

## SOFHT Media Pack 2023/24

### Overview

The Society of Food Hygiene and Technology (SOFHT) was established in 1979 as a voluntary organisation of independent food industry specialists committed to representing the views of all involved in food hygiene, food safety and technology across every discipline.

SOFHT's main aim is to keep its members advised of emerging and topical issues through the delivery of technical support, training and events. It has a strong focus on the practical application of knowledge and expertise and supports those on the front line of the industry with a Technical Support Centre. It also acts as a vital forum for networking and a hub for sharing ideas and best practice throughout the entire food chain.

Members include a cross-section of people from food manufacturers and their suppliers, retailers and caterers to environmental health professionals, research organisations, training bodies and students, for whom membership is free. The membership delivers a wealth of tangible benefits that can have a significant impact on your business and our wide range of resources and activities offer technical and commercial advantages that provide substantial added value to any company or individual within the fast-changing food industry.

We provide a host of training and accredited courses, both classroom-based and online as well as an e-learning program, to keep food businesses operating safely and legally - each delivered through our dedicated SOFHT Training Academy. Unrivalled networking opportunities including Members Forums, Breakfast Club briefings and conferences throughout the year, as well as the Summer Lecture and Annual Lecture, Lunch and Awards, offer the chance to gain new contacts, and cement existing relationships. There are also a variety of opportunities to promote your company and services including sponsorship of events, adverts, e-shots and links to your business on the members page of the website: <https://sofht.co.uk/our-members/>

### SOFHT Focus Magazine & Readership

SOFHT Focus is a quarterly online magazine emailed to all members and registered non-members, as well as being available on the SOFHT website to download. Each edition carries the latest news about the Society, along with informed articles written by leading professionals working in the food sector. The magazine's circulation of over a thousand includes key players and decision makers with responsibility for hygiene and food safety along the entire supply chain, including retailers, manufacturers and government agencies, providing an extremely diverse readership.

Please see the latest and previous editions of SOFHT Focus here: <https://sofht.co.uk/sofht-focus/>



## Articles & Advertising

As a SOFHT Member, you can use SOFHT Focus to:

- contribute articles **FREE** – a way of informing and updating readers on topics and/or getting your product and/or service “focus” across.
- advertise – to get your product and/or service known and bring new products to the attention of the marketplace.

## Pricing for SOFHT Focus Adverts

Advertising in SOFHT Focus is included as a benefit in some membership packages\* or alternatively, it can be purchased as listed below:

	SCM*	Gold*	Silver	Bronze	Non-member
<b>FULL PAGE</b>	3 Free PA	2 Free PA	£750	£900	£950
<b>HALF PAGE</b>	£350	£350	£350	£350	£500
<b>QUARTER PAGE</b>	£150	£150	£150	£150	£300

*Prices quoted are net of VAT*

## Advert Specifications

The following specifications are required for adverts included in SOFHT Focus:

	Size (mm)	Further Information
<b>FULL PAGE</b>	185 (w) x 265 (h)	- No bleed required
<b>HALF PAGE - Horizontal</b>	185 (w) x 130 (h)	- Artwork as high-resolution print quality PDFs & embedded images, graphics & fonts
<b>HALF PAGE - Vertical</b>	90 (w) x 265 (h)	- Embedded images must be minimum 300 dpi
<b>QUARTER PAGE</b>	90 (w) x 130 (h)	- All files must be CMYK (not RGB)

## Marketing E-shots

As an alternative to advertising in SOFHT Focus, members can choose to use their membership benefit to send out e-shots to all members and registered non-members who have signed up to receive marketing information from the Society. If a member chooses this option, it is deducted from their annual advertising membership benefit\*.

The following specifications are required for e-shots:

- Image as a jpeg including contact details for enquiries (a maximum of 800 x 1200 pixels)
- Brochures as a PDF (we create a link for these)
- Web links for your website and any videos
- Title for the broadcast and a circulation date



### Other advertising options include

In addition to SOFHT Focus and e-shots, there are other opportunities to advertise your business to the SOFHT membership:

	SCM	Gold	Silver	Bronze	Non-member
<b>WEB LINK ON WEBSITE</b>	Automatic	Automatic	Automatic	N/A	N/A
<b>CONSULTANTS DIRECTORY</b> <i>(Available to sole traders only)</i>	N/A	Free	Free	£50 PA	N/A
<b>PAGE IN A5 NOTEBOOK</b>	£450	£450	£450	£450	£450
<b>SOFHT AWARD SPONSORSHIP</b>	£550	£550	£550	£550	£550
<b>EVENT SPONSORSHIP:</b> <ul style="list-style-type: none"><li>- Innovation Day</li><li>- Summer Lecture</li><li>- Annual Lunch</li></ul>	POA	POA	POA	N/A	N/A

*Prices quoted are net of VAT*

### Further Information

This media pack aims to provide as much information on advertising with the Society as possible.

If you would like to receive copies of SOFHT Focus and further information about the Society and its events, please sign up via the website: <https://sofht.co.uk/>

If you have any questions or wish to discuss your options further please call the SOFHT office on 01827 872500 or email [admin@sofht.co.uk](mailto:admin@sofht.co.uk)