



**“Thank you for the  
work you do with  
this excellent  
publication. We look  
forward to this each  
time you publish.”**

Steve Kullberg, COO, Food  
Bank of the Rockies

**“I am constantly  
overwhelmed with  
the depth and  
quality of articles  
you are publishing.”**

Warren Goodell, Executive  
Director, Kelly Center for  
Hunger Relief

## **Partner with Food Bank News in the Fight Against Hunger**

Food Bank News is the only publication to deliver news, insight and best-practices information to the nationwide hunger-relief community. Reaching this targeted group through Food Bank News showcases your company's thought leadership in hunger relief via a high-quality, independent news source.

## **Our Mission**

Food Bank News seeks to end hunger by promoting conversation and information exchange about best practices in hunger relief via an independent, national news source.

**“Your newsletter is one of the "must-reads" that I encourage my team to look at. We love it!”**

Adam Lowy, CEO, Move for Hunger

**“When your newsletter comes, I stop what I'm doing and I read it.”**

Paule Pachter, CEO, LI Cares

**“You are doing important work with high quality.”**

Thomas Reynolds, CEO, Northwest Harvest

## Why Partner with Food Bank News?

1

Food Bank News offers a singular opportunity to **align your brand** with the premiere provider of news, information and best practices in solving hunger. Raise your profile as a thought leader in hunger relief by partnering with us.

2

Food Bank News connects your brand with our base of **loyal and engaged readers**, who value Food Bank News as a source of knowledge about a topic they care passionately about: how to end hunger.

3

Food Bank News facilitates your brand's embrace of a **purpose-driven mission**. Your support of our mission to end hunger underscores your shared values and beliefs with our readers.

4

Food Bank News presents a **one-of-a-kind opportunity**. No other publication reaches the hunger-relief community, nor recognizes its importance.

“Just a note to say how much all of us at the Blue Ridge Area Food Bank appreciate Food Bank News. You really zero in on topics and practices that are timely and compelling. Thank you!”

Michael McKee, CEO, Blue Ridge Area Food Bank

“We love your publication! We have shared your publication with all Houston Food Bank staff as well as Board Members, such a great resource.”

Adele Brady, Director of Marketing and Communications, Houston Food Bank

## Our Readers

Our readers welcome the insights we deliver to their inboxes and work at all levels of the hunger-relief community:

1

**Top executives at food banks** who want to keep abreast of the most forward-thinking ideas about how to solve hunger, and who use Food Bank News to make decisions, educate their employees and board members, and share and promote ideas they read about.

2

**Food bank and pantry managers** who are involved in the day-to-day work of solving hunger, including logistics, food sourcing, fundraising, software procurement, management, distribution, transportation, development, client services, marketing and more.

3

**Advocates** who advance their influence in hunger relief through their work at government agencies, educational institutions, advocacy organizations and research firms.

4

**Supporters** who provide aid to the hunger-relief community in the form of volunteerism, food donations, financial support, government funds, foundation grants, individual donations, consulting and more.

**“Your newsletter is  
one I really welcome;  
it always includes  
articles that contain  
valuable information  
and share best  
practices.”**

Kristen Wild, CEO, Operation  
Food Search

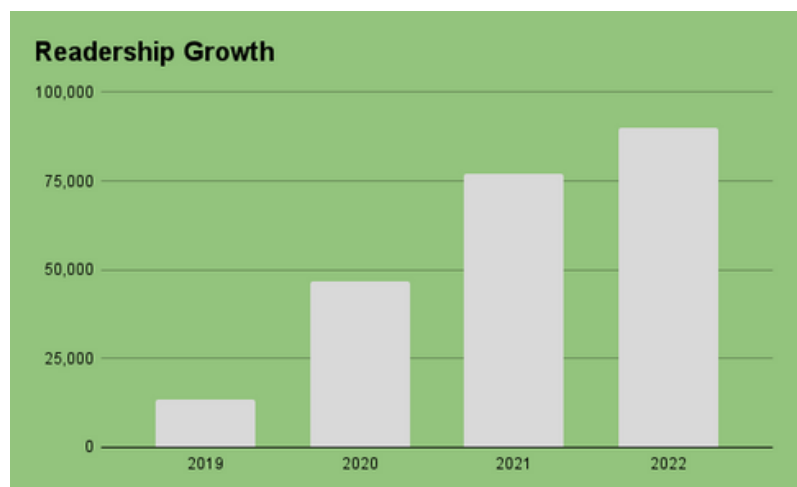
**“I can always count on  
Food Bank News to  
offer thoughtful,  
relevant articles.  
Thank you.”**

Leah Quinn, Project Coordinator,  
Leah’s Pantry

## About Us

Food Bank News got its start when Founder and Editor Chris Costanzo began helping out at a local food pantry and realized the lack of resources available to people trying to alleviate hunger in their communities. When Food Bank News launched in 2019, it became the only publication to deliver news and best-practices information to the tens of thousands of people working every day to alleviate hunger for the U.S.’s 40 million food-insecure people. Publisher Tim Murphy joined the team in 2021, following more than 30 years in the publishing business, shaping great reader and advertiser experiences.

Readership at Food Bank News has grown steadily since its launch (see chart), increasing by more than six times since the end of 2019. Mailchimp stats show that the majority of our newsletter readers are highly engaged. Reader growth and engagement has been aided by an Editorial Advisory Board of CEO-level executives that keeps us fully abreast of ideas of interest to executives at the top tier of food banking.



## Partnership Opportunities

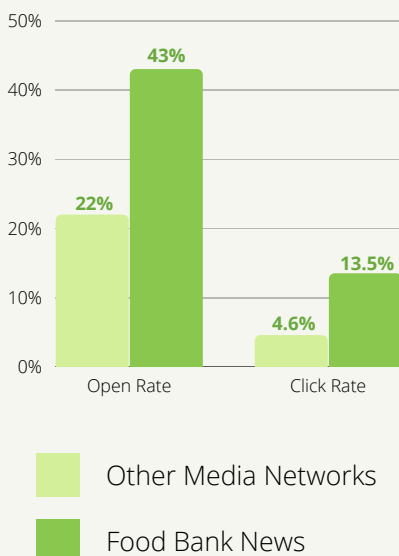
Partnership opportunities with Food Bank News span a full range of offerings, allowing companies to build multiple levels of engagement with Food Bank News readers.

### **Newsletter sponsorships/advertisements:**

More than 6,100 people subscribe to our newsletter, which has a phenomenal average open rate of 43% and a click-through rate of 13.5%, far surpassing the performance of other media/publishing outlets (22% and 4.6%) (see chart). Become a sponsor of the newsletter, or run an advertisement as a ribbon across it.

**Website ads:** Readership has grown more than sixfold on our website, which currently receives more than 12,000 impressions a month. Ads appear on every page of the website and come in a variety of formats, including banner ads, sidebar ads, and text-based ads within the content area.

**Content marketing:** Tell your story your way. Your submitted piece will get full editorial treatment, appearing as a “Partner Insight” in two consecutive newsletters and on our homepage.



**Let's work together to find the best way to partner in the fight against hunger!**

For inquiries or questions, please contact Tim Murphy  
[tim.murphy@foodbanknews.org](mailto:tim.murphy@foodbanknews.org) • 917-656-5078