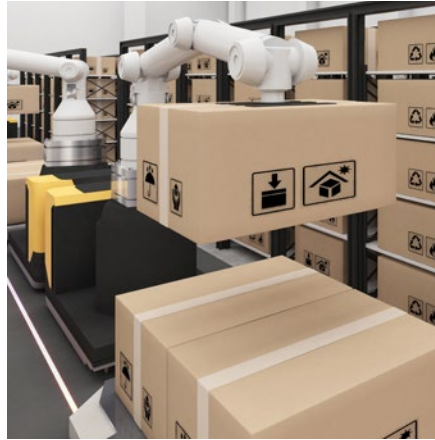




**FOOD
SHIPPERS
OF AMERICA**

PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.



Build Your Business and Brand Among Food Shippers

- Digital and Print Advertising
- Integrated Marketing & Lead Generation
- Thought Leadership and Sponsored Content



PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.

2025 FSA Media Kit:

- Digital and Print Advertising
- Integrated Marketing/Lead Generation
- Thought Leadership/Sponsored Content

Published by:

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Jacksonville, Florida USA
www.MindShare.bz
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Visit www.foodshippers.org



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About Food Shippers of America

Food Shippers of America (FSA) is an industry nonprofit association that brings together a community of supply chain, transportation and logistics professionals with common interests, industry challenges and opportunities. Founded in 1955, FSA provides education, peer networking, and resources that bring supply chain efficiencies, best practices, and professional development to its members.

The Opportunities

Total revenue in the food market amounts to U.S. \$9.24 trillion in 2023 – and clearly it’s a fast-growing market. In fact, the market is expected to grow annually by 7.25% (CAGR 2023-2028), the volume is expected to amount to 3,150 billion kg by 2028, and the market is expected to show a volume growth of 4.9% in 2024 alone. In addition, 8.5% of total revenue in 2023 was generated through online sales – creating many new opportunities and challenges for food chains everywhere. Many of the major players in the food and beverage market are heavily involved in FSA.

Build your brand (and business!) through sponsored content, advertising, and thought leadership strategies that reach food shipper decision-makers in our official channels – including *Food Chain Digest* (our official digital and in-print magazine), *Food For Thought* (our member e-newsletter), social media, website, and the Food Shippers Blog.

These channels bring together a unique market with tremendous purchasing power in supply chain, transportation and logistics. Through your targeted marketing strategy using online, interactive, and in-print options you can generate leads, build relationships and drive sales throughout the year with qualified decision-makers in the specialized food and beverage industry.

Source: Statista, 2023

FSA Channel Marketing

Lead Generation

- Whitepapers
- Sponsored emails
- Social media channels

Thought Leadership

- *Food Chain Digest* (digital and print magazine)
- *Food For Thought* (e-newsletter)
- Whitepapers
- Food Shippers blog
- Sponsored content

Brand Awareness

- Banner advertisements
- *Food For Thought*
- *Food Chain Digest*
- Social media channels

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FSA Engagement

Did You Know?

9 out of 10

respondents use FSA's e-newsletter to stay up-to-date with the association and the industry.

More than half

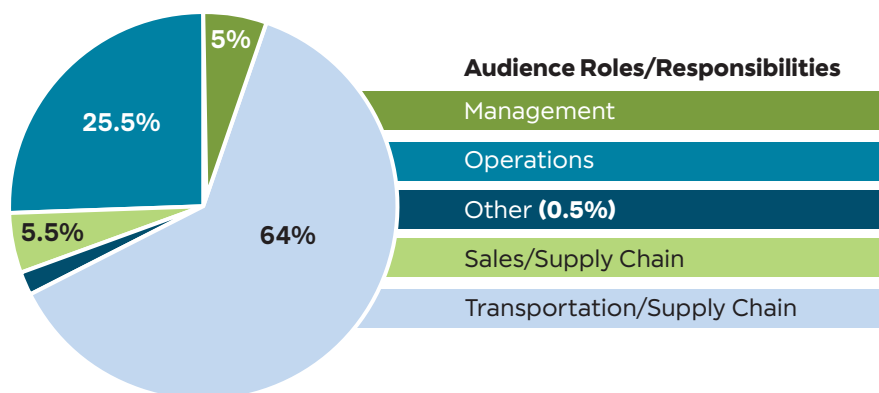
of respondents have taken some action based upon an advertisement in FSA's e-newsletter.

More than 2 out of 3

respondents keep FSA's magazine on-hand for easy reference.

More than 7 out of 10

respondents specify, approve, or make recommendations for purchases within their company.



Demographics – Those Involved in FSA

Shipper/Beneficial Owner of Freight (Company Type)

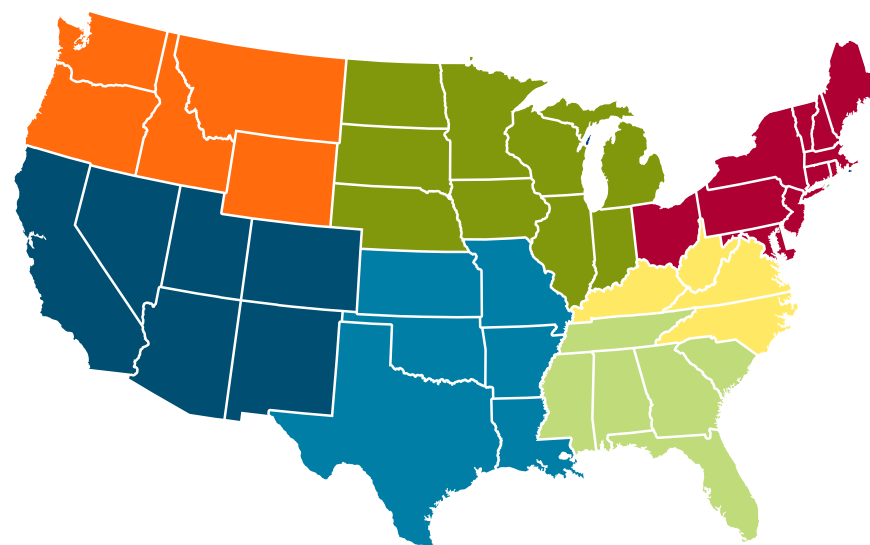
Manufacturer.....	51%
Distributor.....	19%
Processor.....	10%
Retailer.....	6%
Grower.....	6%
Other.....	5%
Ingredients.....	1%
Bakery.....	1%
Cooperative.....	0.5%

Provider (Company Type)

Motor Carrier	34.5%
Broker	26%
3PL	18.5%
Technology	7.5%
Other	5.5%
Warehouse/Material Provider	5%
Railroad	3%

Geographic Region (Shipper)

Northwest.....	6%
Southwest.....	8.5%
Midwest-Upper	32.5%
Midwest-Lower	12.5%
Northeast.....	11.5%
Mid-Atlantic	5%
Southeast.....	19.5%
Canada	4%



For more information and to place advertising, contact:

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952-442-8850 x218 | alec@mindshare.bz

FSA Engagement

Member Interaction by the Numbers

DIGITAL ANALYTICS (2022-2024)

Website Traffic

Page Views: 295,000+

Average Session Duration: 1 minutes 46 seconds

Average Time on Page: 2 minutes 7 seconds

Devices Used:

73% Desktop

26.5% Mobile

.5% Tablet

Food Shippers Blog

Views: 42,000+

Average Time Per Pageview: 3 minutes

Food For Thought E-newsletter

Based on Average Sample Edition (Feb. 14, 2024)

Open Rate: 42.22%

Click-Through Rate: 25.91%

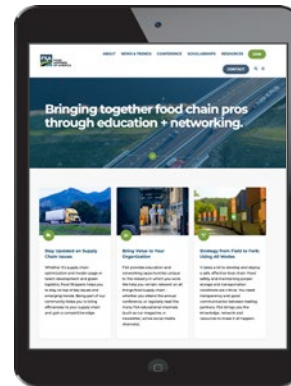
Click Rate: 10.94%

Time Spent:

Read (44.8%)

Skimmed (48.7%)

Glanced (6.5%)



300,000+

PAGE VIEWS



CIRCULATION

Through various marketing and communication channels, Food Shippers of America (FSA) reaches 21,000+ targeted food and beverage decision-makers responsible for supply chain strategy and management, operations, transportation, logistics and warehousing.

Company types range from manufacturers, distributors and retailers to providers that serve them (carriers of all modes, 3PLs, brokers, warehousing and technology innovators).

Circulation in these various channels include:

7,500+ (print, digital, and pass-along readership of *Food Chain Digest*)

6,000+ (readership of *Food for Thought* eNewsletter)

12,800+ (followers in FSA social media channels).

21,000+

Targeted Decision-Makers

FSA Shipper Involvement



FSA Shippers (Partial List of Recently Involved Food Shippers)

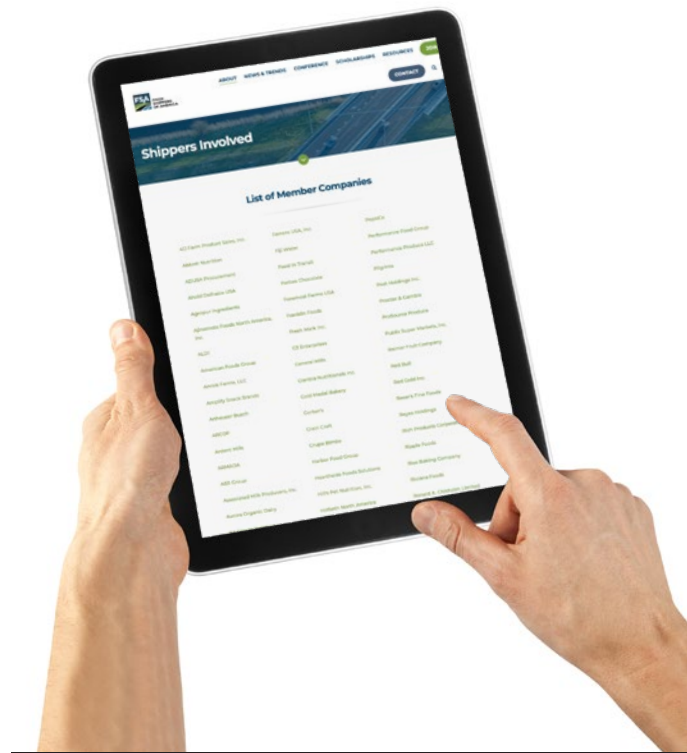




Sample List of Providers Involved in FSA

A. Duie Pyle, Inc.	Halvor Lines, Inc.	Penske Logistics
Alabama Motor Express	Heartland Express	Plains Dedicated LLC
Allen Lund Company LLC	Heyl Truck Lines	PLS Logistics Services
Amazon Freight	Hill Bros. Transportation	Prime Inc.
ArcBest	Hirschbach	project44
Arrive Logistics	J.B. Hunt Transport, Inc.	R.E. Garrison Trucking, Inc.
ATS, Inc.	J.S. Helwig & Son	RLS Logistics
Bison Transport Inc.	John Christner Trucking	RMX Global Logistics
C.R. England, Inc.	Kenco Group	ROAR Logistics, Inc.
Catch-Up Logistics	Kirsch Transportation	Roehl Transport Inc.
CN Railway	KLLM Transport Services	Ruan
Continental Express	Knight Transportation	Ryder
Covenant Logistics Group	Koch Companies	Saddle Creek Logistics Services
Cowan Systems, LLC	Kottke Trucking Inc	Schneider
Coyote Logistics, LLC	Kriska Transportation	Sharp Transportation, Inc.
Crete Carrier	Landstar Transportation	Simple Logistics
CtrlChain	Logistics	Stevens Transport
DTS Logistics, LLC	Lansdale Warehouse Company	Stokes Trucking LLC
Dutch Maid Logistics, Inc.	Leonard's Express	Swift Transportation
Echo Global Logistics	Lineage	Syfan Logistics
Entourage Freight Solutions	Loadsmart	Sysco
Estes Express Lines, Inc.	Mode Transportation	Tucker Freight Lines
FedEx Logistics	MoLo Solutions	Uber Freight
Feeding America	National Carriers, Inc.	United Facilities
FFE Transportation	Navajo Express, Inc.	WEL Companies
Flo Trans	Nolan Transportation Group	Werner Enterprises
FourKites	Norco Corporation	Women in Trucking
H&M Bay Inc.	Old Dominion Freight Line	XTL Transport Inc
	Omni Logistics	

[Click here](#) to view all **Food Shippers of America** members companies at foodshippers.org/shippers.





2025 Editorial Calendar

FOOD CHAIN Digest

FSA's *Food Chain Digest* is a full-color, comprehensive magazine packed with relevant content to supply chain decision-makers in food and beverage – ranging from capacity, volatile rate management, and supply chain disruption to multimodal transportation management, leveraging technology, and talent management and retention. *Food Chain Digest* is distributed three times a year to our entire membership and at industry events, and also is available in an interactive digital format to reach thousands more. This magazine leverages an editorial staff with more than 100 years combined experience in transportation, logistics and supply chain management.

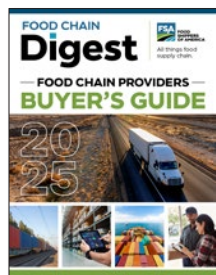


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Issue	Cover Story: Issue, Challenge, Trend	Feature 1: Best Practices	Feature 2: Industry	Feature 3: Provider Focus	Buyer's Guides (Resource Directory)	Market Intelligence / News Briefs	Ad Close	Materials Due
Edition 1	Multimodal Strategies for Savings, Efficiencies	Supply Chain Optimization through Strategic Relationships	Food Safety in the Cold Chain	Inventory Management: Strategy, Technology, Relationships	Food Chain Providers (All Modes)	Market Updates Legislative Highlights FSA News	Jan. 3 2025	Jan. 10 2025
Edition 2	Digitizing Your Supply Chain		Emerging Technologies that Impact Food Chains	Supply Chain Efficiencies & Transparency	Food Chain Technology Innovators	Market Updates Legislative Highlights FSA News	April 11 2025	April 25 2025
Edition 3	Sustainability: The Green Supply Chain	Workforce Diversity: Finding & Recruiting Top Talent	Connecting Business With Community Relations	Food Packaging and the Supply Chain	Warehousing & Distribution Resources	Market Updates Legislative Highlights FSA News	Aug. 29 2025	Sept. 12 2025

Buyer's Guides in each edition of *Food Chain Digest*!

Each edition of *Food Chain Digest* will feature a Buyer's Guide with a specific category of resources to help qualified food chain decision-makers find you. Affordable rates to include your company listing as well as paid advertising to amplify your brand and value proposition. For just a \$295 investment, you can place a Standard Listing which includes your Company Name, Website, Phone, Email, and brief company description (up to 50 words). Or for only \$495, you can place a Comprehensive Listing that includes your Company Name, Website, Phone, Email, and detailed company description (up to 100 words) plus color logo. **Place your comprehensive listing(s) and advertisement(s) in our three Buyer's Guides:**



Food Chain Provider Buyers Guide (Edition 1)

- For-Hire Motor Carriers
- Brokers
- Maritime (Ocean Carriers, Ports)
- Drayage
- Cross-Border Logistics
- Cold-Chain/Temp Controlled
- Sustainability
- 3PLs
- IMCs
- Intermodal
- Expedited
- Reverse Logistics
- Technology Innovators
- Consultants
- Warehousing
- Railroads
- Global Trade/Import & Export
- Air Cargo
- Last-Mile/Final Mile
- TMS
- Related Associations



Technology Innovators Buyer's Guide (Edition 2)

- TMS
- Digital Supply Chain
- Freight Audit & Payment
- Artificial Intelligence
- Supply Chain Security
- 3D Printing
- WMS
- Predictive Analytics
- E-commerce
- Autonomous Vehicles
- Cybersecurity
- Consultants
- Enterprise-Wide Solutions
- Blockchain
- Internet of Things (IoT)
- Automation
- Food Safety
- Related Associations



Warehousing & Distribution Buyer's Guide (Edition 3)

- Warehousing
- Pallets
- Inventory Control
- Robotics
- Site Selection
- Packaging
- Distribution
- Materials Handling
- Omnichannel
- E-Commerce
- YMS
- Consultants
- Cross-Docking
- Equipment
- Technology Innovators
- WMS
- Sustainability
- Related Associations

**CLICK HERE
for more
information**

STANDARD LISTING — \$295

ABC Logistics

Abclogistics.bz
800-555-1212
sales@abclogistics.bz
Founded in 1995, ABC Logistics provides full truckload, LTL, and temperature-controlled logistics services, along with warehousing and distribution services, to food manufacturers and retailers. Based in Chicago, IL, we have a mixed fleet of 250 temperature-controlled and dry vans for your food chain needs.

COMPREHENSIVE LISTING — \$495

ABC Logistics

Abclogistics.bz
800-555-1212
sales@abclogistics.bz
Preserve the quality of your fresh, frozen, temperature-sensitive, and processed foods and beverages throughout the supply chain. Founded in 1995, ABC Logistics provides comprehensive full truckload, LTL, and temperature-controlled logistics services, along with warehousing and distribution services, to food manufacturers and retailers. Based in Chicago, IL, our fleet assets include a mixed fleet of 250 temperature-controlled and dry vans for your food chain needs. When food safety, profits, and your reputation are on the line, your products need to arrive fresh and fast. Secure vetted, high-quality capacity and cold storage when you need it most, backed by market-leading technology.

Company Logo



Food Chain Digest Advertising

RATES (Full Color)

Ad Size	1x Rate	2x Rate	3x Rate
2-Page Spread*	\$3,750	\$3,650	\$3,550
Full Page*	\$2,500	\$2,400	\$2,300
2/3 Page	\$2,000	\$1,900	\$1,800
1/2 Page Horizontal	\$1,700	\$1,600	\$1,500
1/2 Page Vertical	\$1,500	\$1,400	\$1,300
1/4 Page Horizontal	\$850	\$825	\$800
1/4 Page Vertical	\$850	\$825	\$800
1/4 Page Banner	\$825	\$800	\$775

Buyer's Guide Listings

Basic Listing	\$295 (per edition)
Comprehensive Listing	\$495 (per edition)

* Bleeds allowed only on full or 2-page spread ads

COVER POSITIONS (Full Color)

Ad Size	1x Rate	2x Rate	3x Rate
Outside Back	\$4,450	\$4,350	\$4,250
Inside Front	\$3,800	\$3,700	\$3,600
Inside Back	\$3,800	\$3,700	\$3,600

Cover space available on a first-come, first-served basis and must be secured in writing, and therefore is noncancelable.

ADDITIONAL OPPORTUNITIES / TERMS

Guaranteed Ad Positioning	Add 15% to total
PMS Colors / Spot Process Colors	Available upon request
Advertising Agencies	Please add your commission to these published rates, all rates are net.
Payment Terms	Payment due upon receipt of invoice. Add 2% per month interest on accounts over 60 days.

No charge for bleeds, color match, proofs. Only full-page and spread ads can include bleeds. Fractional bleed ads are not available.

DEADLINES:	Edition 1	Edition 2	Edition 3
Advertising Close	Jan. 3	April 11	Aug. 29
Ad Materials Due	Jan. 10	April 25	Sept. 12
Publish Date*	Feb. 14	June 13	Oct. 17

* Anticipated online publish date

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For more information and to place advertising, contact:

Alec Stifter, Account Executive, MindShare Strategies
952-442-8850 x218 | alec@mindshare.bz

Food Chain Digest Advertising

Advertising Artwork Submission

The preferred method for receiving completed ad artwork is as a high-quality (300 dpi minimum), print-ready PDF. Ensure that all fonts have been embedded and all color has been converted to CMYK. Other acceptable file formats include high quality EPS, TIF and JPG. All file formats should be compatible with the following software: Adobe CS (InDesign, Illustrator, Photoshop, and Acrobat).

AD SIZES

All measurements in inches

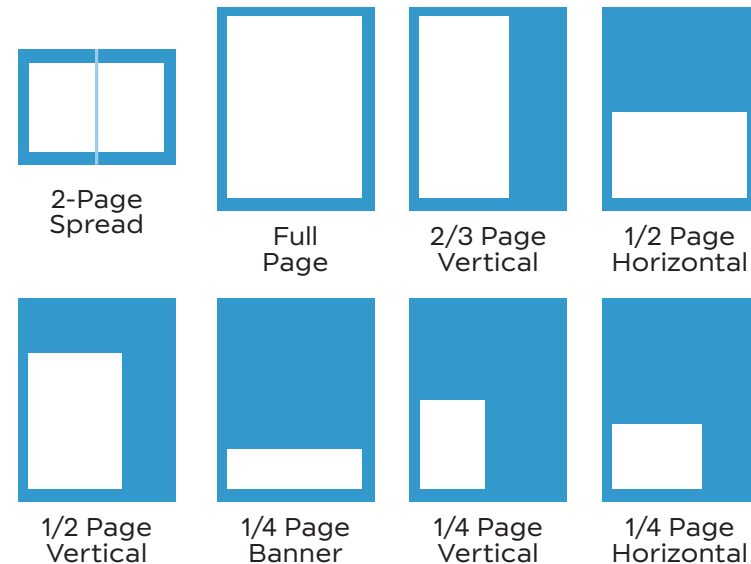
Ad Size	Dimensions
2-Page Spread*	16.75 w x 10.875 h (trim) Add .125 in bleed all around if bleeding page
Full Page (with bleed)*	8.625 w x 11.125 h (Keep live area .75 in from all edges)
Full Page (no bleed)	7 w x 9.5 h
2/3 Page	4.625 w x 9.5 h
1/2 Page Vertical	4.625 w x 7 h
1/2 Page Horizontal	7 w x 4.625 h
1/4 Page Banner	7 w x 2.125 h
1/4 Page Horiz.**	4.625 w x 3.325 h
1/4 Page Vertical	3.325 w x 4.625 h

* Bleeds allowed only on full or 2-page spread ads

Live Space
7 w x 9.5 h

Magazine Trim
8.375 w x 10.875 h

Full-Page Bleed Size
8.625 w x 11.125 h



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Food For Thought E-Newsletter



Readership of Food For Thought eNewsletter: 6,000+

Now more than ever, professionals consume information on the go. FSA's *Food For Thought* e-newsletter is distributed twice monthly and allows readers to stay informed about timely industry topics and association news whether they are in the office or on the road. *Food For Thought* is distributed to our entire membership for more timely industry news and need-to-know information for FSA members and other transportation, logistics, and supply chain professionals in the food and beverage industry. Don't miss this opportunity to reach decision-makers who spend more than U.S. \$1 billion on products and services each year.

**CLICK HERE
to place your
order!**

E-NEWSLETTER BANNER ADVERTISING

Banner Size	Dimensions (in pixels)	Single Email Rate
Top Banner Ad (premier position immediately under masthead)	728 w x 90 h	\$1,950
Lower Banner Ad (prominent position under top stories)	728 w x 90 h	\$1,650
Standard Top Banner Ad	728 w x 90 h	\$995
Standard Bottom Banner Ad	728 w x 90 h	\$895

Minimum package: 3 issues/year (5+ receives additional 10% discount). There is a limit of ads per edition, so first-come, first-served.

CONTENT MARKETING / THOUGHT LEADERSHIP

	Deliverables	Single Email Rate
Includes Native Advertising in Callout Text format	Image: 260 w x 149 h (pixels)	\$2,100
Opportunities for:	5-word headline	
• Product Showcase	25-word description	
• Corporate Spotlight	750+ word article	
• Sponsored Video		
• Bylined Column		

All link to 750+ word article on the FSA Food For Thought blog

For more information and to place advertising, contact:

Alec Stifter, Account Executive, MindShare Strategies
952-442-8850 x218 | alec@mindshare.bz



Original Research and Sponsored Content: Lead Gen & Branding



DEDICATED SPONSORED EMAILS

- Only one available each month to feature your content **exclusively**.
- Content must be educational in nature. Promote a whitepaper, guide or ebook; distribute an online survey; or share your thought leadership.
- Target transportation, logistics and supply chain decision-makers who spend more than U.S. \$1 billion on products and services each year.
- Directly link to your lead generation form for instant results.
- \$2,950 for a single, exclusive sponsored email.



WHITEPAPERS AND SPONSORED CONTENT: LEAD GEN AND BRANDING

To hit your lead generation, sales and revenue goals, creating a marketing campaign with a strong Call to Action of something your target market needs is critical. Content marketing comes in many forms, but relevant and unique whitepapers are an ideal solution – and our team can help if you don't have the resources. Our content development team will leverage decades of combined experience in food supply chain, transportation and logistics to help develop a lead generation and/or branding strategy that meets your business goals.

We'll collaborate with you to:

- Identify a topic that appeals to your target audience (and tie to your business)
- Develop unique content that will generate downloads (and qualified leads)
- Package this content that is branded as a marketing asset for your company
- Promote this branded whitepaper through multiple FSA channels.

What does it look like? Original research-based whitepapers driven by feedback and engagement from target audiences can generate impressive leads and business results – and also unique market intelligence to help develop new products or services, improve your customer experience, or form a new business strategy. If you don't have the business need or budget for original research, we also can develop a whitepaper based upon your own executives' expertise and/or from other third-party sources. Whatever the approach, our experienced team will help you to develop the best B2B lead gen/branding campaign that will generate the sales and business results you need.



LEAD GENERATION PROGRAM

Showcase your knowledge to transportation and logistics professionals within the food and beverage industry – and generate sales leads!

- We accept whitepapers, reports, e-books, and other quality lead-generating content (note: advertiser must provide).
- FSA posts your whitepaper or content on our website for 6 months. This includes a link to a landing page featuring a summary of your whitepaper and key takeaways, plus your logo and contact information; a download button linked with a lead generation form; promotion to the FSA audience, including through FSA's Food For Thought e-newsletter, banner ads and social channels.
- Prices start at \$4,100



SOCIAL MEDIA POSTS

Promote your content through FSA's social media channels, including LinkedIn, Facebook, Twitter, and Instagram.

- \$1,950 for a package of 3 individual posts.




Sponsored Content – Integrated Marketing

Our Editorial Team will work closely with you to develop/approve your content using one of these format approaches (note: content must be educational in nature):

- **Industry Issue Feature** (Your company and/or executive perspective is incorporated)
- **Case Study** (Customers and/or partners featured can be named or anonymous)
- **Associate Spotlight** (Your associate or executive is highlighted in relevant context)
- **Original Issue-Based or Problem/Solution-Based Whitepaper Content** (Add \$7K to cover significant content development/design)
- **Original Research-Based Whitepaper Content** (Add \$12K to cover significant research deployment, market engagement and whitepaper development)

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	Basic Branding \$5,700	Standard Branding \$8,900	Premium Branding \$11,900	Standard Lead Gen \$15,700	Premium Lead Gen \$19,900
Buyer's Guide Ad Listing (Print & Digital)	Up to 1	Up to 2	Up to 3	Up to 3	Up to 3
Food Shipper Blog	1 (Mention)	1 (Integrated)	1 (Exclusive)	1 (Integrated)	1 (Exclusive)
Food For Thought eNewsletter Content	1	2	3	4	5
Food For Thought eNewsletter Banner Ad	3	4	5		5
Food Chain Digest Content (Print & Digital)			1 (Exclusive)		1 (Exclusive)
Social Media Channels	1	2	3	4	5

Definition Of Sponsored Content Integrated Into Article

Mention: Your company mentioned strategically into article.

Integrated: Your company is seamlessly integrated into the article, complete with an executive quote.

Exclusive: Your company is exclusively featured in the article, with substantial commentary from an executive included.

****Optional Print Add-on for Sponsored Content: Receive 15% Discount off ANY ad size**

For more information and to place advertising, contact:

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