

RESULTS OF 2007 INDEPENDENT READER SURVEY

FOODSERVICE NEWS

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Minneapolis, MN 55418
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Here's what our readers say:

- easy-to-read
- well written
- informative
- provides

practical information

- interesting
- credible/
trustworthy

Restaurant owners and operators turn to Foodservice News to stay informed about their industry.

And how do we know this?

In an independent 2007 survey of Foodservice News readers, we found, on average, recipients spend 25 minutes reading the publication.

On average, Foodservice News readers pass their copy to more than one other person. This extends the reach of the publication to 22,800 readers.

Readers think it is a quality publication:

- 85% say its easy-to-read
- 78% report its well written
- 84% say its informative
- 75% think it provides practical information
- 84% report that it is interesting
- 74% think it is credible/trustworthy
- 27% save their copies of Foodservice News for reference, providing multiple opportunities for exposure.

In the last 12 months, 52% of readers took at least one action as a result of reading ads in Foodservice News, including 18% who visited an advertiser's Web site.

Among six other industry publications listed in the survey, readers use Foodservice News as the primary source to receive information about the restaurant and foodservice business. They indicated they read the following publications each month:

- 30% read **MN Restaurateur**
- 37% read **Restaurant Business**
- 44% read **Restaurant Hospitality**
- 25% read **Nation's Restaurant News**
- 30% read **Restaurant & Institutions**
- 17% read **Food Arts**

Why spend your Minnesota foodservice marketing dollars anywhere else?

Reach the restaurant operators and owners through Foodservice News. They like it, they spend time with it, and they respond to the advertising!

For advertising information, call 800-528-3296, or e-mail Nadine Kasel at nkasel@foodservicenews.net.



 **Readex Research**
SURVEYS FOR PUBLICATIONS

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Survey conducted by Readex Research in August 2007, a company which provides independent market research services to magazines and publications.