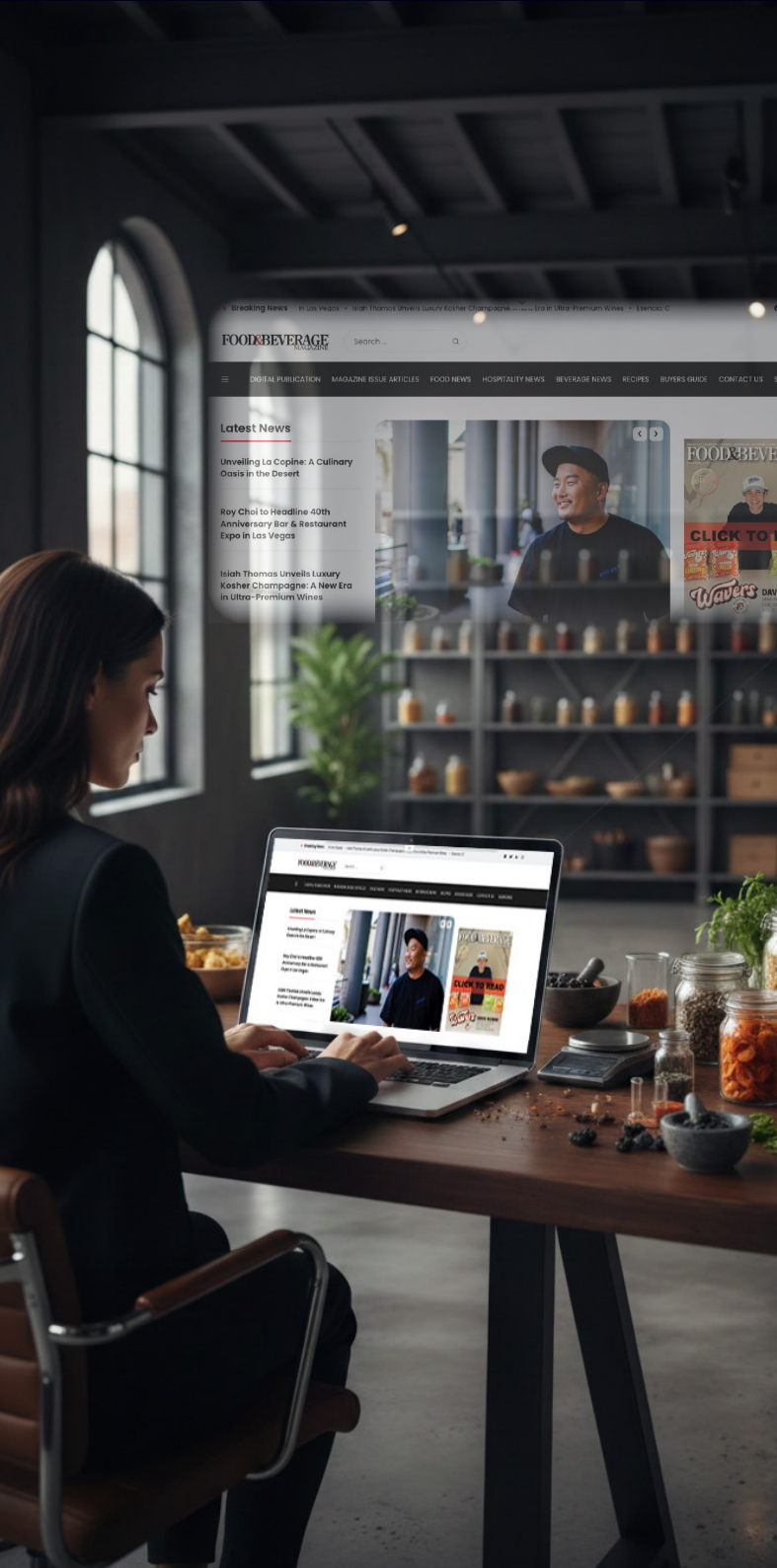


# Where Foodservice decisions are made before the RFP ever hits your inbox

Millions of monthly readers. **3.7M decision-makers.**  
Media built to **deliver ROI**, not impressions.

Brands that run with us see up to **53% higher engagement** and up to **18% higher purchase intent** vs traditional advertising

Win the new era of food & beverage marketing before your competitors do





10.8M

monthly pageviews

6.7M

unique users

280K

weekly subscribers

3.7M

digital readers

The premier digital platform where foodservice buyers go to decide what's on menus, shelves, and bars next

If You're Not Here, You're Invisible

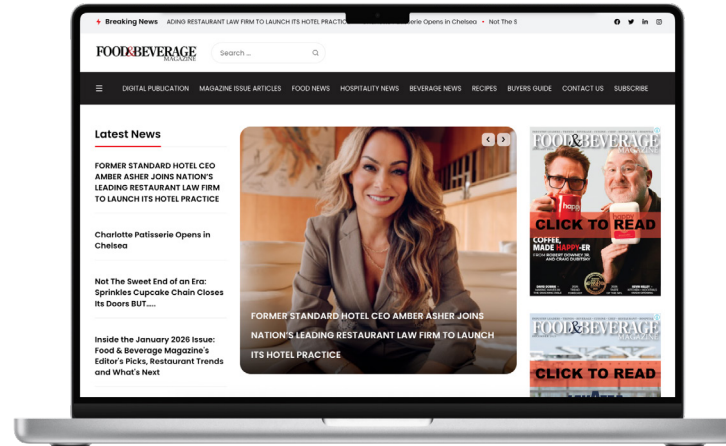
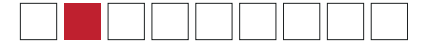
## The buyers you need are spending their time here, not on cold calls or generic trade sites

We deliver **10.8M monthly pageviews**, **6.7M unique users**, **280K weekly subscribers**, and **3.7M digital readers**—all concentrated among restaurant owners, F&B directors, procurement buyers, executive chefs, grocers and other foodservice decision-makers including institutional foodservice.

Channel	Attention Quality	Decision-Maker Density	Measurability
Generic Trade Sites	Scattered	Mixed Roles	Basic Analytics
Social Alone	Short, Distracted Hits	Mixed Consumer / Pro Audience	Surface Metrics
F&B Magazine Network	13-Min Avg Sessions, Deep Reads	Procurement, Fb Directors, Multi-Unit Owners, C-Suite, Institutional Buyers	Full-Funnel ROI Tracking And Reporting

80%  
of B2B readers report  
increased credibility

# Your Shortcut to the People Who Actually Say Yes



Premier multi-platform resource for  
**global foodservice, restaurants,** and  
**hospitality,** consistently ranked #1  
among industry sites.

Audience includes procurement buyers, F&B directors, executive chefs, category managers, and institutional providers—exactly the people who control menus, taps, and contracts.

You're not renting clicks.  
You're aligning with a brand your buyers already trust.



# The AI Arms Race for Attention Has Started – Are You In It?

## Key Tactics:

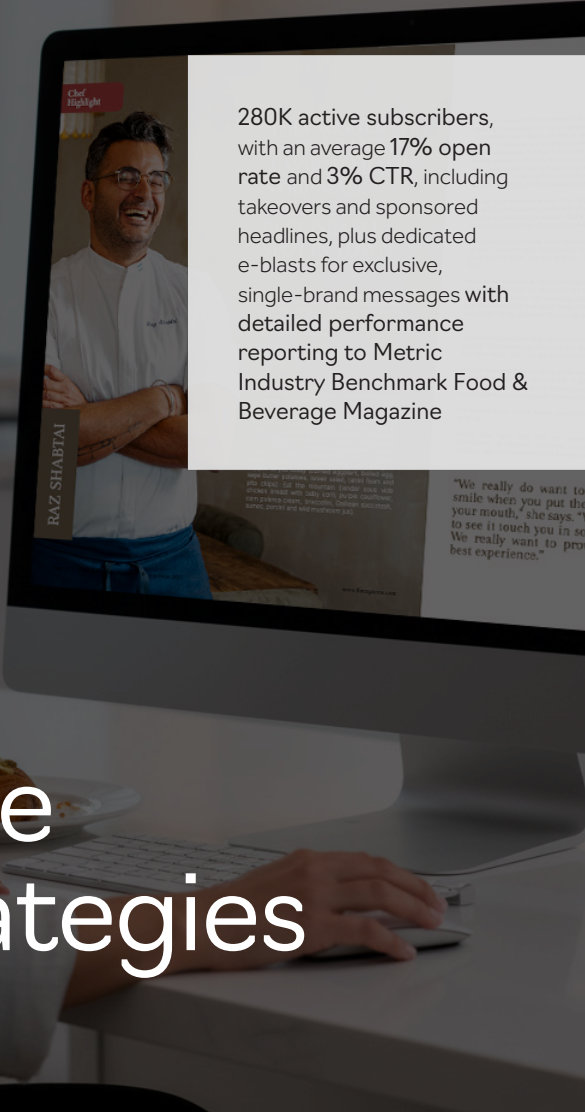
- 01 Proprietary **first-party data maps reading habits** in real time
- 02 Aligns ads with content **at the exact moment** buyers are **in 'solution mode'**
- 03 Content alignment, **intent-based marketing**, and ABM for personal relevance

Content alignment, intent-based marketing, and ABM make every impression feel personal and relevant, not wasted.

Brands using our contextual + intent stack see significantly higher engagement and lower wasted spend vs broad B2B buys



You're not just in front of buyers, you're inside their planning process.



# Core Strategies

## Digital Magazine **Authority Strategy**

- Full and half pages, recipe features, and sponsored content. Reaching 3.7M
- decision-makers monthly

## E-Newsletters & Dedicated E-Blasts **"Inbox Ownership Strategy"**

Best for: Traffic and lead spikes around key dates

Email Open Rate	Email Click -Through Rate	Newsletter Open Rate	Newsletter CTR
Industry Benchmark <b>18.5%</b>	Industry Benchmark <b>2.0%</b>	Industry Benchmark <b>18.5%</b>	Industry Benchmark <b>2.0%</b>
Food & Beverage Magazine <b>22%</b>	Food & Beverage Magazine <b>4.5%</b>	Food & Beverage Magazine <b>27%</b>	Food & Beverage Magazine <b>11%</b>

## Dark Ads & Audience Extension **"Stealth Advantage Strategy"**

Branded Content = visible authority

Dark Ads = invisible precision

## Branded Content Studio **"Thought Leadership Strategy"**

Best for: Launches and category leadership

Articles, webinars, social, Buyers Guide, and the exclusive ECRM / RangeMe partnership to connect brands with actively searching buyers.

## High-Impact Display **"Attention Hijack Strategy"**

Best for: Rapid awareness in a short window

Leaderboards, skyscrapers, wallpaper, and prestitials across 10.8M monthly pageviews, emphasizing guaranteed viewability units and the top-of-screen Allstream format with 95%+ viewability.



Your future customers will see you everywhere.  
Your competitors will see nothing.

Clients typically see 30–70% higher CTR vs. broad, regular social campaigns when dark ads are combined with precise audience and intent targeting

Dark Ads

# Your Competitors

# Won't See This Coming

Dark ads are private, high-precision campaigns targeting titles, companies, and behaviors, without cluttering public feeds.

**Ideal for:**

- New product launches,
- distributor targeting,
- test markets,
- price-sensitive offers you don't
- want widely visible

**Advanced Targeting:**

Dark ads allow you to reach highly specific audience segments based on demographics, interests, job titles, behaviors, and even lookalike audiences. This ensures your message is seen by the people most likely to engage or convert.

**Personalization**

You can create multiple versions of an ad, each tailored to different audience segments. For example, different creative and messaging for various age groups, locations, or buyer personas—all running simultaneously.

**A/B Testing**

Easily test different creatives, headlines, or calls-to-action with different audience segments to determine what resonates best before rolling out a broader campaign.

**Message Control**

Since dark ads don't appear on the brand's main feed, you can experiment with offers, messaging, or visuals without affecting your client's overall public brand image.

**Real-Time Optimization**

You can edit dark ad copy and creative while the campaign is live, allowing for agile adjustments based on performance data—unlike boosted or organic posts, which are less flexible.

**Broader Reach**

Dark ads can target users who don't already follow your client, expanding reach beyond their existing audience.



# Marketing Without Waste

Native ads deliver up to **53% higher attention** and up to **18% higher purchase intent** vs versus standard B2B display baselines

In today's climate, marketing leaders across industries—restaurants, hospitality, distributors, and private equity-backed ventures—face unprecedented pressure to prove performance. Budgets are tighter, expectations are higher, and the old era of soft metrics and vague goals is over. The new standard is clarity, execution, and—above all—return on investment (ROI).

Old Approach	New ROI-Driven Approach
Vague goals, soft KPIs	Clear, revenue-focused goals
"Awareness" as outcome	Measurable sales/conversions
Mass-market, untargeted	Precision, data-driven reach
One-size-fits-all	Personalized, intent-based
Hard to measure impact	Transparent, real-time ROI

If your current media partner can't show you this level of proof, your dollars are at risk."

## Case Study

Vendor

This campaign wasn't about noise or vanity metrics. It was a tightly aligned strategy focusing on brand leadership —Delivering measurable business results.

203% ROI in 45 days

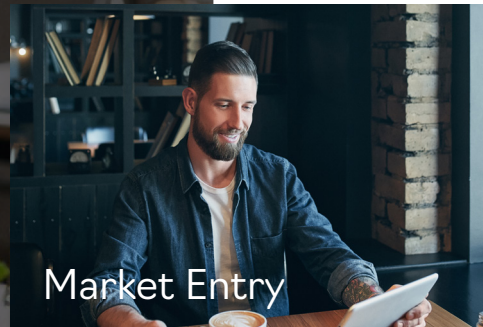
**THE BEST TASTING STEVIA FOR YOUR OPERATION!**

- With no bitter aftertaste, we're confident **SPLENDA® Naturals Stevia Sweetener** will compliment your beverages and meet your guests needs.
- **SPLENDA® Naturals Stevia Sweetener** utilizes Reb D, a less bitter part of the stevia leaf, resulting in zero calorie, natural sweetness with the great taste you expect from the **SPLENDA® Brand**.



Limited slots.  
Once filled, they lock for 12 months.

# Choose Your Level of Dominance



## Market Entry

500K-800K  
impressions

For Testing And Presence:

Core Digital Placements,  
One Newsletter Unit, Basic  
Reporting.

### Who this is for?

First-time partners  
Project-based campaigns



## Category Challenger

2M-3M  
impressions + leads

Multi-Channel:

Digital,  
Newsletter,  
One Native Content Asset,  
Retargeting,  
And Performance Dashboard.

### Who this is for?

Brands looking to take  
share from incumbents



## Category Owner

8M+  
impressions + qualified leads

Always-On Omnichannel Package:

Monthly Magazine Presence,  
High-Impact Display, E-News  
Takeovers,  
Dark Ads,  
Abm/Audience Extension, Branded  
Content Series,  
Full Reporting.

### Who this is for?

Brands ready to own the  
conversation for 6-12 months



The majority of our audience holds buying authority or direct influence on purchase decisions



# Why Brands Trust Food & Beverage Magazine

## Trust & Authority:

**Awards:** James Beard Award-Winning writers

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**25 years** of industry leadership

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**Exclusive interviews** with industry trailblazers

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**Cutting-edge** trend forecasting and market analysis

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**Proprietary research** studies cited by major news outlets



### Testimonials

“Food & Beverage Magazine delivered 3x the leads of our previous media partner.”

- CMO, Leading Equipment Manufacturer

“Their audience quality is unmatched. Every campaign exceeds our expectations.”

• Marketing Director, National Food Distributor

3-Step Engagement:

# Let's build your next ROI story

- 01** Share your **primary goal** and **budget range**  
e.g., "Launch new line," "Drive operator leads," or "Defend shelf space."
- 02** Get **2-3 custom campaign maps** within 2 business days  
Each with projected reach, channels, and sample creative ideas.
- 03** Choose your level of dominance and lock  
in **Category Owner inventory**  
Limited slots; once taken, they're held for 12 months.

Let's talk through your next move

Michael Politz, Publisher

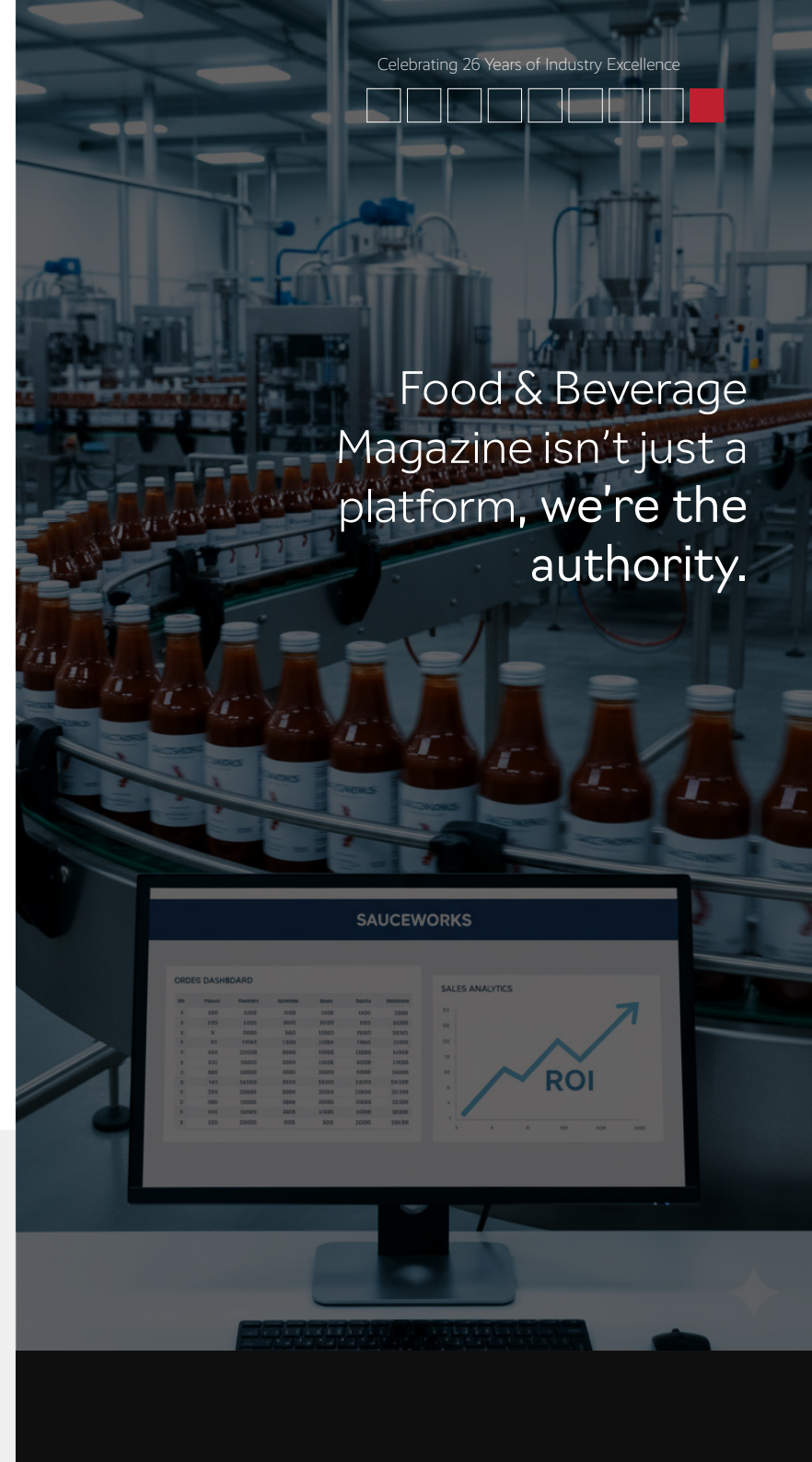
Michael.politz@fbmagazine.com

888-959-7260

Include your primary goal, timing, and rough budget range, and we'll take care of the rest. **Category Owner slots are extremely limited in each vertical; once they're filled, they're locked for 12 months**



Food & Beverage  
Magazine isn't just a  
platform, we're the  
authority.



Trusted by leading brands across **Foodservice, CPG, and Hospitality**



Anheuser-Busch



crumbl DIAGEO

