

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 Vincer
Publisher, Interactive Media
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.

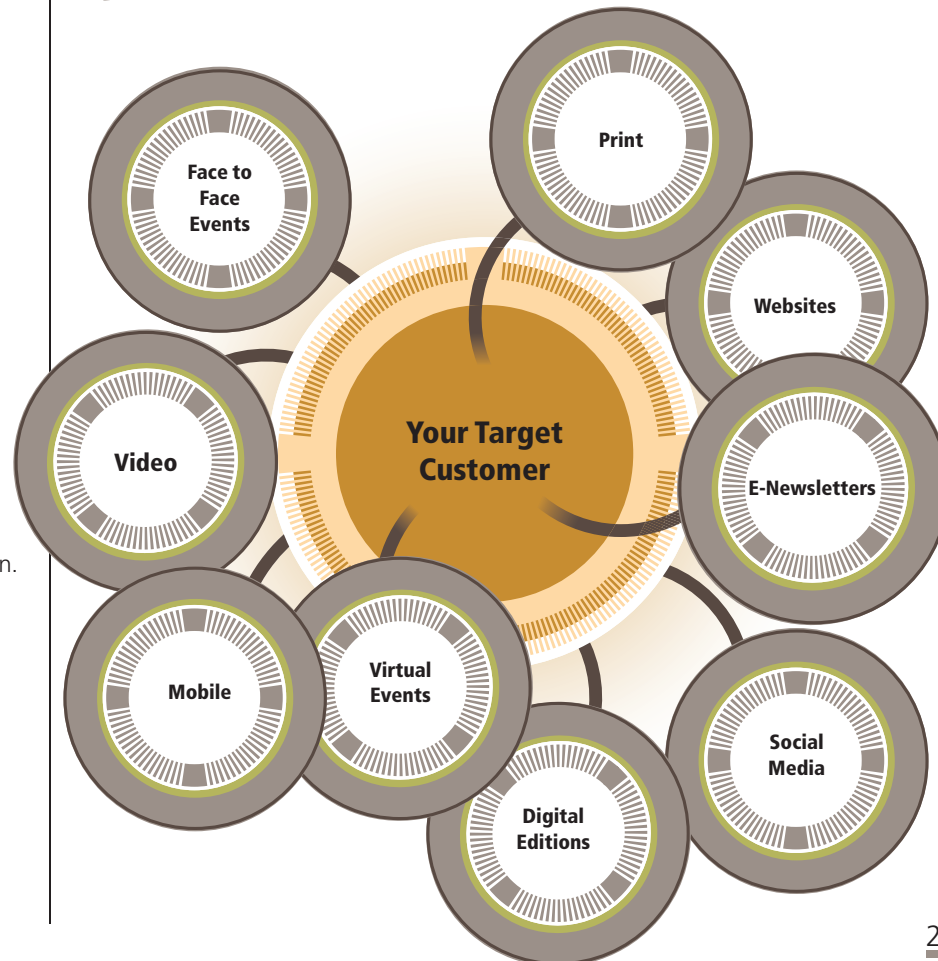
How Can You Maximize the Information Web?

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.



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.

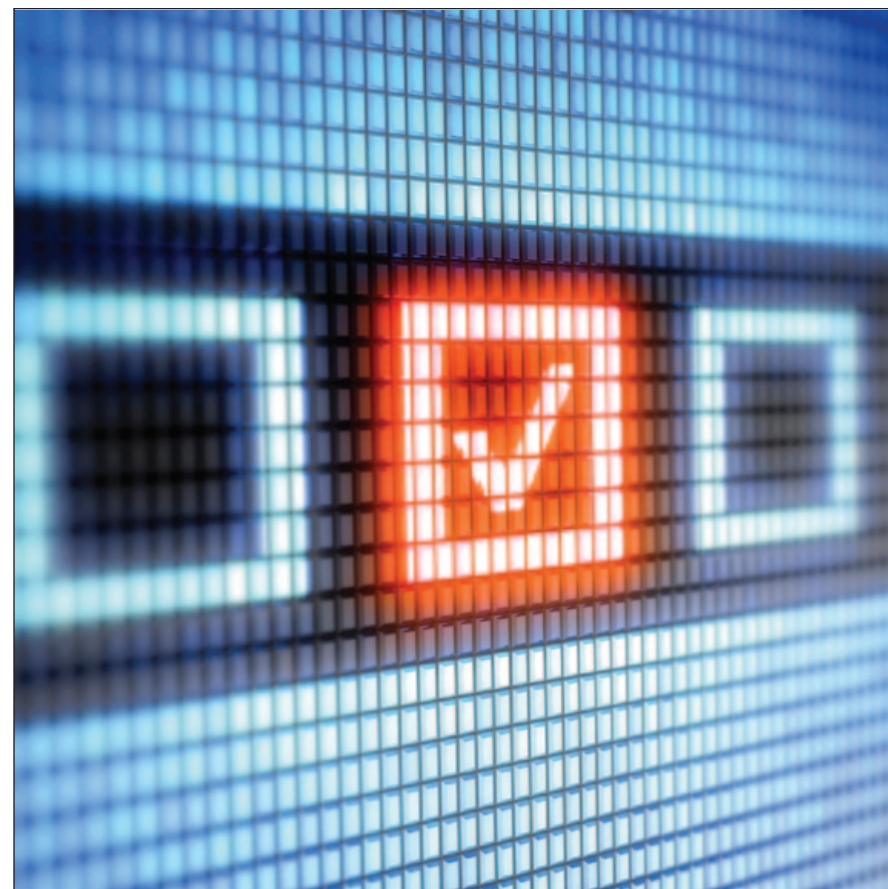
For all research studies:

- ▶ 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.

Each Participating Manufacturer: \$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**



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