EDITOR’S NOTE

The food and beverage industry is inherently social. Sharing experiences dining out, having drinks with friends or attending the grand opening of a hot new restaurant have become millennials’ and generation Z’s new interpretation of luxury. San Francisco State University researchers found that people who spend money on experiences rather than material items were happier and felt good about where their money was spent. Enhancing the customer experience or simply creating one where people least expect it, such as in a grocery store, can go a long way in terms of loyalty in an industry that sees very little of that today.

Food & Drink International understands that every company affiliated with the food and beverage world has valuable information to bring to the table. We are the only publication that offers executives in the restaurant, retail, production and distribution industries the opportunity to share their ideas, opinions and strategies in a single forum so they can make smart decisions that will benefit their brands.

Through our unique cross-industry approach, industry leaders can exchange best practices in sustainability, customer service, supply chain management, employee training, productivity, food safety and marketing. Our readers can visit the section that applies to their field and then browse through other sections that directly or indirectly impact their business. There is no other publication that can facilitate this sort of “cross-table” conversation among the industry’s top thinkers.

Food & Drink International is the gatekeeper of information for anyone who needs to stay on top of emerging trends, regulations and technologies that impact the entire food supply chain. Through our print and digital publications, website and Twitter feed, database and tradeshow portal, and independent editorial, Food & Drink International’s experienced team of researchers, editors and contributors are here to serve you with breaking news and business strategies that will keep your company on the leading-edge.

To stay on top of trends and news in the industry, follow us on Facebook, Twitter and LinkedIn.

“Article was great, thank you very much! I look forward to working again in the future - great job!”

Charlie Bassett
President and CEO
BASSETT’S MARKET

Janice Hoppe-Spiers, Chief Editor
janice.hoppe-spiers@fooddrink-magazine.com
@FoodandDrinkMag @foodanddrinkmagazine

Finalist for 2015 Folio Eddies (best series/single article in the foodservice/hotel segment)
Winner of 2016 Folio Eddies (best B-to-B Series of Articles - Food Service/Hotel)
### CONTENT CALENDAR

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#### SPECIAL FOCUSES
- Top Female Executives
- Minority Leaders
- Emerging/Breakout Chains
- Sustainable Leaders
- Milestone Section
- Top Chefs
- Supplier/Equipment Showcase
- Wine Trail
- Family Owned Staples

#### INDUSTRY PARTNERSHIPS
- SOBEWFF
- FMI Connect
- Roots Conference
- National Restaurant Association
- Le Diner en Blanc Chicago
- NYCWFF
- Natural Products Expo
- Slow Food USA
- Gluten Intolerance Group

*Every edition is comprised of individual company and organizational profiles pertaining to the food, beverage, retail and hospitality space. This is the bulk of the publication makeup. Advertisements, paid content, and industry case studies/independent contributions round out the rest.*

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READERSHIP BREAKDOWN

AMERICAS REACH
United States 143,501
Canada 62,252
Latin America 10,754
(Mexico, Central America, South America)
Caribbean 9,559
International 12,904
TOTAL 238,970

SECTOR BREAKDOWN

COMPANY REVENUE

EXECUTIVE/MANAGEMENT PROFILE

40% CEO, President, Owner, Managing Director, General Manager
13% COO, VP Operations
5% VP Business Development, VP Corporate Development, VP Sales & Marketing
4% CFO, Financial Principal
7% VP Franchise Development, Director of Development
9% VP Purchasing/Materials/Supply Chain
22% VP Hospitality, Executive Chef, Food & Beverage Director

EMPLOYEE SIZE

28% Less than 100
51.6% 100-499
2% 1,000-9,999
5.4% 500-999
13% 10,000+

EXECUTIVE OVERVIEW

Involved in business development decisions 81%
Have purchasing power 79%
Are key business decision makers 92%
Are in senior management positions 85%
Are integral to investment opportunities 96%
CUSTOM PUBLISHING

What is an Executive Business Profile?

• POV perspective from C-Suite Executives
• Fully catered to the client’s needs
• Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practices
• Showcase supply-chain partnerships and/or operations best practices

Print and Digital Presence
Social Media Promotion
Reprints
E-Newsletter
Dedicated E-Blasts
Video

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FOR MORE INFORMATION, CONTACT DANIEL BESS, VICE PRESIDENT, CUSTOM MEDIA SOLUTIONS
daniel.bess@fooddrink-magazine.com
VALUE-ADD RESULTS

Reach a broader investment community of directors, private investors and commercial/investment banks

Gain access to Food & Drink International’s comprehensive contact directory for industry-leading and emerging companies

Gain a website presence for 12 months plus archived digital issue

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

Networking events bring together buyers, sellers and investors

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER

WEBSITES

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

Multiple platform exposure including print, digital, and social

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### INDUSTRY LEADING COVERAGE

*Covering the “Who’s Who” of the food, beverage, retail and hospitality space

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles

### CLIENT PROFILES

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*Food & Drink International has profiled some of the biggest names in the food and beverage industry, as well as emerging entrepreneurs. A profile in *Food & Drink International* lets the world know that your company has arrived and is a player in this fast-paced, multibillion-dollar industry. Every issue contains our Editors’ interviews with top executives in food-processing, distribution, restaurant, retail and supplier-based businesses. Isn’t it time your company is profiled? Contact Jason Quan at jason.quan@fooddrink-magazine.com to learn more.
WHY ADVERTISE

» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

» Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last 17 years

» Our research team only targets CEO’s, Presidents, Vice Presidents, Owners, and Department Heads. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

» Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers

» Multiple platform exposure through the print, digital, website, and social avenues

» Tangible material to assist in any marketing and business development plan

“Stopping advertising to save money is like stopping your watch to save time.”
HENRY FORD

“Advertising is totally unnecessary. Unless you hope to make money.”
JEFF I. RICHARDS

“Advertising is the life of trade.”
CALVIN COOLIDGE
ADVERTISING RATES & SPECS

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**For More Information, Contact Jason Quan, Senior Vice President**

jason.quan@fooddrink-magazine.com

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**ADVERTISING RATES & SPECS**

**Vendor Focus** $9,200 4pg Insert $12,000

**Magazine Size** 8.375"w X 10.75"h

**ADVERTISEMENT SIZES**

- 1/4 Page 3.551"w X 4.667"h
- 1/2 Page Vert. 3.551"w X 9.5"h
- 1/2 Page Horiz. 7.273"w X 4.667"h
- Junior Page 4.667"w X 9.5"h
- 1/2 Horiz. Spread (non bleed) $9,000 125 words
- 1/2 Horiz. Spread (bleed) $12,000 200 words
- Full Page (non bleed) $18,095 500 words
- Full Page (bleed) $21,000 500 words

**DIGITAL ADD-ONS**

- Content Ads • 1/4 Page $900
  - 1/2 Page $1,450
- Embedded Video • 1/4 Page $1,250
  - 1/2 Page $1,550
  - Junior Page $1,690
  - Full page/DFS $1,790
- Slideshow ad • 1/4 Page $990
  - 1/2 Page $1,290
  - Junior Page $1,375
  - Full Page/DFS $1,450
- Web Window • 1/4 Page $475
  - 1/2 Page $625
  - Junior Page $675
  - Full Page/DFS $800
- Podcast or Audio $1,230

**SPECIAL**

- Belly Band $9,000
- Vendor Focus $9,200

**DIGITAL ONLY**

- E-Blit Full readership $4,500
- E-Blit Half Readership $3,500
- Bellyband $5,000
- Overlay Ad $4,000
- Social Media $75 per tweet
- Special package $1,500 for 20

**COLOR & WHITE**

- BLACK $3,800
- WHITE $6,200
- FULL Page $8,300

**MENTION**

- 125 words
- 150 words
- 200 words

**DIGITAL ADD-ONS**

- LeadGen Form • 1/4 Page $1,650
  - 1/2 Page $1,790
  - Junior Page $1,870
  - Full Page/DFS $1,950
- AdGen Form • 1/4 Page $1,350
  - 1/2 Page $1,490
  - Junior Page $1,570
  - Full Page/DFS $1,650
- Leaderboard ad $1,800
- Skyscraper ad $2,000

**DIGITAL ADD-ONS**

- Social Media $75 per tweet
- Special package $1,500 for 20

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**Click here for the digital media kit!**

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CLIENT FEEDBACK

*Nothing is more important to the reputation of our publication than the client experience. We pride ourselves on providing the best visibility and value-add, with as much client interaction and feedback as possible.

To the Food & Drink Team and Paul specifically, “Thank You” for making the article process so efficient and effective. To have a way to communicate how hard brands are working to compete in the market place and to serve the public are important to all organizations. It was a pleasure working with you guys. - JIM HYATT, PRESIDENT/CEO, Church’s Chicken

I just received and opened the Food & Drink Magazine and turned to the article about Heartland Mill, Inc. A very nice article and quality picture in the article. Great support from Don Ford LTD. Thank you for your nice work in writing the article and allowing Heartland Mill to be a part of your quality magazine.” //MARK NIGHTENGALE, HEARTLAND MILL, INC.

Working with Food & Drink Magazine on the article was a great experience with professionalism and integrity that presented Foxtail Foods as a premier food company on the rise.

Lonnie Howard, President, Foxtail Foods

Working with Food and Drink was a great experience. Their team is highly professional, delivered excellent content, and helped to raise our visibility. The print and digital formats gave our exposure extra reach, and helped feed our organic search results. We look forward to working with Food and Drink again.

- Herb Heller, Director of Finance and Business Development
HOT MAMA’S FOODS

“I was reviewing our last article in 2005, and it’s great to compare the growth we’ve experienced since that time. You helped us raise the bar within our own company, and we appreciate the opportunity to tell our story again six years later!

-Dave Lyons
Food Sales West

An amazing job with crafting this story! Thank you so much for your commitment to excellence in storytelling.

Dan Simpson, CEO, Taziki’s Mediterranean Café

Upbeat, professional staff who take the time to get the story right the first time.

-Tony Wilke, VP Operations, Wine Cellar Innovations
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