



# FOOD INDUSTRY NEWS

FOUNDED 1982

Chicagoland's Foodservice Industry Buying Source

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847-699-3300  
foodindustrynews.com

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Chicagoland's food industry monthly trade publication since 1982

## 2015 Advertising Media Kit



**PRINT ADS AND E-BLASTS**



**MONTHLY REPORT OF NEW OPENINGS**



**BUYERS GUIDE DIRECTORY LISTINGS**



**INSERT AND BROCHURE DISTRIBUTION**



**SOCIAL MEDIA SUPPORT**



**EVENT COSPONSORSHIPS AND PROMOTIONS**



**AND MOBILE HOMEPAGE ADS**

## Your Gateway to the Chicagoland Food Industry

**Welcome to Foodservice Publishing Company, Publishers of Chicagoland's only local food industry trade publication, Food Industry News.** Every issue contains the largest selection of qualified vendors serving the industry and the highest number of restaurant and food business for sale ads in our region. **This helps our advertisers get new accounts from pre-opening to post operation.**

**Your ad will reach buyers, owners, decision makers and chefs at all levels of the local industry including:**

- Casual Dining
- Limited Service Restaurants
- Quick Service
- Fine Dining
- Pizzerias
- Country Clubs
- Golf Courses
- Casinos and Racetracks
- Ethnic Restaurants
- Bars, Taverns, Nightclubs
- Culinary Schools
- Institutional operations
- Healthcare Facilities
- Schools and Universities
- Cafes and Coffee Shops
- Gourmet+Ethnic Retailers
- Hotels and Casinos Convention Centers
- Grocery Stores
- Fruit Markets
- Food Manufacturers
- Food Distributors
- Food Brokers
- Food Processors
- Equipment Dealers

**We are proud to support and reach members of many state, local and national organizations,** including *the Illinois Restaurant Association, National Restaurant Association, American Culinary Federation, American Academy of Chefs, Illinois Food Retailers, Greater Chicagoland Club Managers Association, Chicago Foodservice Marketing Club, The Greek American Restaurant Association, the Randolph Fulton Market Association, the Food and Beverage Equipment Executives* and others. To give our advertisers maximum visibility and value, **we constantly add new food business to our subscription database, and provide advertisers with our monthly Hot Leads Report** with details on these new sales leads and selling opportunities.

We also conduct **live events** called "Shmoozefest Hospitality Idea Exchanges" which bring our readers and advertisers together in a fun, relaxed format. Co-sponsorships are available which entitle vendors to a table, where they can show their wares, give samples, brochures and greet customers and prospects.

To best capture the attention of the busy buyers, **we provide many forms of exposure,** including our monthly print magazine, a monthly digital edition, sponsored emails, live events and strong advertiser support which includes editorial opportunities and social media visibility.

We take great pride in our deep industry roots and supporting our readers.

**Our dedication to supporting, promoting and helping our advertisers to network their business is unmatched.**

We are here to serve and promote your business. Partner with us to promote your company or brand and discover what real support and exposure is.

Yours in hospitality and service,  
Valerie Miller, Publisher

Cary Miller, VP  
Food Industry News  
847-699-3300, 847-602-9620

Read our current issue online: [www.foodindustrynews.com](http://www.foodindustrynews.com)



**Shmoozefest Returns**  
 Thursday, August 7th • DRINK Nightclub, Schaumburg, IL  
 SPECIAL GUEST: RICHARD LARRIOLA, FOUNDER OF LARRIOLA BAKING COMPANY  
 See page 47 for details

**FOOD INDUSTRY NEWS**  
 Your Local Chicagoland Industry Buying Source

**Google's All-Electric Foodtruck**

**SMOKIES**

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To Advertise, Call  
 847-699-3300

## Why Food Industry News is the best read and used trade publication in the Chicagoland region

- Stories on training, customer service, management, ideas, leadership and trends, have our readers using our publication for ideas on how to increase their sales and profits.
- "Digest format" saves readers time by delivering information on all segments of the food industry.
- The highest number of ads of leading local suppliers, which saves buyers time on buying decisions.
- FIN has the largest number of classified ads for restaurants and food related businesses for sale in the Chicagoland market.
- Circulated to local members of over 20 food industry associations.

**74% of readers**  
*say they keep and use our publications for reference,  
 the bulletin board and the training of staff.*

## Penetrate The Foodservice Market With Our Powerful Circulation:

**9354** Independent, Chain and Multi-Unit Restaurants, Catering Companies, Chefs, Delis, Fast-Food Operations, Pizzerias, Delis.

**1782** Casinos, Stadiums, Contract Foodservice Operations, Institutions, Schools, Hospitals, Nursing Homes, Theaters, Airlines, Military/Veteran Facilities, Jails, Prisons, Bakeries, Churches, Associations, Shopping Center Food Court Operations, Politicians, Food Critics, State, County and Village Procurement Offices.

**1051** Hotels, Banquet Halls, Country Clubs, Concert Venues, Auditoriums, Convention Centers, Golf Courses, Resorts, Health Clubs, Amusement Parks, Motels.

**2710** Liquor Focused Business with Illinois Liquor Licenses, Bars, Taverns, Nightclubs, Liquor Stores, Lounges, Wine shops and Liquor Wholesalers.

**933** Grocery Stores, Supermarkets, Convenience Stores, Produce Markets, Specialty Retailers, Fish and Seafood Shops, Candy Stores and Butcher Shops.

**3021** Suppliers, Food Manufacturers, Food Distributors and Brokers, Distributors, Grocery Warehouses and Sales reps serving our industry.

**Total Monthly Print Circulation, 18,851**



### READER TESTIMONIAL

"Food Industry News is the only publication that is always on my desk because of the great stories on training, management and trends and because of the easy access it gives me to new and qualified suppliers"

*John Colletti, Managing Partner,  
 Gibsons Group, Chicago*



### READER TESTIMONIAL

"Getting to know the team at Food Industry News has been an honor. I have worked with Cary on a few industry events and can only praise the level of professionalism that went into the projects. Cary Miller himself is an outstanding gentleman, a very smart man and he knows everybody! The food service industry needs more professional organizations and individuals such as Food Industry News and Cary Miller."

*Michael Vai  
 Director of Operations  
 309 at The Junction, Peoria, Illinois*

**Hear Them Live:**

**Peter Bartzis: Devanco**  
**Tom Marcucci: Gonnella Baking Company**  
**Bernie Pfeiffer: DCI**  
**Gary Thiakos: Zepole Equipment**

"Food Industry News keeps me on top of current trends in the Chicago food industry."  
*Chef Brian Jupiter of Pioneer Tavern Group, Frontier, The Pony, Lotties Pub*

email: [info@foodindustrynews.com](mailto:info@foodindustrynews.com)

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**Questions? Call (847) 699-3300**

## Annual Executive Level Programs

These aggressive packages provide more exposure and cost less than adding additional sales executives to your team.

### Discount Savings!

No training required, no insurance, no expenses, no vacations and no vulnerability of new sales people leaving and taking your accounts with them.

#### Annual Package #1

- 12 full page 4-color ads
- 4 event co-sponsorships
- Animated Internet Banner ad
- Cover story in one edition of Food Industry News
- Post it note ad placed on the cover of Food Industry News
- Six guaranteed editorial placements
- Customized story reprint pdf's

*Exposure value \$59,648. Discounted package rate: \$47,795.*

#### Annual Package #2

- Two page 4-color spread in 12 issues
- 4 event co-sponsorships
- Sponsorship of two "event wrap" photo spreads
- Animated Internet Banner ad
- Cover story in one edition of Food Industry News
- Profiles in excellence editorial feature placed on our website
- Post it note ad placed on the cover of Food Industry News
- Six guaranteed editorial placements
- Ongoing mailing of your brochure to new openings for 12 months
- Customized story reprint pdf's

*Exposure value \$105,638. Discounted package rate: \$74,000.*

#### Annual Package #3

- Half page 4-color ads in 12 issues in Food Industry News
- Four event co-sponsorships
- Five guaranteed edit placements
- Ongoing mailing of your brochure to new openings for 12 months
- Animated Internet Banner ad
- Customized story reprint pdf's

*Exposure value \$37,354. Discounted package rate: \$29,883.*

#### Annual Program #4

- 2 full page 4-color ads in Food Industry News
- 10 Quarter page ads in Food Industry News
- Post it note ad placed on the cover of Food Industry News
- Six editorial placements in Food Industry News
- Customized story reprint pdf's

*Exposure value \$30,525. Discounted package rate: \$24,425.*

#### Annual Package #5

- Alternating 4-color full page and two page spread ads, 12 ads total.
- Post it note ad placed on the cover of FIN twice
- Cover story in one edition of Food Industry News
- Ongoing mailing of your brochure to new openings for 12 months
- Four event co-sponsorships

*Package value \$92,236. Discounted package rate: \$73,800.*

#### Annual Package #6

- Four 4-color full page ads in Food Industry News
- Two guaranteed editorial placements
- Four event sponsorships

*Package value \$24,768. Discounted package rate: \$19,850.*

#### Annual Package #7

- Four event sponsorships
- Annual Buyers Guide Listing Program in 5 categories
- Subscription to the Monthly Hot Leads Report

*Package value \$2,615. Discounted package rate if paid in full in advance: \$2350.*

#### Annual Package #8

- Four event sponsorships
- Ongoing mailing of your brochure to new openings for 12 months
- Post it note ad placed on the cover of FIN
- Annual Buyers Guide Listing Program in 5 categories
- Subscription to the Monthly Hot Leads Report

*Package value \$6,465. Discounted package rate: \$5,800.*

#### Individual Products and Pricing

- Inserting and sending your brochure to all of our print edition subscribers @ \$2350. per run
- Hot Leads Report and Listing Program \$375.+ \$60. each for additional categories
- Post-it note ad placed on the cover of Food Industry News @ \$3100.
- Mailings of your brochure to new opening @ \$250. per batch
- Internet banner ads, animated @ \$177. per month
- Event sponsorships @ \$500. Each

#### Space and Materials Deadlines

- Space deadlines are 45 days prior to our 1<sup>st</sup> of the month publish date(e.g.: 1-15 for the 3-1 edition)
- Materials deadlines are 30 days prior to publication (e.g.: 2-1 for the 3-1 edition)

#### Ad and Materials Specifications

- 300 DPI or higher, CMYK, tiff or PDF. Please email to Mark@foodindustrynews.com

**We're Here to Help You Achieve Your Chicagoland Market Sales Goals!**

# FOOD INDUSTRY NEWS

## READER TESTIMONIAL

"I like the short stories on all of various topics featured in Food Industry News. I always read the ads and use it to find new vendors for our growing chain."

*Barry Books, Executive Chef,  
Operating Partner  
Roti Mediterranean*

# FOOD INDUSTRY NEWS

## READER TESTIMONIAL

"I have been in the culinary industry for over 50 years and have found the food industry news to be my number one source, in fact, the Publisher, Jim Contis is my hero! He always says it as it is. I have worked with Gary Miller on numerous projects and have the highest regards for him. At this time I am retired and involved in consulting and several organizations. This publication keeps me informed."

*John W. Kaufmann*

*Certified Executive Chef, member,  
American Academy of Chefs,  
Chairman Les Amis d Escoffier  
Society of Chicago,  
President Chicago Culinary Museum  
and Chefs Hall of Fame*

# FOOD INDUSTRY NEWS

## READER TESTIMONIAL

"I read Food Industry News every month. The articles are short and to the point which is why I like it. And I use it as a buying reference. I also like the local news and activities to see who is doing what."

*Kenny Raskin, Owner  
Manny's Delicatessen and  
Coffee Shop*

"Food Industry News is well rounded. You can find everything from new products and vendors, to food trends and real estate. It is an extremely informative publication." *Chef Michael Ponzio of Rosebud on Rush*

# FIND OUT ABOUT NEW RESTAURANTS BEFORE THEY OPEN!



The useful **CONFIDENTIAL** monthly Hot Leads Report lists over 200 Chicago and Midwest regional food industry businesses opening, closing, remodeling, and changing hands. Liquor licenses, bankruptcies, and incorporations are also included.

**\$375 per year**

A SERVICE OF

# FOOD INDUSTRY NEWS

FOR A FREE COPY OR TO SUBSCRIBE CALL: 847/699-3300

## Internet Advertising Opportunities For [www.foodindustrynews.com](http://www.foodindustrynews.com)

HOME PAGE Banner Ads: \$177. per month.

BUYER'S GUIDE PAGE Banner Ads: \$177. per month.

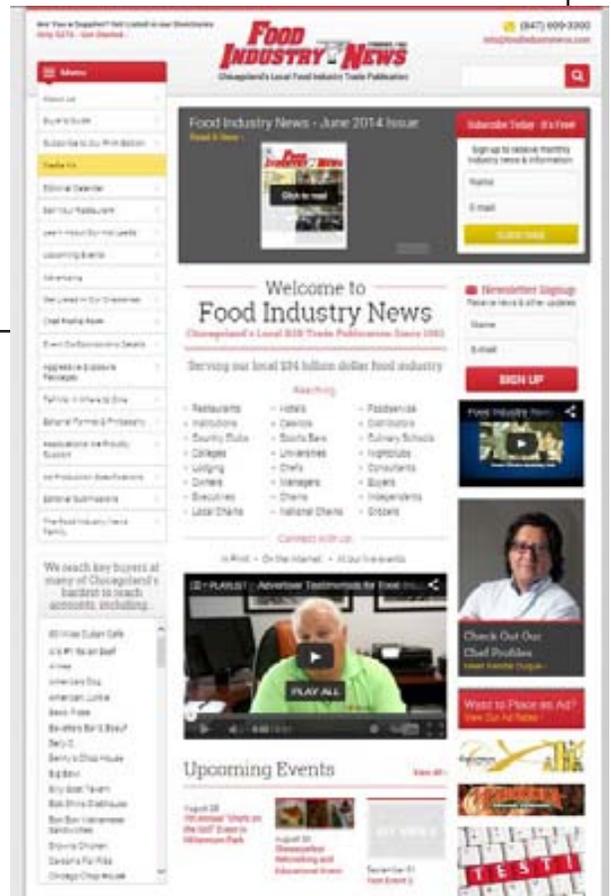
PHOTO GALLERY Banner Ads: \$177. per month.

"Food Industry News local news is always more interesting to most people."

*Chef Bob Richards of Savor Chicago at McCormick Place*

"Food Industry News Chef Profile of me is my favorite thing to read."

*Chef Jason Paskewitz of Rustic House and Gemini Bistro*



Deadlines and submissions: We publish the 1st of each month, 12 times per year. Display space deadline is 45 days prior to publication (Example: Jan. 15th for the March issue) and 30 days ahead for materials.

**PER INSERTION PRINT ADVERTISING RATES AND SIZES**  
**Includes Internet Edition Ad, no Extra Charge**

AD SIZE	24 TIME PROGRAM		12 TIME PROGRAM		7 TIME PROGRAM		4 TIME PROGRAM		1 TIME PROGRAM	
	4-C	B&W	4-C	B&W	4-C	B&W	4-C	B&W	4-C	B&W
<b>FULL PAGE</b> 10" X 12"	\$3,887	\$2,667	\$4,627	\$3,177	\$5,135	\$3,538	\$5,692	\$3,920	\$5,993	\$4,128
<b>HALF PAGE</b> 8" X 8-1/4" 10" X 6-1/2" 6" X 11"	\$2,297	\$1,537	\$2,767	\$1,817	\$3,077	\$1,974	\$3,417	\$2,260	\$3,597	\$2,378
<b>1/3 PAGE</b> 10" X 4-1/2" 8" X 5-3/4" 6" X 7-1/4" 4" X 11"	\$1,397	\$937	\$1,667	\$1,137	\$1,867	\$1,285	\$2,068	\$1,422	\$2,177	\$1,497
<b>1/4 PAGE</b> 4" x 8-1/2" 8" x 4-1/4" 6" x 5-1/2"	\$1,157	\$777	\$1,397	\$945	\$1,537	\$1,065	\$1,709	\$1,179	\$1,799	\$1,242
<b>1/6 PAGE</b> 6" x 3-3/4" 4" x 5-1/2"	\$907	\$557	\$1,097	\$687	\$1,207	\$760	\$1,310	\$861	\$1,440	\$896
<b>1/8 PAGE</b> 4" x 4-1/4" 6" x 2-3/4"	\$747	\$469	\$877	\$542	\$1,009	\$633	\$1,116	\$727	\$1,186	\$745
<b>1/10 PAGE</b> 4" X 3-1/4" 6" X 2-1/4" 2" X 6-1/2"	\$567	\$347	\$707	\$449	\$787	\$505	\$893	\$562	\$936	\$594
<b>1/16 PAGE</b> 2" X 4-1/4" 4" X 2-1/4"	\$357	\$237	\$467	\$287	\$517	\$330	\$574	\$365	\$609	\$386
<b>1/20 PAGE</b> 2" X 3-1/4"		B&W \$197		B&W \$227		B&W \$257		B&W \$295		B&W \$309

**LISTINGS AND HOT LEADS REPORT PROGRAM** \$375

**Other Options to Reach Chicagoland Buyers and Decision Makers**

- Inserting your brochure into FIN: From 12¢ each
- Website banner ads: \$177 per month
- Buyers Guide Listing Program: \$375 per year
- Mailing your catalog or brochure to new locations every month from \$1.00 per location
- Event Co-Sponsorships: \$500. each

"Food Industry News keeps me current with who's doing what and the feedback from customers. It's a great tool to use to run your business."  
*Chef Michael M. Burkauskas of Hugo's Frog Bar and Chophouse*

"Food Industry News Chef Profile section is my favorite. I'm always fascinated by what makes other chefs tick."  
*Chef Kevin Ives of Francesca's Restaurants*

**Valerie Miller**

Publisher

847-699-3300

val@foodindustrynews.com

**Advertising, Contact:**

Cary Miller, VP Sales

P: 847-699-3300 X12

F: 847-699-3307

Cell: 847-602-9620

info@foodindustrynews.com



**Advertising Materials to:**

Mark Braun, Associate Publisher

mark@foodindustrynews.com

**Editorial Submissions:**

Terry Minnich, Editor

terry@foodindustrynews.com

**Classifieds:**

Paula Mueller, Office Manager

847-699-3300

**EDITORIAL CONTENT**

Food Industry News does not follow an editorial calendar, however, seasonal content is highly desired. Plan all submissions 4-8 weeks prior to publication.

Food Industry News features current and trending news and editorial; essential information to national and local foodservice and related industries.

**Submissions** must be based on topical information for business, primarily the foodservice industry.

We reserve the right to accept and edit submissions.

**Photos** must be high resolution (300 dpi and over).

**ACCEPTED FILE TYPES**

Ads maybe JPEG or PDF (PDF/X-1a preferred); print-worthy, high resolution (300 dpi and over); CMYK. For size options and dimensions, please refer to page 6 of this media guide.

**On bleed ads**, offset crop marks 1/4" outside of the trim area so they do not appear within the bleed area.

**PMS or spot colors** must be converted to 4-color process equivalents in file.

**Production Charges:** Changes in new and existing ads will be subject to additional production charges billed to the customer. Production charges are in addition to advertising space charge.

"Food Industry News's tips on how to continue learning and new techniques to master are most enjoyable."

*Chef Jean-Louis Clerc of Waterleaf Restaurant in Glen Ellyn*

"Food Industry News keeps me up to date on happenings in Chicago."

*Chef Pete Pettorossi of JW Marriott Chicago*

# Food Industry News

Presents

# Shmoozefest!

Networking & Educational Special Events

Food ▪ Cash Bar ▪ Free Raffle Prizes

## What Is Shmoozefest?

1. An opportunity to talk, connect and “Shmooze” with your friends in the industry

2. An opportunity to see what’s new, taste new products and meet new suppliers  
2. An opportunity to win great free prizes!  
4. A great way to further your career by seeing and being seen



**No RSVP Required... Just Show Up!\***

**CoSponsorships Are \$500. Ask About The Date Of Our Next Event.**

\*Business Card Required For Attendance

# See What Our Greatest Chefs and Industry Leaders Are Saying About Food Industry News:

I really enjoy reading it every month.

**Chef Gaetano Ascione, Gioco**

It's great that Food Industry News is an incredible tool for anyone in the industry from busboy to executive chef. It has a little bit of something for everyone.

**Chef Yanitzin Sanchez, Cine**

I love that Food Industry News is a great publication to see the latest trends in food service, and what other businesses are doing to succeed.

**Chef Ellen Haran, El's Kitchen & Bar**

*I like that it's a great local source for industry news, products, and industry trends.*

**Chef Robert Hoffman, City Tavern**

I really appreciate the variety of information that it supplies to the local area. It's nice to be able to find out about new laws, what's hot and what is up for discussion all in one place.

**Chef Michael Robinson, Stout Barrel House**

I like that Food Industry News keeps me up to date on industry trends, and features a wide variety of stories other publications often miss.

**Chef Travis Strickland, Chicago Cut Steakhouse**

**To Reach These Top Chefs and Many More, Start Your Ad Program Today!**

It's great that being new to Chicago, Food Industry News has given me a great local insight.

**Chef Michael Matthews, Stout Barrel House**

I love the articles on new trends going on in Chicago.

**Chef Michael Lynch, AJ Hudsons Public House**

I love the way Food Industry News feels like an old school DIY music zine. You never know what kind of stuff is going to be in there and it definitely does not have a main stream publication feel.

**Chef Craig Couper, Michael Jordans Steakhouse**

I appreciate Food Industry News's coverage of the immense scope of what is going on within the industry. It is a challenge to stay current with the dynamism of the food world when immersed in the focused, daily life of a restaurant.

**Chef Tim Kerker, Bistrot Zinc**

I love that it's local.

**Chef Gregory Elliot, Current**

I love that there is lots of pertinent local content.

**Chef Luigi Garcia, Riva Crab House**

I like that it is a great resource for connecting all aspects of the food service industry.

**Chef Devon Quinn, Paramount Events**

I enjoy reading the Diner X.

**Chef Tom Ryan, Resurrection Retirement**

I love that it keeps me updated on local restaurant news and events.

**Chef Johathan Harootunian, Carlucci's**

I really enjoy staying in touch with the industry, chefs, techniques, new restaurants, etc. If you want to stay excited about what you do, you always need to learn something new and keep it fresh and fun.

**Chef Rodolfo Cuadros, Carnivale**

It's great that there is always news of food trends.

**Chef Nick Lacasse, Pure Kitchen Catering**

I like that it keeps me up to date and on my toes

**Chef Mark Grosz, Oceanique**

I enjoy the articles written about different restaurants.

**Chef Klaus Mandl, Sysco Chicago**

I am new to the publication, but it looks very interesting, even if I live in the Caribbean.

**Chef Ronald Bossong, Cilo City Lounge**

I especially like the dining with Ms X column and learning about local restaurants and their specialties.

**Chef David Dworshak, Takito Kitchen**

I enjoy keeping up with current trends in the restaurant business.

**Chef George Turloukis, Five O'Clock Steakhouse**

It is great that there is lots of information about the current industry trends.

**Chef Norman Hargrove, Nouveau Tavern**

**Put Your Advertising Dollars Where They Work...  
Advertise in Food Industry News**

I like that it keeps me up to date with what is going on in the business, which is my way of life.

**Chef Guillermo Tellez**

I enjoy reading about trends.

***Chef Shaun Connolly, Luxbar***

I like that it's the most up to date information on the food industry.

***Chef Mack Chan, Macku Signature***

It's great they keep current about trends in the industry.

***Chef Dobra Bielinski, Delightful Pastries***

## ***Influence Buyers Before They Buy!***

It helps me to check out the latest news in the food industry.

***Chef Chander Singh Rawat, Bombay Chopsticks***

I like that it keeps one abreast of all things in the industry.

***Chef Kendall Duque, American Junkie***

I enjoy getting tips from senior and new chefs.

***Chef Marita Tantivirasut***

It is great that the Food Industry News has a serious commitment to keep industry folks aware of new things happening in our industry.

***Chef Anthony Luna, Moxee***

I enjoy reading the articles.

***Chef Stacy Simonson, Chez Nous French Restaurant***

I love the local and national trend coverage. I like the style of writing.

***Chef Shin Matsuda, Ani***

It's great that they are a go-to resource for all hospitality professionals.

***Chef Matt Dubois***

I like that it keeps me in the loop on industry trends.

***Chef Chris Macchia, The Florentine***

## ***Proven Effective Since 1982.***

I like the fact that the magazine keeps me close to the restaurant community and I always find new ideas regarding food and the restaurant industry in general.

***Chef Massimo Galfo, Moretti's***

I enjoy keeping up with the current restaurant trends and news.

***Chef Chris Curren, Seven Lions***

I love learning what other people in my profession are doing.

***Chef Jesse Williams, Birchwood Kitchen***

It's great that it covers a lot of ground on the industry, I can gather information from the hotel world, and restaurants, to country clubs. ***Chef Darnell Reed, Luella's Southern Kitchen***

***Reach Out and Connect With Industry Leaders  
Reserve Your Ad Space In Food Industry News:  
(847) 699-3300***