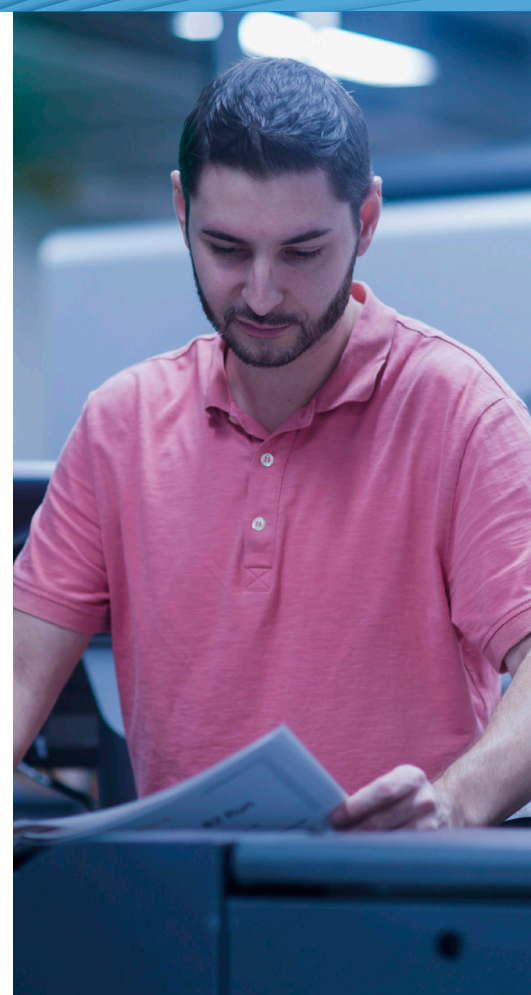


7 REASONS YOU NEED PRINT IN YOUR MARKETING MIX.



PROFOOD
WORLD



7 REASONS YOU NEED PRINT IN YOUR MARKETING MIX.

The company we keep.



ProFood World is honored to have these leading food and beverage manufacturers as members of our **Editorial Advisory Board:**

Christine Bense, Chief Operating Officer,
Ventura Coastal

Hendrik Eyselee, Director of Engineering,
Cheese and Dairy, Kraft Foods

Gregg Flickinger, Group VP of Manufacturing
Operations, H-E-B | Manufacturing

Bill Gill, Assistant VP, Environmental Affairs,
Smithfield Foods

John Hilker, Senior Vice President,
The C.F. Sauer Company

Vince Nasti, Vice President, Operations,
Nation Pizza & Foods

Jim Prunesti, VP Engineering,
Conagra Brands

Tony Vandenoever, Dir., Supply Chain
Engineering, PepsiCo

David W. Watson, VP, Engineering,
Campbell Soup Company

Diane Wolf, Industry Consultant,
Former VP of Engineering, Global
Safety, Environmental and Sustainability,
Kraft Foods

Joe Zembas, Director, Engineering and
Technical Services, The J.M. Smucker Co.

Current Roster as of November 2018.

1 Simply put, print works.

Paper-based reading is associated with stronger transfer to long-term memory, recall, and overall comprehension. Neuroscience studies show print ads engage longer, yield higher levels of recall and cause more activity in brain areas associated with value and desire – key markers of purchase interest. Readers also sustain focus without multi-tasking for long periods of time.

Temple University Neural Decision-Making and 2015 research conducted by Millward-Brown Digital

2 Optimal audience reach.

Forget overflowing inboxes. Print takes you right to key decision makers and influencers. *ProFood World's* circulation is verified by BPA Worldwide*, so you can be sure your message is reaching the individuals best positioned to buy your products.

Additionally, the Active Audience portion of our circulation gives you an exclusive first reach into PACK EXPO and ProFood Tech attendees, prospects in emerging markets and fast-growing companies.

Learn more about Active Audience at PMMIMediaGroup.com.

** Membership applied for July 2018.*



7 REASONS YOU NEED PRINT IN YOUR MARKETING MIX.

3 Print has a longer shelf life and offers unique message enhancements.

Unlike digital ads, your print message will be around long after a banner ad has disappeared (think pass-along). Plus, print offers cover enhancement options such as belly



bands, stickers, wraps and sticky notes. Inside the magazine, attention-getters include tipped-in posters, perforated cards, booklets and more.

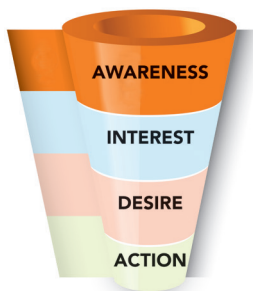
4 Consumers find print more trustworthy, inspiring and motivating than online media or TV networks.

Adults aged 18-49 were asked to compare magazines, websites and ad-supported TV networks. Magazines were the most popular medium for all experiences and outcomes, including "how to learn about new products," "gets me to try new things" and "don't worry about accuracy."

Simmons Research, Multi-Media Engagement Study, 2016

5 Print feeds the pipeline.

Experts estimate that it takes between 7 and 13 touches to deliver a qualified sales lead. An integrated media strategy incorporating print is key to driving prospects from top-of-funnel brand awareness to product interest to action.



6 Print delivers year-round branding with our Leaders in Processing program.

ProFood World Leaders in Processing program includes online branding on ProFoodWorld.com for qualifying print advertisers. Companies who begin their ad program in February also receive a free Company Profile in print.



Learn more at PMMIMediaGroup.com/pfw/leaders-processing

7 More affordable than ever: earn frequency discounts for print

ProFood World makes it easier to incorporate "multiple touches" into your marketing program: we offer frequency discounts for ad programs that include three or more insertions.

Contact your account representative to see what you can save!



**PROFOOD
WORLD**

PMMIMediaGroup.com | ProFoodWorld.com



PMMI Media Group
401 N. Michigan Ave., Suite 300, Chicago, IL 60611
PMMIMediaGroup.com

