



Snack  
Safety  
V.com

2026  
ADVERTISING  
GUIDE

## Our Mission and Reputation

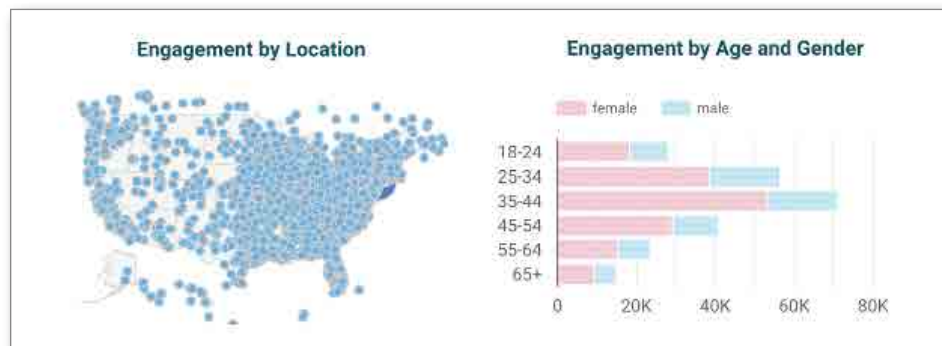
SnackSafely.com is a leading advocate for the legislation, research, and reforms that benefit the food allergy and celiac communities. We are among a select group of organizations recognized and frequently consulted by both the community and school districts nationwide as the authority on food allergy accommodations.

## Our Audience

SnackSafely.com attracts a loyal, highly engaged audience across three principal demographics:

- **Adults and Parents:** Individuals managing food allergies for themselves or their children, including those navigating a new diagnosis.
- **School Communities:** Parents of children in schools with allergen-restriction policies.
- **Institutional Staff:** School nurses, faculty, cafeteria planners, and administrators responsible for the safety of students, visitors and staff.

Our readership is predominantly North American, with 92% based in the US and 5% in Canada.



## Our Advertisers

Our publications provide an ideal platform for a wide range of products and services, including:

- **Food Products:** Offerings from traditional and allergy friendly manufacturers. (Note: Only members of the *SnackSafely.com Manufacturer Partnership* may advertise food products.)
- **Healthcare & Medicine:** FDA-approved drugs, OTC products, and epinephrine devices (auto-injectors, nasal sprays, and accessories).
- **Professional Services:** Physicians specializing in allergy/asthma (including immunotherapy and telehealth), nutritionists, and meal planners.
- **Safety & Lifestyle:** Medical alert jewelry, allergy-friendly restaurants, summer camps, and related blogs or publications.

## Our Media

SnackSafely.com offers four principal advertising channels with diverse opportunities for promotion:

- **The SnackSafely.com Blog:** High-traffic articles and advocacy news.
- **The Safe Snack Guide:** A family of over 9,000+ guides used by schools and parents.
- **Allergence:** Our proprietary product screening and disclosure service.
- **The Weekly Newsletter:** Direct-to-inbox updates for our most engaged followers.

# Advertising in the SnackSafely.com<sup>TM</sup> Blog

## Topics Addressed

Our blog is dedicated to educating the public about issues of concern to individuals and families managing food allergies and celiac disease. We cover topics such as progress toward treatments and a cure, immunotherapy, legislation, innovations in emergency epinephrine delivery, general news of interest to the community, and practical guidance on safety, procedures, and school policies.

## Medium

The SnackSafely.com Blog is built on WordPress and designed with a mobile-first approach, featuring a responsive, adaptive layout that delivers an optimal experience on phones, tablets, and laptops.

All blog articles are cross-posted to our *Facebook, Instagram, Bluesky, Threads, LinkedIn, Pinterest, and Reddit* social media properties, with many also shared to more than 30 closed Facebook and LinkedIn discussion groups focused on food allergy and celiac disease. This distribution gives us an exceptionally broad, nationwide reach and a highly engaged audience with diverse needs and perspectives.

## 2025 SnackSafely.com Blog Metrics

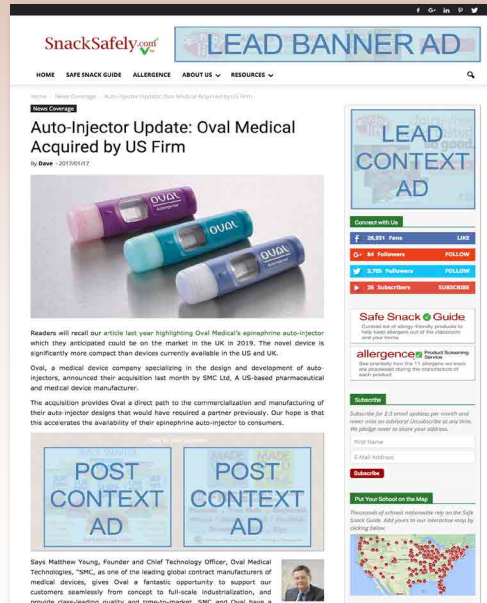
Visits: 1.2 Million

Pageviews: 1.4 Million

Visitors: 0.9 Million

## Ad Sizes and Placements

The SnackSafely.com Blog provides four options for ad placement and promotion:



**Lead Banner Ad** — This premier placement is run-of-site, top-of-page and resizes according to the viewport. Reserved for one advertiser.

Sizing: 728x90, 468x60, 320x50

**Lead Context Ad** — This premier placement is also run-of-site and appears at the top of the sidebar on large viewports or as the first context article on smaller viewports. Reserved for one advertiser.

Sizing: 300x250

**Post Context Ad** — Ad slots appear within the context of each article every four to six

paragraphs on average. Advertisers' creatives rotate amongst all post context ad slots.

Sizing: 300x250

**Sponsored Post** — Articles appear within our day-to-day content stream and provide a long-form opportunity for advertising. They may include any combination of text, graphics, video, and more, with no fixed length. Each article is cross-posted to all of our social media properties and featured in our newsletter for that week. This format is ideal for introducing your full product line or developing a rich narrative around a single product, offering our most extensive exposure.



# Advertising in the Safe Snack Guide

## About the Guide

The Safe Snack Guide is SnackSafely.com's catalog of allergy and celiac-friendly foods and is the only national publication used by thousands of schools and tens of thousands of parents to help keep allergens out of the classroom and the home. The Guide is published in four primary editions—*Peanut & Tree Nut Free*, *Milk Free*, *Sesame Free*, and *Gluten Free*—and in over 9,000 custom editions tailored by our readers for their families, classrooms, and events.

Arranged in more than 40 categories—including snacks, breakfast cereals, baby and toddler food, baking mixes, granola, peanut butter alternatives and spreads, dairy alternatives, and prepared foods, among many others—the Guide is updated every 4–6 weeks and time-stamped with an expiration date to ensure consumers return periodically to download a fresh copy.

## Medium

The Guides are distributed as interactive PDF files downloaded from SnackSafely.com and can be viewed on a consumer's device or printed locally. When a product entry is clicked, the corresponding *Allergence* product page opens, providing detailed consumer information and allergen processing data. All ads are clickable and can be linked to an advertiser's URL of choice.

### 2025 SnackSafely.com Safe Snack Guide Metrics

Downloads: 168K    Estimated Number Redistributed: ~300K

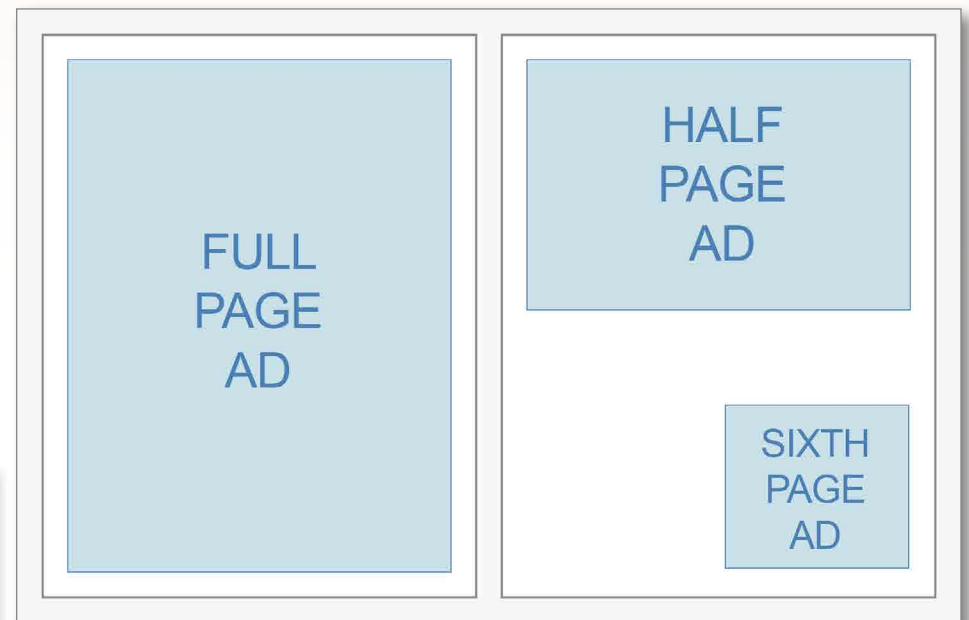
## Sample Listing



## Ad Sizes and Placement

The Safe Snack Guide offers three ad sizes. The Guide is arranged so that full-page ads appear first, followed by half-page ads, then sixth-page ads, and finally product entries.

Size:	Dimensions:
Full Page	7.5" x 10"    2250 x 3000 @ 300dpi
Half Page	7.5" x 4.9"    2250 x 1470 @ 300dpi
Sixth Page	3.6" x 3.2"    1080 x 960 @ 300dpi



## About Allergence

Allergence is an interactive product screening service that provides detailed ingredient, allergen processing, third-party certification, and consumer information for each partner product. Every product listing in the Guide is cross-linked to its corresponding Allergence page, ensuring tight integration between the two publications.

## Featured Partner Status


All *SnackSafely.com* *Manufacturer Partnership* members receive complimentary Allergence product pages. Partners may upgrade to *Featured Partner* status, which includes a dedicated manufacturer page, active links to their website, store locator, and Amazon product pages, as well as ads that appear on their pages and rotate throughout Allergence.

## Non-Profit Amazon Tie-In

SnackSafely.com is an Amazon affiliate that donates 100% of proceeds from products ordered via Allergence to the *Food Allergy Fund (FAF)*, a non-profit devoted to funding research into therapies and a cure for food allergy.



Our partnership with FAF provides an additional incentive for readers to purchase partner products at no additional cost to the partner.

allergence 

Account ▾ Profiles Contact Us Log Out

Categories Companies Search Coupons Favorites Homefree, LLC Product Detail


Homefree Gluten Free Mini Cookies

Chocolate Chip Variety

Information last certified by Homefree, LLC on 2023-11-27

Product 1 of 10

Next →





Product Description

“Winner “Favorite Allergy Friendly Sweets” on About.com Readers’ Choice Awards, and Homefree’s most popular cookies.

Enjoy these peanut free, tree nut free, egg free dairy free chocolaty delights! These bite-sized chocolate chip mini cookies make a delicious and wholesome snack. You can smile knowing that every serving of mini cookies contains more than ½ serving of whole grain while tasting just like mainstream cookies (well, perhaps even a bit better)! Of course, like all Homefree products, these are non-GMO verified, vegan, kosher pareve, gluten free, and delicious! Box of about 32 mini cookies, 5 oz. (143 g). Bag 1.1 oz. (31 g).”

Ads





Allergen Profile

Allergen	Ingredient	Manufacturing Exposure	Marketed Free of
Peanut:	NO	NOT PROCESSED in facility	YES
Tree Nuts:	NO	NOT PROCESSED in facility	YES
Egg:	NO	NOT PROCESSED in facility	YES
Milk:	NO	NOT PROCESSED in facility	YES
Wheat:	NO	NOT PROCESSED in facility	YES
Soy:	NO	NOT PROCESSED in facility	YES
Fish:	NO	NOT PROCESSED in facility	YES
Shellfish:	NO	NOT PROCESSED in facility	YES
Seaweed:	NO	NOT PROCESSED in facility	YES

# Package and Shelf Tag Badging

## Extending Trust in Our Name to Your Products

For over 14 years, SnackSafely.com has been the gold standard for the food allergy and celiac communities. Our brand is synonymous with trust, signaling to millions of consumers that a manufacturer is fully transparent about their processes.

By licensing the SnackSafely.com badge for your packaging and shelf talkers, you speak directly to a loyal, underserved market. A quick scan of the QR code displays your Allergence listings, eliminating guesswork and allowing consumers to verify product safety instantly at the point of sale. It's more than a badge; it's a definitive promise of safety that follows your product from the store aisle to the family table.

## Verification Anywhere

Beyond the initial purchase, the badge serves as a safety resource for the entire lifecycle of the product. By placing the QR code directly on your packaging, you provide a fail-safe for parents at home and teachers in the classroom who need to verify that your product's allergen processing meets their requirements.

A simple scan allows teachers, school nurses and childcare



Example Shelf Talker

providers to confirm that the product meets specific allergen restrictions in real-time. This "anytime, anywhere" verification builds a deeper layer of brand loyalty, as families know they can rely on your packaging for definitive safety data from the pantry to the lunchroom.



Example Package Badge

## Customer Support at the Point of Sale

The badge acts as a frontline resource, answering the complex questions consumers have regarding allergens and gluten. By providing these details instantly, you satisfy the consumer's need for transparency while reducing the burden on your customer support team.



# Other Promotion Options

## Weekly Newsletter Ad



Our weekly newsletter reaches over 27,000 subscribers, delivering updates from our blog, the Safe Snack Guide, Allergence, and our partner manufacturers. With an industry-leading open rate of 45–55%, it offers a high-engagement platform for your brand.

We offer one to two ad slots per issue, available for single or recurring placement.

Sizing: 500x500



## Custom Campaigns

We specialize in crafting custom multi-channel campaigns that leverage our blog, Safe Snack Guide, Allergence, and social media platforms to ensure maximum exposure. Beyond standard placements, we can seamlessly integrate your contests, giveaways, and mailing list sign-ups. As a trusted voice in the food allergy community, we also serve as a high-impact vehicle for your press releases and brand announcements.



Update on Progress of Emergency Epinephrine Nasal Spray  
Based on an update by the company developing the product, emergency epinephrine delivered via nasal spray as an alternative to traditional auto-injectors may soon be an option. The

Articles continue below - Please visit our sponsor

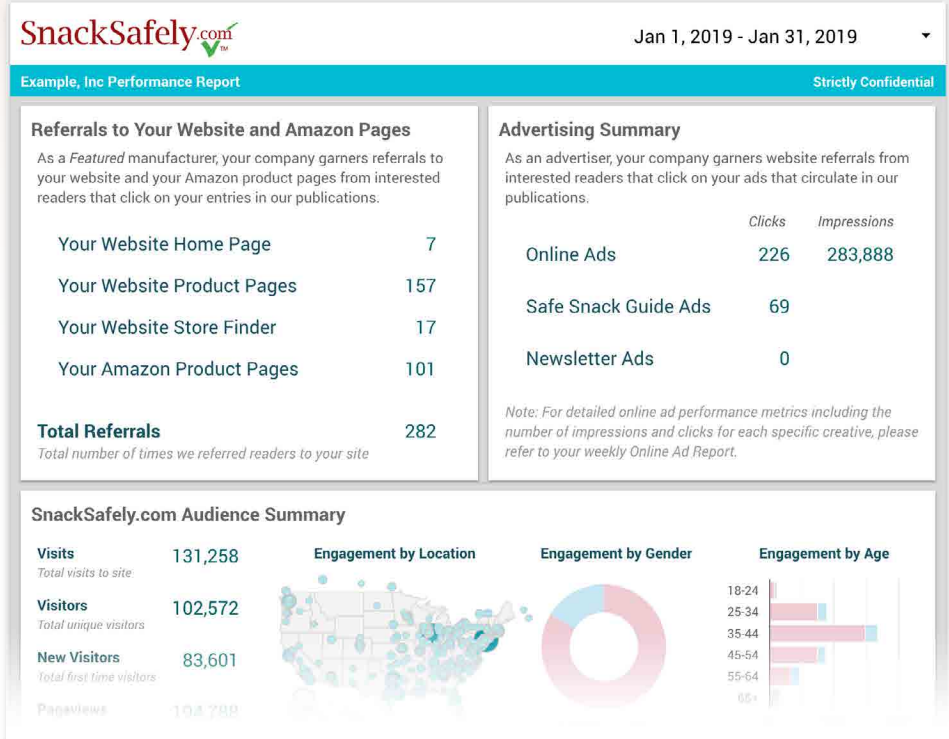


# Performance Reporting

## Weekly Performance Reports

All ad campaigns include detailed performance reports delivered each Monday morning that summarize campaign results from the previous week. Using the metrics in these reports, advertisers can fine-tune their messaging by periodically updating their creatives and comparing performance to prior iterations.

Monthly summary reports—generated in *Google Looker*—provide metrics for ads appearing in the Safe Snack Guide and our newsletter, including downloads, impressions, ad clicks, and Allergence referrals.



**Example, Inc Performance Report** Strictly Confidential

**Referrals to Your Website and Amazon Pages**  
As a *Featured* manufacturer, your company garners referrals to your website and your Amazon product pages from interested readers that click on your entries in our publications.

Your Website Home Page	7
Your Website Product Pages	157
Your Website Store Finder	17
Your Amazon Product Pages	101
<b>Total Referrals</b>	<b>282</b>



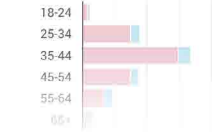
Total number of times we referred readers to your site

**Advertising Summary**  
As an advertiser, your company garners website referrals from interested readers that click on your ads that circulate in our publications.

	Clicks	Impressions
Online Ads	226	283,888
Safe Snack Guide Ads	69	
Newsletter Ads	0	

Note: For detailed online ad performance metrics including the number of impressions and clicks for each specific creative, please refer to your weekly Online Ad Report.

**SnackSafely.com Audience Summary**

	Visits	Engagement by Location	Engagement by Gender	Engagement by Age
Total visits to site	131,258			
Total unique visitors	102,572			
Total first time visitors	83,601			
Pageviews	104,780			