

2010 SUPPLEMENT OPPORTUNITIES

Journal of  
**Food Science**

Comprehensive  
**REVIEWS**

Journal of  
**Food Science**  
**EDUCATION**



*feeding the minds  
that feed the world*



[www.ift.org](http://www.ift.org)

# IFT Peer-Reviewed Publications

## Features and Benefits

The Institute of Food Technologists (IFT) is a nonprofit scientific society that exists to advance the science of food. To achieve its goal as a research champion and innovation catalyst, IFT works with Wiley-Blackwell to publish peer-reviewed journals that feature the latest, trusted research that meets the highest standards of academic integrity and professional ethics.

## Journal of Food Science

Since 1936, The *Journal of Food Science (JFS)* has been IFT's premier science journal. With authors from more than 90 countries and readers from 50 countries, *JFS* is an international forum for vital research and developments in food science.

## Comprehensive Reviews in Food Science and Food Safety

Providing in-depth coverage of narrowly defined topics on any food science or food safety aspect, including nutrition, engineering, microbiology, sensory evaluation, physiology, genetics, economics, regulations, and history, *Comprehensive Reviews in Food Science and Food Safety (CRFSFS)* is an online, open access publication.

## Journal of Food Science Education

Aimed at all those committed to the improvement of food science education, including primary, secondary, undergraduate and graduate, continuing, and workplace education, *Journal of Food Science Education (JFSE)* is also an online, open access publication.

## 2010 SUPPLEMENT OPPORTUNITIES

### Sales Information

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The Reader



In Print



On the Web



Sponsorship Opportunities





# The Reader

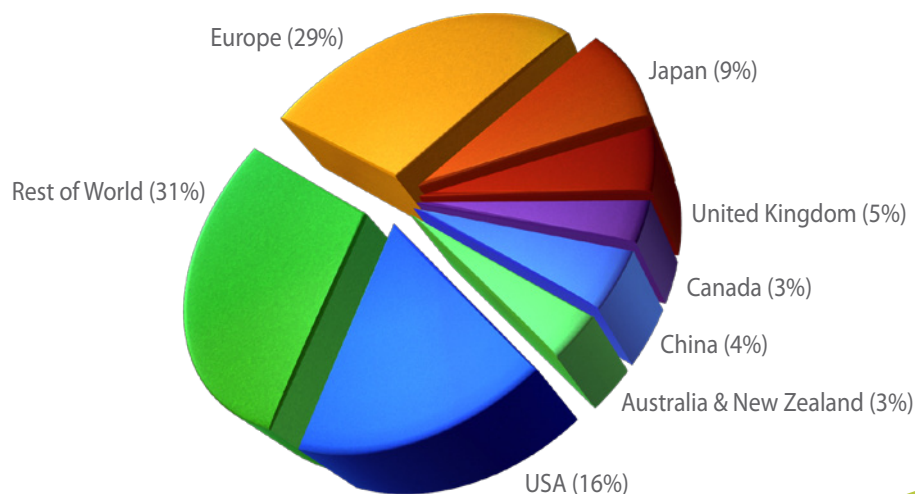
The IFT Peer-Reviewed Publications boast a loyal, engaged, and diverse readership of IFT members, industry professionals, scientists and researchers, government officials and other policy makers, and students.

## Circulation

The circulation profile of IFT Peer-Reviewed Publications include:

- Distribution to 3,050 IFT members
- 175,000 unique visitors per month to IFT Peer-Reviewed Publications' home pages
- 1,300 institutional subscriptions globally
- 2,700 institutional customers globally with online access
- 1,800 institutions in the developing world with free online access
- 6,500 libraries globally with access via 3<sup>rd</sup> party providers

### *Journal of Food Science* International Reach 2009



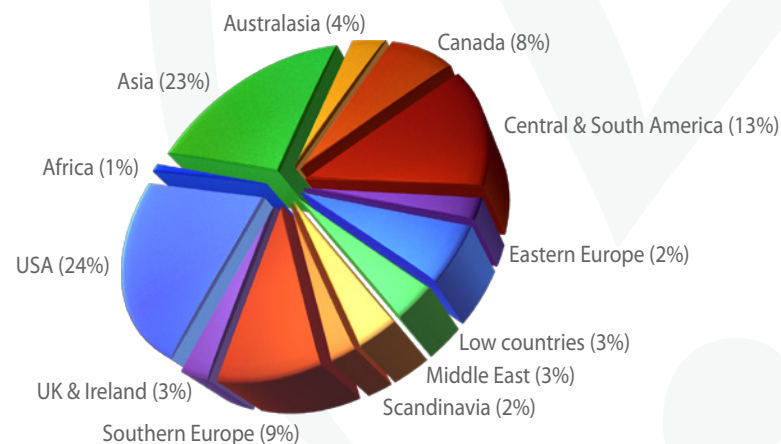
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### ROI Analysis

The IFT Peer-Reviewed Publications are COUNTER-compliant, which provides standards for recording and reporting online usage statistics. We offer a suite of article-level metrics that report usage and readership across the IFT Peer-Reviewed Publications, including the following:

- **Top Users** - referring URLs tell us which sites readers are coming from
- **Article downloads by region and country**
- **Article purchases by non-subscribers**
- **Access denied counts**
- **Article-level publicity reports**

### *Journal of Food Science* Article Downloads 2009



**Did you know?**

The Institute of Food Technologists  
has nearly 18,000 members.





## In Print

### Journal of Food Science

*Journal of Food Science* serves as an international forum for vital research and developments in food science, and is indexed by the Science Citation Index and MEDLINE/PubMed. *JFS* covers a range of topics, including concise reviews and hypotheses in food science, food chemistry, food engineering and physical properties, food microbiology and safety, sensory and food quality, nanoscale engineering and technology, health, nutrition, toxicology and chemical food safety.

The IFT Peer-Reviewed Publications have a high-profile presence at food science conference around the world, attending approximately 20 industry events annually, including the IFT10 Food Expo, Wellness11, Research Chefs Association Meeting, and Supply Side West. The IFT Peer-Reviewed Publications enjoy high-profile visibility and creative promotional activities at such industry events.

Research published in IFT Peer-Reviewed Publications is cited extensively by major broadcast media such as USA Today, The Chicago Tribune, The New York Times, and many more.



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# On the Web

Delivering more than 175,000 unique visitors per month, the IFT Peer-Reviewed Publications' home pages enable you to effectively target academic scientists and researchers, industry professionals, corporate libraries, government officials and other key decision makers. The suite of online products include:

## IFT.org

The interactive, online community for IFT members and international food science & technology professionals features IFT Peer-Reviewed Publications content.

## Wiley Online Library

Wiley Online Library is one more gateway to the IFT Peer-Reviewed Publications, featuring current and archived articles in searchable, HTML and PDF full-text formats, as well as the opportunity to sign up for email table-of-contents alerts, citation reporting, and more.

## Wiley-Blackwell Subject Sites

The Wiley-Blackwell Food Science & Technology subject site features journals, books, and other resources that Wiley-Blackwell publishes independently and on behalf of professional societies, like IFT, and records 600,000+ impressions monthly.



## 2010 SUPPLEMENT OPPORTUNITIES

### Digitally Distributed

#### Content e-Alerts

e-Alerts notify readers of new content available from the IFT Peer-Reviewed Publications, allowing readers to stay up-to-date on research advancements and industry developments.

#### Custom eNewsletters

Custom eNewsletters deliver marketing messages promoting content from IFT Peer-Reviewed Publications in effective and exciting formats that are unique to these publications. eNewsletters are sent to a diverse list of over 20,000 food science and technology contacts.

#### Open/Click Reporting

Content e-Alerts and eNewsletters provide us with comprehensive metrics of open and click-through rates and are available to our business partners. Generally, Wiley-Blackwell open rates for the food science and technology list are 20%.

## Did you know?

The IFT Peer-Reviewed Publications' home pages deliver more than 175,000 unique visitors per month.





# Sponsorship Opportunities

Supplement sponsorship opportunities are available in different formats, reinforcing your commitment to providing food science and technology professionals and key decision makers the most cutting edge research available. Guarantee the research reaches an empowered audience, and have an impact on industry practice, public policy decisions, and established knowledge. For pricing and more information, please contact your IFT or Wiley-Blackwell sales representative. Supplement formats available for sponsorship include:

## Single-topic Supplements

The publication of single-topic, peer-reviewed articles published in addition to the regular issue of the journal, supplements can be based on proceedings from roundtable discussions or symposia, can highlight novel research findings, or be a collection of review articles.

## Scientific Reviews

An in-depth assessment of all recent, relevant scientific literature on a topic suggested by the sponsor, peer-reviewed, and, if approved, published in addition to the regular issue of the journal.

## 2010 SUPPLEMENT OPPORTUNITIES

### Involving IFT and Wiley-Blackwell Up Front

Discuss policies for the IFT Peer-Reviewed Publications' peer-review process, get answers to all of your pre-submission questions, confirm article tracking and reporting capabilities, learn about publication timeframes and the availability of fast-tracking, and receive insights on supplement marketing and promotional activities.

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