

CSP Foodservice Group • 2012 Media Planner

➞ Engaging Decision Makers. Advancing the Industry.



The Direction of Media 2012

Welcome to CSP's Foodservice Group 2012 media kit. We feel a formal introduction is necessary this year because our media kit has a fresh new look, having been completely rethought and reworked. There is no doubt that a new state of media exists today and instead of just telling you about our products, we thought it important to give you a "guide" to help sort through what has become a confusing information marketplace.

The first few pages of the media kit will walk you through customer engagement, how to surround them with your marketing message using our proprietary "Information Web" concept, and highlight some very key finding from our 2011 Media Consumption Study. We will then focus on the silk of the "Information Web", sharing what our products can do for you as you weigh your 2012 go-to-market options.

We are confident that you will come away with a much better understanding of the new media mix and that the CSP Foodservice Group is the only foodservice publishing company that can help you reach your audience wherever, whenever—and stay relevant.

Bill Anderson
Publisher
*FoodService Director &
Restaurant Business*

Susan Szymanski
Vice President & Group Publisher
Foodservice Group

Scott Allmendinger
EVP, Editorial Director
Foodservice Group

➔ The 2012 media kit and 2011 Media Consumption Study
is brought to you by these industry-leading brands:

**RESTAURANT
BUSINESS.**

FOODSERVICE DIRECTOR

FoodServiceDirector.com

MonkeyDish

www.monkeydish.com

ID REPORT

MyIDAccess.com

2012
RESTAURANT
LEADERSHIP
CONFERENCE

powered by **RESTAURANT
BUSINESS.**

Your Customer. Information Consumption Locations. Information Consumption Occasions. Connect & Engage.

Today your customers have more media channels readily available to them than at any time before. Print, e-newsletters, the Internet, smartphones, tablets, social media, and apps are just the start—and the list keeps growing. The touch points continue to multiply, but which are the best vehicles for your marketing messages?

The keys are:

- ▶ Understand how your customers interact with your company
- ▶ Develop a push-pull communication plan to “surround” them with your message
- ▶ Execute against that plan
- ▶ Engage them wherever and whenever during their “decision journey”

CSP Foodservice Group's 2012 media kit has a new look and a new purpose: To navigate you and your organization on that voyage. From brand or category leadership positioning to new product launch and awareness, the bottom line is we can help you leverage the intricate new media mix, or what we call the “information web.” We can, and will, meet your communication goals because we understand better than anyone else how to maximize each tool, match it against multiple messaging occasions, and ultimately differentiate you from the competition.



Wherever, Whenever

It's not enough to acquire the prospects—to be truly successful, you must also “surround” them. CSP's Foodservice Group has developed a unique and proprietary approach to tackling the complex communications model, one that leverages all avenues of consumption. It's called the Information Web. Its basis:

- ▶ Identify information consumption occasions
- ▶ Identify information consumption locations
- ▶ Overlay your messaging goals

Each component plays a critical part in the Information Web and each serves specific purposes, from print and online to social media and face-to-face. But together, the whole is greater than the sum of its parts and your marketing investment will reap the return.

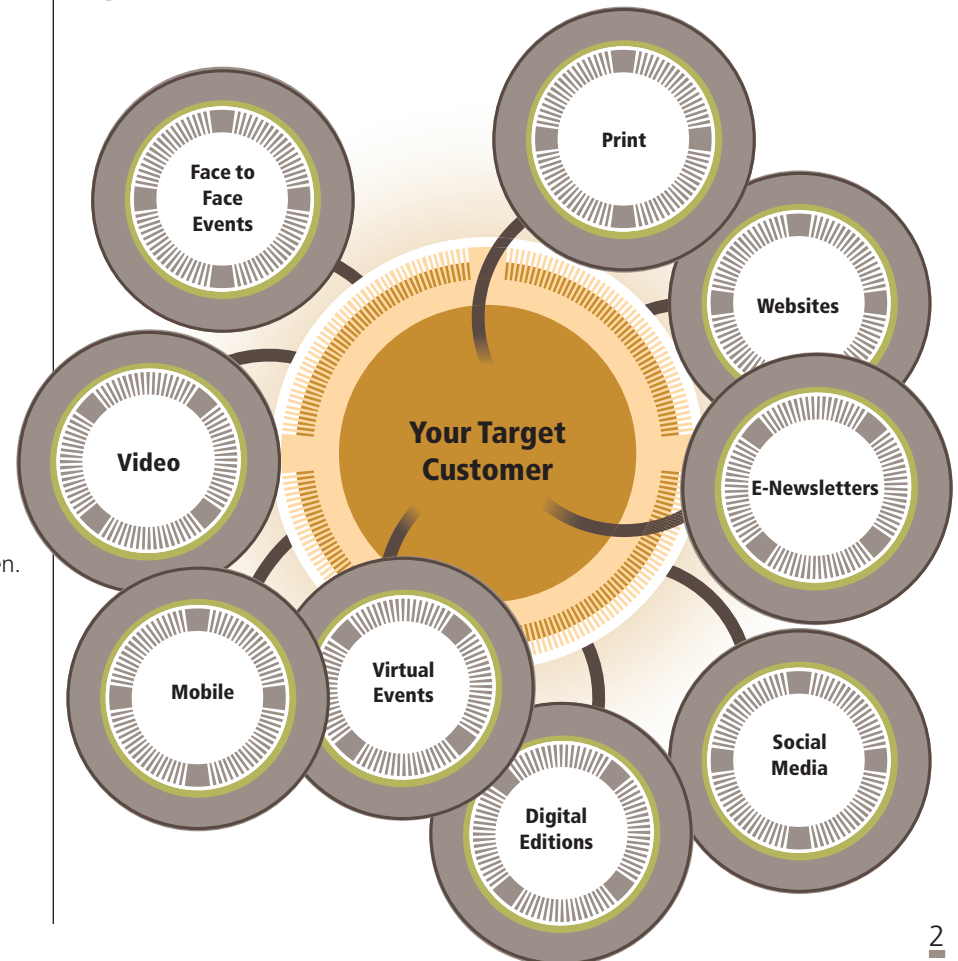
How Can You Maximize the Information Web?

CSP's Foodservice Group is tasked with assembling the right mix from the Information Web to match your end goal. We'll work to understand your products or services and your customer, get a clear vision of your objectives, then recommend and execute against a customized plan:

- ▶ Brand/Leadership Positioning
 - ▶ Company focused
 - ▶ Category focused
- ▶ New Product/Product Line Launch
- ▶ Product or Product Line Push/Awareness
- ▶ Time Sensitive Incentive/Sales Boost
 - ▶ incentive, rebate, contest
- ▶ Program/Services Awareness
- ▶ Lead Driver

Wherever, whenever your customer has a purchasing need, your messages will be seen.

Surround your customer—The most efficient way to reach your audience.



Isn't Print Dead?

Hardly. With the top print portfolio in the business you would expect that response: But it happens to be true. In August, 2011 we embarked on a massive Foodservice Media Consumption Study, one that looked at everything from print, online and trade shows to social media and customer generated content. Nearly 700 foodservice operators who recommend, specify or purchase for their operation, from both commercial and non-commercial, responded to the survey and 94% said they read industry magazines when it comes to information gathering—by far the No. 1 response.

- ▶ **90% said trade/industry magazines were the most useful information channel, second only to search engines**
- ▶ **80% said print magazines or articles are most likely to be shared, leading all others including Web links and e-newsletters**
- ▶ **Magazines ranked first in nine of 11 information needs when asked where they find information on key topics**

Print not only continues to live, but prosper. The study also highlighted one more key piece of information—**operators depend on multiple channels to gather their information.** Whether it's e-newsletters, your website, our website, streaming videos, social media, blogs or face-to-face events, they are on the hunt. If it's action you want, print is the foundation to build upon.

CSP's Foodservice Group is the only industry media group fully prepared to develop a comprehensive marketing plan maximizing visibility of your organization's products and services.

*** Restaurant Business and FoodService Director Media Consumption Study, August 2011. Percentages represent a total of both commercial and non-commercial operators. For a breakout by channel or an executive summary, please contact your sales representative.**

94%

read
industry
magazines*





QSM (Quick Serve Media)

Much like the foodservice industry itself, publishing companies must be prepared to deliver what the customer wants when the customer wants it. The information need varies by occasion, and each occasion demands instant access.

Whether in the office, traveling, after hours or on vacation, operators want to be connected 24/7 and the online world combined with print feeds that need. Not sure?

And although print remains the preferred method of receiving industry information, e-newsletters and industry websites are a close second.

Information Activities*

Read Industry Magazines	94%
Read Business Email Newsletters	79%
Visit Supplier/Manufacturer Websites	69%

→ Content is King

A lot of thought, time, effort and money are invested in building websites and developing and pushing e-newsletters—but are they useful? Absolutely.

- ▶ 80% of respondents said that trade/industry magazine websites are considered useful
- ▶ 77% said your website is considered useful
- ▶ 76% said email newsletters are considered useful

"Content" is the new currency on the Web—and with good content comes engagement:

- ▶ 63% click on stories in an email newsletter to read the full article
- ▶ 55% click on advertisements on websites if they feature products that interest them
- ▶ 53% click on advertisements in email newsletters if they feature products that interest them

You've now surrounded your target customer with a solid print and traditional online campaign. What's next? (see the next page)

→ 91% use a combination of print magazines, email newsletters & websites to obtain business information*

* Restaurant Business and FoodService Director Media Consumption Study, August 2011.



→Emergence

Computers and laptops have given way to smartphones and tablets, and being able to reach your customers on these platforms is crucial.

Our Foodservice Media Consumption Study revealed some eye-opening statistics and a major trend—mobile is emergent:

- ▶ 71% of respondents either have or plan to have a smartphone in the next 12 months
- ▶ Top 5 smartphone uses (business use)
 - ▶ Check email
 - ▶ Take pictures
 - ▶ Texting for business
 - ▶ Download & use apps
 - ▶ Surf websites for business
- ▶ 53% either have or plan to have a tablet in the next 12 months
- ▶ Top 5 tablet uses:
 - ▶ Check email
 - ▶ Read articles/digital magazines
 - ▶ Surf websites for business
 - ▶ Download & use apps
 - ▶ Read email newsletters

By supplying the operators with products that deliver ideas and information on each of these platforms we are also supplying you an opportunity to reach your customers—all in a way they want to be reached, and at the precise moment of need.

→ Smartphones
Tablets
Websites
E-newsletters
Apps
Social Media





→ Let's Get Social

Social media is considered one of the most important online events since the development of the Internet—and its main purpose? To create conversations; which creates communities, or *engagement*.

Yet, it's still in its infancy and fully grasping its business usefulness remains relatively elusive for some. Like mobile, social media is emergent, showing potential for going mainstream while making one thing sure—whether it's social networking sites, blogs, podcasts, videos or message boards, social media tools needs to be part of today's integrated marketing campaign.

And with the accelerated usage of smartphones and tablets, social media has become even more important in the effort to surround your customer*:

- ▶ 47% of tablet users use social networking sites
- ▶ 40% of smartphone users use social networking sites
- ▶ One in four tablet users read industry blogs

Pulse of the Industry or Just a Murmur?

From equipment cleaning tips and new white paper releases to daily menu ideas using your products and “Have you tried ...?” messages, successful social media campaigns can be executed. Sharing and giving your audience something to discuss is an important component in helping to keep you relevant.

Best uses for social media:

- ▶ Brand Awareness Thru Education
- ▶ Thought Leadership
- ▶ Brand Loyalty Thru Engagement
- ▶ Prospecting (network/connect/find people)
- ▶ Talent Recruitment

CSP's Foodservice Group team is available to develop a thorough social media plan for your organization either directly with you or in conjunction with your agency.

➤ More than 40% of respondents consider industry blogs & social media sites useful information channels*.

* Restaurant Business and FoodService Director Media Consumption Study, August 2011.

➔There's Nothing Like It

The importance of face-to-face meetings and networking cannot be overstated as a critical component in surrounding your customers. In fact, it is widely considered the most important part of developing and maintaining strong client relationships. But today, time out of the office coupled with rising travel costs and technological alternatives have driven this superior communication tool down on the list. Business travelers have placed trade shows and conferences under severe scrutiny, attending only those that provide a measureable ROI to their organization.

CSP's Foodservice Group conferences are the best attended events in the industry because we put our own events under this same scrutiny. CSP has a unique advantage in that it has a meetings and conferences team that's focused on one thing: Creating exceptional events. From solid agendas and timely speakers to unmatched networking, no other industry conference can come close to providing a complete event and the required out-of-the-office ROI.



➔RLC Accolades

"Thank you for allowing me to come to the conference, it was absolutely the most worthwhile event I have ever been to. I returned to my office energized and excited to be a part of the Restaurant Industry in our state and country."

Scott Smith,
Texas Restaurant Association

"Record attendance at a time like no other in our industry's history speaks volumes about this great event."

John Pryor,
President & CEO, Qorval

I have been to many conferences over the years, but this was by far the most informative and productive "I just wanted to thank you and the entire Leadership Council for the extraordinary learning and networking experience I enjoyed at the Restaurant Leadership Conference this week. As an operator of high volume brewery restaurants and in my leadership positions with the California Restaurant Association and the San Diego Convention Center Corporation, I have had the opportunity to attend many conferences over the years. I can honestly say I have never been to a more educational or better run conference.

Christopher Cramer,
CEO & Co-Founder, Karl Strauss Brewing Company



Why CSP Foodservice Group

We Think Different

CSP's Foodservice Group is committed to all things foodservice: **Commercial, non-commercial, distribution and foodservice at retail**. We give you total market access with a team that has the depth and experience not found elsewhere. When you partner with an organization you should expect expertise in the field and that's exactly what you'll get with CSP.

We are NOT a typical publishing company—as you've read, we think different. Because of our entrepreneurial foundation, CSP looks to first educate ourselves; a mantra of seeking to understand before we seek to be understood. That and our maniacal dedication to differentiation is what has propelled us to be the market leader in foodservice publishing, constantly creating innovative communications products to successfully engage our audiences—your customers—in a variety of formats. And this high audience engagement raises the ROI of your marketing efforts.

Whether it's fine tuning circulation, redesigning a magazine or a website, or introducing mobile apps, the ultimate goal is to **stay relevant**, assuring that our audiences are constantly engaged. Partnering with an organization constantly evaluating the best way to communicate important industry information is crucial to the success of your own marketing efforts and that is a key notion of CSP's Foodservice Group.

➤ "If you don't like change, you're going to like irrelevance even less."

—Eric Shinseki,
7th United States Secretary of Veterans Affairs,
United States Army Four-Star General (retired)

➤ Seek to understand before seeking to be understood.



Print

An industry publication for more than 100 years, *Restaurant Business* is the magazine of entrepreneurship, innovation and growth. *RB* editors track ideas and trends as they develop within the key target audience, composed of high-volume independents, multi-unit independents, regional and emerging chains, change agents in the top 100, future leaders of the industry—and now the top 200 restaurant franchise operators.

In August 2011, *RB* launched a redesign, showing off not only a new look but also refreshed content with several new departments. Because of its involvement with the Restaurant Leadership Conference *RB* also fine-tuned its circulation, recognizing the changes in the Top 100 and the importance of franchisees, and nearly quadrupled its unit reach.

Operators continue to grow their business with the new ideas, best practices, and creative concepts found in each issue.

→Circulation

The Entrepreneurial Engine

Restaurant Business exclusively serves restaurant entrepreneurs earning more than \$500K in sales. Trust your media investment to this qualified audience of dedicated foodservice professionals who live and breathe their business.

Total Qualified Circulation: 76,100¹

Restaurant Circulation Includes:

- ▶ Casual/Family—46,202
- ▶ Fine Dining—11,088
- ▶ Quick Service (QSR)/Fast Casual—11,237
- ▶ Restaurant/Banquets/Catering in a Hotel, Motel, Resort/Spa/Casino—7,058

CIA Bachelor Degree Students—350

F&B Sales¹:

- ▶ 100% have sales of \$500k or more
- ▶ 90% have sales of \$750k or more
- ▶ 77% have sales of \$1 million or more

¹Restaurant Business' BPA Worldwide June 2011 statement





Commercial. Non-Commercial. Crossover. Distribution.

Expanded Reach

The Top 100/Change Agents—We've all watched little companies become big through innovation: Five Guys & Buffalo Wild Wings. Nowadays, who can afford NOT to think like an entrepreneur? We've added 1,700 innovators from Top 100 headquarter locations, all focused on the same thing: DIFFERENTIATION.

Franchisees—According to the top franchisors, franchisees play a critical role in their growth and development and are major purchase influencers. *RB* is the only foodservice publication to reach all of the Top 200 restaurant franchisee headquarters—meaning you can leverage their critical pull-through power.

Restaurant Leadership Conference Attendees—Restaurant operators that are the entrepreneurial minds and progressive thinkers shaping the restaurant industry. Reaching these vital decision-makers is a *Restaurant Business* exclusive.

Units & Sales—As of May, 2011, *Restaurant Business* circulation includes purchasing influencers for more than 270,000 units and \$200 billion-plus in sales driven by not only the savvy independent restaurant entrepreneurs but also the future leaders from the Top 100 and critical Top 200 restaurant franchisees. This is a core group of movers and shakers, consistently identified in recent years at the Restaurant Leadership Conference.

Multiple Touch Points²

- ▶ Subscribers share *Restaurant Business* with an average of 4.1 people in their companies, creating a total reach of 388,110
- ▶ Average time spent with an issue of *Restaurant Business*: 46 minutes

→Marketing

▶ **"The Best of Everything" Awards**—Each year *Restaurant Business* recognizes the outstanding accomplishments of restaurant operations in areas including entrepreneurship, innovation, growth, culinary achievement and most recently, social media. Operators keep and share these exclusive issues throughout the year:

- ▶ 50 Great Ideas
- ▶ Social Media 50
- ▶ Best Places to Open a Restaurant
- ▶ The Future 50
- ▶ The Clean Plate Awards

Along with its core base of regional & emerging chains, *RB's* circulation now includes:

The New Top 100
The Innovators

Top 200 Restaurant Franchisees
The Entrepreneurial Engine

Restaurant Leadership
Conference Operator Attendees
The Progressive Thinkers

= Opportunity



Online

➔ MonkeyDish.com

MonkeyDish is a time-saving resource for busy restaurant entrepreneurs. Its clean, easy to navigate design makes for easy searching of content covering creative needs, such as Ideas and Growth as well as nuts-and-bolts operational requirements, such as Tools and Buying. MonkeyDish TV provides continuing education videos and training while content from multiple partners such as the Culinary Institute of America, Technomic and ACNielsen round out MonkeyDish's reach and visibility.



NOTE: All prices are net.

➔ Home Page and ROS Banners

Run-of-site advertisers enjoy premium positions on the MonkeyDish homepage and throughout the site (excludes sponsor content pages). Hit-based rotation is limited to 6 ads.

	Mo. Rate*
1 Junior Leaderboard	\$1,260
2 Leaderboard	\$1,875
3 Medium Rectangle	\$1,650
4 Lower Medium Rectangle	\$1,575
5 Inline Banner	\$1,260
6 Half Banner	\$975
7 Home Page Slide Show	\$2,625

*All rates are net



➔ MonkeyDish TV Custom Channel

- Educational content supplied by sponsor.
- Unlimited movies in video library.
- All videos will rotate on home page player plus listed in video library.



Widget sponsorship opportunities are available on MonkeyDish.com. See separate brochure for complete details



→ MonkeyDish Outbound

Frequency: Twice-weekly (Tues. & Thurs.)

Circulation: 24,000/push

Ideas, delivered. MonkeyDish's twice-weekly e-newsletter gives restaurateurs tips and tools from MonkeyDish.com's most recent postings and from around the Web. Choose either Tuesday or Thursday launch (as available). Single sponsored/special supplement *MonkeyDish Outbound* also available.

	Mo. Rate*
Inline Banner	\$2,750
Text Ad + Logo	\$1,910
Featured Product	\$1,275
Featured Recipe	\$1,275
Featured Video	\$1,275

*All rates are net



→ App

To coincide with the magazine redesign in August, *RB* introduced the industry's first magazine available as an app. Available for the iPad, iPhone and iPad touch, the free app incorporates Web content, videos, photo galleries, hotlinks to featured products and more to make reading *RB* each month a thoroughly interactive experience. Print advertisers get this additional exposure for FREE.

Your print page benefits from this additional channel.



Scan to download the RB app.

➔ *Restaurant Business*
App Rated
Five Stars by
iTunes.



Commercial. Non-Commercial. Crossover. Distribution.

**16th
Year**

Face-to-Face

→ Restaurant Leadership Conference

The Restaurant Leadership Conference (RLC) is a limited, invitation-only event where the most progressive and influential individuals in the restaurant industry gather each year. RLC uniquely provides the thought leadership and environment that restaurant executives and their organizations use in building critical relationships that result in immediate and sustainable business success.

More than 1,400 leading operators and their supplier partners attended RLC in 2011, embracing the conference's high value, unprecedented insight and relationship-building. 2011 operator attendees represented:

- ▶ Buying power for 275,000 restaurant sites
- ▶ 467 companies
- ▶ 56% C-level
- ▶ 86.4% SVP and above
- ▶ Greater than 1:1 operator to supplier ratio

This unparalleled gathering of global leaders promises to make Restaurant Leadership 2012 the "must attend" event for the top executives of the restaurant industry. Nowhere else will you find an agenda as timely and thought-provoking.

Three consecutive years
of record attendance.



powered by **RESTAURANT
BUSINESS.**





Commercial. **Non-Commercial.** Crossover. Distribution.

Print

Inform. Innovate. Inspire.

Serving the non-commercial segment since 1988, *FoodService Director* identifies, celebrates and shares foodservice leadership ideas across key topic areas, including wellness, safety and sanitation, menu variety, sustainability, and service systems. *FoodService Director* is the only industry publication featuring peer-driven editorial, in which operators speak directly to each other about key learnings.

→Circulation

Engaging Industry Professionals. Delivering Results.

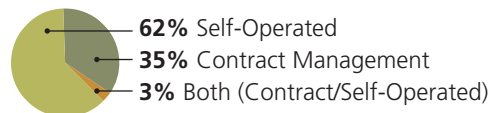
FoodService Director's subscribers are qualified foodservice operators and other decision-makers within each segment of the non-commercial foodservice industry.

Total Qualified Circulation: 45,100¹

Analysis by Segment¹

- ▶ Contract Management Company Headquarters—4,262
- ▶ Employee Feeding in an Office, Plant or Factory—2,705
- ▶ Colleges & Universities—7,752
- ▶ Schools—9,667
- ▶ Healthcare (Hospitals, Nursing Homes, LTC)—18,620
- ▶ Other (i.e., Correctional Facilities, Military Clubs)—1,229

Type of Management¹



Giving your message mileage²

- ▶ Subscribers share *FoodService Director* with an average of 3.7 people in their companies, creating a **total reach of 211,970**
- ▶ Average time spent with an issue of *FoodService Director*: **46 minutes**

¹ *FoodService Director's* BPA Worldwide June 2011 Statement

² Signet Research, *FoodService Director*, Oct 2010, & Feb. 2011 (Base: 239 respondents)

➔ No one is closer to non-commercial foodservice than *FoodService Director*.





→Awards

FSD of the Month/Year

Each month, *FoodService Director* honors an outstanding foodservice professional who has shown innovation and leadership skills in advancing their operation's foodservice program. The **FSD of the Year** is announced during an awards dinner at the annual MenuDirections conference.



The Goldies

The Goldies is an annual award program from *FoodService Director* and The Culinary Institute of America that recognizes the Gold Standard in volume foodservice.

The Goldies is an opportunity to showcase non-commercial foodservice initiatives that exemplify the highest level of operational excellence. Operators in all segments of non-commercial foodservice are invited to enter in any of five categories:

- ▶ Going Green
- ▶ Focusing on the Guest
- ▶ Food Democracy
- ▶ Health & Wellness
- ▶ Production Efficiency

Winners of the Goldies are announced during a special presentation during the annual MenuDirections conference.

www.foodservicedirector.com/goldies

Sponsorships for both FSD of the Month/Year and the Goldies are available.





Online

→ FoodServiceDirector.com

A fresh look for foodservice, FoodServiceDirector.com was built as a time-saving resource for the foodservice industry. From how-to content and video tutorials to downloadable worksheets, templates and policy forms, we've assembled the information foodservice directors need to stay informed and get inspired—all in one easy-to-use website.



Home Page and ROS Banners

Run-of-site advertisers enjoy premium positions on the FoodServiceDirector.com homepage and throughout the site (excludes content sponsorships). Hit-based rotation is limited to 6 ads.

		Mo. Rate*
1	Junior Leaderboard	\$1,050
2	Leaderboard	\$1,500
3	Upper Medium Rectangle	\$1,375
4	Lower Medium Rectangle	\$1,250
5	Slide Show Sponsorship	\$2,100
6	Home Page Slide Show Ad	\$2,100
7	Inline Banner	\$1,000
8	Inline Half Banner	\$925

*All rates are net



→ FSD Online Learning

Custom Channel

- Educational content supplied by sponsor.
- Unlimited movies in video library.
- Three movies appear on FoodServiceDirector.com's learning; selection changes weekly.



Several widget sponsorship opportunities are available on FoodServiceDirector.com. See separate brochure for complete details



Commercial. **Non-Commercial.** Crossover. Distribution.

FoodService Director now offers four free e-newsletters, each designed to contain specific information foodservice operators need to stay informed and get inspired in their area of responsibility.

→FSD Update

Frequency: Twice-weekly (Tues. & Fri.)

Circulation: 18,185

FSD Update is delivered twice weekly and offers original content including ideas, news, training tools and other actionable information. Choose either a Tuesday or Friday launch (as available).

	Mo. Rate*
Leaderboard	\$2,500
Upper/Lower Medium Rectangle	\$2,500/\$1,750
Text Ad + Logo	\$1,500
Featured Product	\$1,275
Featured Recipe	\$1,275
Featured Video	\$1,275

*All rates are net

→FSD Wellness Watch

Frequency: Seven Times/Year

Circulation: 23,500

FSD Wellness Watch is distributed seven times per year and provides healthy recipes, news from around the industry and other tools for operators to serve healthier menus.

	Mo. Rate*
Leaderboard	\$2,500
Skyscraper	\$2,000
Vertical Banner	\$1,500
Medium Rectangle	\$1,500
Text Ad + Logo	\$1,500
Featured Recipe	\$1,250
Featured Product	\$500
Featured Video	\$500

*All rates are net



→K-12 Spotlight

Frequency: Monthly

Circulation: 4,500

K-12 Spotlight is delivered monthly and is specifically tailored to foodservice operators in elementary & secondary schools highlighting relevant topics including health and wellness, summer feeding programs, commodities and marketing.

	Mo. Rate*
Inline Banner	\$1,200
Text Ad + Logo	\$1,200
Featured Product	\$ 500
Featured Recipe	\$500
Featured Video	\$ 500

*All rates are net



→C&U Spotlight

Frequency: Monthly

Circulation: 2,800

C&U Spotlight is delivered monthly to college and university foodservice professionals with key topics that include composting, summer dining, wellness programs and recipes.

	Mo. Rate*
Inline Banner	\$1,200
Text Ad + Logo	\$1,200
Featured Product	\$ 500
Featured Recipe	\$500
Featured Video	\$ 500

*All rates are net





Commercial. **Non-Commercial.** Crossover. Distribution.

Face-to-Face

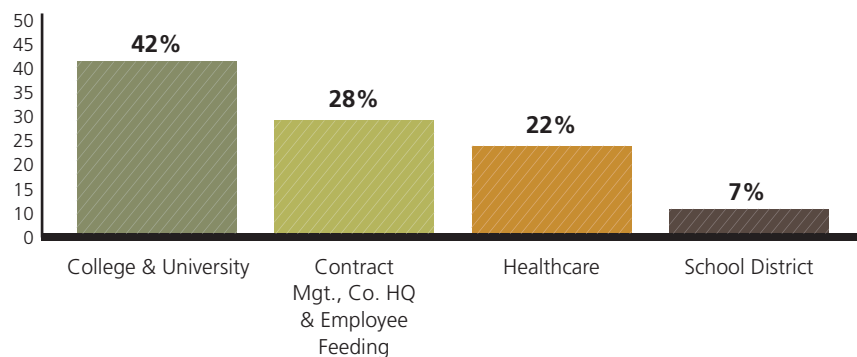
→ MenuDirections

The Premier Culinary Event of 2012 for Non-Commercial Foodservice

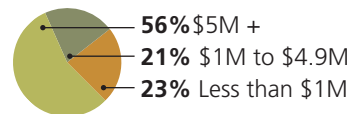
MenuDirections celebrates its 10th year providing 2½ days of educational workshops, culinary demos and keynote presentations given by industry experts, plus the renowned **Dine-Around**, the **FSD of the Month Awards** dinner and the annual **Goldies Awards** presentation.

There is no better industry event that focuses on the menu and delivers valuable face-to-face time with top foodservice directors and operators/purchasing managers in the non-commercial foodservice industry.

MenuDirections 2011 Attendee Profile



Annual F&B Purchases



Platinum, Gold and Silver sponsorship packages are available.
www.menudirections.com





Commercial. Non-Commercial. **Crossover.** Distribution.

Maximizing Your Media Budget

Plenty of today's foodservice products and services are available for both commercial and non-commercial markets, and CSP's Foodservice Group offers those clients opportunities in both print and online to maximize their reach and advertising budget.



Print

→Supplements

In 2012 CSP's Foodservice Group will expand its **Educational Expertise** series to include four special supplements, each focusing on a key foodservice topic or trend. Advertising in these special pullout publications is a highly visible opportunity for industry manufacturers and suppliers to be seen as a leader in these specific areas:

- ▶ Design (March)
- ▶ Breakfast (May)
- ▶ Gluten-Free (July)
- ▶ Catering (September)

For extended reach, both the Breakfast and Catering supplements will also be tipped into *Restaurant Business* magazine, providing an excellent crossover opportunity among the commercial and non-commercial markets. All supplements are tipped into *Foodservice Director*.

Online

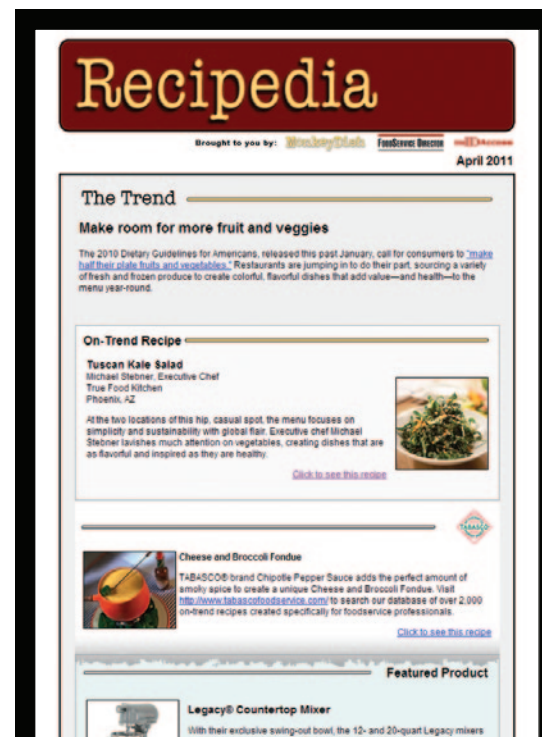
→Recipedia

Frequency: Monthly

Circulation: 55,000

Recipedia is a monthly showcase of industry supplier-based recipes focused on trends and designed to stimulate menu ideas within all foodservice operations. Single sponsored Recipedia also available.

	Mo. Rate
Inline Banner	\$3,000
Recipe	\$2,625
Featured Product	\$2,625





Online

The Extra Mile

ID Report and MyIDAccess are online products for the foodservice distribution market—serving DSRs, purchasing and marketing management, and executives within this key segment. Distributors not only cover the supply chain's "last mile" to the operator, but they also represent the "extra mile" in providing essential information about industry news, products and trends.

Completely redesigned in June 2011, *ID* is now more than ever the go-to resource for the entire foodservice distribution market.

Archived Top 50 Report

In July, *ID Report* releases its essential & exclusive annual benchmarking survey of the top foodservice distributors in the country. This highly anticipated report is downloaded more than 3,000 times each year.





→ID Report

Frequency: Weekly

Avg. Delivered: 5,420

Open Rate: 45%

ID Report is a weekly e-magazine for the foodservice distribution executives, managers and sales representatives to help fine-tune their go-to-market skills with up-to-date news on trends, work-place diversity, food safety, sales training and key legal issues. Plus, each month, *ID Report* profiles the strategy and personality of an outstanding DSR.

	Mo. Rate
Leaderboard	\$1,750 net
Skyscraper	\$1,500 net
Vertical Banner	\$1,250 net
Text Ad + Logo	\$1,500 net
Featured Product	\$1,275 net
Trend Tracker or Consultative Selling Sponsorship	\$1,000 net
DSR of the Month Sponsorship	\$2,500 net
Featured Video	\$1,275 net



→ID Report Website

MyIDAccess.com complements *ID Report* in providing a 24/7 outlet for foodservice distribution through in-depth news and coverage on the latest analysis, trends and education in a new lively, readable online format.

Home Page and ROS Banners

	Mo. Rate
1 Leaderboard	\$1,890 net
2 Junior Leaderboard	\$1,260 net
3 Medium Rectangle	\$1,575 net
4 Inline Banner	\$1,200 net
5 Inline Half Banner	\$950 net



CSP Foodservice Research Center

CSP's Foodservice Research Center offers a unique connection to the audience you want to hear from—ultimately delivering the insightful results you need to help guide and hone your go-to-market strategies. From Internet surveys to focus groups, our research center is available to work with you to customize your research needs, within your budget requirements.

Below you will find just a few of the audience feedback options available with a brief description on which survey is best suited for your specific effort.

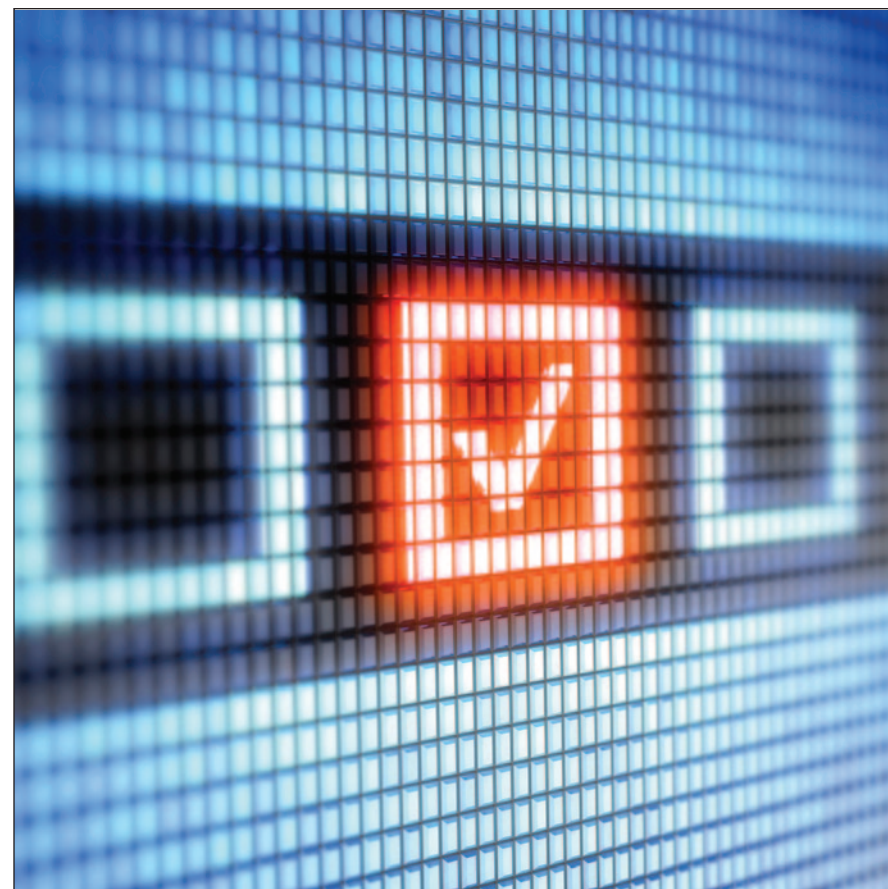
For all research studies:

- ▶ Operator samples obtained from the circulation of *Restaurant Business* (commercial operations) and/or *FoodService Director* (non-commercial operations)
- ▶ CSP Foodservice Group's Research Center will assist in all survey designs
- ▶ Final Report Deliverables: All data and summary report timing listed is from date of final survey approval

➔Internet Surveys Options

Examples of studies best suited for Internet surveys include:

- ▶ Advertising Creative Tests
- ▶ Purchasing Behavior/Decision Factors Studies
- ▶ Aided Brand/Product/Category Awareness
- ▶ New Concepts Statement Evaluations
- ▶ Usage, Perception Studies



Single Client Internet Surveys

Market Type	Minimum Responses	Questions		Option A Data in PDF format, by question for total respondents		Option B Data tables w/data breaks detailing segment, region, etc.		Option C Add written summary to Option B	
		Number	Type	Timing	Cost	Timing	Cost	Timing	Cost
Commercial OR Non-commercial	50	7	All closed ended	3 wks.	\$3,000	4 wks.	\$4,200	4 wks.	\$5,200
		14	1 open ended & 1 rating	—	—	4 wks.	\$5,700	5 wks.	\$7,500
Commercial AND Non-commercial	100	7	All closed ended	3 wks.	\$4,000	4 wks.	\$5,500	4 wks.	\$6,500
		14	1 open ended & 1 rating	—	—	4 wks.	\$7,500	6 wks.	\$9,500

*Single Mkt. includes either commercial or non-commercial operators and Multi Market includes both commercial and non-commercial operators. All prices are net.



Research Center

Category Leadership Research

- ▶ Internet survey conducted on one category (e.g. chicken, breakfast, hot beverages)
- ▶ 10 questions which include seven category-specific questions to be chosen by CSP and 3 demographic questions
- ▶ Data remains proprietary to the participating manufacturer for six months. After that, survey results will be posted on both MonkeyDish.com and FoodServiceDirector.com with sponsor recognition
- ▶ Minimum of 150 commercial and non-commercial operator respondents
- ▶ Manufacturer to supply up to seven closed-ended questions and one open-ended/rating question. The data for these proprietary questions will only be reported to the manufacturer and will not be posted online.
- ▶ Data tables and a summary report delivered six to eight weeks after final survey approval.

Cost: \$17,500

→ Telephone Surveys Options

Examples of studies best suited for telephone surveys include:

- ▶ Unaided Brand/Product/Category Awareness
- ▶ Usage Studies
- ▶ Onsite Product Placement/Tasting

Program specifications:

- ▶ 4 to 5 minute survey (open and closed-ended questions)
- ▶ 50 respondents (commercial , non-commercial or combination of both)
- ▶ Timing: Data tables and a summary report delivered within 7 weeks

Cost \$8,000

Custom studies and other research needs or consulting?
Please contact Barbara Killeen for a quote at
646.708.7325 or **bkilleen@cspnet.com**

→2012 Rates

4/Color	1x	6x	12x	18x	24x	36x
Page	\$14,275	\$12,375	\$11,465	\$10,710	\$10,175	\$9,500
1/2 Page	\$8,100	\$7,325	\$6,720	\$6,480	\$6,335	\$6,000
1/3 Page	\$6,150	\$5,810	\$5,455	\$5,205	\$4,995	\$4,845
1/4 Page	\$4,950	\$4,650	\$4,345	\$4,135	\$3,965	\$3,815
Spread	\$24,600	\$22,020	\$19,595	\$18,465	\$16,945	\$15,400

*All rates are gross

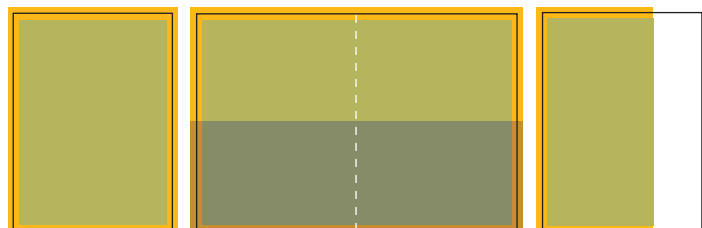
Premium Positions: Cover 4/25% Cover 2/20% Cover 3/15%

2-Color Rates: Deduct \$500 from the 4-color rates

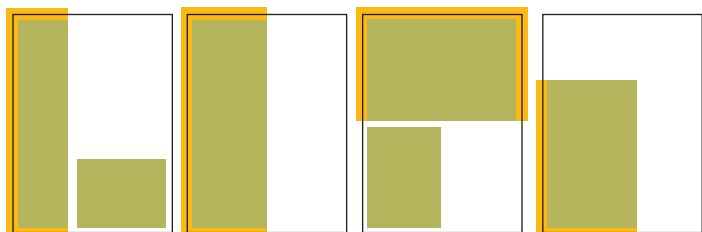
B&W Rates: Deduct \$1,000 from the 4-color rates

→Ad Sizes Magazine Trim Size: 8" W x 10.875" H

■ NON-BLEED ■ BLEED



- FULL PAGE Non-Bleed or Bleed
- 2-PAGE SPREAD-Non-Bleed or Bleed
- 1/2 SPREAD-Non-Bleed or Bleed
- 2/3 VERTICAL Non-Bleed or Bleed



- 1/3 VERTICAL Non-Bleed or Bleed
- 1/2 VERTICAL Non-Bleed or Bleed
- 1/2 HORIZONTAL Non-Bleed or Bleed
- 1/2 ISLAND Non-Bleed or Bleed
- 1/3 SQUARE
- 1/4 SQUARE

→Size Requirements

Magazine Trim Size: 8" Wx10.875" H	Non-Bleed (within margins)	Ad Specs
2 Page Spread	15" x 10"	Bleed: 16.25" x 11.125" Trim: 16" x 10.875"
1 Page	7" x 10"	Bleed: 8.25" x 11.125" Trim: 8" x 10.875"
2/3 Vertical	4.375" x 9.50"	Bleed: 5.125" x 11.125" Trim: 4.875" x 10.875"
1/2 Island	4.375" x 7.625"	Bleed: 5.125" x 8.7049" Trim: 4.875" x 8.4549"
1/2 Vertical	3.25" x 9.50"	Bleed: 4" x 11.125" Trim: 3.75" x 10.875"
1/2 Horizontal	6.875" x 4.625"	Bleed: 8.25" x 5.5935" Trim: 8" x 5.3435"
1/3 Vertical	2" x 9.50"	Bleed: 2.75" x 11.125" Trim: 2.5" x 10.875"
1/3 Square	4.375" x 4.625"	—
1/4 Vertical/Square	3.25" x 4.625"	—

Custom Advertising Supplements: Prepared by Restaurant Business in conjunction with advertiser and/or advertising agency, these are available in 8, 16, 24, or 32 page units and are bound into the magazine or as an independent unit. Contact your sales director for more information.

Supplied Inserts				
Number of Pages	2	4	8	16
Percent Discounted* Per Page	30%	35%	40%	50%

*Supplied Insert Discount applies to earned frequency rate

Business Reply Cards (BRCs)

\$4,200 gross up to a 5" x 7" card (includes space & production charges)

Stop Press/Plate Change Charge

\$1,600 net per plate change/stop

Tip-In Charge: \$2,900 net **Bind-In Charge:** \$1,500 net

DATES & SHIPPING

Deadlines: See Editorial Calendar for specific deadlines.

Digital files ship to:

Christina Kayalik, Production Manager, Restaurant Business
1100 Jorie Blvd., Ste. 260, Oak Brook, IL 60523
T. 630.528.9220 | E. ckayalik@cspnet.com

Ad Submissions: All ad files should be submitted digitally via CSP's ad portal. Upload files to: <https://cspinfoadgroup.sendmyad.com>

DIGITAL ADVERTISING REQUIREMENTS

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a, a SWOP-compliant format for hi-resolution digital data exchange in CMYK format. Submit a single file per advertisement. A SWOP proof is required for each ad submitted. We recommend ad submissions include a copy of the insertion order and a printout of the media contents. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number.

Cannot guarantee reproduction quality of ads supplied without a SWOP proof or those in non-preferred file formats, such as native application files. Non-adherence to the preferred format may also necessitate production fees. Materials not called for will be destroyed after one year.

PDF/X-1A FILE PREPARATION

A PDF/X-1a workflow eliminates common errors in file preparation, such as missing images or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application such as Adobe's X-Checkup or Adobe Acrobat (Visit www.ddap.org for a complete list of PDF/X-1a compliant tools. A list of file conversion service providers is also offered.) Adherence to the following guidelines in file preparation will aid in successful file conversion:

- Include all high-resolution images and fonts in the native application file before conversion to Postscript.
- Use on Postscript Type 1 fonts. (No TrueType fonts.) Avoid the use of type styling for font attributes such as italic, bold, etc.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images.)
- Include required trapping in the native file.
- Set native application files in portrait mode at 100% of size with no rotations
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Separations for any spot color usage must be precisely specified in the native file. Do not substitute process colors within a file when spot color is intended for press. (The publisher reserves the right to match non-paid spot colors as process colors.)

PROOFING REQUIREMENTS

A SWOP certified proof – such as Kodak Polychrome Graphics' Digital Approval Proof – is required for all color ads. Visit www.swop.org for a complete and current list of certified proofing formats.

Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used as content proofs only.

When calling for spot color usage on press, clearly indicate such on the supplied proof.

ACCEPTABLE MEDIA

Submit files via the ad portal. If unable to use the ad portal please contact CSP production at 630.528.9220 for alternate submission instructions. A SWOP proof is required with all ad submissions.

Ad Material Instructions: All ad files should be submitted digitally via CSP's ad portal. Upload files to:

<https://cspinfoadgroup.sendmyad.com>

Insertion orders and contracts to:

Attn: CSP Production

T. 630.528.9220 or e-mail (preferred):

production@cspnet.com

Call with Questions-Christina Kayalik 630.528.9220

Color proofs should be sent to:

Attn: CSP Production Manager

CSP Information Group

1100 Jorie Blvd, Ste. 260

Oak Brook, IL 60523

*Please include copy of contract and any materials instructions

*SWOP proof is required with all ad submissions

➔2012 Rates

4/Color	1x	6x	12x	18x	24x	36x
Page	\$9,975	\$9,790	\$9,545	\$9,290	\$9,130	\$8,800
1/2 Page	\$6,150	\$5,975	\$5,460	\$5,310	\$5,225	\$5,050
1/3 Page	\$3,950	\$3,880	\$3,720	\$3,625	\$3,550	\$3,440
1/4 Page	\$3,625	\$3,525	\$3,170	\$3,080	\$3,015	\$2,925
Spread	\$15,950	\$15,605	\$15,140	\$14,840	\$14,630	\$14,220

*All rates are gross

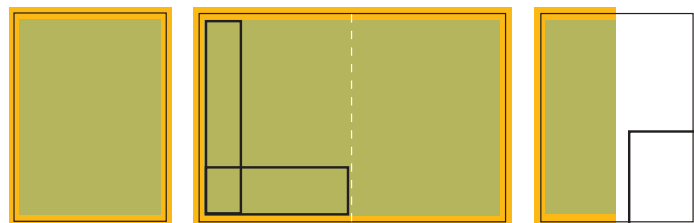
Premium Positions: Cover 4/25% Cover 2/20% Cover 3/15%

2-Color Rates: Deduct \$500 from the 4-color rates

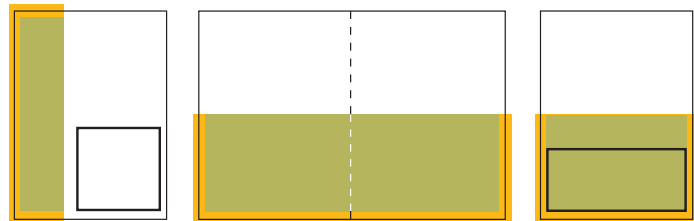
B&W Rates: Deduct \$1,000 from the 4-color rates

➔Ad Sizes Magazine Trim Size: 10.125" W x 13" H

■ NON-BLEED ■ BLEED



- FULL PAGE Non-Bleed or Bleed
- 2-PAGE SPREAD-Non-Bleed or Bleed
- 1/4 VERTICAL-Non-Bleed or Bleed
- 1/4 HORIZONTAL
- 1/2 VERTICAL Non-Bleed or Bleed
- 1/4 SQUARE



- 1/3 VERTICAL Non-Bleed or Bleed
- 1/2 SPREAD Non-Bleed or Bleed
- 1/2 HORIZONTAL Non-Bleed or Bleed
- 1/3 SQUARE
- 1/3 HORIZONTAL

➔Size Requirements

Magazine Trim Size: 10.125"Wx13"H	Non-Bleed (within margins)	Ad Specs
Full Page	9"w x 12"h	Bleed: 10.375" x 13.25" Trim: 10.125" x 13" Live: 9.375" x 12.25"
2-Page Spread	19"w x 12"h	Bleed: 20.5" x 13.25" Trim: 20.25" x 13" Live: 19.5" x 12.25"
1/2 Horizontal Spread	19"w x 5.875"h	Bleed: 20.5" x 6.5" Trim: 20.25" x 6.25" Live: 19.5" x 5.5"
1/2 Horizontal	9"w x 5.875"h	Bleed: 10.375" x 6.5" Trim: 10.125" x 6.25" Live: 9.375" x 5.5"
1/2 Vertical	4.375"w x 12"h	Bleed: 5.125" x 13.25" Trim: 4.875" x 13" Live: 4.125" x 12.25"
1/3 Horizontal	9"w x 3.875"h	—
1/3 Vertical	2.875"w x 12"h	Bleed: 3.625" x 13.25" Trim: 3.375" x 13" Live: 2.625" x 12.25"
1/3 Square	5.625"w x 5.875"h	—
1/4 Vertical	2"w x 12"h	—
1/4 Horizontal	9" x 2.875"	—
1/4 Square	4.375"w x 5.875"h	—

Custom Advertising Supplements: Prepared by FoodService Director in conjunction with advertiser and/or advertising agency, these are available in 8, 16, 24, or 32 page units and are bound into the magazine or as an independent unit. Contact your sales director for more information.

Supplied Inserts				
Number of Pages	2	4	4	8
Percent Discounted* Per Page	30%	35%	40%	50%

Business Reply Cards (BRCs)

\$4,200 gross up to a 5" x 7" card (includes space & production charges)

Stop Press/Plate Change Charge

\$1,600 net per plate change/stop

Tip-In Charge: 2-4 page \$1,600 net **8+page:** Call for Quote

DATES & SHIPPING

Deadlines: See Editorial Calendar for specific deadlines.

Digital files ship to:

Kay Liska, Production Manager, FoodService Director
1100 Jorie Blvd., Ste. 260, Oak Brook, IL 60523
T. 630.528.9229 | E. kliska@cspnet.com

Ad Submissions: All ad files should be submitted digitally via CSP's ad portal. Upload files to: <https://cspinfogroup.sendmyad.com>

DIGITAL ADVERTISING REQUIREMENTS

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a, a SWOP-compliant format for hi-resolution digital data exchange in CMYK format. Submit a single file per advertisement. A SWOP proof is required for each ad submitted. We recommend ad submissions include a copy of the insertion order and a printout of the media contents. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number.

Cannot guarantee reproduction quality of ads supplied without a SWOP proof or those in non-preferred file formats, such as native application files. Non-adherence to the preferred format may also necessitate production fees. Materials not called for will be destroyed after one year.

PDF/X-1A FILE PREPARATION

A PDF/X-1a workflow eliminates common errors in file preparation, such as missing images or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application such as Apago's X-Checkup or Adobe Acrobat (Visit www.ddap.org for a complete list of PDF/X-1a compliant tools. A list of file conversion service providers is also offered.) Adherence to the following guidelines in file preparation will aid in successful file conversion:

- Include all high-resolution images and fonts in the native application file before conversion to Postscript.
- Use on Postscript Type 1 fonts. (No TrueType fonts.) Avoid the use of type styling for font attributes such as italic, bold, etc.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images.)
- Include required trapping in the native file.
- Set native application files in portrait mode at 100% of size with no rotations
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Separations for any spot color usage must be precisely specified in the native file. Do not substitute process colors within a file when spot color is intended for press. (The publisher reserves the right to match non-paid spot colors as process colors.)

PROOFING REQUIREMENTS

A SWOP certified proof – such as Kodak Polychrome Graphics' Digital Approval Proof – is required for all color ads. Visit www.swop.org for a complete and current list of certified proofing formats.

Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used as content proofs only.

When calling for spot color usage on press, clearly indicate such on the supplied proof.

ACCEPTABLE MEDIA

Submit files via the ad portal. If unable to use the ad portal please contact CSP production at 630.528.9229 for alternate submission instructions. A SWOP proof is required with all ad submissions.

Ad Material Instructions: All ad files should be submitted

digitally via CSP's ad portal. Upload files to:

<https://cspinfogroup.sendmyad.com>

Insertion orders and contracts to:

Attn: CSP Production

T. 630.528.9229 or e-mail (preferred):

production@cspnet.com

Call with Questions-Kay Liska 630.528.9229

Color proofs should be sent to:

Attn: CSP Production Manager

CSP Information Group

1100 Jorie Blvd, Ste. 260

Oak Brook, IL 60523

*Please include copy of contract and any materials instructions

*SWOP proof is required with all ad submissions



Contacts

Publishers

Scott Allmendinger

EVP, Editorial Director,
Foodservice Group
90 Broad Street, Ste. 402
New York, NY 10004
sallmendinger@cspnet.com
P: 207.450.9378

William D. Anderson

Publisher, *FoodService Director* &
Restaurant Business
1100 Jorie Blvd., Ste. 260
Oak Brook, IL 60523
banderson@cspnet.com
P: 630.528.9239

Susan Szymanski

Vice President & Group Publisher
1100 Jorie Blvd. Ste. 260
Oak Brook, IL 60523
svincer@cspnet.com
P: 646.708.7321

Sales

BG Burg

Midwest Regional Sales Director
1100 Jorie Blvd., Ste. 260
Oak Brook, IL 60523
bgburg@cspnet.com
P: 630.528.9227

Tim Vaughan

Midwest/South Regional
Sales Director
1100 Jorie Blvd., Ste. 260
Oak Brook, IL 60523
tvaughan@cspnet.com
P: 630.528.9244

Phil Viscidi

Northeast/MidAtlantic
Regional Sales Director
One Hollis Street., Ste. 305
Wellesley, MA 02482
phil@viscidi.com
P: 781.431.1320

Donna Wintergreen

Western Regional Sales Director
15515 W. Sunset, #103
Pacific Palisades, CA 90272
dwintergreen@cspnet.com
P: 310.454.0273

Marketing

Gregory Pas

Group Marketing Director
1100 Jorie Blvd., Ste. 260
Oak Brook, IL 60523
gpas@cspnet.com
P: 630.528.9237

Research

Barbara Killeen

Director of Research & Special Projects
90 Broad Street
New York, NY 10004
bkilleen@cspnet.com
P: 646.708.7325

eMedia

Mary Magnani

Web Development Coordinator
mmagnani@cspnet.com
P: 203.951.3184

Production

Heather Stenson

Production Manager
1100 Jorie Blvd., Ste. 260
Oak Brook, IL 60523
hstenson@cspnet.com
P: 630.528.9242

RESTAURANT BUSINESS.

MonkeyDish

www.monkeydish.com

FOODSERVICE DIRECTOR

FoodServiceDirector.com

ID REPORT

MyIDAccess.com

2012

RESTAURANT LEADERSHIP CONFERENCE

powered by **RESTAURANT
BUSINESS.**