

www.foodincanada.com

# FOOD IN CANADA

The Voice of the Canadian Food & Beverage Industry

## 2006 MEDIA PLANNER

### COMPLETE INDUSTRY COVERAGE

Industry News & Supplier Updates

Product Innovations

Processing & Plant Technology

Ingredients & Additives

Functional Foods & Nutraceuticals

Logistics & Transportation

Packaging Information

Health & Safety

Exporting

Regulatory Affairs...

and more!

# READERSHIP MATTERS!

When it comes to the Canadian food & beverage processing industry  
**WE BRING A LOT TO THE TABLE!**

Over **86%** of our 9,800 CCAB/BPA nationally audited circulation reaches key decision-makers in Canada's **\$67 billion** food and beverage processing industry. They have buying influence across all levels of food and beverage product development, plant production, sales and marketing.



## FOOD IN CANADA'S READERS PURCHASE:

- Ingredients/Flavours/Colours
- Processing Equipment
- Packaging Equipment & Materials
- Refrigeration/Freezing Systems
- Supply Chain Management Systems, including:  
IT/Logistics/Warehousing  
Trucking & Distribution Systems
- Exporting Services
- Laboratory Testing & Related Supplies & Services

- Uniforms/Safety Apparel
- Automated Process Control Systems
- Financial & Consulting Services

**And last but not least** ...our 20,600 readers (average 2.1 readers per copy) buy anything and everything needed to design, develop, manufacture and bring a finished food or beverage product to market.



*Reach our industry decision-makers and turn your advertising investment into increased sales success!*

**From left, back row:** Leo, president, Andy, vice-president of foodservice sales, Arnie, vice-president of marketing and Marty Strub, vice-president of production, all of **Strub Brothers Limited**.

**Middle row from left:** Michael McCain, president and CEO, Scott McCain, president and COO, Agribusiness Group Inc., and Richard Ian, president and COO, Bakery Products Group, all of **Maple Leaf Foods Inc.**

**Front row, from left:** Christophe Di Giovanni, president, **Mother Hen Baby Food Inc.**, Anna Janes, founder, **CocoMira Confections Inc.**, Andrew MacGillivray, president and CEO, **Gay Lea Foods Co-operative Ltd.**

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