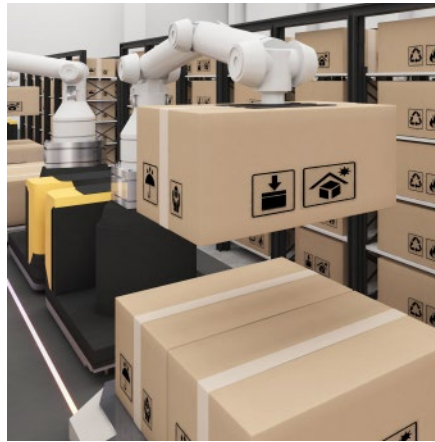




**FOOD
SHIPPERS
OF AMERICA**

PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.



Build Your Business and Brand Among Food Shippers

Digital and Print Advertising



PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.

2027 FSA Media Kit:

- Digital and Print Advertising

Published by:

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



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 Opportunity

The food and beverage industry continues to be one of the world's largest and most essential economic sectors—and its growth trajectory remains strong. The global food and grocery retail market reached approximately \$12.68 trillion in 2025 and is projected to approach \$14.97 trillion by 2030, fueled by omnichannel retail, private-label growth, quick commerce and evolving consumer expectations.

The broader global food and beverages market is estimated at \$7.41 trillion in 2026, up from \$7.04 trillion in 2025. By 2030, the market is expected to reach approximately \$9.32 trillion, representing projected annual growth of roughly 5.9%. Demand for personalized nutrition, product innovation, supply chain transparency and smart retail technologies are among the forces supporting continued expansion.

Digital channels are creating additional opportunities throughout the food supply chain. The global food and beverage e-commerce market continues to expand as consumers embrace grocery delivery and pickup, direct-to-consumer products, meal kits and restaurant delivery. Current forecasts put the market at approximately \$398 billion in 2026, growing to about \$577 billion by 2030, a CAGR of approximately 8.3%.

Foodservice represents another enormous piece of the global food economy. The food and beverage services market—including restaurants, mobile food

services, cafés, catering and food contractors—is estimated at \$4.29 trillion in 2026 and is forecast to reach approximately \$5.46 trillion by 2030. Digital ordering, delivery and technology-enabled customer experiences continue to reshape this sector.

For advertisers with Food Shippers of America, these numbers tell a compelling story: food is not simply a massive consumer market, it is supported by one of the world's most complex and essential supply chains. Reaching the executives responsible for keeping that supply chain moving puts your brand in front of supply chain decision-makers managing transportation, logistics, distribution, technology, equipment and services across a multi-trillion-dollar industry.

Sources

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

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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

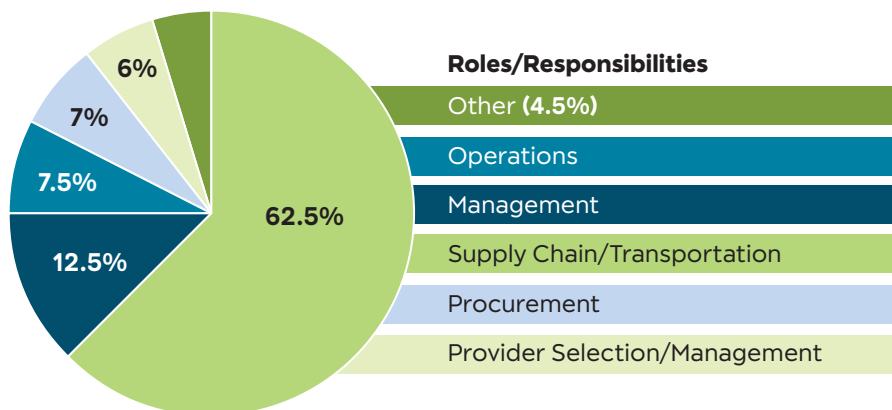
of respondents have taken some action based upon an advertisement in FSA's e-newsletter.

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)

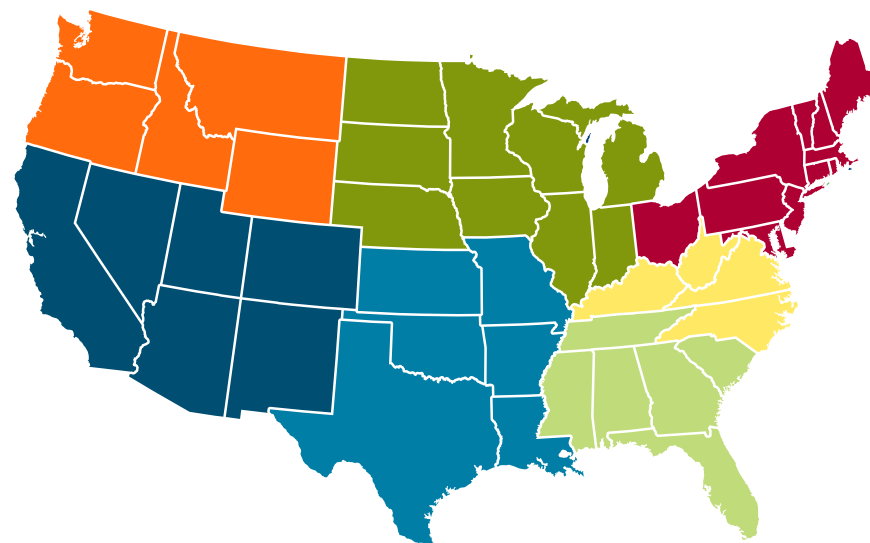
Manufacturer	40%
Processor	17%
Distributor	14%
Wholesaler	11%
Retailer	6%
Cooperative	6%
Ingredients	5%
Packaging	1%

Provider (Company Type)

Motor Carrier	32%
Broker	30%
3PL	17%
Technology	7%
Warehouse/Material Handling	6%
Railroad	2.5%
Other	5.5%

Geographic Region (Shipper)

Northwest	5%	Northeast	15.5%
Southwest	13.5%	Mid-Atlantic	5.5%
Midwest-Upper	30.5%	Southeast	14%
Midwest-Lower	12%	Canada	4%



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FSA Engagement

Member Interaction by the Numbers

DIGITAL ANALYTICS (2024-2026)

Website Traffic

Page Views: 295,000+

Average Session Duration:
1 minutes 45 seconds

Average Time on Page: 2 minutes

Devices Used:
80.36% Desktop
19.62% Mobile
0.02% Other

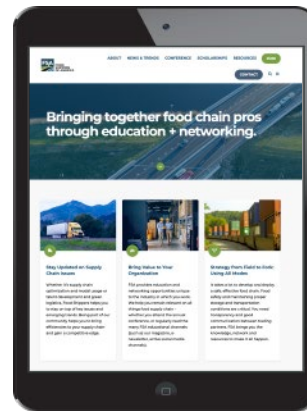
Food For Thought E-newsletter (2026)

Average Open Rate: 18.15%

Average Click-Through Rate: 10.32%

Average Click Rate: 1.87%

Delivery Rate: 99.56%



295,000+

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)

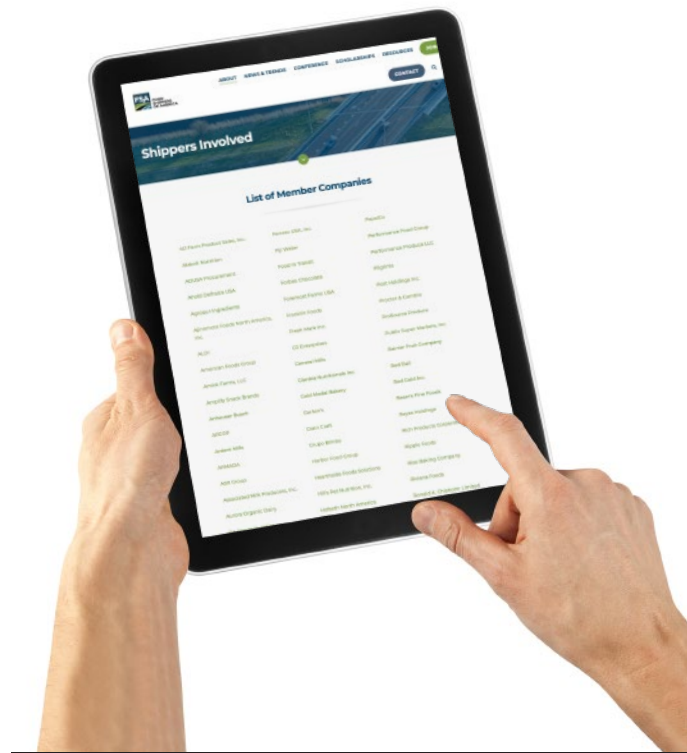




Sample List of Providers Involved in FSA

A. Duie Pyle, Inc.	H&M Bay Inc.	PLM Fleet, LLC
Alabama Motor Express	Heartland Express	Pride Transport, Inc.
Allen Lund Company LLC	Heyl Truck Lines	Prime Inc.
Alliance Shippers	Hill Bros. Transportation	R.E. Garrison Trucking, Inc.
Amazon Freight	Hirschbach	RLS Logistics
ArcBest	Hub Group	RMX Global Logistics
Arrive Logistics	J.B. Hunt Transport, Inc.	ROAR Logistics, Inc.
Bay and Bay Transportation	J.S. Helwig & Son	Roehl Transport Inc.
Bettaway	Kennesaw Transportation, Inc.	RWB Trucking, LLC
Bison Transport Inc.	KLLM Transport Services	Ryder
BNSF Railway	Knight Transportation	Schneider
Breakthrough Fuel	Koch Companies	Schulz Logistics
C.A.T Global Inc.	Kottke Trucking Inc	Simple Logistics
C.R. England, Inc.	Kriska Transportation	Stevens Transport
CN Railway	Landstar Transportation	Stokes Trucking LLC
Continental Express	Logistics	Sun Transportation Systems
Covenant Logistics Group	Legend Transportation	Swift Transportation
Cowan Systems, LLC	Leonard's Express, Inc.	Syfan Logistics
Crete Carrier	Lineage Logistics	Tippmann Group
DHL Supply Chain	M&W Distribution Services, Inc.	TransX
Doug Andrus Distributing	Matson Logistics, Inc.	Trimble Transportation
DTS Logistics, LLC	Mode Transportation	Triumph
Dutch Maid Logistics, Inc.	MoLo Solutions	Uber Freight
Dynamic Logistix	Moran Logistics	Verst Logistics
Echo Global Logistics	National Carriers, Inc.	WEL Companies
Entourage Freight Solutions	Navajo Express, Inc.	Werner Enterprises
Estes Express Lines, Inc.	Nolan Transportation Group	Why Logistics LLC
FFE Transportation	Norco Corporation	Women in Trucking
FreightEx	Omni Logix	XPO, Inc.
GenPro Inc	Orange EV	XTL Transport Inc
Giltner Transportation, Inc.	Penske Logistics	YMX Logistics
GoodShip	Plains Dedicated LLC	

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





2027 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.

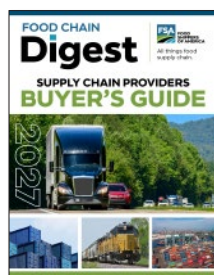
Food Chain Digest is distributed three times a year to our entire membership and at industry events, and also is available in an interactive digital format to reach thousands more. This magazine leverages an editorial staff with more than 100 years combined experience in transportation, logistics and supply chain management.

Issue	Cover Story: Issue, Challenge, Trend	Feature 1: Best Practices	Feature 2: Industry	Feature 3: Provider Focus	Buyer's Guides (Resource Directory)	Ad Close	Materials Due
Edition 1	Strategies for Business Growth & Expansion	Consumer Trends, Demand Volatility, and their Impact on Supply Chains	Supply Chain Modernization	Leveraging Provider Relationships	Supply Chain Providers	Jan. 8 2027	Jan. 15 2027
Edition 2	How to Build Visibility and Productivity	Sustainability & Traceability	E-Commerce Strategy	Food Safety & Quality Control	Supply Chain Technology Innovators	April 30 2027	May 7 2027
Edition 3	Supply Chain Disruption & Resilience	Multimodal Transportation Strategy	HR & Talent Management	Fraud & Theft	Transportation, Logistics & Distribution	Sept. 3 2027	Sept. 10 2027

**CLICK HERE
to place your
order!**

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:**



Supply Chain Providers Buyers Guide (Edition 1)

- Motor Carriers
- 3PLs
- Brokers
- Railroads/Intermodal/IMCs
- Drayage
- Air Cargo
- Maritime/Ocean/Ports
- Cross-Border Logistics
- Expedited
- Last Mile/Final Mile
- Reverse Logistics
- Equipment Leasing
- Warehousing/Distribution
- Cold Chain/Temp Controlled
- Sustainability
- Technology Innovators
- Work Force Resources
- Consultants



Supply Chain Technology Innovators Buyer's Guide (Edition 2)

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



Logistics Warehousing & Distribution Buyer's Guide (Edition 3)

- Carriers (All Modes)
- 3PLs/Brokers
- Warehousing/Distribution
- Material Handling/Automation
- Maritime/Ocean/Ports
- Cross-Border Logistics
- Expedited
- Last Mile/Final Mile
- Reverse Logistics
- Equipment Leasing
- Site Selection
- Cold Chain/Temp Controlled
- Sustainability
- Technology Innovators
- Work Force Resources
- Network Design
- Yard Management
- Consultants

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

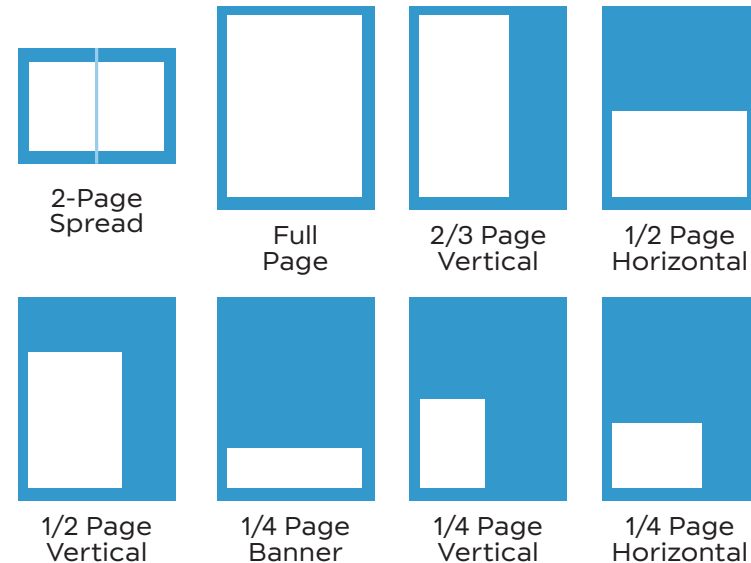
Ad Size	Dimensions
2-Page Spread*	16.75 w x 10.875 h (trim) Add .125 in bleed all around if bleeding page
Full Page (with bleed)*	8.625 w x 11.125 h (Keep live area .75 in from all edges)
Full Page (no bleed)	7 w x 9.5 h
2/3 Page	4.625 w x 9.5 h
1/2 Page Vertical	4.625 w x 7 h
1/2 Page Horizontal	7 w x 4.625 h
1/4 Page Banner	7 w x 2.125 h
1/4 Page Horizontal	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 Banner Ad	728 w x 90 h	\$995

Frequency Discount: 3+ receives additional 10% discount.



For more information and to place advertising, contact:

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



Integrated Advertising

An integrated presence builds recognition. These Integrated Advertising Packages give your brand and business multiple opportunities to connect with qualified transportation, logistics and supply chain decision-makers who influence purchasing decisions across the food chain.

Choose from three levels of visibility designed to fit your marketing goals and budget. Each package combines high-value exposure through *FSA Buyer's Guide* listings, *Food For Thought* eNewsletter digital advertising, and *Food Chain Digest* print and digital advertising. By putting your brand in front of food shippers across multiple channels throughout the year, you gain greater frequency, stronger brand recognition and more opportunities to be top-of-mind when customers and prospects are ready to buy.

 FOOD SHIPPERS OF AMERICA	Basic Branding \$3,500	Standard Branding \$4,900	Premium Branding \$6,200
Buyer's Guide Ad Listing (Print & Digital)	1 Basic Listing	1 Comprehensive Listing	1 Comprehensive Listing
Food For Thought eNewsletter Banner Ad	2 Standard Banner Ads	2 Lower Banner Ads	2 Top Banner Ads
Food Chain Digest Advertisement (Print & Digital)	1 Half-page Horizontal Ad	1 Half-page Horizontal Ad	1 Full-page Ad

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