

# Restaurant

HOSPITALITY



The Restaurant  
& Food Group



## 2019 Media Kit

Print • Digital • Custom

## Who We Are | The Restaurant & Food Group



*Nation's*  
**Restaurant News**

**Restaurant**  
HOSPITALITY

**FOOD MANAGEMENT**

**sn** SUPERMARKET  
NEWS

MUFSO

*Restaurant Hospitality* is part of The Restaurant & Food Group at Informa Connect, the largest and most integrated media brand portfolio in foodservice and food retail. We help connect the entire food and foodservice ecosystem of operators, chefs, retailers, manufacturers, vendors and solutions providers through traditional, digital, social and custom media, supported by networking and in-person events/conferences.

We have the largest reach across the foodservice industry.

**Over 3.5 million points of contact, including\*:**

- More than 500,000 monthly unique website visitors
- 690,000+ magazine readers
- 2 million e-newsletter subscriptions

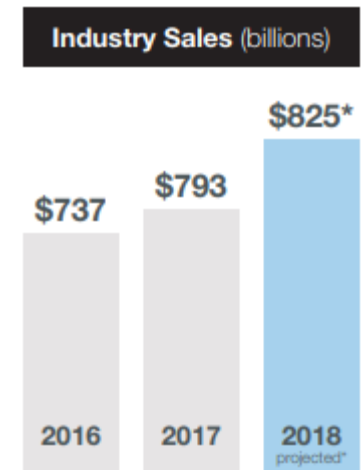
## Foodservice Industry | Consistent Growth. Growing Opportunity.

The restaurant industry was projected to surpass \$800 billion in sales in 2018, reflecting a strong and consistently growing market. Not only has the restaurant industry posted eight straight years of growth – and projected to grow again in 2019 – but it has consistently outperformed other sectors in the U.S. economy.

While the industry is growing, it is as competitive as ever. Restaurant brands want to find partners that will help their business win, and they are searching for product innovation, integrated technologies, targeted consumer marketing solutions, more efficient equipment and flavorful and sustainable menu developments.

### Restaurant Hospitality reaches across the market

The independent and multi-unit restaurant market is highly coveted. Not only does this market set the trends for the chains, but it also provides the highest margins for product/service providers. Plus, with a shorter sales cycle, this market offers a continuous stream of opportunity for sales of new products of all kinds. **Restaurant Hospitality has the largest penetration to this audience** and can get your product/service in the hands **of the industry trendsetters.**



## Our Reach | Active. Engaged.

Reach the largest audience of active and engaged foodservice professionals with *Restaurant Hospitality*.



**90,000+**  
magazine subscribers



**80,000+**  
e-newsletter subscribers



**75,000+**  
monthly unique website visitors



**25,000+**  
social media followers

**3,000,000**

E-newsletters delivered (monthly average)

**67,091**

Website registrants

**90%**

Of audience is involved in purchasing decisions

**2.5**

Additional pass-along readers per copy of *Restaurant Hospitality* magazine

## Our Leadership | Essential. Engaging.

*The #1 choice for the foodservice industry.*

*The #1 choice for foodservice marketers.*

Essential to the industry for almost 100 years, *Restaurant Hospitality* has the most qualified and highly engaged audience across the independent restaurant industry.



Consider *RH* a trusted industry resource



Consider *RH* a recognized industry leader



Recommend *RH*



Consider *RH* a "must-read"



## Our Content | Award-winning, independent excellence.

### Editorial Excellence & Market Leadership for almost 100 Years

*Restaurant Hospitality* is the only media source dedicated to the information needs of the independent restaurateurs. For that reason, we attract and deliver the largest audience of high volume independent and multi-concept decision-makers for a wide range of segments, selecting and specifying product across all categories. 69% of our subscribers work in restaurants with \$1 million or more in sales. 96% generate at least \$500,000 in sales.

For 100 years, *Restaurant Hospitality* has been leading the way in information and inspiration for the hard-to-reach independent. Leverage *Restaurant Hospitality's* relationships with the most high-valued restaurants to get you in the door for an instant and lasting bond with independents

### Blanket Market Coverage of the Foodservice Industry

#### Essential Intelligence:

Best practices and actionable information independent restaurant operators need

#### Industry Specials:

In-depth reports focusing on specific topics about new products, culinary creativity, equipment, and industry supply chain, and more

#### Profiling Industry Power Players:

*Restaurant Hospitality* covers the most innovative concepts, chefs and industry trendsetters



				FOOD & DRINK				
ISSUE	IMPORTANT DATES	FEATURES & SEGMENTS		FOOD TRENDS	BEVERAGE TRENDS	MENU APPLICATIONS	PRODUCTS	BONUS DISTRIBUTION
Jan	Ad Close: 12/5 Materials: 12/14	<b>The Indie Power List:</b> The most influential people impacting this restaurant landscape.	<b>Kitchen Equipment:</b> What chefs can't live without.	Middle Eastern Cuisine	Low ABV Drinks	Cheese	Cutlery	
Feb AD STUDY	Ad Close: 1/4 Materials: 1/15	<b>Catering:</b> How independents can grow their revenue with catering.	<b>Bucking the Trend:</b> Non-conformist restaurant operators that succeed.	Pork		Fruit	Food Prep	Catersource
Mar	Ad Close: 2/4 Materials: 2/13	<b>Fast Casual Segment Study</b>	<b>Labor Update:</b> Latest on tipping and workforce management solutions.	Vegetables	Coffee	Leafy Greens	Staffing/Labor Solutions	Nightclub & Bar
Apr	Ad Close: 3/4 Materials: 3/8	<b>Delivery &amp; Takeout:</b> Solutions for independent restaurateurs to make the most of their off-premise business.	<b>Dayparts:</b> Snacking & Happy Hour	Food Delivery		Honey	Packaging for Delivery/Takeout	NRA Show
May	Ad Close: 4/4 Materials: 4/15	<b>Reservations:</b> Management & Solutions	<b>Tablesides Presentation</b>	Cheese	Beer Menus	Ice Cream	Seating & Tables	NRA Show
Jun	Ad Close: 5/3 Materials: 5/14	<b>Limited Service:</b> These fast-casual and quick-service concepts are making waves.	<b>Restaurant Reviews &amp; Social Media Feedback</b>	Poultry		Pork	Refrigeration & Freezers	World Tea Expo
Jul	Ad Close: 6/3 Materials: 6/12	<b>Trend of the Year:</b> This emerging food trend is shaking up the restaurant industry.	<b>Segment Study:</b> Hotel Dining	Best Sandwiches Contest	Non-Alcoholic Offerings	Pasta	Menus	
Aug	Ad Close: 7/8 Materials: 7/17	<b>Plant-Based Dining:</b> Concepts and menus innovating with plant-based options.	<b>Restaurant Retail Crossover:</b> Retail doing restaurants. Restaurants that do retail.	Desserts		Beef	Beverage Dispensers	MUFSSO
Sep	Ad Close: 8/5 Materials: 8/14	<b>100 Years of Restaurants:</b> Celebrating 100 years of Restaurant Hospitality	<b>Spotlight on Regional Operators</b> Dayparts: Lunch	Seafood	Tea	Cookies/Dough	Coffee Equipment	MUFSSO
Oct AD STUDY	Ad Close: 9/4 Materials: 9/13	<b>Restaurants With a Story:</b> How socially-conscious restaurants balance their mission with sustained success.	<b>Tablescape Trends</b>	Beef		Shrimp	Uniforms	MUFSSO
<b>MUFSSO</b>  October 14-16, 2019 • Denver, CO								
Nov	Ad Close: 10/4 Materials: 10/15	<b>The Digital Issue:</b> What's important around tech and automation.	<b>Dayparts:</b> Breakfast and Brunch	Regional American	Best Cocktails	Bitters (Cocktails)	Glassware	
Dec	Ad Close: 11/4 Materials: 11/13	<b>A Look Ahead to 2020:</b> Predictions on culinary and consumer trends for the year ahead.	<b>Design Update:</b> The latest innovations.	Grains		Sweet Potato	Oven/Fryer innovation	

## Our Solutions | Integrated. Dynamic.

### We help you build the best results-driven and integrated marketing programs.

Exceed your marketing goals by taking an integrated approach through the dynamic use of all media platforms, from high-impact print ads to targeted e-mail or audience extension campaigns – and everything in between. *Restaurant Hospitality* and Informa will help you meet your marketing goals.



**Market Intelligence** offerings including custom research, online focus groups and market reports provide you with the information needed to make strategic business decisions, empower your sales teams and build data-backed content for your brands.



**Thought Leadership** offerings including custom content creation, native promotion and advertising and conference/custom event opportunities help solidify your company as an industry expert.



**Lead Management** programs help generate new, qualified business through a variety of marketing campaigns and programs such as lead nurturing, lead engagement or programmatic marketing.



**Market Positioning and Branding** opportunities range from traditional advertising using print and digital channels to alignment with our trusted, editorial content and targeting to our qualified, segmented audience.



## Solutions At A Glance | Powerful messaging. Multiple platforms.



Reach foodservice professionals across all markets, titles, and job functions via multiple platforms – no matter where your target is consuming information and looking for solutions and inspiring ideas.

### HIGH-IMPACT PRINT ADVERTISING

### DYNAMIC DIGITAL ADVERTISING:

- Website
- eNewsletters
- Rich media
- eBooks
- Social media takeovers and Facebook Live
- Video and podcasts

### LIVE ENGAGEMENT:

- Webinars and virtual events
- Custom events and roundtables

### MARKETING SERVICES:

- Sponsored content
- Thought leadership programs
- Native content and ad placement
- Custom research capabilities

### DIRECT MARKETING:

- Custom eBlasts
- Audience extension campaigns
- Programmatic marketing solutions

## Standard & High Impact Ads | Print

### CROSS-PUBLICATION / TARGETING OPPORTUNITIES

Frequency can be combined among Nation's Restaurant News, Restaurant Hospitality, Food Management and Supermarket News. For questions regarding regional splits, demographic splits and combination programs, please contact your rep for more information.

### MECHANICAL CHARGES

For questions regarding mechanical charges (including plate changes, insert tip-ons, insert bind-ins, press stops and more), please contact:

Brenda Wiley, Production Manager  
[brenda.wiley@informa.com](mailto:brenda.wiley@informa.com)

### AUDIT STATEMENT

The latest audit statement is available here:  
<http://bit.ly/rhauditstatement>

Pages							
	1x	3x	6x	9x	12x	18x	24x
Full Page	\$10,350	\$10,040	\$9,730	\$9,420	\$9,110	\$8,690	\$8,280
1/2 Page	\$6,730	\$6,530	\$6,320	\$6,120	\$5,920	\$5,650	\$5,380
1/3 Page	\$6,210	\$6,020	\$5,840	\$5,650	\$5,460	\$5,220	\$4,970
1/4 Page	\$4,660	\$4,520	\$4,380	\$4,240	\$4,010	\$3,910	\$3,730
Full Page Spread	\$18,110	\$17,570	\$17,030	\$16,480	\$15,940	\$15,210	\$14,490
1/2 Page Spread	\$12,940	\$12,550	\$12,160	\$11,770	\$11,380	\$10,870	\$10,350
Cover Tip	\$23,510	\$22,800	\$22,100	-----	-----	-----	-----

Premium Positions	Inserts / BRCs		
Cover 2 – Inside Front Cover	Full Page + 20%	Supplied Insert (2 page)	\$12,930
Cover 3 – Inside Back Cover	Full Page + 5%	Supplied Insert (4 page)	\$18,100
Cover 4 – Back Cover	Full Page + 20%	Supplied Insert (6 page)	\$23,270
		Business Reply Card (must be tipped onto an ad)	\$3,965

NOTE: gross rates unless noted; rates subject to change

## AD SPECIFICATIONS | Magazine

### NOTES

- Keep live matter 0.25" from trim
- Keep crop marks out of bleed area
- Gutter, Face, Foot, Head Trim: 0.125"

### PRINTING PROCESS & BINDING METHOD

- Web Offset, Perfect-Bound, Paper is White
- Business reply cards & inserts jog to head
- Inserts tip to front of signature

### COLOR PROOF

SWOP approved color proof

### ADVERTISING MATERIALS

Only one solid color should be used in one area. Total density of all four colors should not exceed 280% in any area of the separation. Exaggerated contrast should be used for greater fidelity and impact. Allow for 5-7% gain, which occurs in web offset printing.

### \*BLEED ADS

For bleed ads, please add bleed of 0.125" beyond the listed dimensions. This will set up invisible bleed and trim page boxes that SendMyAd will use to check the ad size, as SendMyAd is based off of the trim size of an ad. For more information, please visit: <https://assets.informa.com/sma/pgtrim.pdf>

### UPLOAD FILES TO

<https://informa.sendmyad.com>

### SEND INSERTION ORDERS TO

[orders@informa.com](mailto:orders@informa.com)

F: 913-514-7000

### PRODUCTION CONTACT

Kathy Daniels, Production Manager







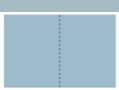


[kathy.daniels@informa.com](mailto:kathy.daniels@informa.com)

T: 913-967-1828

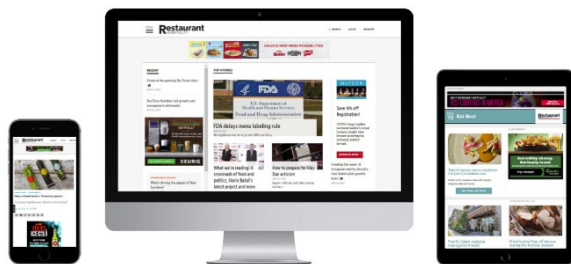
F: 913-514-3686

## TRIM SIZE: 8.375" (w) x 10.75" (d)

### Ad Sizes

Ad Sizes	Non-Bleed	Bleed* (see note in sidebar)
 Full Page	7.25" (w) x 9.5" (d)	8.375" (w) x 10.75" (d)
 1/2 Page (Horizontal)	7.25" (w) x 4.625" (d)	8.375" (w) x 5.25" (d)
 1/2 Page (Vertical)	3.5" (w) x 9.5" (d)	4.075" (w) x 10.75" (d)
 1/2 Page (Island)	4.75" (w) x 7.25" (d)	
 1/3 Page	2.25" (w) x 9.5" (d)	2.875" (w) x 10.75" (d)
 1/4 Page	3.5" (w) x 4.625" (d)	4.075" (w) x 5.25" (d)
 Full Page Spread		16.75" (w) x 10.75" (d)
 1/2 Page Spread		16.75" (w) x 5.25" (d)
 Cover Tip		Contact Us

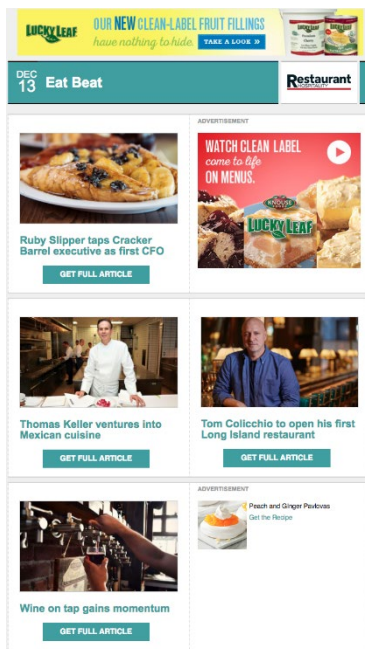
## Standard & High Impact Ads | Digital



Restaurant-Hospitality.com is the platform independent and multi-concept independent foodservice professionals utilize to keep up with the latest news, insights and operational ideas. Website advertising is a great way to provide solutions, make recommendations or expand on brand awareness

<b>Run of the Site (minimum 25,000 impressions per month)</b>	CPM
728x90 Ad**	\$130
300x250 Ad**	\$140
300x600 Ad**	\$145
Pushdown Ad – Rich Media	\$155
Filmstrip – Rich Media	\$155
Billboard – Rich Media	\$155
Floor Ad – Rich Media	\$155
<b>Exclusive Ads</b>	Per Week
Welcome Ad	\$6,950
Webskin Ad	\$7,450
<b>Videos</b>	CPM
Interactive Video Ad – Rich Media	\$150
In-Article Video Ad	Contact Us
<b>Lead Generation</b>	
White Paper Program	\$8,500
Sponsored Webinar	Contact Us
Partnered Webinar	Contact Us
SnapSolutions (Quizzes, Polls, etc.)	Contact Us

## Essential Content | eNewsletters



Foodservice professionals turn to the *Restaurant Hospitality* eNewsletter portfolio for essential industry content delivered directly to them.

There are multiple eNewsletter options with both scale and targeted segmenting to efficiently use your marketing dollars.

### Eat Beat Weekdays | 90,000+ delivered

The flagship eNewsletter from the editors at Restaurant Hospitality, a daily must-read for all foodservice professionals.	1-5x	6-10X	11x+
670x90 Ad	\$2,995	\$2,815	\$2,605
300x250 Top Ad	\$3,450	\$3,245	\$3,000
300x250 Mid Ad	\$1,995	\$1,875	\$1,735
In-Stream Ad	\$1,595	\$1,500	\$1,390
Featured Product/Recipe/Classified Ad	\$ 795	-----	-----
Single-Sponsored (Ad Takeover)	\$7,500	-----	-----

### Recipe Watch Monthly | 91,000+ delivered\*

Showcase the innovative ways your products can be implemented on operator menus.

Top Tier: Single Box	\$1,950
Second Tier: Single Box	\$1,350
Second Tier: 2-Box Combo	\$2,450
Second Tier: 4-Box Combo + Heading	\$5,250
Third Tier: Single Box	\$ 995
Modified Leaderboard	\$2,450
Single-Sponsored	\$14,450

### Product Watch Monthly | 84,000+ delivered\*

Promote and relay the benefits of specific products

Top Tier: Single Box	\$1,450
Second Tier: Single Box	\$1,050
Second Tier: 2-Box Combo	\$1,750
Second Tier: 4-Box Combo	\$3,750
Third Tier: Single Box	\$695
Modified Leaderboard	\$2,250
Single-Sponsored	\$9,995

### Chef Insights Monthly | 31,000+ delivered\*

The latest culinary trends directly from those under the toque.

Enews Ad Takeover	\$7,500
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## Custom Content Alignment | Channel Opportunities

### POSITION YOUR BRAND.

### ALIGN WITH THE RIGHT AUDIENCE.

With the abundance of information available and directed at professionals today, the aggregation and organization of topical content is becoming more vital in capturing a share of their attention. Reach your target audience with a dedicated home for content that fits their information needs.



### Audience Alignment Programs

#### Sponsored Channel + eNewsletters

- Sponsorship of existing website topic
- Ad takeover and advertiser logo on website channel and related pages
- Ad takeover, advertiser logo and content box in sponsored topic eNewsletter
- Ability to include native content within channel and eNewsletter
- eNewsletter sign-up included on website registration form
- Additional promotion via house ads to drive traffic to website channel

[Contact Us](#)

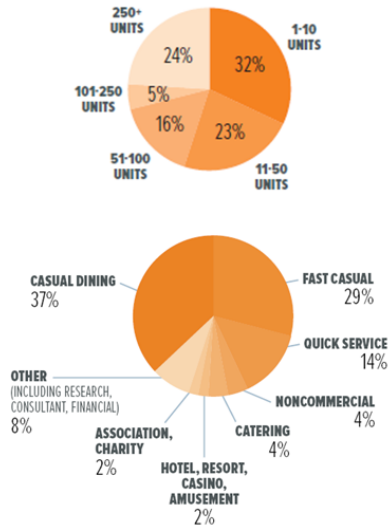
#### Custom Channel + eNewsletters

- Sponsorship and creation of new custom topic
- Ad takeover, advertiser logo and content box on website channel and related pages
- Ad takeover, advertiser logo and content box in custom topic eNewsletter
- Ability to include native content within channel and eNewsletter

[Contact Us](#)

## MUFSO | Education. Conversation. Inspiration.

### ATTRACTING OPERATORS FROM ALL SEGMENTS



### SENIOR LEVEL ATTENDANCE THROUGHOUT



### SPONSORSHIP OPPORTUNITIES

Elevate your brand presence with a sponsorship at MUFSO. With a variety of opportunities, there is an appropriate sponsorship available to fit your company's promotional needs and budget.

### EXHIBITOR OPPORTUNITIES

Reach decision-makers through presence (and products) at MUFSO's Supplier Exchange exhibit hall. With limited availability, be sure you reserve your space early to secure a booth.

For more information contact:

Janet McLiverty

janet.mcliverty@informa.com | 732-530-2995

## Customized Marketing Solutions | The Informa Difference.



### Know your buyers like we do and connect with them.

Informa and its Informa Engage custom solutions team can provide research solutions, direct and content marketing, events and lead services to marketers, based on unprecedented knowledge and research behind customer behavior surrounding content consumption.

Informa is a global business intelligence company with access to multiple markets and best practices.



### Marketing Research

- State of the Market
- Industry Insight
- Content Kickstart
- Brand Perception
- Social Intelligence
- Strategic Insight Research



### Direct Marketing

- Data Services
- List Rental Services



### Content Marketing

- Custom E-Newsletters
- White Papers
- Storyscape
- High-impact ads
- Market Spotlight
- eBooks



### Lead Services

- Content Lead Touch
- Webinar Lead Touch



## Marketing Solutions | Native Advertising

**SHOWCASE YOUR EXPERTISE.  
GENERATE CONVERSATIONS.**

Build ongoing conversations between your brand and our audience by providing value through relevant content in-stream.

With the proliferation in mobile usage and social sharing, native advertising integrates high-quality content into the audience's user experience.



### Native Advertising Programs

#### Native Content

- Advertiser-supplied article
- Ad takeover on content page
- Content distributed via website, flagship eNewsletter and social media

Contact Us

#### Native Gallery

- Advertiser-supplied gallery (10 images) with captions
- Ad takeover within gallery and on gallery intro page
- Content distribution via website, flagship eNewsletter and social media

Contact Us

#### Native Video

- Collaboration on the creation and hosting of video
- Can leverage partnered data or other research promoting/aligning with your topic
- Content distribution via website, flagship eNewsletter and social media

Contact Us

#### Premium Native Website Distribution

- Additional distribution of native content on website

Contact Us

## Direct Marketing

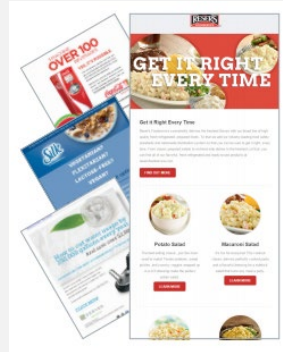
### CUSTOM EBLAST SOLUTIONS

E-mail remains one of the most effective methods for targeting and reaching potential customers with specific and detailed messaging. Leverage the power and scale of the *Nation's Restaurant News*, *Restaurant Hospitality*, *Food Management* and *Supermarket News* audience databases, along with Informa's vast network of brands, for your multi-channel marketing efforts to help you reach who you want, directly via e-mail.

### AUDIENCE EXTENSION PROGRAMS

Extend your reach to our audience beyond our websites and e-newsletters with targeting based on 1st party data. Audience Extension helps you stay in front of those business decision-makers, keeping your brand top of mind and encouraging engagement.

Custom eBlasts (minimum of \$1,000 per send required)	CPM
Custom eBlast	\$325 (net)
Custom eBlast w/Targeting Filters	Contact Us



Audience Extension	CPM
AE Website	\$40 (net)
AE Native	\$45 (net)
AE Facebook/Instagram	\$65 (net)
AE Video Pre-Roll or AE Facebook Video	\$70 (net)
AE Account Based	Contact Us

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