

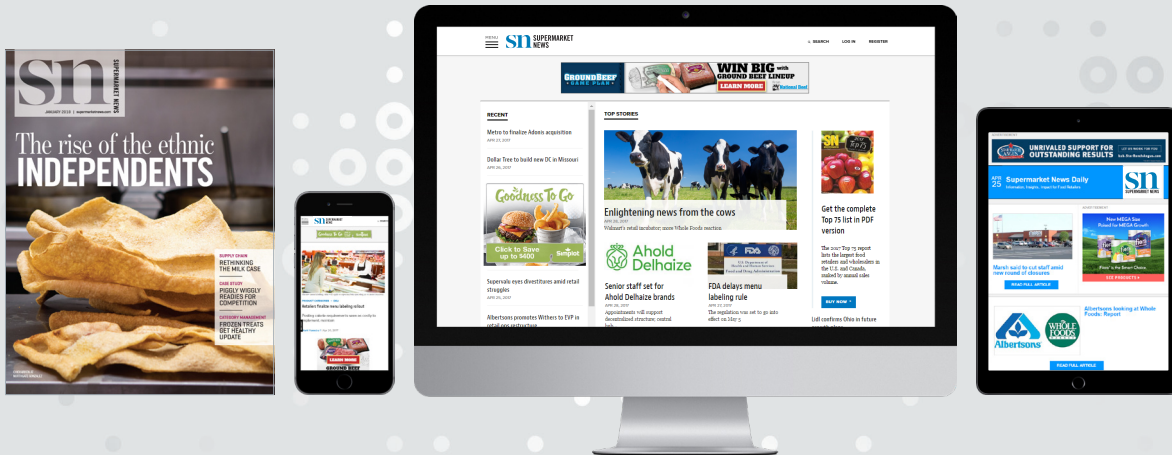


# MEDIA KIT

2018

**NRN RESTAURANT  
AND FOOD GROUP**

**KNect365** an informa business



## EDITORIAL ENVIRONMENT

**Supermarket News (SN) is the brand food-retail professionals count on for the competitive intelligence, news analysis and information to make smart business decisions.** In addition to being the news and trends leader, providing next-level data and information is a pillar of SN’s content positioning. With exclusive rankings (Top 75 Retailers, Top 10 Online Retailers), as well as primary research reports (Whole Health, Center Store, Fresh Foods), SN is consistently rated the most valuable source of actionable information. Being on top of changing consumer habits, an expanding dining space from C-stores to QSRs, and the supply chain gives readers a full picture of the industry and a key point of differentiation. As consumers have more options today than ever on where to purchase and consume food, SN provides retailers the know-how to capitalize on the market and growing foodie environment.

## ENGAGEMENT LEADER

The entire market comes together across print and digital for information and insights from *Supermarket News*. **SN boasts the most trafficked website and largest total audience in the industry**, delivering decision-makers and buyers who can take your business to the next level. 183,000 unique monthly visitors and over 133,000 registered users ensures a quality, engaged audience is receiving your message. Combine that with SN’s 30,000+ print subscribers and *Supermarket News* is the most dominant voice in food retail.

## AUDIENCE PROFILE

*Supermarket News* not only has the largest but the most valuable total audience in the industry of integrated influencers and decision-makers that work across their organization and collaborate on key buying decisions. SN connects the industry and leaders at the highest level and their teams of category managers, store managers and buyers – uniquely enabling you to get your message in front of those hard to reach influencers and getting you in the door faster and more effectively.

## ADVERTISING

We offer integrated programs that deliver results. **Supermarket News offers the largest audience in food retail.** The expansiveness of the audience not only provides widespread scale, but also a critical mass for more targeted promotions based on demographics or topical interests. **SN also delivers the most ways to reach this audience, whether through the magazine, website, eNewsletters or mobile.** From tactical lead generation and product announcements to broad, strategic brand-building and thought leadership, leading advertisers turn to SN to help deliver their marketing message.



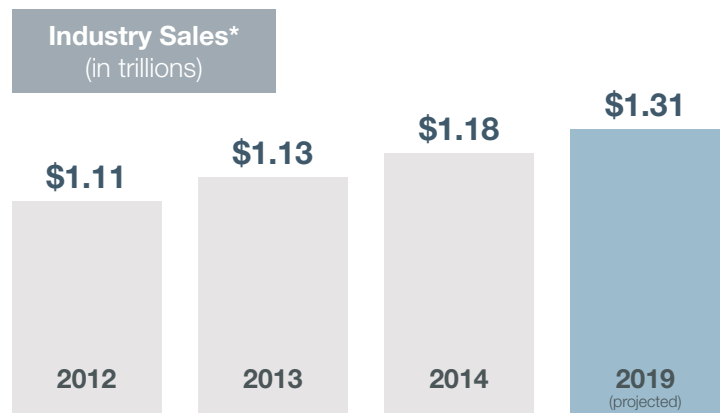
## CONSISTENT GROWTH. GROWING OPPORTUNITY.

### CAPITALIZE ON THE MARKET OPPORTUNITY

The wide world of food retail is one that exceeds \$1 trillion in sales. Food and beverage sales exceed \$600B a year, making it the largest retail category by a wide margin. This market is flush with opportunity, with stores carrying anywhere from 15,000-60,000 product SKUs.

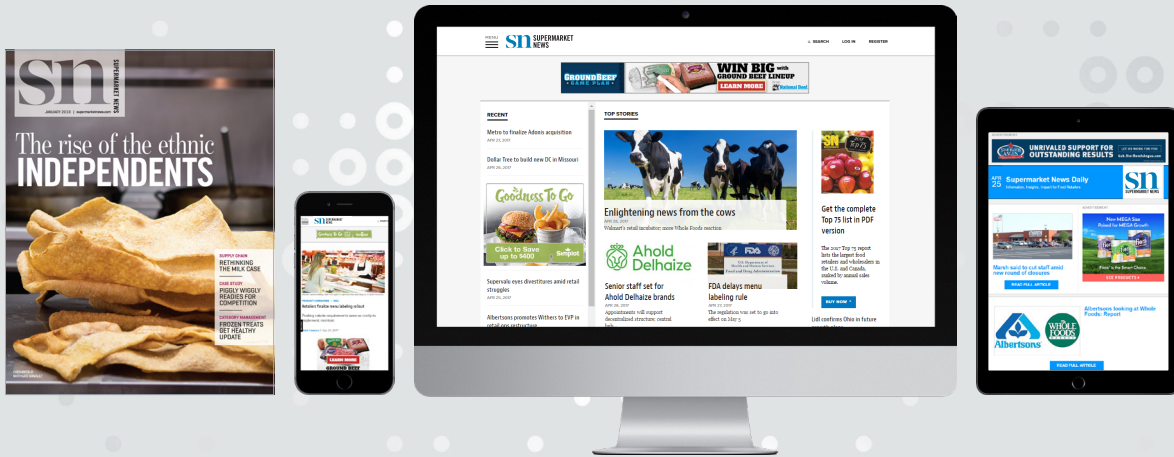
Right now, the industry is currently going through a renaissance. Traditional grocers are being challenged by smaller, fresh formats featuring natural and organic products. And the emergence of online retail – buoyed by Amazon’s purchase of Whole Foods – is disrupting the way business has been done for decades.

Research shows that decisions are made across all level of an organization including Operations, Marketing, Purchasing, R&D and of course the Owner/President/C-level. SN is the only brand that can help you reach all levels of an organization to make sure your products/ services are top of mind when decisions are made.



### CAPTURE YOUR FAIR SHARE WITH SUPERMARKET NEWS

Penetrating food-retail requires three things: product differentiation, a story/promotion and the access to the right retail decision makers to sell them and keep them sold. SN is the leader in making this connection. **Not only does SN have the largest audience in the food-retail industry, but we are also experts in building and nurturing the story of marketers to show how valuable their products can be.**



## SUPERMARKET NEWS CONNECTS AND INFORMS THE FOOD RETAIL INDUSTRY

*Supermarket News* connects the entire food retail industry every day and in every way. Monthly print issues deliver actionable information and analysis on the industry while the most trafficked website and eNewsletters keep the market connected daily.

*Supermarket News* reaches the most decision-makers, influencers and industry professionals in all segments of the most valuable food retailers, emerging independents and digital sellers, in the most important departments, including operations, supply chain and purchasing, C-suite, marketing and more. They are influence the purchasing of all kinds of products, with more than half of our subscribers at director level or higher.<sup>5</sup>

SN is their top source for information on the market. That is why 100% of the top 75 chains subscribe to SN and leaders of innovative and emerging chains consider it the secret to their success.

### READERSHIP VALIDATES EDITORIAL<sup>5</sup>

- **88%** consider SN to be the most valued media brand
- **87%** consider SN a trusted industry resource
- **84%** consider SN a recognized industry leader
- **72%** consider SN a “must-read”

### UNMATCHED AUDIENCE ACROSS ALL MEDIA PLATFORMS

**30,000+**

magazine subscribers<sup>1</sup>

**183,000+**

unique visitors on website (monthly average)<sup>4</sup>

**133,000+**

registered users on website<sup>4</sup>

**1,000,000+**

eNewsletters delivered (monthly average)<sup>2</sup>

**40,000+**

social media followers<sup>3</sup>

<sup>1</sup>AAM Consolidated Media Report (Jun 2017), <sup>2</sup>Eloqua (Jan-Jun 2017),

<sup>3</sup>Publisher's Data (Jun 2017), <sup>4</sup>Adobe Analytics (July-December 2017), <sup>5</sup>SN Readership Study (2017)

# COMPREHENSIVE, ACTIONABLE INFORMATION. ESSENTIAL FOR TODAY'S FOOD RETAILER.



## THE RECOGNIZED LEADER IN FOOD RETAIL

For over 60 years, *Supermarket News* has connected the entire food retail industry like no other media brand or industry group. The market loves, needs and wants *Supermarket News* for its timely news coverage and its vital insights and deep reporting/research.

### Supermarket News is the Go-To Media Source:

- *Supermarket News* considered as the most valued media brand (88%)\*
- *Supermarket News* has the highest satisfaction levels in the industry (87%)\*
- *Supermarket News* considered a "must-read" (72%)\*
- *Supermarket News* is highest rated for content across the board, scoring best in its coverage of breaking news (84%), broad industry trends (79%) and new food and beverage trends (77%)\*



## THE NEW SUPERMARKET NEWS

In 2018, *Supermarket News* will remain ahead of the curve by relaunching the magazine to a new format and giving our readers even more of the information they want and trust us to bring to them.

### 2018: More and Better than Ever:

- Research, market insight and media best practices inform our enhancements
- New splashy format in print enhances the reader and advertiser experience
- More food and merchandise trends that can help retailers drive traffic
- New features on consumer and food trends
- Full circle coverage of the dynamic retail market, including revamped research reports and benchmarking studies



NOTE: Topics are subject to change or cancellation | Updated 12-4-17

		FRESH MARKET								
DATES		FEATURES	DELI / PREPARED FOODS	MEAT / SEAFOOD	BAKERY	PRODUCE	CENTER STORE	NEW PRODUCT TRENDS	SPECIAL AD SECTION*	BONUS DISTRIBUTION
Jan	Ad Close: 12/5 Materials: 12/11	<b>Segment Study:</b> Independents	Lunch	Working with Farmers & Growers	Ethnic Offerings	Maximizing Seasonality	Desserts	Baby	Baked Goods	FMI Midwinter, NGA Show
Feb	Ad Close: 1/5 Materials: 1/10	<b>Top 75 Retailers &amp; Wholesalers:</b> Resource guide to the largest retailers and a look at year-over-year sales and operational changes.	Self-Concepts/ Brands	Value-Add Meat	Better-For-You	Leafy Greens	Vinegars and Oil	Plant-Based Meats	New Natural	Meat Conference
Mar	Ad Close: 2/5 Materials: 2/12	<b>The Health and Wellness Issue</b>	Snacks	Value-Add Fish	Flours and Grain	Local	Frozen Foods	Naturals	Sustainability	Expo West, Seafood Expo
Apr	Ad Close: 3/5 Materials: 3/12	<b>Innovation in Foodservice at Retail</b>	Education	Poultry	Decoration Trends	Floral	Coffee/Tea	Kosher	Deli & Prepared Food Trends	
May	Ad Close: 4/5 Materials: 4/10	<b>Fresh Foods Trends and Forecast</b>					Cross-Merchandizing in Fresh	Packaging	Breakfast Foods	IDDBA
Jun	Ad Close: 5/4 Materials: 5/10	<b>Digital Top 10:</b> A closer look at the biggest players in e-commerce.	Cheese	Grilling	Single Servings	Berries	Restaurant Brands	Meat Snacks	Sauces and Dressings	United Fresh
Jul AD STUDY	Ad Close: 6/5 Materials: 6/11	<b>Competing for Dining Dollars:</b> Taking on the growing competition.	Grab and Go	Shellfish	Bread	Organics	Pet	Better-For-You Desserts	Kids Foods	
Aug	Ad Close: 7/5 Materials: 7/10	<b>SN Annual Category Review Issue</b>						Water	Snacks	
Sep	Ad Close: 8/6 Materials: 8/13	<b>Retailer of the Year / Culinary Catalyst Awards:</b> Profiling the retailer that made the biggest moves in 2018, and the best retail has to offer in culinary.	Prepared Foods	Beef	Gluten-Free	Tree Fruits	Condiments & Hot Sauce	Plant-Based Dairy	Grab-and-Go & Packaging	Expo East
Oct	Ad Close: 9/5 Materials: 9/10	<b>Center Store Report:</b> Update on the latest innovations and trends.	Marketing	Full-Service Solutions	Holiday	Root Vegetables	Soup	Convenience-Based Meals	Beverages	PMA Fresh Summit
Nov	Ad Close: 10/5 Materials: 10/10	<b>2019 Retail Trends and Outlook:</b> Analysts share their predictions and expectations for the industry.	Ethnic	Pork	Pies	Cabbage	Private Label	Breakfast	Plant-Based Foods	PLMA
Dec	Ad Close: 11/5 Materials: 11/12	<b>SN Disruptors:</b> The people, trends and technology having the biggest impact on the industry this year.	2019 Forecast and Trends					Health and Beauty	Equipment & Technology	

\*The special ad sections allow marketers to tell their story in a section dedicated to specific topics (subject to change or cancellation). Ad sections have different ad close and material due dates. Please contact us for more details.

NOTE: Rates are gross unless noted | Subject to change

# POWER OF PRINT. READ BY RETAIL DECISION MAKERS.



**30,452**  
subscribers\*

**103,537**  
total circulation  
with pass-along\*\*

### 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 us 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:

- Kathy Daniels, Production Manager  
[kathy.daniels@penton.com](mailto:kathy.daniels@penton.com)

### AUDIT STATEMENT

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

### MAGAZINE

*Supermarket News* reaches decision makers, influencers and other professionals in the food retail industry. Plan your next advertising campaign along with our publication so you can strategically get in front of the right reader.

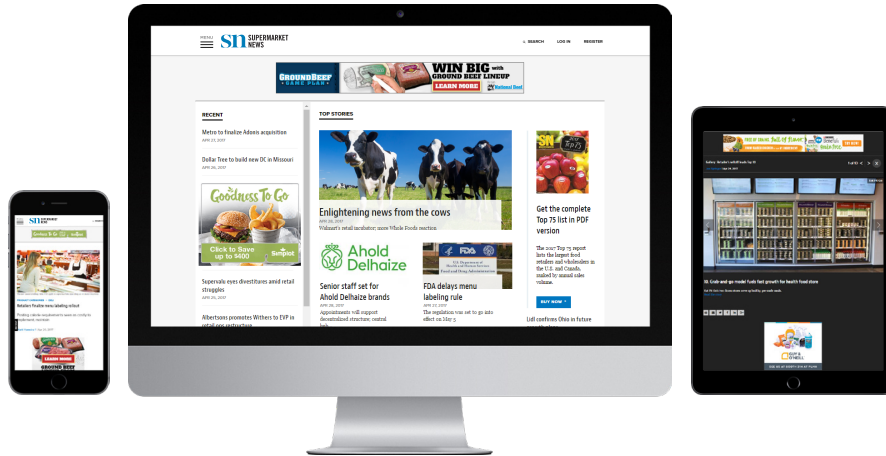
Pages	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$ 9,200	\$ 8,920	\$ 8,650	\$ 8,370	\$ 8,100	\$ 7,730	\$ 7,360	\$ 6,900
1/2 Page	\$ 5,800	\$ 5,630	\$ 5,450	\$ 5,280	\$ 5,100	\$ 4,870	\$ 4,640	\$ 4,350
1/3 Page	\$ 4,700	\$ 4,560	\$ 4,420	\$ 4,280	\$ 4,140	\$ 3,950	\$ 3,760	---
Full Page Spread	\$ 16,100	\$ 15,620	\$ 15,130	\$ 14,650	\$ 14,170	\$ 13,520	\$ 12,880	---
1/2 Page Spread	\$ 11,500	\$ 11,160	\$ 10,810	\$ 10,470	\$ 10,120	\$ 9,660	\$ 9,200	---
Cover Tip	\$ 27,500	\$ 26,680	\$ 25,850	---	---	---	---	---

Premium Positions	
Cover 2 - Inside Front Cover	Full Page + 20%
Cover 3 - Inside Back Cover	Full Page + 5%
Cover 4 - Back Cover	Full Page + 20%

Inserts / BRCs	
Supplied Insert (2 page)	\$ 9,650
Supplied Insert (4 page)	\$ 13,510
Supplied Insert (6 page)	\$ 17,370
Business Reply Card (must be tipped onto an ad)	\$ 5,380

NOTE: Rates are gross unless noted | Subject to change

# PREMIER DIGITAL RESOURCE FOR FOOD RETAILERS. STATE OF THE ART ADVERTISING OPPORTUNITIES.



**605,181**  
pageviews (monthly average)\*

**183,022**  
unique visitors (monthly average)\*

**2.23**  
pages per visit (monthly average)\*

## WEBSITE

**SupermarketNews.com** is the platform food retail professionals utilize to keep up with the latest news, insights and operational ideas to improve their business. Website advertising is a great way to provide solutions, make recommendations or expand on brand awareness.

Run Of Site (minimum 25,000 impressions per month)	CPM
728x90 Ad**	\$ 80
300x250 Ad**	\$ 90
300x600 Ad**	\$ 95
Canopy Ad - Rich Media	\$ 125
Pushdown Ad - Rich Media	\$ 110
Filmstrip or Sidekick or Jumbotron Ad - Rich Media	\$ 110
Floor Ad - Rich Media	\$ 110

Exclusive Ads	Per Week
Welcome Ad	\$ 9,760
Webskin Ad (ROS except homepage)	\$ 4,500
Homepage Takeover with Webskin	\$ 4,950

Lead Generation	
White Paper Program	\$8,500
Sponsored Webinar	Contact Us
Custom Webinar	Contact Us
Partnered Webinar	Contact Us
SnapSolution (Quiz, Polls, etc.)	Contact Us

Videos	CPM
Interactive Video Ad - Rich Media	\$ 100
Video Pre-Roll Ad	Contact Us
In-Article Video Ad	Contact Us

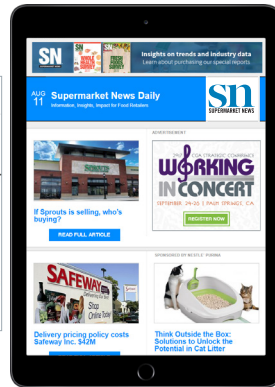
\*Adobe Analytics (July-December 2017)  
\*\*Additional \$10/CPM for rich media ad units





NOTE: Rates are gross unless noted | Subject to change

# TARGET BY CONTENT. REACH WITH FREQUENCY.



## ENEWSLETTERS

Food retail professionals turn to **Supermarket News**' eNewsletters for essential industry content — a combination of news, analysis, ideas and more. eNewsletter advertisements are unique and effective since they match buyers and sellers around compelling content. There are multiple eNewsletter options with enormous reach and potential for you and your marketing dollars.

### SN Daily

Weekdays | 42,000+ delivered\*

The flagship eNewsletter from the editors at Supermarket News — a daily must-read for the food retail community.

	1-5x	6-20x	21x+
670x90 Ad	\$ 1,650	\$ 1,550	\$ 1,435
300x250 Top Ad	\$ 1,450	\$ 1,365	\$ 1,260
300x250 Mid Ad	\$ 950	\$ 895	\$ 825
In-Stream Ad	\$ 1,250	\$ 1,175	\$ 1,090
Featured Product/Recipe/Classified Ad	\$ 495	----	----
Single-Sponsored (Ad Takeover)	\$ 4,950	----	----

### SN Product Watch

Bi-Monthly | 36,000+ delivered\*

Promote and relay the benefits of specific products.

Top Tier: Single Box	\$ 1,050
Second Tier: Single Box	\$ 795
Second Tier: 2-Box Combo	\$ 1,350
Second Tier: 4-Box Combo + Header	\$ 2,650
Third Tier: Single Box	\$ 595
Modified Leaderboard	\$ 1,850
Single-Sponsored	\$ 8,500

### SN Breaking News

On-Demand | 47,000+ delivered\*

Broadcast extreme engaging content based on breaking news.

Enews Ad Takeover	\$ 3,995 per month
-------------------	-----------------------

NOTE: Rates are gross unless noted | Subject to change

# TARGET WITH CONTENT. REACH BY SEGMENT.



## SEGMENTS IN FOCUS

Target your messaging with our Segments in Focus program, which covers the latest news and trends for specific segments. The combination of eNewsletter and digital ads reach readers with content tailored to their needs to drive maximum engagement. Each package includes ad takeover on a single deployment of the specific segment report along with ad takeover for the corresponding segment on SupermarketNews.com for the duration of sponsorship.

<p><b>Organic &amp; Natural in Focus</b> Monthly   22,000+ delivered*</p> <p><b>Enews Ad Takeover (1x)</b> 670x90 • 300x250 Top 300x250 Mid • In-Stream</p> <p><b>Website Category Ad Takeover (1 month)</b> 728x90 • 300x250 Left; 300x250 Right • 320x50 Ad (Mobile)</p> <hr/> <p style="text-align: right;">\$ 8,500 per month</p>	<p><b>Produce in Focus</b> Monthly   15,000+ delivered*</p> <p><b>Enews Ad Takeover (1x)</b> 670x90 • 300x250 Top 300x250 Mid • In-Stream</p> <p><b>Website Category Ad Takeover (1 month)</b> 728x90 • 300x250 Left; 300x250 Right • 320x50 Ad (Mobile)</p> <hr/> <p style="text-align: right;">\$ 6,500 per month</p>	<p><b>Meat in Focus</b> Monthly   14,000+ delivered*</p> <p><b>Enews Ad Takeover (1x)</b> 670x90 • 300x250 Top 300x250 Mid • In-Stream</p> <p><b>Website Category Ad Takeover (1 month)</b> 728x90 • 300x250 Left; 300x250 Right • 320x50 Ad (Mobile)</p> <hr/> <p style="text-align: right;">\$ 7,500 per month</p>	<p><b>Bakery in Focus</b> Monthly   13,000+ delivered*</p> <p><b>Enews Ad Takeover (1x)</b> 670x90 • 300x250 Top 300x250 Mid • In-Stream</p> <p><b>Website Category Ad Takeover (1 month)</b> 728x90 • 300x250 Left; 300x250 Right • 320x50 Ad (Mobile)</p> <hr/> <p style="text-align: right;">\$ 6,500 per month</p>
<p><b>Deli in Focus</b> Monthly   12,000+ delivered*</p> <p><b>Enews Ad Takeover (1x)</b> 670x90 • 300x250 Top 300x250 Mid • In-Stream</p> <p><b>Website Category Ad Takeover (1 month)</b> 728x90 • 300x250 Left; 300x250 Right • 320x50 Ad (Mobile)</p> <hr/> <p style="text-align: right;">\$ 7,500 per month</p>	<p><b>Seafood in Focus</b> Monthly   10,000+ delivered*</p> <p><b>Enews Ad Takeover (1x)</b> 670x90 • 300x250 Top 300x250 Mid • In-Stream</p> <p><b>Website Category Ad Takeover (1 month)</b> 728x90 • 300x250 Left; 300x250 Right • 320x50 Ad (Mobile)</p> <hr/> <p style="text-align: right;">\$ 7,500 per month</p>	<p><b>Dairy in Focus</b> Monthly   5,000+ delivered*</p> <p><b>Enews Ad Takeover (1x)</b> 670x90 • 300x250 Top 300x250 Mid • In-Stream</p> <p><b>Website Category Ad Takeover (1 month)</b> 728x90 • 300x250 Left; 300x250 Right • 320x50 Ad (Mobile)</p> <hr/> <p style="text-align: right;">\$ 6,500 per month</p>	

NOTE: Rates are gross unless noted | Subject to change

## CUSTOMIZE YOUR MESSAGE. REACH OUR AUDIENCE.



### CUSTOM EBLAST PROGRAMS

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.

<b>Custom eBlast</b> (minimum spend of \$1,000 required)	CPM
<b>Custom eBlast</b>	\$ 385 (net)
<b>Custom eBlast w/ Targeting Filters</b>	Contact Us

## EXTEND YOUR REACH. STAY TOP OF MIND.

### AUDIENCE EXTENSION PROGRAMS

Extend your reach to our audience beyond our websites and eNewsletters with targeting based on 1st party data. Audience Extension helps you stay in front of those business people, keeping your brand top of mind and encouraging response.

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



NOTE: Rates are gross unless noted | Subject to change

# SHOWCASE YOUR EXPERTISE. GENERATE CONVERSATIONS.

## NATIVE ADVERTISING PROGRAMS

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.



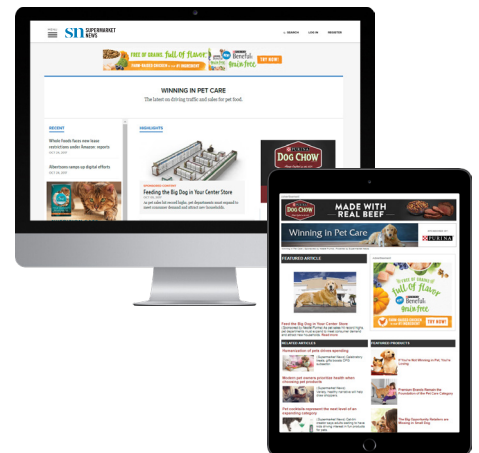
Native Advertising Programs	
<b>Native Content</b> <ul style="list-style-type: none"> <li>Advertiser-supplied article</li> <li>Ad takeover on content page</li> <li>Content distribution via website, flagship eNewsletter and social media</li> </ul>	\$ 2,250 per content +\$ 1,000 (net) if content is hosted on external website
<b>Native Gallery</b> <ul style="list-style-type: none"> <li>Advertiser-supplied gallery (10 images) with captions</li> <li>Ad takeover within gallery and on gallery intro page</li> <li>Content distribution via website, flagship eNewsletter and social media</li> </ul>	\$ 2,850 per gallery +\$ 1,500 (net) if custom images are needed
<b>Native Video</b> <ul style="list-style-type: none"> <li>Collaboration on the creation and hosting of video</li> <li>Can leverage partnered data or other research promoting/aligning with your topic</li> <li>Content distribution via website, flagship eNewsletter and social media</li> </ul>	Contact Us
<b>Premium Native Website Distribution</b> <ul style="list-style-type: none"> <li>Additional distribution of native content on website</li> </ul>	Contact Us

# POSITION YOUR BRAND. ALIGN WITH CONTENT.

## CONTENT ALIGNMENT PROGRAMS

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.

Content Alignment Programs	
<b>Sponsored Channel + eNewsletters</b> <ul style="list-style-type: none"> <li>Sponsorship of existing website topic</li> <li>Ad takeover and advertiser logo on website channel and related pages</li> <li>Ad takeover, advertiser logo and content box in sponsored topic eNewsletter</li> <li>Ability to include native content within channel and eNewsletter</li> <li>eNewsletter sign-up included on website registration form</li> <li>Additional promotion via house ads to drive traffic to website channel</li> </ul>	Contact Us
<b>Custom Channel + eNewsletters</b> <ul style="list-style-type: none"> <li>Sponsorship/creation of new custom topic</li> <li>Ad takeover, advertiser logo and content box on website channel and related pages</li> <li>Ad takeover, advertiser logo and content box in custom topic eNewsletter</li> <li>Ability to include native content within channel and eNewsletter</li> </ul>	Contact Us



# TARGET OUR AUDIENCE. SHOWCASE YOUR LISTING.



**30,452**  
subscribers\*

**103,537**  
total circulation  
with pass-along\*\*

## CLASSIFIEDS ADVERTISING

*Supermarket News* offers classified advertising opportunities for recruitment, products, services and property listings.

Classifieds		1x	3x	6x	12x
	<b>Per Column Inch</b> 1 col x 1"	\$ 162	\$ 145	\$ 130	\$ 108
	<b>1/6 Page</b> 1 col x 4.25"	\$ 972	\$ 870	\$ 786	\$ 646
	<b>1/4 Page</b> 2 col x 3.5" 1 col x 6"	\$ 1,620	\$ 1,452	\$ 1,296	\$ 1,080
	<b>1/3 Page</b> 3 col x 3" 2 col x 4.25"	\$ 2,160	\$ 1,936	\$ 1,728	\$ 1,440
	<b>1/2 Page</b> 3 col x 4.25"	\$ 3,240	\$ 2,904	\$ 2,292	\$ 2,160

### COLUMN SIZES

- 1 column = 2.3"
- 2 columns = 4.75"
- 3 columns = 7.25"

**FOR MORE INFORMATION:**  
Leslie Wolowitz  
leslie.wolowitz@knect365.com | 212-204-4399



# 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:  
<http://www.penton.com/sma/pgtrim.pdf>

## UPLOAD FILES TO

<https://informa.sendmyad.com>

## SEND INSERTION ORDERS TO

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

F: 913-514-7000

## PRODUCTION CONTACT






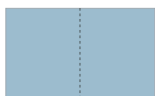
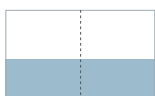

Kathy Daniels

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			
		Non-Bleed	Bleed* (see note in sidebar)
	<b>Full Page</b>	7.25" (w) x 9.5" (d)	8.375" (w) x 10.75" (d)
	<b>1/2 Page (Horizontal)</b>	7.25" (w) x 4.625" (d)	8.375" (w) x 5.225" (d)
	<b>1/2 Page (Vertical)</b>	3.5" (w) x 9.5" (d)	4.075" (w) x 10.75" (d)
	<b>1/2 Page (Island)</b>	4.75" (w) x 7.25" (d)	
	<b>1/3 Page</b>	2.25" (w) x 9.5" (d)	2.875" (w) x 10.75" (d)
	<b>Full Page Spread</b>		16.75" (w) x 10.75" (d)
	<b>1/2 Page Spread</b>		16.75" (w) 5.225" (d)
	<b>Full Page Cover Tip</b>		Contact us

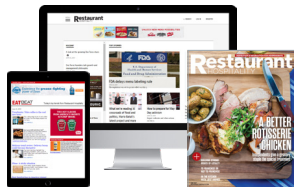
# LOOKING TO REACH FOODSERVICE PROFESSIONALS?



## NATIONAL, REGIONAL AND EMERGING CHAIN RESTAURANTS

*Nation's Restaurant News* offers the largest and most valuable audience in foodservice.

- Focuses on holistic foodservice coverage, analysis behind the news, consumer data, menu moves, and cutting-edge financial trends
- Reaches established and emerging chain restaurant leaders, influencers and decisionmakers across the commercial foodservice industry
- Maintains a magazine circulation of 60,000 with a readership of 220,000
- NRN.com averages 343,000 unique visitors per month



## INDEPENDENT RESTAURANTS

*Restaurant Hospitality* offers the largest and most valuable audience of independent and multiconcept independent restaurateurs in foodservice.

- Focuses on what's important in food, technology, equipment, consumer trends and operational challenges and opportunities in the independent space
- Reaches independent restaurant owners, operators, chefs and decision-makers
- Maintains a magazine circulation of 90,000 with a readership of 300,000
- Restaurant-Hospitality.com averages 57,000 unique visitors per month



## NONCOMMERCIAL FOODSERVICE

*Food Management* is the leading media network – print, digital and events – serving the entire noncommercial foodservice industry.

- Focuses on trends and best practices, products and solutions that connect deeply with the noncommercial foodservice professional
- Reaches top level foodservice directors, chefs and decision-makers across the noncommercial market
- Maintains a magazine circulation of 47,000 with a readership of 117,000
- Food-Management.com averages 37,000 unique visitors per month



**LAURA VISCUSI**  
Vice President / Market Leader

**ADVERTISING & MEDIA SALES**

**KENT SCHOLLA**  
National Sales Director, Integrated Media

**ROBERT BAKER**  
Regional Sales Manager, East  
AL, CT, DC, DE, FL, GA, MA, MD, ME, MS, NC,  
NH, NJ, NY, PA, RI, SC, TN, VA, VT, E. CANADA  
732-429-2080 • robert.baker@knect365.com

**RORY GORDON**  
Sales Manager, Inside Sales  
LA, MT, NE, ND, NM, OK, SD, WV,  
WY, W. CANADA, INTERNATIONAL  
203-253-1849 • rory.gordon@knect365.com

**JERRY RYMONT**  
Director, Strategic Business Development  
Regional Sales Manager, Midwest  
AR, IA, IL, IN, KS, KY, MI, MN, MO, OH, TX, WI, ONTARIO  
216-533-1637 • jerry.rymont@knect365.com

**SHERYLEN YOAK**  
Regional Sales Manager, West  
AK, AZ, CA, CO, HI, ID, NV, OR, UT, WA  
714-813-5526 • sherylen.yoak@knect365.com

**JEFF CHRISTERSON**  
Sales Manager, Foodservice  
404-376-7400 • jeffrey.christerson@knect365.com

**REBECCA ROBERTS**  
Sales Manager, Foodservice  
512-295-3050 • rebecca.roberts@knect365.com

**JENIFER SINGER**  
Sales Manager, Foodservice  
224-806-1251 • jenifer.singer@knect365.com

**JANET MCLIVERTY**  
Sales Manager, Foodservice  
732-530-2995 • janet.mcliverty@knect365.com

**LESLIE WOLOWITZ**  
Sales Manager  
OPERATORS, CLASSIFIEDS, REAL ESTATE  
212-204-4399 • leslie.wolowitz@knect365.com

**SALES & CLIENT SUCCESS**

**ISABEL ERESE**  
Client Support Manager  
424-465-6591 • isabel.ereese@knect365.com

**JENNIFER FREUND**  
Client Support Manager  
732-259-9214 • jennifer.freund@knect365.com

**HOLLY PETRE**  
Client Support Manager  
212-204-4281 • holly.petre@knect365.com

**DOMINIQUE CORREA**  
Account Manager  
212-204-4320 • dominique.correa@knect365.com

**AD OPERATIONS**

**KATHY DANIELS**  
Print Production Manager  
SUPERMARKET NEWS  
913-967-1828 • kathy.daniels@informa.com

**LYDIA MAYER**  
Digital Operations Manager  
312-840-8439 • lydia.mayer@knect365.com

**JOHN PETROVIC**  
Digital Ad Operations Trafficker  
SUPERMARKET NEWS  
913-967-1753 • john.petrovic@informa.com

**MARKETING**

**JASON BOGOVIC**  
Director, Marketing  
212-204-4386 • jason.bogovic@penton.com

**ANN TEICHMAN**  
Marketing Specialist  
212-204-4325 • ann.teichman@knect365.com

**EVENTS**

**MONIQUE MONACO-LEVY**  
Group Show Director  
813-627-6988 • monique.levy@knect365.com

**JESSE PARZIALE**  
Show Manager  
813-789-3866 • jesse.parziale@knect365.com

**MARIE P. SMITH**  
Sponsorship Coordinator  
813-294-8707 • mariep.smith@knect365.com

**AUDIENCE DEVELOPMENT**

**DESIREE TORRES**  
Sr. Director, User Marketing  
813-627-6792 • desiree.torres@informa.com

**ERICA NAMTALOV**  
Director, User Marketing  
212-204-4361 • erica.namtalov@informa.com

**LIST RENTALS**

**DIANNE CAMPANELLA**  
Account Manager, SmartReach  
212-204-4258 • dianne.campanella@informa.com