



# Daily Brief

In affiliation with the Food Institute

## REACHING 250,000 WEEKLY READERS

The Daily Brief is the most widely distributed daily electronic newsletter in the food, beverage and packaging industry. It combines the news gathering capabilities of the Food Institute with the in-depth industry resources of BNP Media's magazines and related properties.

Each business day, the Daily Brief delivers food, beverage and packaging news and trends to approximately 50,000 industry processors, marketers, packagers and retailers.

The Daily Brief offers advertisers access to a large targeted readership five days a week. During the first six months of 2008, more than 12,000 readers have clicked on Daily Brief advertising. Advertisers earn an even more pronounced presence at BNP Media's [www.myfoodandpackaging.com](http://www.myfoodandpackaging.com) where a condensed version of the Daily Brief attracts additional unique readers.

Placing a message about your products and services in the Daily Brief is just one phone call or e-mail away.

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\* Net ad rates  
\* Ads are fixed, but positions are not guaranteed

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For more information, contact:  
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The screenshot shows the layout of the Daily Brief newsletter. At the top, there's the BNP Media logo and the title 'Daily Brief'. Below that, it says 'in affiliation with the Food Institute'. The main content area is divided into sections: 'Industry News' with articles about Dunkin' Donuts, Raley's pricing strategy, and Hain Celestial; 'Washington News' with articles about minimum wage and food supply; and a 'Weekly Poll' about obesity legislation. There are also navigation links like 'Archives', 'Sign up', and 'Send Feedback'.

