

LEADERSHIP | NETWORKING | MARKETING | ADVERTISING



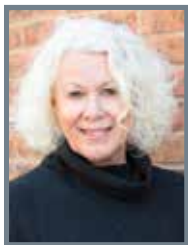
FOODSERVICENEWS

MEDIA KIT 2020

The News and Information Source for
Restaurants and the Foodservice Industry

www.foodservicenews.net

FROM THE EDITOR



Foodservice News holds a unique place in the food and beverage industries in the greater Minnesota area. While we're similar to consumer publications in that we write about what's new and noteworthy in the restaurant scene, we also cover the business side of running a foodservice operation, focusing on institutional dining, commodities, restaurant openings, best practices and the unique personalities that

dominate foodservice.

We spend a lot of pages profiling individuals and their businesses, from high-profile chefs to the newbies who are looking to take their Switchel or chocolates from farmers market to supermarket. Check out our editorial calendar to see the diverse subjects we cover. And feel free to pitch us story ideas.

Nancy Weingartner Monroe | Editor
nancyw@foodservicenews.net
612-767-3207

FROM THE PUBLISHER



Just over a year ago I took over as Publisher of Foodservice News. As I look back over 2019, I am proud of what our team accomplished: Improved and increased print circulation, an additional issue, better quality paper, additional industry-focused content, an established weekly e-newsletter, new digital ad options, increased social media presence, Charlie Award sponsorships that integrate Foodservice News coverage...

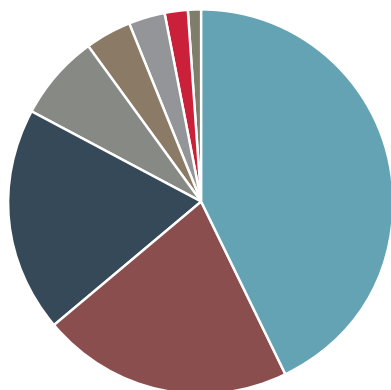
Our 2020 focus will continue to be on building industry relationships and performing for our advertisers at the highest level. Serving the Foodservice Industry in the upper Midwest, Foodservice News delivers results like no other marketing opportunity can. I hope that I have a chance to help your business in 2020!

Jared Pfeifer | Publisher
jpfeifer@foodservicenews.net
612-767-3214

Better Audience = Better Results

Foodservice News is the upper Midwest's exclusive media group serving not only the Twin Cities, but greater Minnesota and the adjoining states. Boasting a monthly circulation of more than 6,300 print copies, Foodservice News has not only grown its readership by 5% year over year, but its audience is now better defined. In addition, Foodservice News also produces weekly e-newsletters that are delivered to more than 4,100 industry professionals each week. Reaching all segments of the foodservice industry, Foodservice News can truly reach an audience that no one else can!

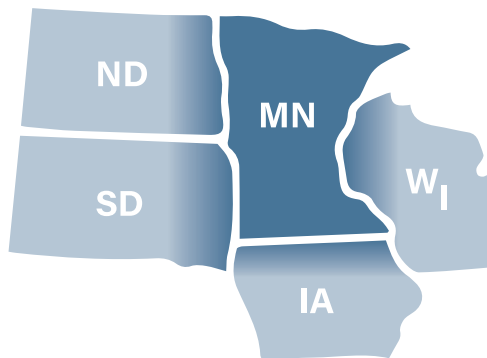
Monthly Print Circulation: 6,300



Diverse Readership

Independent Restaurants 43%
Institutional 21%
Industry 19%
Chain 7%
Other 4%
Catering 3%
Brewery/Winery/Distillery 2%
Local Farms 1%

Weekly Enewsletter Deployment: 4,100



Regional Focus

Testimonials

"Working with FSN is a breath of fresh air, it's always quick and easy to make changes. It has absolutely been rewarding for my business. It's the best when I receive calls, and find out they found KLB Insurance by seeing our ad in Foodservice News."

— Kim Brown, KLB Insurance

"CenterPoint Energy has been partnering with Foodservice News for more than 2 decades. Each issue provides updates on the local industry and a calendar of events. Being a regular advertiser brings consistent awareness of CenterPoint Energy's natural-gas, energy-saving, foodservice-equipment rebates and gives us a chance to highlight both customers and trade allies. Thank you!"

— Ann Lovcik, CenterPoint Energy

2020 FSN RATECARD

DISPLAY SIZE	Back Cover	C2/C3	Spread	Full page	1/2 page	1/4 page	1/8 page
1X	\$2,550	\$2,425	\$4,280	\$2,200	\$1,320	\$775	\$445
3X	\$2,170	\$2,065	\$3,675	\$1,875	\$1,125	\$655	\$380
5X	\$2,040	\$1,938	\$3,470	\$1,770	\$1,060	\$620	\$355
11X	\$1,930	\$1,825	\$3,160	\$1,655	\$990	\$575	\$330

EXTRAS	Business card ads (3" x 1.5" <i>Prepay only</i>)	\$145/month (\$130 only 10X)
	Classified Ads (75 words)	\$85
	Section Sponsor (11X only)	\$250 per month
	Premium Position (1/2 & Full page ads only. Call for availability)	Additional 10%
	Ad Creation (1/4 page ad and smaller \$75 1/2 pg. ad and larger \$150)	

DIMENSIONS	Full Page 9 3/4" x 14" (Bleed not available)	1/2 Page Horizontal 9 3/4" x 6 7/8"	1/2 Page Vertical 4 3/4" x 14"	1/4 Page Horizontal 9 3/4" x 3 3/8"	1/4 Page Vertical 4 3/4" x 6 7/8"	1/8 Page Horizontal 4 3/4" x 3 3/8"
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ANNUAL SUPPLEMENTS

FSN BUYERS GUIDE & CHEF'S DISH	Full page ad and logo placement on cover	1/2 page	1/4 page	1/8 page
	\$2,100	\$1,100	\$700	\$410

Buyers Guide listings: \$310 and \$105 for each additional category



Buyers Guide

From specialty food items and equipment to consultants and services, this supplement helps buyers find the sources they need. With hundreds of listings and dozens of categories, the annual Foodservice News Buyers Guide is the industries go-to resource all year long.



Chef's Dish

An award-winning piece full of one-of-a-kind features and mouth-watering images, Foodservice News Chef's Dish publication delves into the stories and recipes behind some of the area's top chefs.

Full page 8 3/8" x 10 7/8" Bleed dimensions: 8 1/4" x 11 1/4" (Include a 1/4" interior margin)	1/2 page horizontal 7 5/8" x 5"	1/4 page 3 3/4" x 5"	1/4 page horizontal 7 5/8" x 2 3/8"	1/8 page 3 3/4" x 2 3/8"
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To ensure your ad looks the way you expect, please follow the guidelines below.

PDF/X-1A GUIDELINES

We require PDF/X-1a:2001 files for all ad materials. Acrobat 8/9 (PDF 1.7) compatibility is commended, especially if you're exporting from Adobe Illustrator.

GRAPHICS

All graphic elements (photos, logos, backgrounds, etc...) should have an effective resolution of 300 DPI or higher. Vector graphics are recommended for all logos.

CMYK COLOR

Foodservice News uses four-color process printing, so your ad and all graphic elements (photos, logos, backgrounds, etc...) must be in grayscale or CMYK color space.

WHERE TO SUBMIT

If you have any questions, please contact Jenny Raines at (612) 767-3218 or jraines@franchisetimes.com.

EDITORIAL CALENDAR 2020

Issue	Deadlines	Theme	Editorial Highlights
January 2020	Space: December 2 Materials: December 6	THE HEALTH ISSUE	<ul style="list-style-type: none"> Employee health insurance Keeping your staff healthy
February 2020	Space: January 2 Materials: January 6	THE BEVERAGE ISSUE	<ul style="list-style-type: none"> Making money with coffee/tea programs Alcohol and mocktail pairings
March 2020	Space: January 31 Materials: February 8	THE CHARLIES COVERAGE	<ul style="list-style-type: none"> Expanded picture pages from the event Who the big winners are
April 2020	Space: March 3 Materials: March 9	THE MULTI-UNIT ISSUE	<ul style="list-style-type: none"> Local owners' multi-unit growth Real estate & site selection
May 2020	Space: April 2 Materials: April 7	DELIVERY/FOOD ON DEMAND Buyer's Guide (polybagged)	<ul style="list-style-type: none"> Third-party delivery strategies Catering
Buyers Guide	Space: March 30 Materials: April 6		
June/July 2020	Space: April 30 Materials: May 6	MINNESOTA GROWN	<ul style="list-style-type: none"> From farm to table Agricultural innovation
August 2020	Space: July 2 Materials: July 8	LARGE-SCALE OPERATORS	<ul style="list-style-type: none"> Casinos, hotels, resorts, convention centers, arenas, airports
September 2020	Space: August 3 Materials: August 7	THE SCHOOL ISSUE	<ul style="list-style-type: none"> Private, public school nutrition Culinary schools challenges
October 2020	Space: September 1 Materials: Sept. 7	GREATER MINNESOTA ISSUE	<ul style="list-style-type: none"> Learn from the pros The dining scene outside the Twin Cities
November 2020	Space: October 1 Materials: October 7	BARS, DIVES & PUBS	<ul style="list-style-type: none"> How running bars differ from restaurants Bar food/snacks
December 2020	Space: October 30 Materials: November 5	WHAT'S TRENDING IN 2021 Chef's Dish Book (polybagged)	<ul style="list-style-type: none"> The Chef's Book issue Legislative issues
Chef's Dish	Space: Oct. 28 Materials: Nov. 3		

INDUSTRY SPECIFIC COLUMNS—EVERY ISSUE

- Ask the Expert
- Server Speak
- New & Noteworthy
- Institutional Dining
- Restaurant Openings
- Coffee Talk
- Around Town
- Industry News
- Events Calendar
- MRA Report
- Commodities Report
- By The Numbers
- Common Foodsense
- Hangin with Klecko

"Our columnists are experts in their field and cover everything from finance, commodities, and restaurant operations."

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