

# DAIRYMail

## MEDIA KIT

## 2026

Serving the complete dairy industry from field to fork



# ABOUT



The Dairy Mail newsletter is designed to be a tool used by businesses and organisations in the dairy and manufacturing sector to share relevant and valuable information with our database of over 5,500 email and over 2,000 LinkedIn subscribers

It will feature interviews and articles from leading experts in the dairy industry, as well as the latest industry news and trends.

Newsletters give you direct access to your audience's inbox, allowing you to share engaging content, promote sales and drive traffic to your website.



# OUR AUDIENCE

The Dairy Mail reaches the full breadth of decision-makers shaping the future of cheese, dairy and adjacent categories. Its readership spans producers, processors, ingredient specialists, technologists, buyers and commercial leaders - extended further through our partnership with BFBI and its national membership base, bringing the brewing and wider food and drink community into the conversation.

The editorial remit is deliberately broad and commercially grounded. Coverage spans dairy and cheese at every scale, alongside ice cream, ingredients, labelling and compliance, packaging innovation, processing technologies and end-to-end logistics - reflecting how the industry actually operates today.

**Proven reach underpins the proposition.** A global readership ensures brands connect with the audiences that matter most: influential operators, specifiers and investors with real purchasing and strategic authority.

**Expertise provides the foundation.** Backed by more than 125 years of industry stewardship through the International Cheese & Dairy Awards, The Dairy Mail benefits from deep sector credibility, long-standing relationships and a level of trust few platforms can match.

**Value is treated as strategic,** not transactional. Marketing investment is judged by outcomes, not impressions alone. The Dairy Mail is built to help partners engage meaningfully, shape opinion and support commercial objectives across the dairy ecosystem.

**Quality defines the content.** Industry news is complemented by in-depth interviews, market analysis, trend reporting, company profiles and informed commentary - designed to inform, challenge and guide decision-making.

**Digital delivery extends impact.** A growing online audience, a highly engaged e-newsletter and website combine to maximise visibility, dwell time and reader interaction, ensuring partners benefit from sustained exposure across multiple touchpoints.

# VALUE FOR MONEY

Our aim is to create a newsletter that provides a cost-effective marketing platform and provides an ROI on investment

# EDITORIAL

As well as the latest news from the EXPO and Awards, we will be looking at covering industry news, interviews, current dairy trends and much more

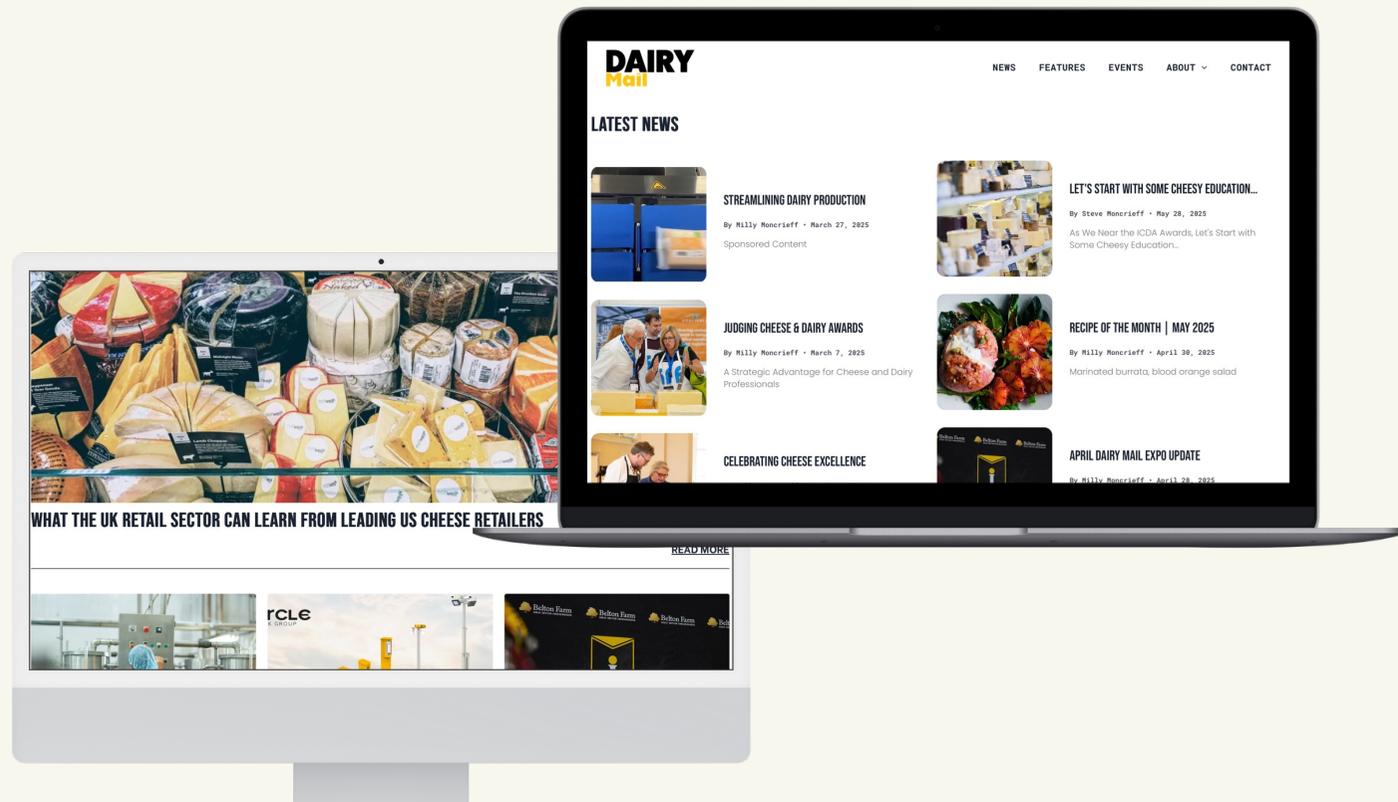


# ONLINE

thedairymail.com is updated with news and content from the monthly newsletter and is recognised as a reputable and reliable source of independent cheese and dairy news.

In conjunction with the Dairy Mail platform. Content will be shared across the LinkedIn channels to maximise coverage and engagement and emailed as a monthly digital magazine.

Providing brands and companies with the opportunity to expose their news to a wide and diverse audience, including technical, production, marketing, sales and buying.

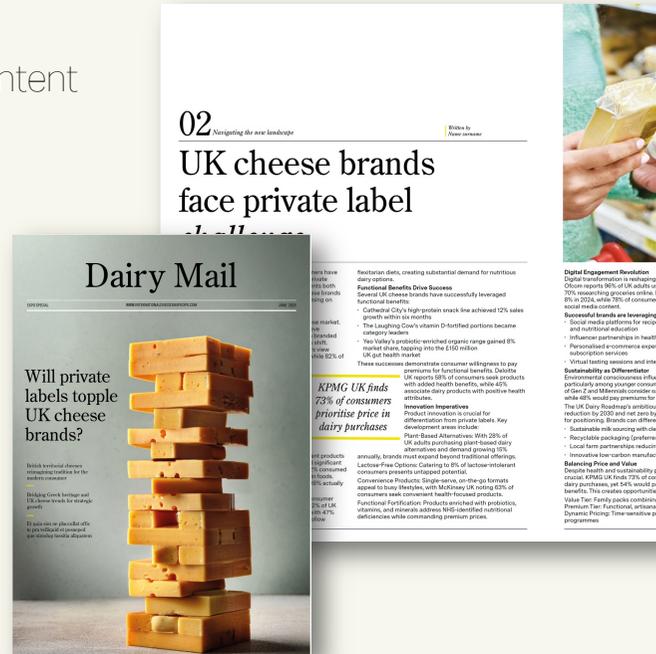


# Monthly e-newsletter

- Regular delivery to a highly engaged, opted-in audience
- Premium display placements within core editorial
- Newsletter sponsorships
- Featured partner insight and thought-leadership content

## Email campaigns

- Dedicated partner emails for product launches, white papers and strategic announcements
- Co-branded campaigns with a clear narrative and call to action
- Particularly effective for complex B2B propositions and event promotion



## \* Newsletter

Overall Issue Sponsor	£1,000 (for 1 month)
LEADERBOARD	£400
MPU	£350
Editorial	From £500 (will appear on website news section).

## \* Website

Leaderboard	£250 (for 1 month)
MPU	£350 (for 1 month)



# ADVERTISING OPPORTUNITIES

# CONTACT

We have a range of opportunities available, and the team can create bespoke packages to suit brief and budget.

From one off articles to complete campaigns across all our platforms including LinkedIn, digital magazine, content platform and website.

For more information contact:

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**dairyconnect**

