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FOODSERVICE**NEWS**



MEDIA KIT **2019**

*The News and Information Source for
Restaurants and the Foodservice Industry*

www.foodserviceneeds.net



FROM THE EDITOR

Foodservice News holds a unique place in the food and beverage industries in the greater Minnesota area. While 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. Some of the areas we focus on are institutional dining, commodities, restaurant openings, best practices and the unique personalities that dominate foodservice.

Our most read feature is Server Speak, which asks five servers (bartenders and managers are also included in the conversation) a question about working in the industry. Why it's popular is not only their candid answers, but that people like seeing people they know in a magazine. That's why we spend a lot of pages profiling individuals and their businesses, from the high-profile chefs like Gavin Kaysen of Spoon and Stable to the newbie who is looking to take his or her pepper jelly or flavored popcorn from farmers market to supermarket.

Check out our editorial calendar to see the diverse subjects we cover.

We also support the industry in a variety of ways, such as our annual Chef's Dish book (the book formerly known as Top Chefs), where we profile 10 outstanding chefs' favorite recipes, along with the chefs themselves. In addition, we are the producers of the Charlie Awards, an Academy Awards-style show that lauds the best of the best in 15 categories. The show is held at a theater with an afterparty showcasing last year's winners, as well as the superior skills of culinary students. This is a chance for vendors and suppliers to honor this group of culinary stars as well.

There are lots of exciting things happening at Foodservice News. We're adding new content to further establish ourselves as "the news and information source of the foodservice community." We hope you'll become one of our partners. So don't hesitate to contact me with your story ideas and questions. We want to hear your voice, too.

Nancy Weingartner Monroe

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6,000 mailed copies, 1,000 show copies

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e-newsletter: 4000 dedicated: 3700

Foodservice News is the industry's exclusive publication reaching the key decision makers in the upper Midwest. Serving the industry for nearly 30 years, Foodservice News is an award-winning publication that has built its reputation on superior content and results-driven advertising opportunities. Foodservice News utilizes both the print publication and email/enewsletter to reach your target market. Readers include restaurant owners/operators, kitchen managers, chefs, servers, schools and healthcare facilities, hotels, banquet, casino and catering professionals. With a distribution of 7,000, Foodservice News has a strong focus on Minneapolis and St. Paul, but also greater Minnesota, the eastern Dakotas, western Wisconsin, and northern Iowa. There is simply no better way to reach the foodservice industry!

* Distribution number as of 10/1/18

Foodservices News' Charity of Choice

Foodservice News is the producer of **The Charlie Awards**, a live award show in a theater setting that celebrates the foodservice and beverage industries in the greater Twin Cities area. Proceeds from the show and afterparty go to Open Arms, a nonprofit that prepares and delivers healthy meals to people with life-threatening illnesses.

To find out how to become a sponsor of this glitzy event, contact Sponsorship Director Bob Warner



612-670-5254
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2019 FSN RATECARD

DISPLAY SIZE	Back Cover	C2/C3	Spread	Full page	1/2 page	1/4 page	1/8 page
1X	\$2500	\$2380	\$4200	\$2165	\$1295	\$760	\$435
3X	\$2125	\$2025	\$3600	\$1840	\$1105	\$645	\$375
5X	\$2000	\$1900	\$3400	\$1735	\$1040	\$610	\$350
11X	\$1895	\$1790	\$3100	\$1625	\$970	\$565	\$325

EXTRAS		
	Business card ads (3" x 1.5" Prepay only)	\$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%

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

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
	\$2100	\$1100	\$700	\$410

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

EXPO SHOW GUIDE	Back Cover	Full Page	C2/C3	1/2 page	1/4 page	1/8 page
	\$995	\$750	\$895	\$595	\$495	\$295

DIGITAL RATE RATECARD

Ad size	Flight/Impressions	Rate
728x90, 300 x 250, 300 x 50 Blended Campaign	1 Month/3000impressions	\$180
300 x 600	1 Month/3000impressions	\$300
High impact ad units available		call for details

Native ad package (sponsored content)	call for details
White Paper	\$2000
Webinar	call for details

Foodservice e-newsletter		E-blast
Top Banner (468 x 60)	\$200	
300 x 250	\$200	
Banners (468 x 60)	\$150	1X: \$1000
Sponsored Content Block	\$250	2X+: \$750per

EDITORIAL CALENDAR 2019

Issue	Deadlines	Theme	Editorial Highlights
January 2019	Space: December 3 Materials: December 10	MADE IN MINNESOTA	<ul style="list-style-type: none"> Minnesota-based products, services Foodservice economics
February 2019	Space: January 15 Materials: January 22	INSTITUTIONAL DINING	<ul style="list-style-type: none"> Expanded Charlie Awards coverage Hospitality management
March 2019	Space: February 1 Materials: February 8	THE BEVERAGE ISSUE	<ul style="list-style-type: none"> Sustainable foodservice Health, food safety & sanitation
April 2019	Space: March 1 Materials: March 8	THE MULTI-UNIT ISSUE Buyer's Guide (polybagged)	<ul style="list-style-type: none"> Local owners' multi-unit growth Real estate & site selection
May 2019	Space: April 2 Materials: April 9	DELIVERY/FOOD ON DEMAND	<ul style="list-style-type: none"> Successful operators & trends Legal/finance
June/July 2019	Space: May 3 Materials: May 10	MINNESOTA GROWN	<ul style="list-style-type: none"> What's new in school nutrition The breakfast beat
August 2019	Space: July 3 Materials: July 10	LARGE-SCALE OPERATORS Expo Show Guide (polybagged)	<ul style="list-style-type: none"> Casinos, hotels, resorts, convention centers, arenas, airports
September 2019	Space: August 3 Materials: August 10	THE SCHOOL ISSUE	<ul style="list-style-type: none"> Local growers and trends Marketing (social media, mobile, etc.)
October 2019	Space: September 4 Materials: Sept. 10	GREATER MINNESOTA ISSUE Holiday Products (within issue)	<ul style="list-style-type: none"> Learn from the pros Design from floorplans to menus
November 2019	Space: October 3 Materials: October 10	BARS, DIVES & PUBS	<ul style="list-style-type: none"> Front-of-house training Bar food/snacks
December 2019	Space: November 2 Materials: November 9	THE CHEF'S DISH ISSUE Chef's Dish Book (polybagged)	<ul style="list-style-type: none"> What's trending in 2020 Legislative issues

ANNUAL SUPPLEMENTS

Buyers Guide



From specialty food items and equipment to consultants and services, this supplement helps buyers find the sources they need. With more

than 100 listings and 50 categories, this is your go-to resource all year long.

Space Deadline
Materials Deadline

2/22/19
3/11/19

Expo Show Guide



As the communication partner for Hospitality Minnesota, we are proud to produce the official Show Guide for its annual expo. This

supplement doubles down by mailing to FSN subscribers with the October issue and distributed at the event itself.

Space Deadline
Materials Deadline

7/26/19
8/2/19

Chef's Dish



An award-winning piece, the FSN Chef's Dish delves into the story behind 10 top chefs' favorite dishes—recipes included! Available at more

than 16 industry shows in 2019 and mailing to all FSN subscribers in December, this supplement delivers results!

Space Deadline
Materials Deadline

10/26/19
11/4/19