



2026 Media Kit



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Coverage Map



Out of Region Companies Receiving FOOD WORLD & FOOD TRADE NEWS:

- Ahold Delhaize**, Amsterdam, The Netherlands
- Albertsons Companies**, Boise, ID
- Aldi**, Batavia, IL
- Amazon**, Seattle, WA
- Costco**, Issaquah, WA
- Dollar General**, Goodlettsville, TN
- Grocery Outlet**, Emeryville, CA
- Kroger**, Cincinnati, OH
- Sam's Club**, Bentonville, AR
- Save A Lot**, St. Ann, MO
- Sprouts**, Phoenix, AZ
- Target**, Minneapolis, MN
- Trader Joe's**, Monrovia, CA
- WalMart**, Bentonville, AR
- Walgreens**, Deerfield, IL
- Whole Foods**, Austin, TX
- 7-Eleven**, Dallas, TX

Editorial Opportunities

Feature Stories

Full-length profiles on leading retailers, wholesalers and manufacturers and/or their executives capturing their insights on how they've become successful.

Balford Management Team Puts Spotlight On Employees And Service

The management team at Balford has been instrumental in the success of the company's growth over the past several years. As the company continues to expand, the leadership team has focused on maintaining a strong commitment to their employees and customers. This dedication has led to a highly motivated workforce and exceptional customer service, which are key factors in Balford's success. The company's focus on employee development and customer satisfaction has set it apart from its competitors in the industry.

CEO, Balford Management

HP Sales Northeast, Henny Penny Create Winning Combination

The partnership between HP Sales Northeast and Henny Penny has created a winning combination for both companies. This collaboration has allowed for a more integrated approach to sales and customer service, resulting in increased sales and customer loyalty. The combination of HP's technology and Henny Penny's expertise in food service equipment has provided a comprehensive solution for their clients. This strategic alliance has been a key driver of growth for both organizations.

HP Sales Northeast

Director of Marketing & Sales

Industry Executive Forums

Interactive roundtable panel featuring industry leaders and their views on important issues facing their companies and the food industry as a whole.

OUTLOOK 2024

Join us for an interactive roundtable panel featuring industry leaders and their views on important issues facing their companies and the food industry as a whole. The panel will discuss the challenges and opportunities ahead for the industry in 2024.

Panelists: [Names of panelists]

Topics: [List of topics to be discussed]

50 Years Later, Zallie Family Markets Continues To Deliver

George Zallie began his career in 1974 when he opened a corner store on Orchard Street in Philadelphia. Over the years, the store grew into a successful business, and in 1994, he founded Zallie Family Markets. Today, the company has expanded to multiple locations, serving a diverse customer base. The Zallie family's commitment to quality and customer service has been a cornerstone of the company's success for over 50 years.

Zallie Family Markets

Cutting Edge Innovation And Strong Customer Service

The success of Zallie Family Markets is a testament to the company's commitment to innovation and customer service. By embracing cutting-edge technology and maintaining a focus on exceptional customer service, the company has been able to stay ahead of the competition. This dedication to quality and service has earned the company a loyal customer base and a reputation for excellence in the industry.

Zallie Family Markets

Q&A Features

In depth, one-on-one interviews with some of the industry's top leaders presented in a question-and-answer format.

Q&A Interview

Think it goes back to having high expectations. You don't create a great culture with low expectations, so you really have to start with that. And recognizing that it takes everyone contributing to reach those goals, every team member plays a part.



A DEDICATION CEREMONY WAS HELD SEPTEMBER 6 FOR A NEW MURAL CALLED "MORE THAN FOOD" at the Philadelphia Hungry For Change Center on Gateway Street in Philadelphia. Attending were (l) Loree Street Street, Philadelphia CEO; Jane Holman, founder of Mural Arts Philadelphia; Cole Ross, mural artist; Pamela Rittney, lawyer, founder of Philadelphia; and John Holway, chairman of the board of Philadelphia.

Events & Awards

Photo opportunities highlighting notable achievements of companies based in the Mid-Atlantic, Northeast and Southeast.



Circulation

Category of Trade **% of Circulation**

Food World total circulation: 22,810

Corporate Chains: Executives/Buyers/Store Managers.....	34
Small Chains/Independent Operators.....	14
Convenience Stores/Mass Retailers.....	9
Wholesalers/Distributors.....	9
Manufacturers/Brokers	46
All Others	5

Food Trade News total circulation: 28,551

Corporate Chains: Executives/Buyers/Store Managers.....	35
Small Chains/Independent Operators.....	20
Convenience Stores/Mass Retailers.....	11
Wholesalers/Distributors.....	12
Manufacturers/Brokers	49
All Others	6

The area of coverage for *Food World* is Maryland, Virginia, Delaware, Central Pennsylvania and the District of Columbia. The area of coverage for *Food Trade News* is Pennsylvania, New Jersey, Metro New York and Delaware. Both publications enjoy national circulation to the corporate headquarters and buying offices of all the major retail chains that operate stores in the areas we cover.

Editorial Calendar

Food World

PUBLICATION DATE

January 12

Materials Due: January 2

February 9

Materials Due: January 30

March 9

Materials Due: February 27

April 6

Materials Due: March 24

May 4

Materials Due: April 24

June 15

Materials Due: June 5

July 13

Materials Due: July 3

August 10

Materials Due: July 31

September 7

Materials Due: August 28

October 5

Materials Due: September 25

November 2

Materials Due: October 23

December 7

Materials Due: November 27

SPECIAL ISSUES & FEATURES

Futurecast 2026

Food World takes a look ahead at the year 2026. **Plus, bonus distribution at FMI Midwinter and NGA.**

Seafood

Food World takes a look at the seafood industry.

Frozen Food

IRI listings of the fastest moving frozen food items in the Baltimore-Washington and Richmond-Norfolk markets.

Health & Wellness/Organic

Food World explores the health & wellness and organic categories in the retail sector, highlighting trends and showing who's on the cutting edge.

Dairy-Deli-Bakery

IRI listings of fastest moving dairy-deli bakery items in the Baltimore-Washington and Richmond-Norfolk markets. **Plus, bonus distribution at IDDBA.**

Retail Market Study

Food World's largest and most important issue of the year! The annual market study breaks down sales and share for retailers from all segments doing business in the Baltimore-Washington, Richmond-Norfolk and Central Pennsylvania markets.

Specialty Foods

Food World takes a look at the specialty food industry.

Direct Store Delivery/Manufacturers

Food World puts the focus on suppliers in our coverage area. Also includes company listings of the area DSD/Manufacturers.

Global Flavors/Hispanic Heritage Month

Food World delves into food trends across the world with highlights of Hispanic Heritage Month.

Produce

Food World explores the produce business and highlights future trends. **Plus, bonus distribution at IFPA Global Show.**

Grocery IRI/Broker Issue

IRI listings of the fastest moving edible and non-edible grocery items in the Baltimore-Washington and Richmond-Norfolk markets. Plus, broker listings.

Wholesalers

A study of the wholesalers in the *Food World* markets along with company listings.

Editorial Calendar

Food Trade News

PUBLICATION DATE

January 19

Materials Due: January 10

February 16

Materials Due: February 7

March 23

Materials Due: March 13

April 20

Materials Due: April 10

May 18

Materials Due: May 8

June 22

Materials Due: June 12

July 20

Materials Due: July 10

August 17

Materials Due: August 7

September 21

Materials Due: September 11

October 13

Materials Due: October 2

November 16

Materials Due: November 6

December 21

Materials Due: December 11

SPECIAL ISSUES & FEATURES

Futurecast 2026

Food Trade News takes a look ahead at the year 2026. **Plus, bonus distribution at FMI Midwinter and NGA.**

Seafood

Food Trade News takes a look at the seafood industry in the retail sector.

Frozen Foods

IRI listings of the fastest moving frozen food items in the Delaware Valley, Central Pennsylvania, and Metro New York markets.

Health & Wellness/Organic

Food Trade News explores the health & wellness and organic business in the retail sector, highlighting future trends and showing who's on the cutting edge.

Dairy-Deli-Bakery

IRI listings of fastest moving dairy-deli bakery items in the Delaware Valley, Central Pennsylvania and New York Metro markets. **Plus, bonus distribution at IDDBA.**

Retail Market Study

Food Trade News' largest and most important of the year! The annual market study breaks down sales and market share for retailers from all segments doing business in the Metro New York, Delaware Valley, Central Pennsylvania, ABE and Northeast PA markets.

Specialty Foods

Food Trade News takes a look at the specialty food industry.

Direct Store Delivery/Manufacturer

Food Trade News puts the focus on suppliers in our coverage area. Also includes company listings of the area DSD/Manufacturers.

Global Flavors/Hispanic Heritage Month

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Produce

Food Trade News explores the produce business and highlights future trends. **Plus, bonus distribution at IFPA.**

Grocery IRI/Broker Issue

IRI listings of the fastest moving edible and non-edible grocery items in the Delaware Valley, Central Pennsylvania and Metro New York markets. Plus, broker listings.

Wholesalers

A study of the wholesalers in the *Food Trade News* market along with company listings.

Display Advertising Rates

Food World & Food Trade News

Typical Space Costs

Size of ad	1 time	3 times	6 times	9 times	12 times
Full page	\$3,700	\$3,600	\$3,500	\$3,250	\$3,000
3-column strip	\$2,200	\$2,100	\$2,050	\$2,000	\$1,950
Horizontal ½-pg	\$1,900	\$1,850	\$1,800	\$1,750	\$1,700

Insert Costs

Single leaf: \$3,415.50 (commissionable)

Double leaf: \$4,680.50 (commissionable)

Must have a minimum of 20,000 inserts PER paper

Agency Discounts

Agencies receive a 15% discount on gross cost.

Color

\$350 extra per page (net).

Closing Dates

Materials must be received at least 10 days prior to publication date.

Grocery Industry Directory (GID) Costs

Full page	\$2,400.00	Inside front or inside back cover	\$3,400.00
Half page	\$1,200.00	Tab positions	\$3,000.00
Back cover	\$4,000.00	Color	\$350.00

For more information, contact:

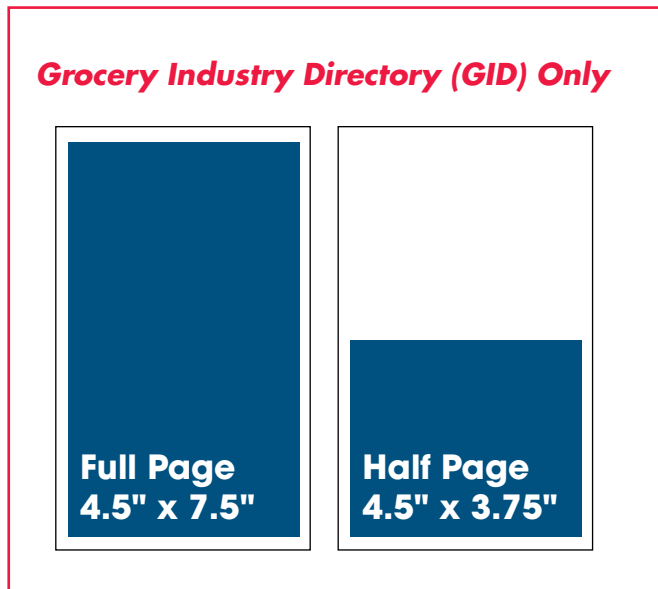
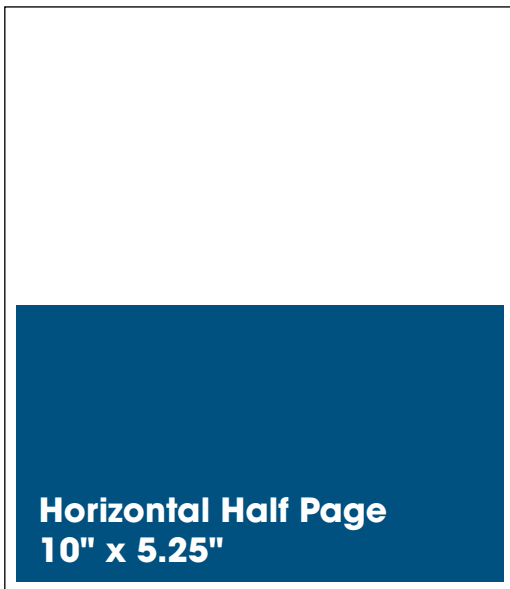
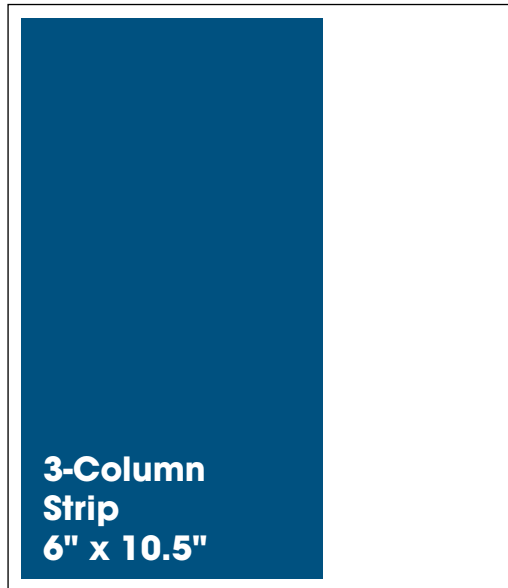
Maria Maggio, 443.631.0172 or maria@foodtradenews.com

Kevin Gallagher, 201.250.2217 or kevin@foodtradenews.com



Display Advertising Specs

Food World, Food Trade News & Grocery Industry Directory



Page Size 52.5 column inches per page (5 columns x 10.5")

Column Size 1 column inch = 2" x 1"

Specs Digital submissions should be high resolution PDF files with all fonts and graphics collected/embedded. No bleeds. Color is process (CMYK). Ad sizes are described above.

Digital Advertising Rates



WELCOME MAT AD \$2,500/month

EMAIL BLASTS / PHOTO BLASTS / BREAKING NEWS \$2,000/month

Home Page Ads \$350/week (sold bi-weekly)
(Banner ads on home page are displayed at top and middle of page.)

Taking Stock Ads \$350/week (sold bi-weekly)

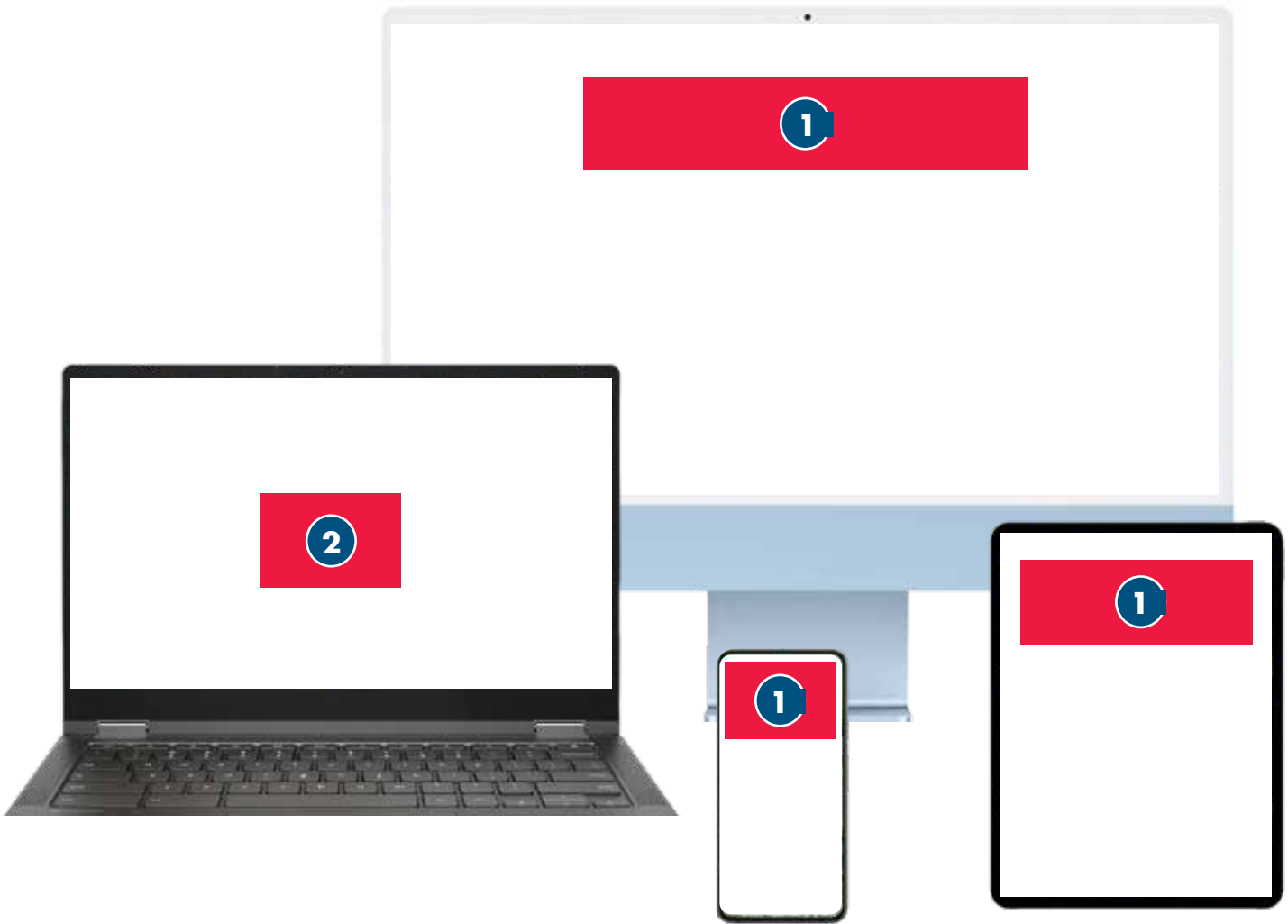
News Ads \$325/week (sold bi-weekly)

Photo Gallery Ads \$325/week (sold bi-weekly)

Column Ads \$300/week (sold bi-weekly)

Trade Calendar Ads \$300/week (sold bi-weekly)
(Banner ads on content pages are displayed at top of page.)

Digital Advertising Specs



1 BANNER

Desktop: Billboard (2910 x 750 pixels)

Mobile: Medium Rectangle (900 x 750 pixels)

Placement: Above the header on desktop and mobile.

2 WELCOME MAT

900 x 750 pixels

Appears on desktop and mobile as an overlay on the page of first entry. Displayed once per day per visitor.

The sizes we are requesting are three times larger than they will display. This allows us to render your ad at the highest resolution supported by modern phones and computer monitors. Modern "Retina" and super-high-definition displays achieve their impressive image quality by using larger images to fill smaller spaces.

Accepted formats for website advertising are JPEG, PNG, GIF, HTML5 and Javascript.