
IFT
2027
MEDIA
KIT
Spirulina Blue Color
Connect With Our Team

Access the People Shaping What Comes Next in Food

Reach the food scientists, R&D leaders, product developers, technical experts, and decision-makers moving the food industry forward.



492,957 monthly contacts

58%
R&D and technical professionals

11.2%
Management / Supply Chain

13.3%
Food Safety

7.9%
Academic

6.8%
Sales and marketing

IFT Channels by the Numbers

Website
120K+
Monthly Visitors

Food News Now
29K+
Readers

Food Technology Magazine
12.5K+
Readers

IFT FIRST Event
Nearly
15K
Attendees

Social Media

18K+ Followers

39K+ Followers

193K+ Followers

Connect With Our Team

Who You Can Reach

Reach the Teams That Decide What Gets Made

IFT gives your brand access to professionals working across the full food innovation process.



Research and Development



Product Development



Quality and Food Safety



Innovation and Technical Leadership



Purchasing and Sourcing Influence



Students and Emerging Talent



Connect With Our Team

Start with the Outcome

Build Awareness

A strong focus for:

New product launches, rebrands / brand refreshes, entering a new market, crowded categories, and market education.

Potential pathways may include:

- Website Advertising
- Newsletter Placements
- Premium Display
- Print Advertising
- Sponsored Visibility

Generate Demand

A strong focus for:

Entering a new market, new product launches, clear MQL goals, increasing sales team capacity, and strengthening underperforming lead sources.

Potential pathways may include:

- Sponsored Email
- Webinars
- Gated Content
- Lead-Generation Programs
- Custom Campaigns

Establish Authority

A strong focus for:

Technical decision-makers, complex buying processes, crowded markets, category leadership, reputation building, and supporting premium positioning.

Potential pathways may include:

- Sponsored Articles
- Webinars
- Podcasts
- Research Sponsorships
- Interviews
- Thought-Leadership Content

Stay Top-of-Mind

A strong focus for:

Long sales cycles, consultative sales processes, enterprise accounts, competitive markets, and maintaining visibility throughout the buying journey.

Potential pathways may include:

- Year Round Display Advertising
- Newsletter Advertising
- Retargeting
- Recurring Content
- Integrated Campaigns

Build Your Custom Plan

Your goals may span more than one path. Connect with our team to build the right mix of opportunities around your audience, timing, and budget.

Connect With Our Team

Content and Thought Leadership

Be More Than Another Ad

The IFT audience is looking for ideas, information, research, and solutions that help them do their jobs better.

Our content and thought-leadership opportunities give your company room to explain its expertise, share a point of view, and build credibility with the professionals you want to reach.



Sponsored Articles

Collaborate with IFT to drive brand engagement and share useful expertise through content developed for the IFT audience.



Thought-Leadership Webinars

Leverage IFT's award winning content team and reputation to educate the market, demonstrate your expertise, and generate qualified interest around a focused topic.



Podcast Opportunities

Bring your company's perspective into conversations about the science, technology, and trends shaping food.



Sponsored Newsletter Content

Reach subscribers through trusted IFT communications already built into their professional routines.



Proof by the Numbers

1,100+
Average Monthly Podcast Listens

29K+
Food News Now Distribution

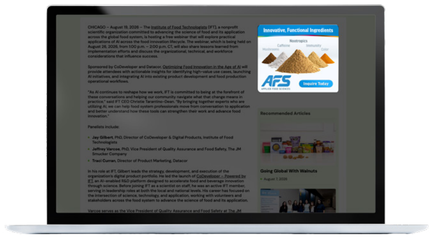
100+
Average Leads from IFT Sponsored Webinars

Connect With Our Team

Digital Advertising and Lead Generation

Reach the Audience Across IFT's Digital Channels

Stay visible while food science and R&D professionals read industry news, explore technical topics, attend educational programs, and evaluate new solutions.



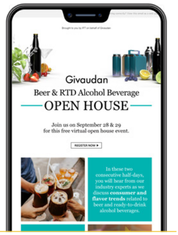
Website Advertising

Build visibility across high-traffic IFT webpages and content.



Newsletter Advertising

Reach subscribers through recurring communications focused on industry news, research, careers, events, and technical topics.



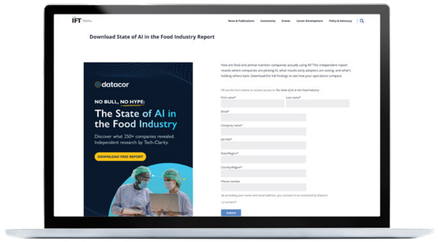
Sponsored Email

Deliver a focused message and call to action directly to a relevant audience segment.



Retargeting

Reconnect with members of the IFT audience after they engage with relevant content or IFT digital properties.



Lead-Generation Programs

Use webinars, gated content, sponsored resources, and custom campaigns to turn audience interest into identifiable leads.



Premium Placements

Use webinars, gated content, sponsored resources, and custom campaigns to turn audience interest into identifiable leads.



Custom Digital Campaigns

Combine placements, content, email, and lead generation into a campaign built around a specific goal. audience interest into identifiable leads.

Proof by the Numbers

Up to
3.9%
Average Click Rate
(1.5x Higher Click Rate)*

Up to
40.9%
Average Open Rate Across IFT Newsletters
(1.2x Higher Open Rate)

Food News Now
29K+
Readers

Website
120+
Monthly Visitors

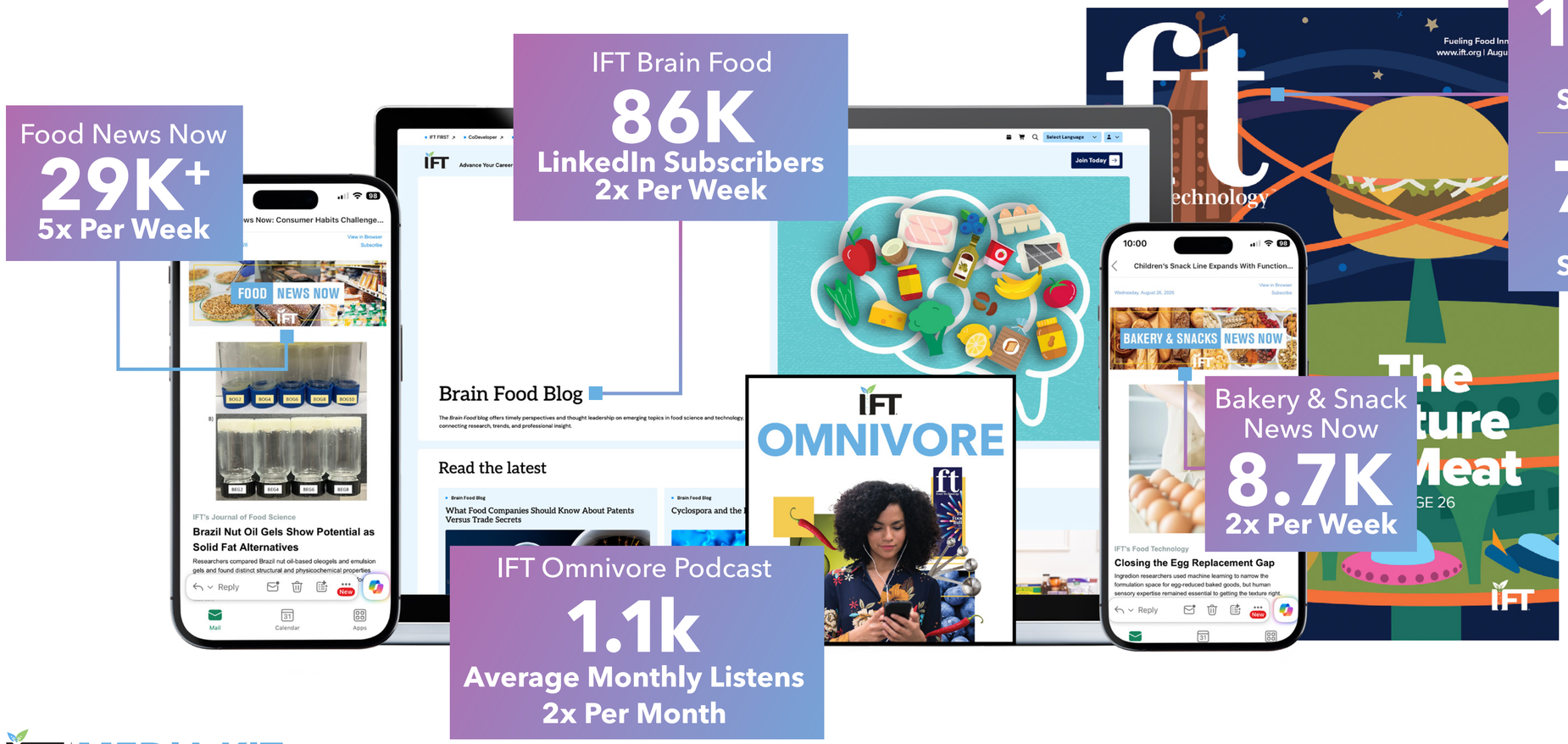
*Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.

Connect With Our Team

Core IFT Publications + Newsletters

Meet Your Audience in the Channels They Already Trust

IFT publications and newsletters keep your brand visible as food science professionals follow industry news, trends, research, and opportunities.



Build the Right Publication Mix

Reach your audience across the IFT channels that best align with your goals, timing, and message.

Connect With Our Team

IFT FIRST

IFT | first®

ANNUAL EVENT AND EXPO ▪ CHICAGO, IL

July 11-14, 2027

Meet the Entire Audience in One Room

Everything else in this kit reaches the food science community where they work, read, and research throughout the year. IFT FIRST is the one place they gather in person, for three days, to discover what comes next in food.

What happens next matters more.

Download the IFT FIRST Exhibitor Prospectus

Access to the People Who Decide

15K *(Nearly)* Decision-Makers

41% Executive Participation

48% Decision-Makers

47% have an annual purchasing budget of $1M+
35% have an annual purchasing budget of $2.5M+

Buying Influence Across Every Category

58% Ingredients

32% Lab Instrumentation

25% Services

Processing

Packaging



Connect With Our Team

IFT Student Association (IFTSA)

Connect With the Next Generation of Food Science

IFT's Student Association connects your brand with student members through competitions, events, and student-facing programs.

A Growing, Global Student Community

2,615
IFTSA members

66
Chapters

1,747
Chapter newsletter subscribers

810
Student attendees at IFT FIRST 2026

Ways to Engage



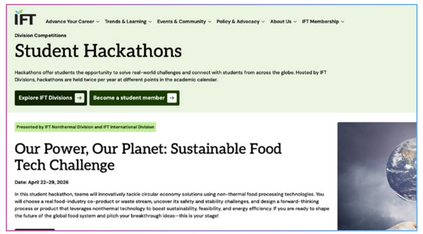
Sponsor a Student Competition



Show & Taste



Student Newsletter



Student Hackathon



Feeding Tomorrow Fun Run



Sponsored Social Media Posts

Companies Already Investing

eggcelerator LAB · Campden BRI food and drink innovation · Cargill · Ingredion · MARS SNACKING · Nestlé PURINA · ΦΤΣ The Honor Society of Food Science & Technology · pepsico Food. Drinks. Smiles.



Connect With Our Team

Rates and Next Steps

Build the Right Plan for Your Brand

Use the opportunities below as a starting point. Individual placements are available, and custom plans can combine content, digital advertising, lead generation, and event visibility.

THOUGHT LEADERSHIP + CONTENT

Opportunity	Starting Rate	Rate Details
Content Promotion Package	$10,000	Package rate
Sponsored Blog Post Package	$8,500	Package rate
IFT Sponsored Webinar	$8,500	Per webinar
IFT Sponsored Podcast	$6,500	Per episode

EMAIL + NEWSLETTER

Opportunity	Starting Rate	Rate Details
Food News Now: Horizontal Rectangle	$2,000/week	Includes all 5 weekly sends
Food News Now: Sponsored Content	$2,750/week	Includes all 5 weekly sends
Bakery & Snack News Now: Horizontal Rectangle	$1,500/month	Includes both monthly sends
Bakery & Snack News Now: Sponsored Content	$2,000/month	Includes both monthly sends
Special Report Newsletter Takeover	$3,800/send	Exclusive sponsorship of one monthly edition
Customized Email Marketing	$5,000	Based on audience quantity; $10,000 minimum total IFT advertising spend
IFT Brain Food Newsletter	Package only	Available within thought-leadership packages; not sold standalone

DIGITAL ADVERTISING

Opportunity	Starting Rate	Rate Details
Website Interstitial	$700/week	$1,000/week Apr–Jul
Mobile Interstitial	$750/week	$1,200/week Apr–Jul
Large Rectangle 1	$3,200/month	$3,800/month Apr–Jul
Large Rectangle 2	$2,200/month	$3,800/month Apr–Jul
Billboard	$3,400/month	$6,000/month Apr–Jul
Retargeting: 50,000 Impressions	$4,000/month	50,000 guaranteed impressions
Retargeting: 100,000 Impressions	$7,000/month	100,000 guaranteed impressions

FOOD TECHNOLOGY PRINT

Opportunity	Starting Rate	Rate Details
Full Page	$3,949	6x rate; 1x $4,632 / 3x $4,181
1/2 Page	$2,784	6x rate; 1x $3,257 / 3x $2,959
1/3 Page	$2,364	6x rate; 1x $2,732 / 3x $2,486
1/4 Page	$2,093	6x rate; 1x $2,390 / 3x $2,189
1/2 Page Spread	$5,910	6x rate; 1x $6,601 / 3x $6,129
Covers 2 & 3	$4,640	6x rate; 1x $5,823 / 3x $5,043

IFT FIRST

Opportunity	Starting Rate	Rate Details
Booth Space (10’ x 10’)	$6,700	Starting rate

Build More. Get More Value.

Starting rates shown. Pricing may vary based on placement, season, frequency, audience, and campaign scope.

Connect with our team to build a custom package and identify the best available rates.

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Institute of Food Technologists
433 West Van Buren Street, Suite 11-G
Chicago, IL 60607

ift.org

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