

# Newsletter Advertising



With a subscriber base of more than 3,000 consumers, each issue of the **Share the Pasta** newsletter reaches pasta consumers all over the US. Connect directly with your customers! Open rate averages are 15% and growing. 12 issues per year are available.



With a subscriber base of 300 members, each issue of the **Pasta Journal** reaches a business-to-business audience of pasta manufacturers, milling companies and firms that serve the industry. The recipient list includes CEOs, VPs of Purchasing and other decision-makers. Open rate averages for the *Pasta Journal* are 32%-36%. 12 issues per year are available to get your information in front of NPA members.

Ad Unit #1  
Leaderboard  
568 x 70

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Ad Unit #2  
Skyscraper  
160 X 600

#### Pasta and NPA In The News

##### NPA Expanded Membership Press Release Coverage

Last month, we shared news about the NPA membership expansion planned for 2021. In order to reach new areas of the industry and create a larger, more engaged membership, NPA is adding Foodservice and Retail categories in 2021.

A press release with this information was sent out to a list of food trade magazines and news outlets at the close of 2020. NPA is pleased to announce the resulting pickup in:

Ad Unit #3  
Spotlight  
150 x 125

**Headline goes here (50 characters w/o spaces)**  
Description goes here (200 characters without spaces). Spotlight is idea for promoting your company news, or providing more information on your new product or service.

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##### Grub Street Coverage on Bucatini and NPA

Over the holidays, Grub Street, NY Magazine's food section, published a satire investigative piece titled, "[What the Hole is Going On? The Very Real, Totally Bizarre Bucatini Shortage of 2020.](#)" The NPA communications team worked with the reporter to interview both Chef Spokesperson, Rosario Del Nero, as well as NPA Chairman, Carl Zuanelli, for this piece.

While the article is investigative, it is written comically and also celebrates bucatini. It also gives prominence to the NPA. The comments have been overwhelming positive. Additionally, the story was the #1 read on NY Magazine for several days and is still #1 on Grub Street. It has gotten the attention of many other notable media

Ad Unit #4  
Half Banner  
234x 60

## Pricing for Pasta Journal or Share the Pasta Newsletter Advertising

### NPA Members:

\$250 per Ad Unit  
(minimum 3 issue purchase)

### Non-NPA Members:

\$500 per Ad Unit  
(minimum 3 issue purchase)

*20% volume discount given for 6, 9 and 12 issue packages*

For advertising and sponsorship inquiries, contact us at (202) 591-2459 or [info@ilovepasta.org](mailto:info@ilovepasta.org)

