

# MEDIA KIT 2017

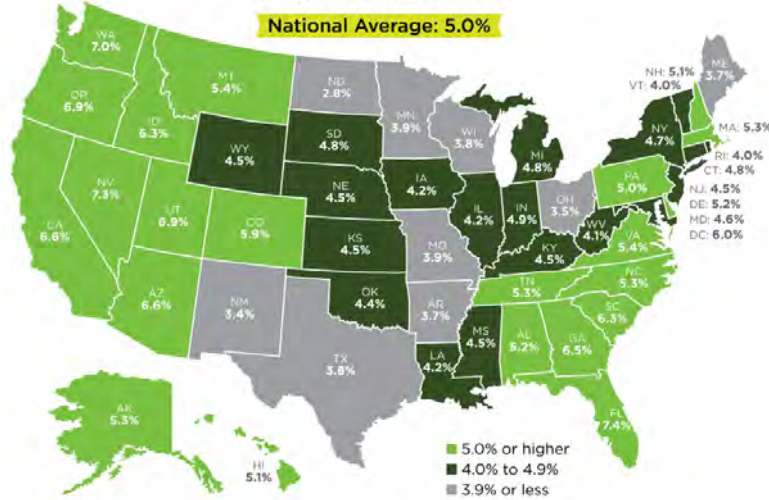
# FOOD & BEVERAGE MAGAZINE



## Our Restaurant Industry Reach

**Food & Beverage Magazine** is the **first** name in the **B2B Foodservice/Hospitality** information highway. Serving our readers the informational needs of the entire full-service segment of the industry while, keeping our readers on the cutting edge with authoritative coverage of trends and industry news. **Our readership consists of industry decision-making professionals including Food & Beverage Directors, Wine Directors, Independent Restaurant Owners and Executive Chefs.** Food & Beverage Magazine is the accepted voice in the industry far exceeding other industry publications in quality, readership, controlled circulation and content.

### Projected Restaurant Sales Growth in 2016



Source: National Restaurant Association, Restaurant.org/Forecast

**\$782.7 Billion**

## Restaurants: AN ECONOMIC POWERHOUSE

The restaurant industry is a juggernaut in our nation's economy and 9 in 10 Americans say they enjoy dining out. But, did you know that in 2015...

Total sales will top **\$709 billion.**

*That's a larger output than 90% of the world's economies.*

There will be **1 million** restaurants and foodservice locations in the United States.

*That's 100,000 more locations than there were in 2005.*

There are over 1 million restaurants in the United States; these restaurateurs, executives and decision makers are responsible for \$782.7 billion in restaurant industry sales annually, with \$1.9 billion restaurant industry sales on a typical day. They could be buying your products. We are the only National Food & Beverage focused trade magazine able to navigate and get your product in front of these decision makers.



## AUDIENCE / Readership



### WHY FOOD & BEVERAGE MAGAZINE?

- ▶ Gateway to connecting with high-level decision-makers
- ▶ Hungry for new products
- ▶ Direct exposure to a qualified audience of buyers
- ▶ Engage with more prospects
- ▶ The Energy of an Expo
- ▶ Showcase products
- ▶ Drive Sales
- ▶ Share knowledge
- ▶ Buyers and Prospects w/ budgets
- ▶ Tools and tips needed for success
- ▶ Innovators showcase the latest

Food & Beverage Magazine has remained the leading resource in the industry for almost 20 years. serving the entire full-service industry. The staple for buyers, decision makers and now foodies who want the best industry information and brands. Consistently ranked first in traffic among all restaurant industry web sites.

## DIGITAL ISSUES



**83,110+**  
IMPRESSIONS  
per month



**10:50**  
READ TIME  
per visitor



**75%**  
LINK OUTS  
Ads vs. Editorial



## WEBSITE

**922,281+**  
VISITORS  
per month

**388,286+**  
UNIQUE VISITORS  
per month

**1.2 million+**  
BANNER IMPRESSIONS  
per month

## eNEWS

**264,529+**  
NEWSLETTERS  
DELIVERED  
per week

## SOCIAL

 **254,239+**  
TWITTER FOLLOWERS

 **24,234+**  
FACEBOOK FOLLOWERS

## AUDIENCE / Digital



### More Than a Desktop Experience:

The Food and Beverage Magazine audience includes operators who are on the go and wired for success. We know this because in our studies, we find that more than 87% go online for news and information, 67% participate in social media, and we now receive about 38% of our visits from a smartphone or tablet device.

**Online, readers find much of the same award-winning content including:**

- Headline news for the restaurant industry
- Searchable content
- Special features every week
- A robust database of industry vendors



What's more, FB101.com Mobile has grown by leaps and bounds in the past few years. Mobile visitors are highly engaged and banner ads typically experience as good or better click-thru rates as desktop browsers.

### Digital Publishing Platform A.K.A. Flip Technology

Our readers don't have to install an app to enjoy Food & Beverage Magazine from their mobile devices to enjoy the same immersive reading experience. Driving user engagement by keeping our readers focused and engaged on our content longer.

Increased engagement by easily sharing on Facebook, Google, LinkedIn, Tumblr, Twitter and email allows our followers to read your entire publication while keeping our readers focused on the content and related ads throughout the publication. Distributed on all major mobile platforms with native iOS, Android and Windows apps.

Contact: Michael@FB101.com  
For Advertising Inquiry

888-959-7260

FOOD & BEVERAGE MAGAZINE

### Technology on the Menu

Consumers are hungry for technology options in restaurants. Sixty-three percent of Americans have recently used these technology options for restaurant dining, and even more say they are likely to do so if such options are made available.

- Look up restaurant location and directions on a smartphone or tablet  
Have done in the past month: 46%  
Would use if offered: 67%
- Order takeout or delivery on a smartphone or tablet  
Have done in the past month: 23%  
Would use if offered: 52%
- Interact with a restaurant on social media, like Facebook, Twitter or Instagram  
Have done in the past month: 15%  
Would use if offered: 31%
- Look up nutrition information on a smartphone or tablet  
Have done in the past month: 19%  
Would use if offered: 42%
- Use a computer to view menus, order food or make reservations online  
Have done in the past month: 41%  
Would use if offered: 63%
- Make a reservation using a smartphone or tablet  
Have done in the past month: 13%  
Would use if offered: 46%
- Place an order on a touch-screen terminal in a restaurant  
Have done in the past month: 7%  
Would use if offered: 46%
- Pay for your meal with a smartphone  
Have done in the past month: 13%  
Would use if offered: 24%
- Use a restaurant reward or special deal with a smartphone  
Have done in the past month: 13%  
Would use if offered: 50%



Source: National Restaurant Association 2013

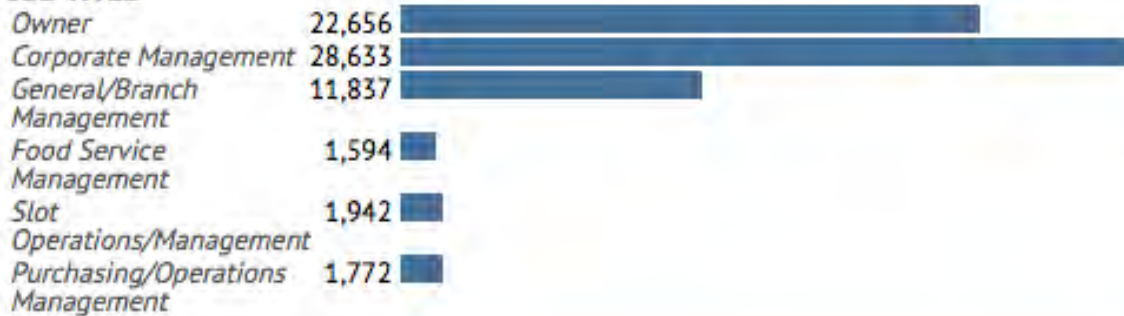
## AUDIENCE / Demographics



## PROFILES

Based on 2016 Subscriber Data

### JOB TITLE



### Employee Size



### Industry



# 2017 EDITORIAL CALENDAR

# FOOD & BEVERAGE MAGAZINE



**JANUARY**

**FEBRUARY**

**MARCH**

**APRIL**

**MAY**

**JUNE**

- 1 SPICES & INGREDIENTS
- 2 SEAFOOD
- 3 GOURMET
- 4 BAR & LOUNGES
- 5 LIBATIONS
- 6 DESSERTS

- 7 COOKING OUT
- 8 HEALTHY EATING
- 9 CHEFS RESTAURANTS
- 10 PRODUCE
- 11 FALL THANKSGIVING
- 12 HOLIDAY



**JULY**

**AUGUST**

**SEPTEMBER**

**OCTOBER**

**NOVEMBER**

**DECEMBER**

Food & Beverage Magazine editorial and content focus was guided by the expert help of our founding Advisory board members: Bobby Flay, Wolfgang Puck, Mario Batali, Emeril Lagasse, Robin Leach, Kerry Simon and David Burke.

**F&B**  
FOOD & BEVERAGE  
MAGAZINE  
INDUSTRY GO-TO RESOURCE



F&B Magazine Supports The Green Initiative  
reducing paper consumption

Contact: Michael@FB101.com  
For Advertising Inquiry

FOOD & BEVERAGE MAGAZINE

## 2017 RATES / Website, Mobile

**922,281+**  
VISITORS  
per month

**388,286+**  
UNIQUE VISITORS  
per month

**1.2 million+**  
BANNER IMPRESSIONS  
per month

### WEBSITE

With expanded banner options and our editorial programs, you'll be sure to attract attention from the buyers you want. Plus, we have cost-free options of testing multiple banner designs to find the one with the highest response rates

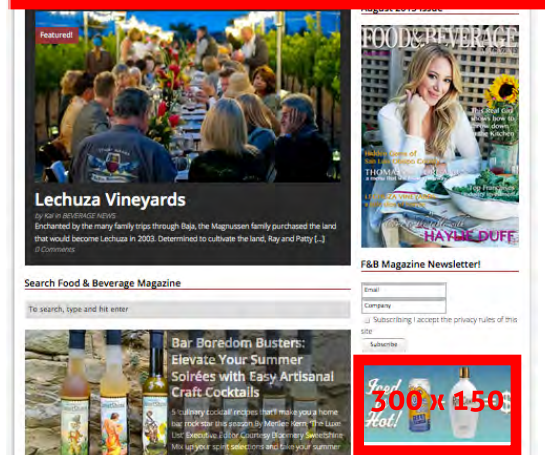
Connect with operators online, whether they visit via desktop, smartphone, or tablet. Food & Beverage Magazine has a variety of banner choices to ensure you make the greatest impact.

### Continuous Platform Exposure 300dpi

Front Slider Marquee		<b>\$1595/mo</b>
Leaderboard	980 x 150	<b>\$1199/mo</b>
Cover/Featured Article	580 x 400	<b>\$3500/mo</b>
Side Lane	300 x 150	<b>\$750/mo</b>



**FULL COVER & FEATURED ARTICLE**



## 2017 RATES / Digital Issue (Flip Book)

**83,110+**  
IMPRESSIONS  
per month

**10:50**  
AVE. READ TIME  
per visitor

**75%**  
LINK OUTS  
Ads vs. Editorial

### DIGITAL

Our Advanced Interactive Ads allow our readers to click out directly to your site easily from within the digital magazine issue with direct social media sharing capabilities.

Our readers don't have to install an app to enjoy Food & Beverage Magazine from their mobile devices to enjoy the same immersive reading experience. Driving user engagement by keeping our readers focused and engaged on our content longer.



### Advanced Interactive Ads 300dpi

Full Page	3508 x 4961	\$1495/mo
Back Cover	3508 x 4961	\$1895/mo
Center Spread	7016 x 9922	\$2395/mo
1/3 Vertical	1169 x 4961	\$695/mo
1/2 Horizontal	3508 x 2408	\$895/mo
Video / Media		\$150/mo (added to any ad buy package)





## 2017 RATES / eNewsletter

### WEEKLY Newsletter

**264,529+**  
eNEWSLETTERS  
DELIVERED  
per week

Emailed each week the newsletter delivers editorial content to our curated subscriber database directly from the *Food & Beverage Magazine's* editors and writers.

This is the most timely, effective vehicle to deliver your marketing message directly to the in-box of restaurant owners, operators, and executives who drive purchasing decisions.

#### Special features

- Ads link directly back to your site
- The latest industry headline news
- Featured Editorial Content
- Select content from *Food & Beverage Magazine*
- Our most popular stories
- Web exclusives



You've  
Got Mail!

### We are an Industry Content News Provider

Categorized as a news outlet and recognized by other media outlets for the importance of our news in the industry. All editorial posted on the web site is automatically populated into the weekly e-newsletter and picked up by hundreds of news outlets as content news feeds. Our editorial content is also available via **Amazon News, Google News, Yahoo News, Huffington Post** and **Scoop** it, in real time, as each editorial is launched.

### Top weekly highlights sent to opt-in subscribers

#### Rates NET

Position	10-19 Insertions	20-29 Insertions	30+ Insertions	Size
Leaderboard	<b>\$895</b>	<b>\$825</b>	<b>\$775</b>	728x90

**FOOD & BEVERAGE MAGAZINE**  
www.fb101.com

**Are you prepared to grow with millennial buyers?**

**August 2016 Issue Food & Beverage Magazine**  
Food & Beverage Magazine, 02 Aug 07:55 AM

**FOOD & BEVERAGE MAGAZINE**  
TRENDS IN THE INDUSTRY  
ARIZONA'S NEW RESTAURANTS  
FOOD TRENDS FOR 2017  
MATT ERICKSON  
FOOD & BEVERAGE MAGAZINE

Trends, it is true that the culinary professionals lead in food trends. The staying power of upcoming trends can be best determined by its contributions to a society's consumption traditions. As much as things change, they tend to remain the same. But I'll get to that in a moment.

Trending Food

The ever-changing development of food products with new ingredients to match today's trends in food and beverage, is more complicated than ever. Restaurants, Chefs, and Food Shows are now educating

[Read More](#)

**Kettle Cuisine Acquires Del Monaco Foods- Transaction Creates the First Coast to Coast Fresh Soup Supplier in the U.S.**  
Food & Beverage Magazine, 01 Aug 03:07 PM

**KETTLE CUISINE**  
**DEL MONACO**

Kettle Cuisine Acquires Del Monaco Foods  
Transaction Creates the First Coast to Coast Fresh Soup Supplier in the U.S.

Kettle Cuisine, artisan producer of refrigerated and frozen premium quality, all natural soups, announced today that it has acquired Del Monaco Foods, a privately held custom food manufacturing company based in Morgan Hill, California. Del Monaco Foods is trusted by companies for outsourced, private label, contract manufacturing of soups, sauces and other specialty items since...

[Read More](#)

**UNO PIZZERIA & GRILL INTRODUCES THIN CRUST PIZZA WITH A DEEP DISH ATTITUDE**  
Food & Beverage Magazine, 01 Aug 02:58 PM

**EST. 1943** **UNO PIZZERIA & GRILL INTRODUCES THIN CRUST**

## 2017 RATES / Category Sponsorship

### Category Sponsorships Available - Exclusive

Category Content sponsorships aligns your brand with themed categories at [www.fb101.com](http://www.fb101.com) Each category sponsorship provides a microsite with comprehensive sponsor resources, and as site users dig deeper, they explore our generated content surrounded by your sponsorship message.

Your sponsorship of content gives your brand a powerful presence where foodservice professionals go online for their industry news and information. Including Chef of the Month, Pastry Chef of the Month, Sommelier of the Month, Recipes, Top Franchise Picks, Buyers Guide.

#### Content Sponsorship Benefits

- Leaderboard banner
- "Sponsored by"
- Category exclusivity
- Editorial Priority
- Heavy promotion in Newsletter and social media platforms Special section in Digital Magazine Platform

**6 month Sponsorship**

**\$9,000 NET w/media buy**

**12 month Sponsorship**

**\$14,000 NET w/media buy**

#### Chef of the Month

#### Top Franchises

#### Buyers Guide

#### Sommelier of the month





## Custom Branded Content (Native Editorial)

Food & Beverage Magazine creates valuable content by combining the expert journalism of our editorial team with the knowledge that comes from companies who serve the restaurant industry: building this content into a format that highlights your customers and seeds your brand organically within the article and link the name directly to the website. This enables and activates our combined news feeds and social media channels to propagate the brands. The end result is a dynamic and original media product that is distributed in unique ways. While at the same time. Giving back to your customers with articles about them in the premier trade magazine.

Numerous studies highlight the value of Custom Content:

- **Better Decisions** Two-thirds of consumers say custom media helps them make better purchase decisions
- **Lift in Sales** 26% lift in conversion rates when users interacted with custom media online
- **Strengthens Brand** 60% say they know more and feel better about a company after reading custom media.

## THESE PREMIUM SERVICES ONLY AVAILABLE WITH AD BUY PACKAGES



## Dedicated Email

We have subscriber list of hospitality and Institutional foodservice professionals who have an interest in hearing from third parties with offers of products or services that offer strategic and product purchasing benefits. Simply provide us with html code for your message. **Rate: \$200 Net CPM. Minimum \$3,000.**

### Specs

Client must provide html code with absolute path names. Code should be supplied at least one week prior to blast date—otherwise we cannot guarantee email will be sent as scheduled. Client's physical address must be included.

**Terms and Conditions** Available dates are limited. A client may purchase no more than one email per month. We reserve the right to reject or alter any message content, including subject line, we deem to violate CAN-SPAM regulations or email marketing best practices. Time of day for email deployment is solely at publisher's discretion. We will provide a test email at least 48 hours prior to blast date. Client may provide up to 3 email addresses to receive the test email. Email will be deployed only to those contacts in our opt-in database. Client may not supply additional email addresses, or a separate opt-out list or link.



### Advanced Re-Targeting Tactics

**Food & Beverage Magazine uses some of the most advanced re-targeting tactics available today.** Helping to convert window shoppers into buyers, bringing visitors back to our site driving sales and conversions by keeping Food & Beverage Magazine front and center, so your message is top-of-mind for buyers.

**Knowing that buyer intent data is our most valuable marketing asset,** we leverage it to its full potential. Based on the way our visitors interact with Food & Beverage Magazine (FB101.com). As visitors to FB101.com show us their interests in your property we are able to re-engage them with re-target technology at any time to let them know about new and exciting updates. Re-targeting takes full advantage by keeping the visitors engaged with your brand even as they navigate away to their favorite blog, news site, or social network.

**Food & Beverage Magazine uses the Collect, Convert and Optimize strategy to benefit our marketing partners goals**

**Collect** -collecting valuable information about our visitors. Visitors leave a history of intent data while browsing the site that reveals a wealth of information about their interests and buying behaviors. As previously mentioned, this is the data that retargeting captures and acts on

**Convert** -We then implement smart strategies to get these potential visitors to convert.

**Optimize** -We have created a culture of testing and optimization to drive our messaging strategy forward

## MULTIPLE MEDIA STRATEGIES



Savvy marketers recognize the importance of using multiple media to reach a market. Food & Beverage Magazine has developed opportunities that adapt to any marketing plan.

### Custom Media Options Include:

- **Web:** Food & Beverage Magazine is a noted destination for the hospitality industry
- **Mobile:** FB101.com is designed for smartphones everywhere and delivers the news on the go. Mobile visitors are highly engaged, with banner ads typically experiencing even better click-thru rates than their desktop counterparts.
- **Digital Platform:** Driving User Engagement with an immersive reading experience on all major mobile platforms with native iOS, Android and Windows apps
- **Newsletter:** Food & Beverage Magazine E-Newsletter directly reaches buyers
- **Social Media:** Facebook, Instagram, Twitter and news feeds are engaged daily
- **Custom Branded Content :** Seeding editorial content lets you tell your product story through your customers.
- **Custom: Cover**
- **Trade Show / Expo / Event opportunities**
- **Video available on Site and "Flip"Technology**

That's just the beginning. With a growing list of products, you can make *Food & Beverage Magazine* your media partner when targeting the hospitality industry. We represent a \$285 billion market, and we definitely have it covered



**Our valuable team of asset managers take the time necessary to customize ad buy packages for every client.**

**Every advertisers needs are different and we plan to target your appropriate audience to maximize exposure!**

