at time of webinar purchase.

Digital Edition Sponsorship

The *Dairy Foods* Digital Edition is distributed to more than 13,400* subscribers and posted online to provide additional reach to your customers and prospects. Sponsorship benefits:

- Receive a full-page ad adjacent to the front cover — exclusive brand exposure.
- Your logo appears at the top of every page
- All links and logos are hyperlinked to your website.

Contact your sales rep for a quote.



*Publisher's Own Data, June 2011

BPA-Audited Website Traffic

Traffic on dairyfoods.com is independently filtered, audited and reported by BPA Worldwide. The Nielsen Online system and BPA tool, Site-Census, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009. *Dairy Foods* provides a convenient, reliable online system that media decision makers can log on and get near real time detailed and accurate Web traffic reports.



eNewsletter

Dairy Product Innovations delivers the latest on trends, new products and the ingredients, equipment and services used to make them. The content provides readers what they need to stay successful in the marketplace. In doing so, advertisers have an effective vehicle to reach thousands of dairy professionals via a highly credible information source.

Sent to more than 13,400* executives, this highly qualified audience consists of General Management, R&D, Marketing & Sales, Plant Operations & Engineering.

Sponsorship Opportunities

- Top Banner
- Spotlight Report
- Skyscraper Ad
- Tile Ad
- Sponsorship Logo/Link

*Publisher's Own Data, June 2011

Custom eNewsletters

Let *Dairy Foods* help create a co-branded eNewsletter customized to your needs. You select your targeted audience and *Dairy Foods* will deliver it. This is a great marketing tool prior to trade shows or throughout the year. Please contact your sales rep for a quote.



Annual Buyers Guide & Sourcebook

Dairy processors rely on *Dairy Foods' Buyers Guide & Sourcebook* when they are gathering information to make buying decisions. With comprehensive cross-referenced listing of products, services and suppliers, users have all of the information they need at their fingertips. In print, it's bright and bold. It's the most circulated dairy industry supplier database and reference book.

Online *Buyers Guide* at www.dairyfoods.com/buyersguide

NEW KEYWORD SEARCH — More Exposure Online

More potential customers can find your listing using the easy keyword search through BNP Media Search from any page on www.dairyfoods.com; and from any of BNP Media's 60+ publications.

PREFERENTIAL RESULTS — Appear at the Top

Purchase a Premium Package listing and appear at the top of the results with a star next to your name every time your product categories are accessed — prime visibility!

COMPANY DETAIL PAGES — Post More Info

Get a dedicated page for your information. Purchase a Premium Package and post spec sheets, photos/ads and a logo. Also includes live Web and Email links, and more.

July 2012 Issue
Ad Close: June 11



As a *Buyers Guide* advertiser, you get **MORE THAN EVER** before!

- **FREE** logo in supplier and product section and online
- **FREE** boldfacing in supplier section
- **FREE** "see our ad on page..." reference
- **FREE** hotlink online
- **FREE** bonus distribution at major trade shows
- **50%** discount on Premium Package

2012 Display Advertising Rates

Black & White Rates	1x	3x	6x	12x	18x	24x
Full Page	\$5,100	\$4,880	\$4,550	\$4,000	\$3,780	\$3,550
2/3 page	\$3,820	\$3,660	\$3,540	\$3,000	\$2,880	\$2,670
1/2 Island	\$3,510	\$3,360	\$3,140	\$2,700	\$2,470	\$2,260
1/2 page	\$2,990	\$2,990	\$2,640	\$2,310	\$2,200	\$1,980
1/3 page	\$2,080	\$2,000	\$1,890	\$1,670	\$1,560	\$1,440
1/4 page	\$1,730	\$1,660	\$1,550	\$1,330	\$1,220	\$1,110
1/6 page	\$1,630	\$1,560	\$1,450	\$1,230	\$1,120	\$1,010

Frequencies are determined by the total number of insertions in one year (12 issues) from the date of first issue.

Color Rates	
Second color (standard)	\$760
Four-color process	\$1,310
Special color (matched per color)	\$930
Metallic color	\$1,700

Ad Sizes

Full Page with Bleed	8-1/8 x 10-3/4 inches
Full Page Non-Bleed	7 x 10 inches
2/3 Page Vertical	4-1/2 x 10 inches
1/2 Page Island	4-1/2 x 7-1/2 inches
1/2 Page Vertical	3-3/8 x 10 inches
1/2 Page Horizontal	7 x 4-5/8 inches
1/4 Page Vertical	3-3/8 x 4-5/8 inches
1/3 Page Vertical	2-1/8 x 10 inches
1/3 Page Square	4-1/2 x 4-5/8 inches
1/6 Page Vertical	2-1/8 x 4-5/8 inches

Classified Ad Rates

Dairy Foods' classified advertising section is a cost-effective way to recruit new employees, sell used and surplus equipment and market services. Dairy processors can find your ad quickly because of the clearly labeled categories.

1x.....	\$130 per column inch
3x.....	\$120 per column inch
6x.....	\$100 per column inch
12x.....	\$80 per column inch

Send Insertion Orders & Advertising Materials to:

Dairy Foods Magazine
Attn: Lisa Webb
57283 Silver Maple Dr.
Washington, MI 48094
ph: 586/677-9805
fax: 248/244-2299
webbl@bnpmedia.com

FTP site: <http://upload.bnpmedia.com>

TERMS & CONDITIONS Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the United States must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

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Content Development · Custom Publishing · Market-Specific Delivery

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at custommedia.bnpmedia.com or contact us directly: Chris Wilson, (248) 244-8264, wilsonc@bnpmedia.com.

Clear Seas Research

Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome. To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com, www.clearseasresearch.com.

List Rentals

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14th Annual Food Safety Summit

April 17-19, 2012 • Washington DC, Convention Center

Each year the Food Safety Summit attracts thousands of food processing, food retail, foodservice, academic, government and food defense professionals from around the world.

www.foodsafetysummit.com



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