



**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



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2026 FSA Media Kit:

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

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952-442-8850 x218 x201

brian@mindshare.bz

Billing address:

MindShare Strategies

P.O. Box 843

Springfield, TN 37172

For more information, contact:

Alec Stifter, Account Executive

952.442.8850 x218

alec@mindshare.bz

Visit www.foodshippers.org



LinkedIn

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

The food and beverage industry is a dynamic, growing industry. Total revenue in the food manufacturing & grocery retail market reached about US \$11.93 trillion in 2023, and it's still growing steadily. The forecast CAGR for that segment from 2024-to-2030 is approximately 3.2%.

The food & beverages market more broadly (foods + beverages) is estimated at US \$6,695.82 billion in 2024, with growth to about \$8,783.18 billion by 2029, implying a CAGR of around 5.7% over that period.

The global food-e-commerce market is also surging: in 2024 it was valued around US \$426.1 billion, and is expected to grow to US \$954.6 billion by 2034, with a projected CAGR of ~8.4% for the 2025-2034 span.

In the food service arena (restaurants, fast food, institutional dining etc.), the market was estimated at US \$3,410.07 billion in 2024 and is forecast to nearly reach \$8,485.53 billion by 2033, driven by a strong CAGR of around 10.66%.

Sources

1. *Food & Grocery Retail Market (2024-2030)* by Grand View Research
2. *The Business Research Company*
3. *Market.us*
4. *Market Data Forecast*

Brand Awareness & Thought Leadership

- Banner Advertisements
- Food Chain Digest (Digital & Print magazine)
- Food For Thought (e-newsletter)
- Targeted Lead Generation
- Targeted PM Social Engagement

Need Support With Your Marketing or Advertising?

We can help. A marketing and advertising firm with decades of experience in transportation, distribution and supply chain, MindShare Strategies can help with your strategic, creative or advertising production needs. Check us out at MindShare.bz.

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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

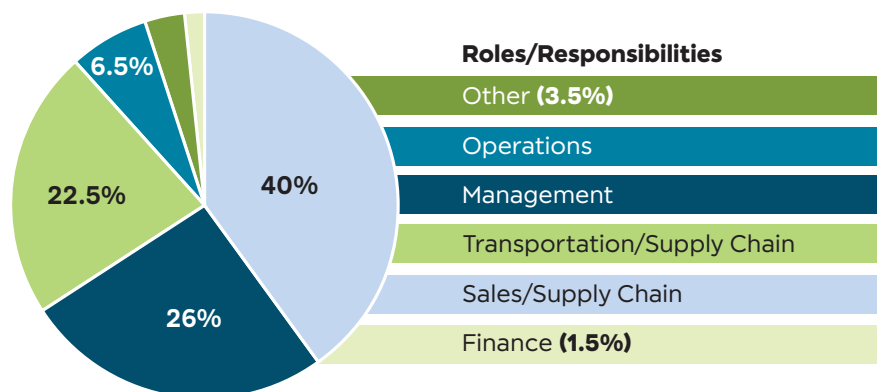
of respondents have taken some action based upon an advertisement in FSA's e-newsletter.

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)

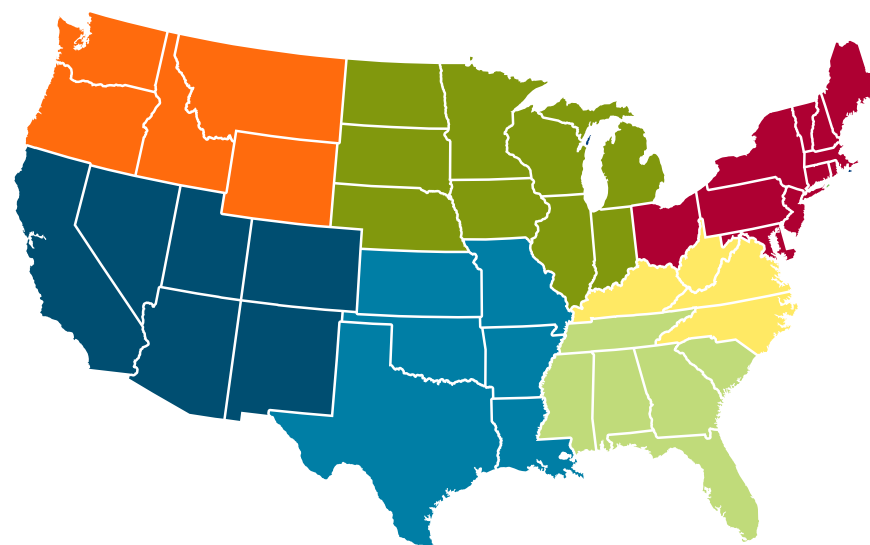
Manufacturer	49%
Distributor	13%
Retailer	9%
Processor	7%
Wholesaler	7%
Packaging	6%
Ingredients	6%
Cooperative	3%

Provider (Company Type)

3PL	24%
Motor Carrier	18%
Broker	15%
Technology	13%
Other	12%
Warehouse/Material Handling	9%
Consultant	5%
Rail/Intermodal	4%

Geographic Region (Shipper)

Northwest	4.5%
Southwest	19.5%
Midwest-Upper	23.5%
Midwest-Lower	11.5%
Northeast	18.5%
Mid-Atlantic	5.5%
Southeast	12%
Canada	5%



For more information and to place advertising, contact:

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FSA Engagement

Member Interaction by the Numbers

DIGITAL ANALYTICS (2023-2025)

Website Traffic

Page Views: 342,000+

Average Session Duration: 1 minutes 45 seconds

Average Time on Page: 2 minutes

Devices Used:

78% Desktop

21% Mobile

1% Tablet

Food Shippers Blog

Views: 45,000+

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%

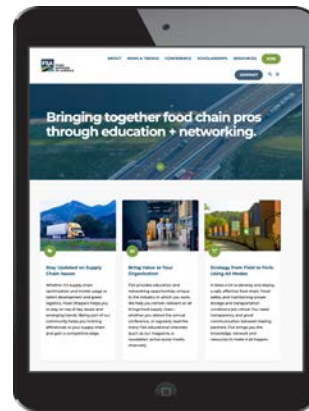
Click Rate: 10.94%

Time Spent:

Read (44.8%)

Skimmed (48.7%)

Glanced (6.5%)



342,000+

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)

13,500+ (followers on LinkedIn).

21,000+

Targeted Decision-Makers

FSA Shipper Involvement

FSA Shippers (Partial List of Recently Involved Food Shippers)

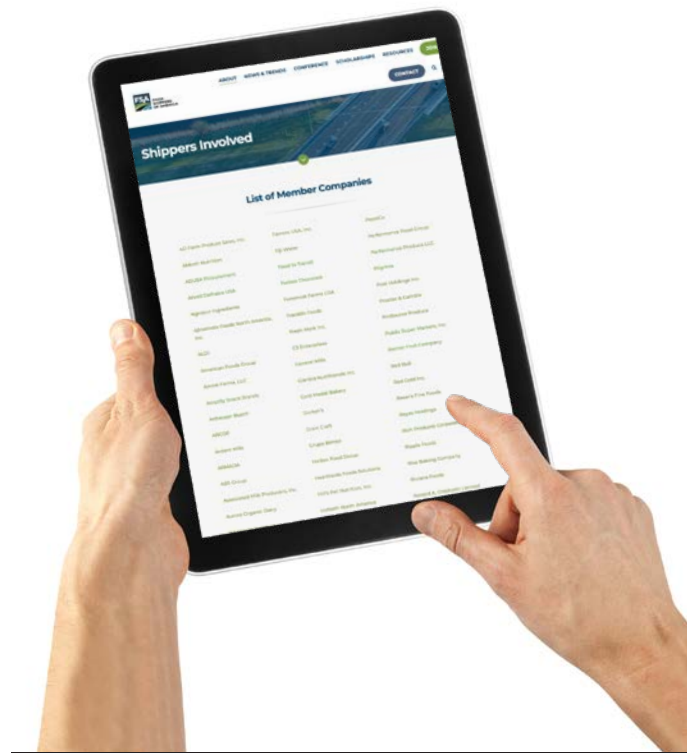




Sample List of Providers Involved in FSA

A. Duie Pyle, Inc.	Hill Bros. Transportation	Penske Logistics
Alabama Motor Express	Hirschbach	Plains Dedicated LLC
Allen Lund Company LLC	Hub Group	Pride Transport, Inc.
Alliance Shippers	Isometric Technologies	Prime Inc.
ArcBest	J.B. Hunt Transport, Inc.	Q Carriers Logistics
Arrive Logistics	J.S. Helwig & Son	R.E. Garrison Trucking, Inc.
Bay and Bay Transportation	King Farms Truckins	Red Classic Transportation
Bettaway	Kennesaw Transportation, Inc.	RLS Logistics
Bison Transport Inc.	Kirsch Transportation	RMX Global Logistics
BNSF Railway	KLLM Transport Services	ROAR Logistics, Inc.
C.R. England, Inc.	Knight Transportation	Roehl Transport Inc.
CN Railway	Koch Companies	Ruan
Continental Express	Kottke Trucking Inc	RWB Trucking, LLC
Covenant Logistics Group	Kriska Transportation	Ryder
Cowan Systems, LLC	Landstar Transportation	Schneider
Crete Carrier	Logistics	Simple Logistics
Davis Express	Legend Transportation	Spoerl Trucking
Doug Andrus Distributing	Light Speed Logistics Inc.	Stevens Transport
DTS Logistics, LLC	Lineage Logistics	Stokes Trucking LLC
Dutch Maid Logistics, Inc.	Loadsmart	Sun Transportation Systems
Echo Global Logistics	M&W Distribution Services, Inc.	Swift Transportation
Entourage Freight Solutions	Mode Transportation	Syfan Logistics
Estes Express Lines, Inc.	MoLo Solutions	Tucker Freight Lines
FedEx Supply Chain	Moran Logistics	Uber Freight
FFE Transportation	National Carriers, Inc.	Verst Logistics
FreightEx	Navajo Express, Inc.	WEL Companies
Giltner Transportation, Inc.	Nolan Transportation Group	Werner Enterprises
H&M Bay Inc.	Norco Corporation	Why Logistics LLC
Heartland Express	Old Dominion Freight Line	Women in Trucking
Heyl Truck Lines	Omni Logix	XTL Transport Inc
	Packer Freight	

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





2026 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.

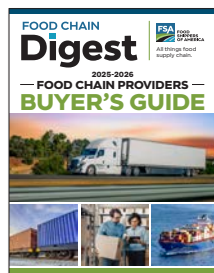


**CLICK HERE
to place your
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Issue	Cover Story: Issue, Challenge, Trend	Feature 1: Best Practices	Feature 2: Industry	Feature 3: Provider Focus	Buyer's Guides (Resource Directory)	Market Intelligence / News Briefs	Ad Close	Materials Due
Edition 1	Sourcing & Procurement: Managing Rising Supply Chain Costs	Managing Disruptions and Volatility	Perishability & Cold Chain Management	Mode Selection & Optimization	Food Chain Providers (All Modes)	FSA Conference Preview Market Updates & Legislative Highlights	Jan. 9 2026	Jan. 16 2026
Edition 2	Transparency: Technology Gaps & Data Integration	Highlights from 2026 Food Shippers Conference	End-to-End Visibility, Monitoring & Traceability	Supply Chain Efficiencies	Food Chain Technology Innovators	FSA Conference Recap Market Updates & Legislative Highlights	May 1 2026	May 8 2026
Edition 3	Demand Forecasting & Consumer Shifts	Labor Shortage Talent Acquisition & Retention	Direct-to-Consumer & Omnichannel Fulfillment	Inventory Optimization Strategy, Technology, Relationships	Food Chain Warehousing & Distribution	FSA News Market Updates & Legislative Highlights	Aug. 29 2026	Sept. 11 2026

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*	\$3,850	\$3,750	\$3,650
Full Page*	\$2,550	\$2,450	\$2,350
2/3 Page	\$2,100	\$1,950	\$1,850
1/2 Page Vertical	\$1,750	\$1,650	\$1,550
1/2 Page Horizontal	\$1,550	\$1,450	\$1,350
1/4 Page Banner	\$875	\$850	\$825
1/4 Page Horizontal	\$850	\$850	\$825
1/4 Page Vertical	\$850	\$825	\$795

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	\$4,550	\$4,440	\$4,350
Inside Front	\$3,875	\$3,775	\$3,675
Inside Back	\$3,875	\$3,775	\$3,675

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. 9	May 1	Sept. 4
Ad Materials Due	Jan. 16	May 8	Sept. 11
Publish Date*	Feb. 16	June 12	Oct. 16

* Anticipated online publish date

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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

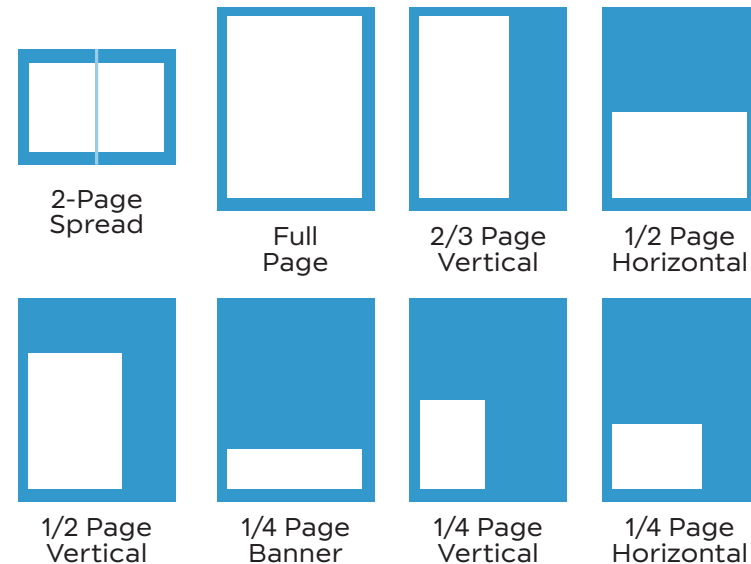
Ad Size	Dimensions
2-Page Spread*	16.75 w x 10.875 h (trim) Add .125 in bleed all around if bleeding page
Full Page (with bleed)*	8.625 w x 11.125 h (Keep live area .75 in from all edges)
Full Page (no bleed)	7 w x 9.5 h
2/3 Page	4.625 w x 9.5 h
1/2 Page Vertical	4.625 w x 7 h
1/2 Page Horizontal	7 w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

Frequency Discount: 3+ receives additional 10% discount. There is a limit of ads per edition so first-come, first-served.

CONTENT MARKETING / THOUGHT LEADERSHIP

	Deliverables	Rate Per Edition
Includes Native Advertising in Callout Text format	Image: 260 w x 149 h (pixels)	\$2,150
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

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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 Content** (Add \$7K to cover significant content development/design)

CLICK HERE
to place your
order!

	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 1	Up to 2	Up to 2	Up to 2
*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	3	5
Food Chain Digest Content (Print & Digital)			1 (Exclusive)		1 (Exclusive)
LinkedIn Private Message Engagement				100 targets	150 targets

****Optional Print Add-on when purchasing any package above: Receive 15% Discount off ANY ad size**

***Definition of Your
Company Highlighted
into Article**

Mention: Your company is mentioned by name in the article as an example.

Integrated: Your company is seamlessly integrated into the article as a best practice or case study.

Exclusive: Your company is exclusively featured in the article with substantial commentary as a best practice or case study.

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