



MEDIA GUIDE



*[dairyprocessing.com](http://dairyprocessing.com)*

2024

**DAIRY  
PROCESSING**





# DAIRY PROCESSING

## Dedicated to dairy

Dairy processors need easy access to the insights and information that gives them leverage in this rapidly evolving marketplace. Representing the interests of today's leaders and tomorrow's decision-makers, *Dairy Processing* focuses on the issues and opportunities of virtually every dairy processor in North America.

Our world-class editors and contributors are dedicated to delivering timely, insightful coverage and analysis of dairy ingredients, equipment, new products and market trends. *Dairy Processing* – the indispensable source of information for the dairy industry.



## Editorial staff



### **KRISTEN PUTCH**

MANAGING EDITOR  
kputch@sosland.com

Kristen Putch joined Sosland Publishing® in 2019 as an editorial project manager. In 2020, she became the managing editor of *Dairy Processing*. Prior to joining Sosland Publishing, Kristen spent nearly 15 years covering a wide range of topics for both print and online media.



### **BENTON SMITH**

DIGITAL MEDIA EDITOR  
bsmith@sosland.com

Benton Smith joined Sosland Publishing in 2022 as the digital media editor for *Dairy Processing*. Previously, Benton worked at a daily newspaper for more than a decade, serving as both a reporter for the paper and a digital editor for the publication's websites.

### **DONNA BERRY**

CONTRIBUTING EDITOR

Donna Berry is one of the best-known names in dairy, having tracked the segment's consumer behaviors and related food trends for nearly 30 years. Her newsletter, *Daily Dose of Dairy*, and website, *beyonddairy.com*, spotlights innovations in dairy products and related beverages for a broad audience of dairy professionals.

### **PAMELA ACCETTA SMITH**

CONTRIBUTING EDITOR

Formerly the editor of *Dairy Field Magazine*, Pamela Accetta Smith has spent her career in the trade publishing business, creating content and strategy for companies large and small. With broad industry experience, Pamela specializes in feature writing and reporting, brand positioning, and content development.

## Over 3 million ways to connect with customers in 2024<sup>1</sup>

Each month, *Dairy Processing* provides on average over 250,000 opportunities to connect with a highly engaged group of dairy industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.

Source:

1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
2. Sosland Publishing Circulation. Qualified circulation for analyzed issues (January 2023-June 2023) = 11,225 (6 times per year)
3. Sosland Publishing Circulation. Average digital circulation = Total qualified circulation + Non-qualified circulation (January-June 2023) = 15,185 (6 times per year)
4. Google Data Studio. January 2023 – June 2023
5. Publisher's own data, June 2023. Aggregate monthly distribution (distribution x frequency) for *Cheese Product News*, *Daily Dairy Brief* and *Dairy Processing Operations Update*. No attempt has been made to identify or eliminate duplication that may exist across media channels
6. Publisher's own data, June 2023. May include duplication of viewers across/within channels (Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly *dairyprocessing.com* Pageviews)



**256,145**

Average opportunities to connect with customers<sup>6</sup>

**11,225**

Average print circulation per issue<sup>2</sup>

**15,185**

Average digital circulation per issue<sup>3</sup>

**16,621**

Average monthly web sessions<sup>4</sup>

**226,319**

Average monthly newsletter circulation<sup>5</sup>





### ***Circulation by business class***

- 41%** Cheese, Cultured, Butter or Margarine, Powdered Products
- 32%** Fluid Milk & Beverage Products
- 26%** Ice Cream & Frozen Desserts, Novelties
- 1%** Other

Source: Sosland Publishing Circulation



### ***Circulation by job function***

- 46%** Senior Management & Administration
- 27%** Plant Operations / Production / Engineering / Distribution / Logistics
- 14%** Product Development / Marketing / Sales / Purchasing
- 12%** R&D Product Development / QA/QC / Food Safety
- 1%** Other

Source: Sosland Publishing Circulation





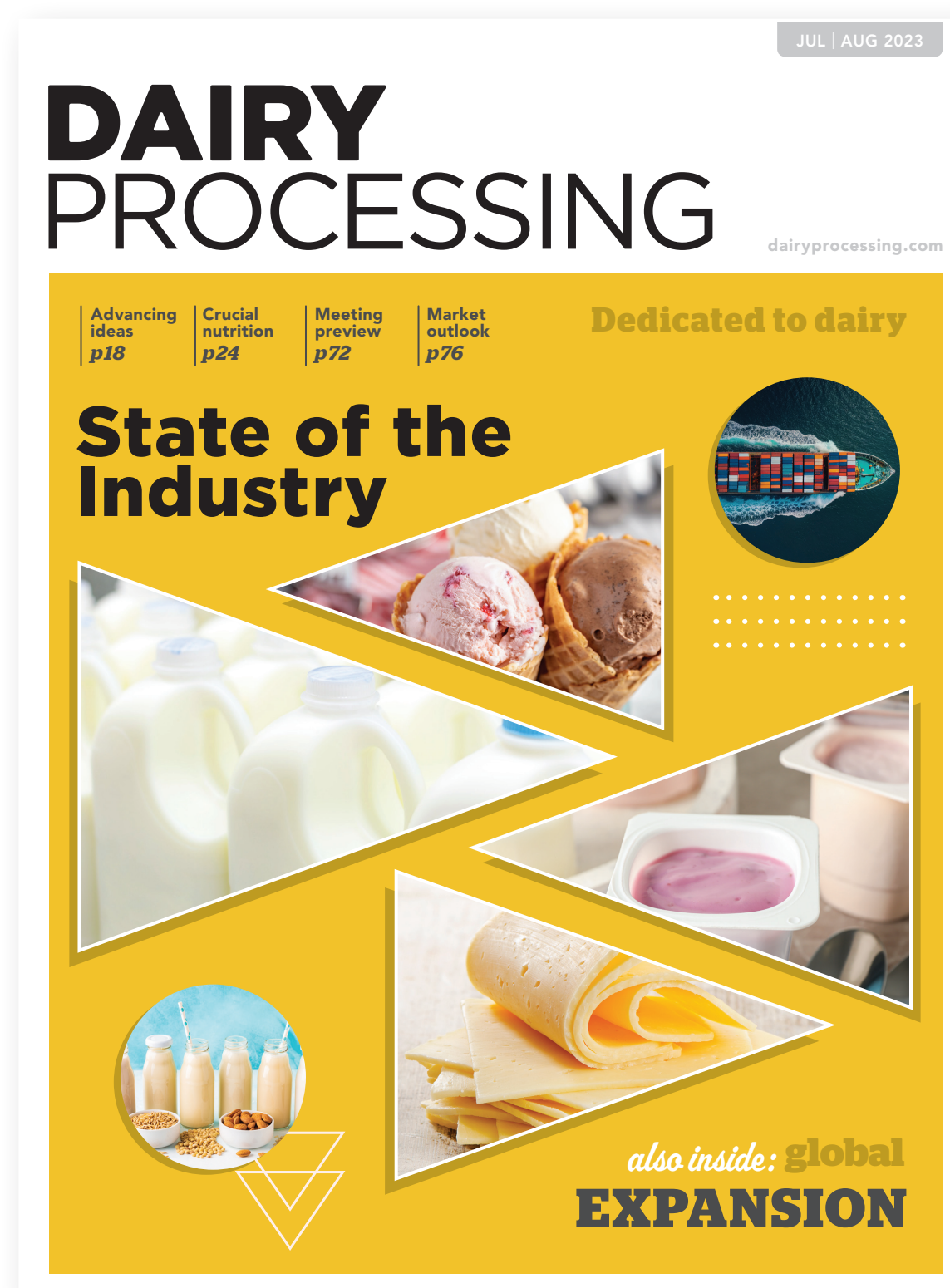
# 2024 editorial calendar

Calendar and Bonus Distribution subject to change

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEPT/OCT	NOV/DEC
<b>TRENDS AND INNOVATIONS</b>	Lactose-Free Product Innovation	International Flavors	Functional Products	<i>State of the Industry Report</i>	Consumer Consumption Trends	Packaging as Marketing
<b>PRODUCT SPOTLIGHT</b>	Cheese	Fluid Products	Ice Cream & Frozen Novelties		Cultured Products	Alternative Dairy Products
<b>FORMULATIONS</b>	Coloring	Flavors & Extracts	Sodium Reduction		Emulsifiers & Stabilizers	Sugar & Sugar Alternatives
<b>OPERATIONS</b>	Risk Assessment	ESG Trends	Mitigating Downtime		Sustainability Roadblocks	New Product Development
<b>PACKAGING</b>	Printing & Labeling	Flow Wrapping	Pouches		Package Design	Reducing Costs
<b>SUPPLY CHAIN</b>	Minimizing Disruptions	Cybersecurity	Warehouse Technologies		AI & Sensor Technologies	Robotics & Software
<b>FOOD SAFETY</b>	Dry Cleaning & Sanitation	Optimal Drainage Design	CIP vs. COP		Quality Assurance	Education & Training
<b>EQUIPMENT</b>	Heat Exchangers	Cheesemaking	Filtration		Sanitation	End-of-line Packaging
<b>MEETING PREVIEW</b>	WCMA CheeseExpo	IDDBA	IFT FIRST		PACK EXPO Int'l	IDFA Dairy Forum 2025
<b>BONUS DISTRIBUTION</b>	SCIFT, WCMA CheeseExpo	ADPI/ABI Annual Conference, NYIFT Suppliers Day, IDDBA, Sosland Publishing Purchasing Seminar	IFT FIRST		PACK EXPO Int'l	IDFA Dairy Forum 2025
<b>CLOSE DATES:</b>	January 3	February 28	May 1	July 3	August 29	October 28



 **Print marketing opportunities**



*State of the Industry Report*

The *Dairy Processing State of the Industry* report is an in-depth analysis of the trends and issues affecting the dairy industry, including comprehensive category reviews on:

- Fluid Milk
- Cheese
- Cultured Products
- Ice Cream and Frozen Novelties
- Alternative Dairy Products
- Butter

Don't miss this opportunity to spotlight your products and services in this issue that is referenced by decision-makers year-round.



# Print marketing opportunities



## Print ad rates

AD TYPES	1-3X	4-6X
TWO-PAGE SPREAD	\$5,500	\$4,500
FULL PAGE	\$4,500	\$3,500
1/2 PAGE ISLAND	\$2,950	\$2,650
1/2 PAGE	\$2,950	\$2,500
1/3 PAGE	\$2,300	\$2,100
1/4 PAGE VERTICAL	\$1,950	\$1,750

For classified section ad rates and specs, contact our sales team at [classifiedsales@sosland.com](mailto:classifiedsales@sosland.com).

## Advertorials

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing the journalistic style article or one of our editorial experts will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in *Dairy Processing's* digital edition, driving engaged readers to your doorstep.





***Print + Digital Solutions***

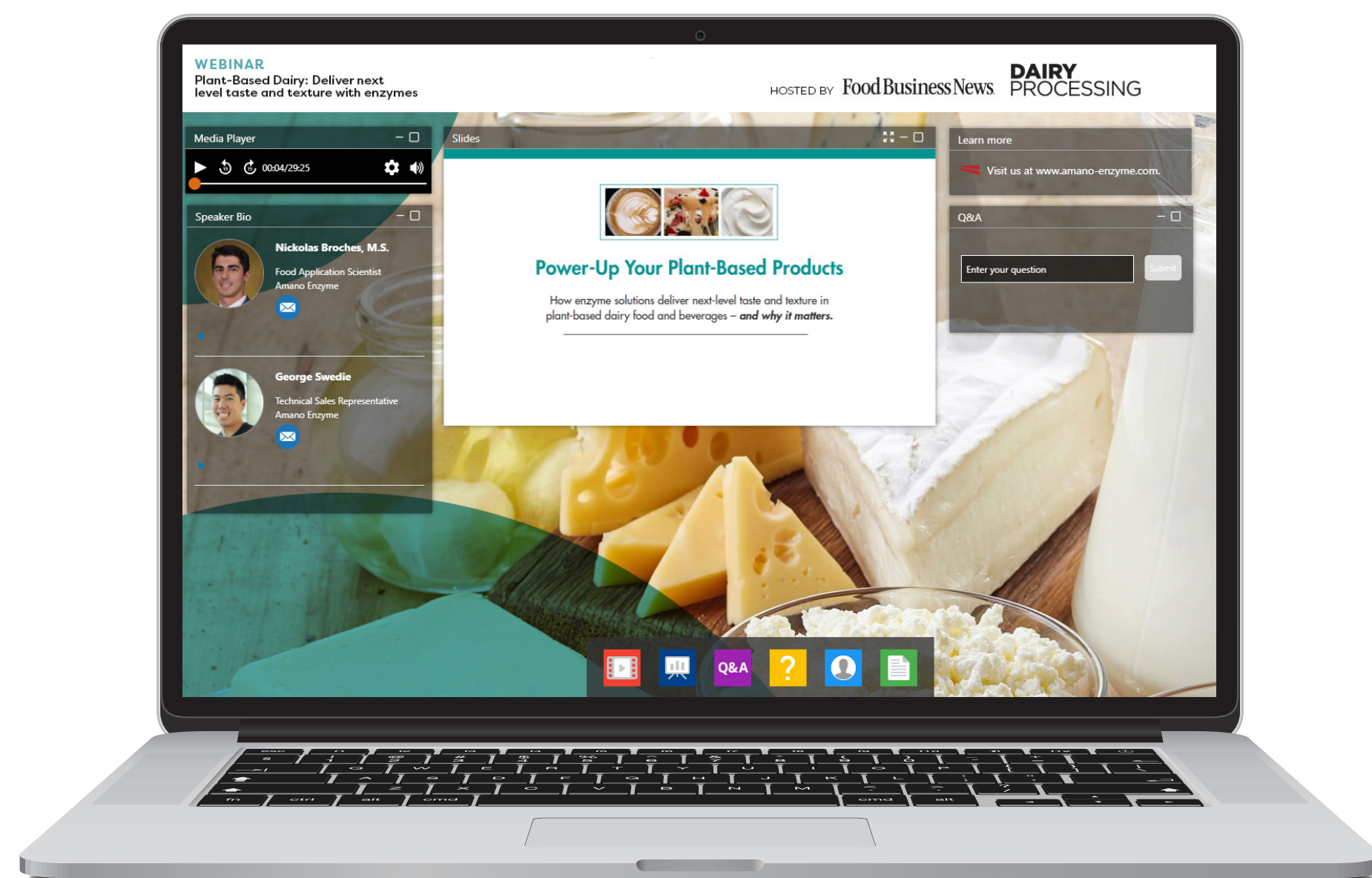
***Meet your buyers at EVERY turn.***

Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email us at [dairyprocessingsales@sosland.com](mailto:dairyprocessingsales@sosland.com) or call us at (816) 756-1000 or (800) 338-6201.



## Digital marketing opportunities



### Custom webinars

*Dairy Processing's* hosted webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging *Dairy Processing's* reach to its exclusive subscriber database drives quality viewership and ensures that your messaging is heard by difference makers across the dairy industry.

### Targeted email marketing

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, announce special offers and drive qualified traffic and leads to your website.

### White papers

*Dairyprocessing.com* will host your white paper and promote it to a targeted audience. White paper hosting includes reference on the white paper listing page and a dedicated landing page.



## Digital marketing opportunities

### E-zines

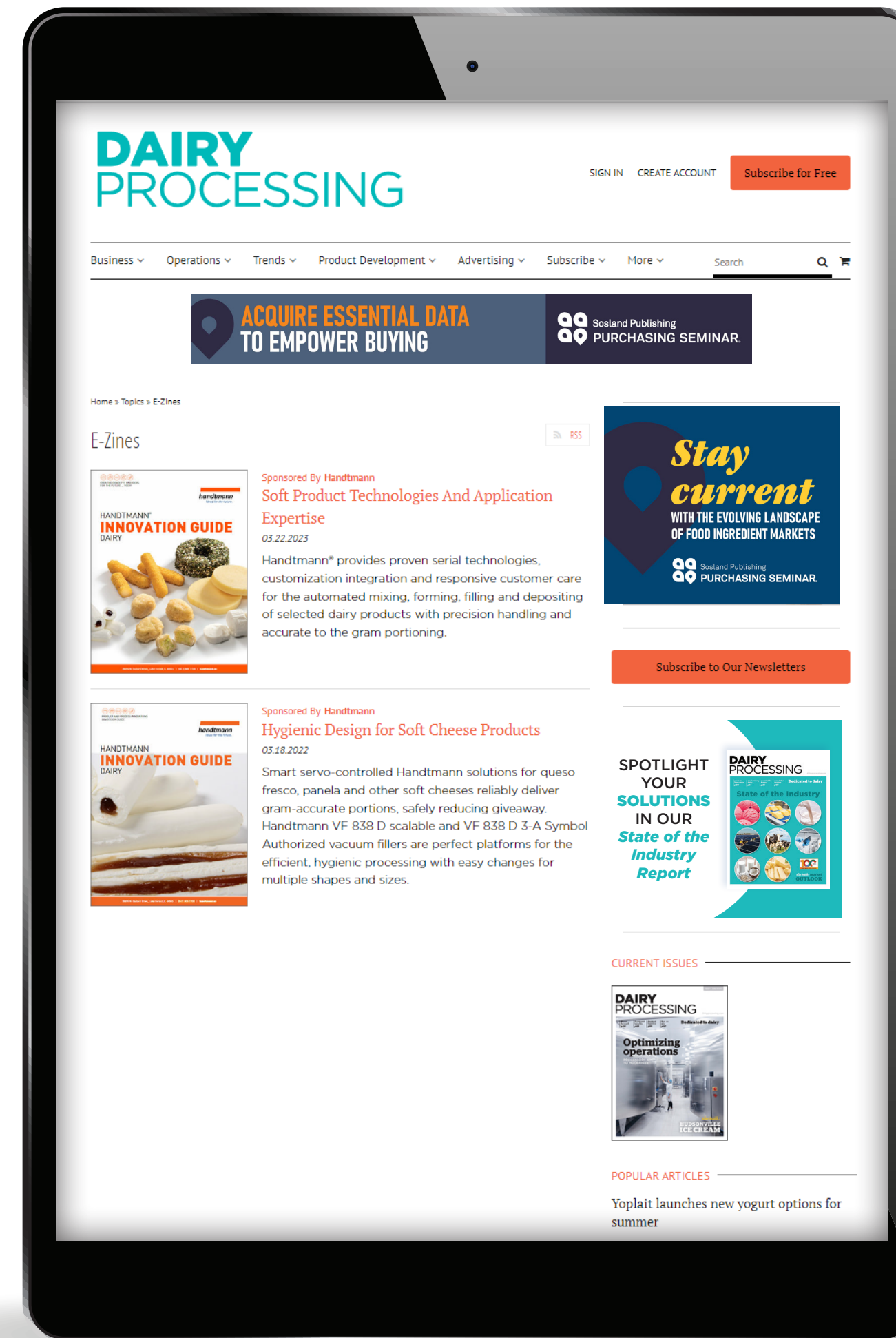
Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to companies' challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, interactive digital magazine for informing your customers while enticing them with a call to action.

### Audience extension

Stay engaged with *dairyprocessing.com* visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.

### Custom publishing

For unique custom digital publishing projects, *Dairy Processing* delivers a wealth of marketing solutions with creativity, professionalism and credibility.







## Digital marketing opportunities

**new!**

### Deep Dive Videos

Captivate your next customer with a video that takes a close look at your company's latest ingredient or equipment solutions. A *Dairy Processing* editor will conduct a comprehensive interview with one of your product experts about your company's latest products. This dynamic opportunity will elevate your marketing message, raise brand awareness and generate leads.

### Native articles

Native content extends your brand's recognition within the dairy industry through our high-traffic website, *dairyprocessing.com*. Your brand's thought leadership, processing expertise, or other native content will be woven within our site and will also be promoted in a *Dairy Processing* newsletter to engaged readers.





## Digital marketing opportunities

### Newsletters



The *Daily Dairy Brief* provides processors with the latest news, market updates, commentary and other exclusive content.



Sent out twice per month to executives in operations, engineering and plant-level management in dairy processing facilities, *Operations Update* provides news and information on engineering, production, packaging, maintenance and sanitation solutions.



Decision-makers from cheese manufacturing companies rely on *Cheese Product News* twice per month for its comprehensive review of the most innovative cheese products and how processors bring them to market.



## Digital marketing opportunities

### Newsletter ad rates

AD TYPES	DAILY DAIRY BRIEF		OPERATIONS UPDATE	CHEESE PRODUCT NEWS
	M / W / F	T / TH	2X PER MONTH	2X PER MONTH
BLOCKBUSTER	\$2,750	\$2,375	\$2,375	\$2,500
MEDIUM RECTANGLE 1	\$2,750	\$2,375	\$2,050	\$2,150
MEDIUM RECTANGLE 2	\$2,150	\$1,725	\$1,825	—
SPONSORED MESSAGE	—	—	—	\$2,300

### HOW NEWSLETTER SPONSORSHIPS DRIVE RESULTS

(Blockbuster - advertise here!)



(Newsletter Topic)  
**Reaches food industry decision makers**

(Medium Rectangle - advertise here!)

(Sponsored Message - advertise here!)  
**Builds brand awareness with built-in, targeted audiences**



(Newsletter Topic)  
**Aligns your brand with a trusted news source**

### Pick your spot

View the newsletter ad rates chart to see what ad types you can claim in our newsletters.

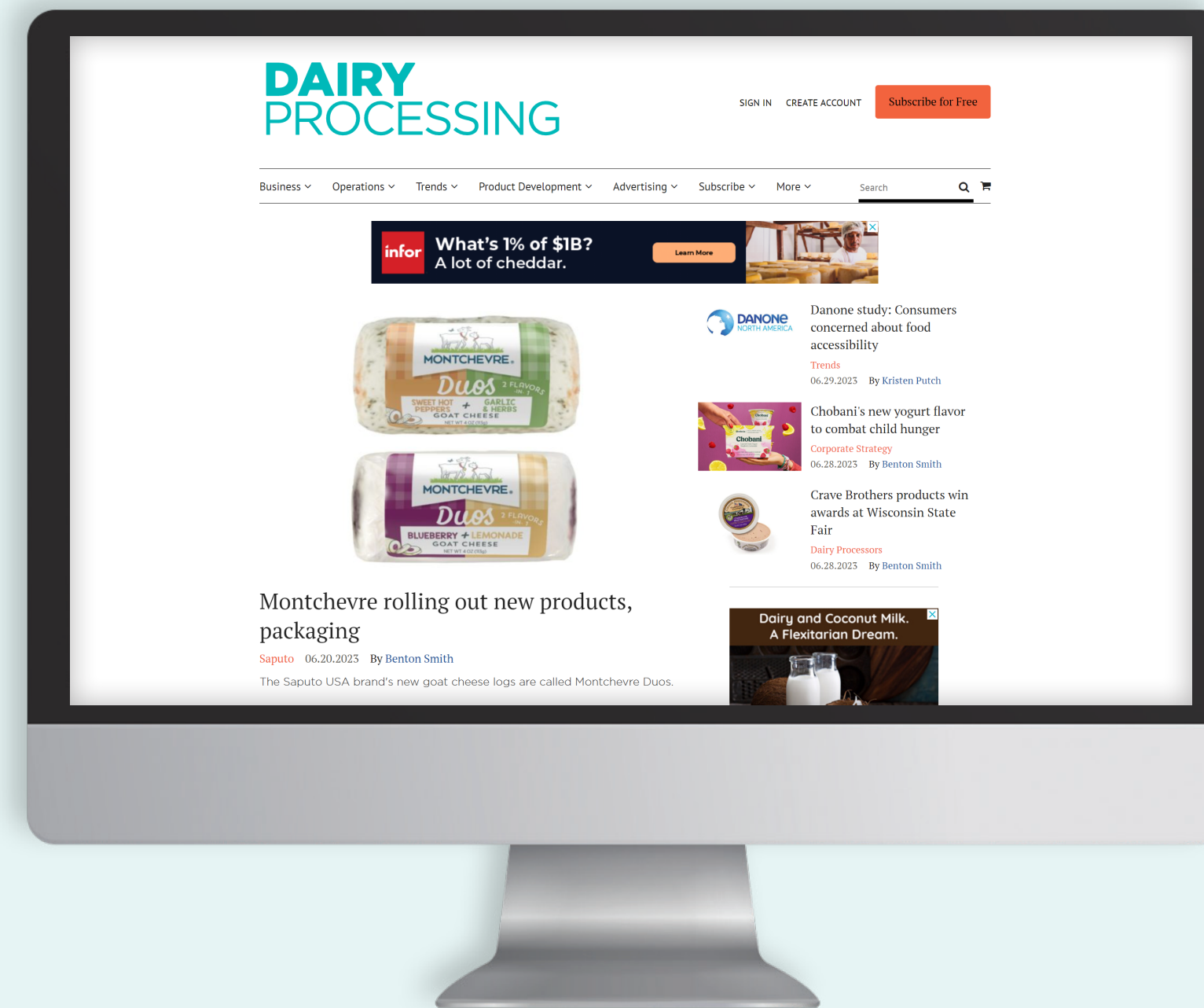


# Digital marketing opportunities

## Website advertising

Dairy Processing's crafted strategies and tactics get your message to the right people at the right time via *THEIR* preferred channels. In addition to print, *dairyprocessing.com* – the dairy processing industry's trusted, premiere website – offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From run of site (ROS) ads, exclusive sponsorships, and more, your marketing messages will get noticed through more than 16,000 monthly sessions on *dairyprocessing.com*.<sup>1</sup>

1. Source: Google Data Studio, January 2023 – June 2023



## Website ad rates

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$1,950
EXPANDABLE LEADERBOARD	\$2,200
INLINE MEDIUM RECTANGLE	\$1,950
MEDIUM RECTANGLE 1	\$1,650
MEDIUM RECTANGLE 2	\$1,375
ANCHOR	\$2,175

# Digital marketing opportunities



## Digital edition

As the exclusive sponsor of the *Dairy Processing* digital edition, your wide skyscraper ad will appear next to every page of the sponsored digital edition. In addition to this premium location, your blockbuster ad will also appear in the *Dairy Processing* digital edition email alert, which is sent to over 15,000 recipients each issue.<sup>1</sup>

1. Source: Sosland Publishing Circulation

## SPONSORSHIP PACKAGE - \$2,575 PER MONTH

- Wide skyscraper ad on the digital edition
- Blockbuster ad on the digital alert email

## SPONSORSHIP + VIDEO - \$3,825 PER MONTH

- Wide skyscraper ad and blockbuster ad
- 60-second video on the digital edition intro page



## For advertising information, please contact:



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