

847-699-3300
Info@foodindustrynews.com
www.foodindustrynews.com



Food Industry News

FOUNDED 1982

CHICAGOLAND'S FOOD INDUSTRY MONTHLY TRADE PUBLICATION SINCE 1982

2017 MEDIA KIT



UPDATED: Nov 2016

Food Industry News Celebrates 35 Years of Reaching Chicagoland's Food Industry

When foodservice, retail or distributor buyers are looking for news and qualified vendors they can trust, they turn to the pages of Food Industry News in print or on the internet. Each issue contains valuable information

on industry trends, chef profiles, leadership and management tips. Each issue also features display ads and directory listings from the leading suppliers serving Chicagoland's food industry.

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PUBLICATION HIGHLIGHTS

- SHORT, EASY TO READ EDITORIAL FORMAT
- LOCAL NEWS, NATIONAL NEWS, CHEF PROFILES
- DISPLAY ADS FROM THE MARKET'S LEADING VENDORS
- MANAGEMENT, LEADERSHIP AND TRAINING TIPS
- COMPREHENSIVE BUYER'S DIRECTORY OF SUPPLIERS & SERVICE FIRMS

We Offer A Full Suite Of Proven Effective Services and Tools Designed To Help You **Successfully Penetrate Hard To Reach Independent and Chain Accounts**



Food Industry News Magazine

With over three decades of readership, **Food Industry News dominates the industry!**

- Published Monthly
- Used for Buying & Training
- Rich With Ads and Content
- All Glossy, Color Format
- Useful & Interesting Editorial

Monthly Hot Leads Report Program



Stay on top of new openings, units changing hands and new sales opportunities with this monthly 8 page report. Also contains lists of new incorporations, market activity, insider information and more. One Buyers Directory listing is included in this program.

One year Hot Leads Report program:
\$375 + \$60 each for additional categories

Let Us Mail Your Brochure or Catalog To New Businesses and New Owners



Each month we send our directories and magazine to new openings, new owners, new incorporations and liquor license applicants across the Chicagoland market. Let us include your information in our "Welcome Packet" to reach these buyers in need.

\$1 Per location, 250 piece minimum, rate based on weight



E-Blast Programs

Get your message directly into the hands of buyers on their mobile or desktop device by running an e-blast program. You control the content, the timing and the areas you wish to target.

Series of 3 E-Blasts: \$750.

Event Co-Sponsorships

SHMOOZEFEST!

CHEFS BUYERS OPERATORS EXCHANGE

Our free industry events attract attendees from all segments of the industry. Attendees come to network, experience food samples and meet vendors they can trust. **2017 events will be held in January, June and September.** Call for the exact date of our next event.

Event Cosponsorships: \$500 per company

BOB KING AUCTIONS
847/854-9913

NORTHERN
UNDERWRITING MANAGERS

REPEL SUPPLY CO.
25

100 YEARS
SOCIETY INSURANCE
Small America. Big differences.

SEE OUR STORY
COLUMBIA

Internet Advertising

As buyers visit our website, be present with a banner ad that links directly to your website or creates an instant e-mail which goes directly to you.

We offer three sizes of internet banner ads:
\$175, \$295, \$375

Send Your Brochure to FIN Subscribers

We offer the most affordable and effective way for you to get your brochure, flyer, coupon or rebate form into the hands of qualified buyers. You provide us with the brochure and we insert it into the magazine which goes directly to decision makers.

Price per piece:

8.5"x 11" flat insert 14¢ each

11"x 5" folded card insert: 12¢ each



2019/2020 Pocket Buyers Directory Ads

This handy buying tool is sent to new locations and all FIN subscribers.

Contains full page ads, buyer's directory listings in 200+ categories and helpful info on starting a business, menu development and other valuable information. All ads include one buyer's directory listing.

Deadline for our next Pocket Directory is 10-1-2018



Reach "Hard To See" Buyers For Pennies Per Contact



Display Ad Rates Per Insertion

| AD SIZE | 24 TIME PROGRAM | | 12 TIME PROGRAM | | 7 TIME PROGRAM | | 4 TIME PROGRAM | | 1 TIME PROGRAM | |
|--------------|-----------------|---------|-----------------|---------|----------------|---------|----------------|---------|----------------|---------|
| FULL PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 10" X 12" | \$3,887 | \$2,667 | \$4,627 | \$3,177 | \$5,135 | \$3,538 | \$5,692 | \$3,920 | \$5,993 | \$4,128 |
| HALF PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 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 |
| 1/3 PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 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 |
| 1/4 PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 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 |
| 1/6 PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 6" X 3-3/4" | | | | | | | | | | |
| 4" X 5-1/2" | \$907 | \$557 | \$1,097 | \$687 | \$1,207 | \$760 | \$1,310 | \$861 | \$1,440 | \$896 |
| 1/8 PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 4" X 4-1/4" | | | | | | | | | | |
| 6" X 2-3/4" | \$747 | \$469 | \$877 | \$542 | \$1,009 | \$633 | \$1,116 | \$727 | \$1,186 | \$745 |
| 1/10 PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 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 |
| 1/16 PAGE | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W | 4-C | B&W |
| 2" X 4-1/4" | | | | | | | | | | |
| 4" X 2-1/4" | \$357 | \$237 | \$467 | \$287 | \$517 | \$330 | \$574 | \$365 | \$609 | \$386 |
| 1/20 PAGE | | B&W | | B&W | | B&W | | B&W | | B&W |
| 2" X 3-1/4" | | \$197 | | \$227 | | \$257 | | \$295 | | \$309 |

Also available:

2-color ads (Black + 1 additional color) @ 20% additional to the black and white ad rate.
3-color ads (Black + 2 additional colors) @ 40% additional to the black and white ad rate.

BUYERS GUIDE LISTINGS AND HOT LEADS REPORT PROGRAM

\$375 + \$60 each for additional categories per year

Display Ad Specifications: CMYK, 300 dpi or higher Adobe PDF or jpeg

Space and Materials Deadlines

Food Industry News: Published monthly on the 1st day of the month
Space Deadlines are 45 days prior to insertion (3-15 for the 5-1 edition)
Materials are due on the 1st of the preceeding month (4-1 for the 5-1 edition)

Pocket Buyers Directory: Published and distributed January, 2017
Space Deadline: September 15, 2017
Materials Deadline: October 1, 2017
Ad Size: 3" X 8"

Reach Buyers at All Levels Of This Industry Including Restaurants, Institutions, Hotels, Supermarkets, Distributors

Monthly Circulation: 18,717

9321

Independent Chain and Multi-Unit Restaurants, Catering Companies, Chefs, Delis, Fast Food Operators, Pizzerias

1660

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

1092

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

2527

Liquor Focused Business with Illinois Liquor Licenses, Bars, Taverns, Nightclubs, Liquor Stores, Lounges, Wine Shops and Liquor Wholesale, Vendor Distribution

958

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

3159

Suppliers, Food Manufacturers, Food Distributors and Brokers, Distributors, Grocery Warehouses and Sales Reps serving our industry, Judges and Lawyers



Marketing Mix Programs to Help You To Surround Your Prospects and Customers!

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

Top Reasons A Marketing Mix Is A Great Alternative To Hiring More Sales People:

1. No training required.
2. No insurance FICA, benefits, sick days or vacations.
3. No expenses, no vehicles, no family or health issues.
4. Reduced vulnerability from new sales people leaving and stealing your accounts.
5. To increase effectiveness and ROI from their sales team and marketing investments.

Marketing Mix Strategy #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
 - Your brochure sent to new owners, chefs and manager subscribers
 - A full page ad in the 2017 / 2018 Pocket Buyers Directory for the Food Industry
- Package value \$61,250. Discounted package rate: \$49,750.

Marketing Mix Strategy #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
 - Two full page ads in the 2017 / 2018 Pocket Buyers Directory for the Food Industry
 - Customized story reprint pdf's
- Package value \$107,250. Discounted package rate: \$75,000.

Marketing Mix Strategy #3

- Half page 4-color ads in 12 issues of Food Industry News
 - Four event co-sponsorships
 - Five guaranteed editorial placements
 - Ongoing mailing of your brochure to new openings for 12 months
 - Animated Internet Banner ad
 - Customized story reprint pdf's
 - A full page ad in the 2017/2018 Pocket Buyers Directory for the Food Industry
- Package value \$39,000. Discounted package rate: \$30,750.

Marketing Mix Strategy #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
- Package value \$30,525. Discounted package rate: \$24,425.

Marketing Mix Strategy #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
 - Animated Banner Ad on the foodindustrynews.com homepage
- Package value \$92,236. Discounted package rate: \$73,800.

Marketing Mix Strategy #6

- Four 4-color full page ads in Food Industry News
 - Two guaranteed editorial placements
 - Four event sponsorships
 - A full page ad in the 2017/2018 Pocket Buyers Directory for the Food Industry
- Package value \$25,568. Discounted package rate: \$20,850.

Marketing Mix Strategy #7

- Four event sponsorships
 - Annual Buyers Guide Listing Program in 5 categories
 - Subscription to the Monthly Hot Leads Report
 - A full page ad in the 2017/2018 Pocket Buyers Directory for the Food Industry
- Package value \$4,100. Discounted package rate when paid in full in advance \$3,400.

Marketing Mix Strategy #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.

Create Your Own Marketing Mix Strategy With These Tools:

- Sending your brochure to all of our print edition subscribers: \$2350. per month.
- Hot Leads Report and Listing Program from \$375. per year.
- Post-it note ad placed on the cover of Food Industry News: \$3100. per month.
- Mailings of your brochure in our new openings Welcome Packets: \$250. per batch.
- Full color internet banner ads, animated: \$177. per month.
- Shmoozefest Networking Event Co-Sponsorships: \$500. each.
- Full page 4-Color ads in the 2017 / 2018 Pocket Buyers Directory: \$1600. each.
- E-Blasts to our internet edition subscribers: \$750. for a series three e-blasts.

Space and Materials Deadlines

Space deadlines are 45 days prior to our 1st of the month publish date (4-15 for the 6-1 edition)

Materials deadlines are 30 days prior to publication (e.g.: 5-1 for the 6-1 edition)

Ad and Materials Specifications

300 DPI or higher, CMYK, tiff or PDF.

Please email to Mark@foodindustrynews.com

**Our Team Is Here to Help You
Achieve Your Chicagoland Market Sales Goals!
For Advertising Information, Contact:**

Cary Miller, vice president
cary@foodindustrynews.com
847-699-3300 847-602-9620

www.foodindustrynews.com



FOOD **INDUSTRY** **NEWS**

FOUNDED 1982



PRESENTS **Shmoozefest**

Wednesday, January 25th, 2017

Morretti's Edison Park, 6727 Olmsted, Chicago • 5pm to 9pm

Special Co-Hosts:

**Armondo Vasquez, Chef/Partner, LaScarola and
Michael LaPidus, Owner, Q-BBQ Restaurants**

Prize Raffles • Food Samples • Cash Bar • Free! No RSVP Needed

***Business Card Required.**

Call Now To Reserve Your Cosponsorship ***Cosponsors Receive:***

- 1. The ability to have your food products served at the event (OPTIONAL)***
- 2. An optional "marketing station" to engage prospects and contacts***
- 3. Recognition and branding in the ads promoting the event***
- 4. Recognition and branding on the TV monitors during the event***

To Reserve Your Cosponsorship Call Cary Miller Today: 847-699-3300
\$500. Per Cosponsorship

OUR SPONSORS



Coming January 2019

The 2019/2020 Pocket Buyer's Directory For the Chicagoland Food Industry

- **Distributed to Food Industry News Subscribers**
- **Circulated to Thousands of New and Existing Locations**
- **A Valuable Buying Reference Saved For Years**
- **Your Ad in Full Color Format**



- **Makes It Easy For Buyers to Buy With Hundreds of Listing Categories**
- **Ad Price Includes Being Listed in Food Industry News for 12 Months**
- **Ad Prices Include 1 Year of the Monthly *Hot Leads Report* Of New Openings**

Buyers Directory Listings: \$375.

Full Page Ads: \$895.

2 Page Spread: \$1600.

3 Page Spread: \$2200.

All ads include one directory listing.

Additional categories: \$60 each.

This directory will be released in both print and digital formats

Ad Space is Limited, So Please Call Now:

Cary Miller, 847/699-3300 or 847/602-9620

The full page ads measure 3" x 8"; Call for production specifications.

Deadline close is 9/15/2018 or when the available pages sell out.

Reserve Early for Guaranteed Placement!

A SUPPLEMENT TO FOOD INDUSTRY NEWS

**Food
INDUSTRY NEWS**

2019-2020 CHICAGOLAND POCKET BUYER'S DIRECTORY

**THE COMPLETE SOURCEBOOK TO THE
FOOD INDUSTRY'S BEST DISTRIBUTORS,
SUPPLIERS AND SERVICE FIRMS
LISTED BY CATEGORY**

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How To Market Your
Business 66

The Art of Sizzle:
Terms That Sell 72

Food Industry
Business Development
Processes 80

Directory of
Advertisers 01



www.foodindustrynews.com

For advertising information, call 847/699-3300

Why Targeting Chicagoland's Food Industry Should Be Part of Your Media and Marketing Plan:

- Chicago is now considered by many to be the leading "restaurant city" in the USA.
- The high number of independent single unit and independent chain restaurant operators makes our region an excellent market for local and national suppliers wanting to attract accounts seeking quality and reliability.
- Illinois is home to more culinary schools (68) than anywhere else in the US.
- Many iconic menu items have been created here and there are more to come.
- Because of the high water quality, Illinois is now the 3rd largest food manufacturing state in the US.
- High numbers of Italian, Polish, Mexican, Asian and German immigrants is reflected in our thriving restaurant industry.

**On average,
our consistent
display advertisers
have now been with us
23.7 years!**

READER TESTIMONIALS:

"It covers a lot of ground on the industry. I can gather information from the hotel world to restaurants to country clubs, etc."

– Darnell Reed - Chef/Owner, Luella's Southern Kitchen

"I started reading FIN when I was a culinary student at Johnson & Wales in Providence, RI and I would have to say that my favorite thing about the publication is how current and up to date it is industry-wide."

– Michael Kubalewski - Corporate Chef, Ala Carte Entertainment

"It is a great resource for connecting to all aspects of the food industry!"

– Devon Quinn - Executive Chef, Paramount Events

"It offers great insight into our local hospitality community."

– Vikram Singh - Executive Chef, Kama Indian Bistro

"It helps me keep in touch with the industry without leaving my kitchen!"

– Rick Gresh - Executive Chef, Virgin Hotels, Chicago

We Are Here To Serve You

Valerie Miller

Publisher/Owner

847-699-3300

val@foodindustrynews.com

Cary Miller

Vice President of Sales

847-699-3300

847-602-9620

cary@foodindustrynews.com

Mark Braun

Associate Publisher

847-699-3300

mark@foodindustrynews.com

Terry Minnich

Editor

847-699-3300

terry@foodindustrynews.com

Paula Mueller

*Office and Classified
Advertising Manager*

847-699-3300

paula@foodindustrynews.com

Bob Zimmerman

*Independent Marketing and
Advertising Consultant*

312-953-2317

zimbob2012@gmail.com

Ken Haines

*Liquor, Wine, Beer & Spirits
Advertising Specialist*

708-828-6802

ken@foodindustrynews.com

Offices and Mailing Address:

1440 Renaissance Drive, Suite 210, Park Ridge, IL 60068

Website: www.foodindustrynews.com



Advertising Client Testimonials

Discover why on average, our advertisers have been promoting with us for 23.7 years.

"Food Industry News has been a key part of our overall marketing strategy for many years. They have helped us maintain our edge in the Chicagoland marketplace. Brand creation and enhancement was our original goal for placement of our ad dollars with FIN. Today they assist us in getting the Gonnella Story out in front of both our current and potential customers. We are constantly updating our product line by designing new and exciting solutions that address our customer's needs. FIN is the fastest and most efficient way to get the product information into the hands of our customer's decision makers."

Tom Marcucci, VP Sales & Mktg., Gonnella Baking Co.

"Food Industry News is a staple of the restaurant foodservice industry, and a key partner to the Illinois Restaurant Association's efforts to promote, protect, educate, and improve the restaurant industry of Illinois. Food Industry News is a trusted source of information and resources for restaurants, hotels, distributors, suppliers, and every segment of the hospitality industry. Cary and his team do a phenomenal job highlighting the IRA's training programs, special events, and networking opportunities to the publication's broad readership."

Sam Toia, President/CEO, Illinois Restaurant Association

"My experience with FIN has been most helpful in familiarizing me with a industry in which I was new too, they are very supportive of my company and always tried to introduce me to leaders of the industry and keep me informed of events and functions that helped in building my network and for that I'm grateful."

Dennis Ward, President, MacWard Industries

"Our company has been using the Food Industry News for most of our 44 years in business. We know the magazine is read by the decision makers as well as future chefs and owners of restaurants and other people in the food industry. The service we have received from this publication has been top notch, from sales people to the people designing our ads. We feel their presence on the internet has also kept our name in front of the right people it's been a pleasure dealing with Cary Miller knowing he is a hard working GET UP AND GO TO WORK kinda guy."

Jim Loresch, Vice President, Olympia Maintenance

"FIN continues to provide true grass roots marketing efforts that communicate just as good if not better than the expensive subscription based publications. Buyers, distributors, chefs and owners from all corners of the industry feel better connected by spending a few minutes each month reading FIN knowing it is the true heartbeat of the Midwest Food Industry. Long live Jim Contis!"

Richard Pastorelli, President/CEO, Pastorelli Food Products

"Kudan Group has utilized the Food Industry news for almost 20 years relying on the leads and support as one of our main source of print ads and community awareness. They have been crucial in our on going business development and we continue to refer people to them as a valued resource in the Food and Beverage community and a priceless tool for our services."

Jeremy Kudan, Owner, Kudan Group, Inc.

"Because we reach the market base we are looking to sell to ... Food Industry News has been very supportive to us and we are also Happy with them featuring our company in their "PEOPLE SELLING THE INDUSTRY" column over the years, which we have received a positive response from our customers and gotten leads as well. Food Industry News has a very large following, interesting articles and features and we at Schmaus enjoy just picking up magazine for some interesting and enjoyable reading. Looking forward to the next months issue! Keep up the great work."

Wally Pecs, President Schmaus Cash Register & POS Systems

"Food Industry News is a great partner. They really take good care of their advertisers. We can count on FIN to make sure our services and company news are in front of our food service industry customers and prospects. It is a pleasure to do business with them."

Stephanie Dickson, VP Business Development, McCloud Services (Pest Elimination)

"Cary Miller and the team at Food Industry News has a true vested interest in our success in Chicago."

Pete Palazzolo CEO, Palazzolo Artisan Gelato

"I have been advertising through Food Industry News for almost the entirety of my company's existence. It has been a consistent lead generator for us and well worth the investment. The only thing better than the results in advertising is the hands on approach that the Food Industry News team take. These are great people who are well connected in the Chicagoland area. Thank you for some great years, Food Industry News!"

Hans Skillrud, President of StickOutSocial

"Our Food Industry News ad has worked excellent for us. It has been a great investment. I get a return on my investment and it's a positive investment. I get calls every month. I am glad I am taking steps to get existing and new buyers to know us. The response is favorable and predictable."

Bill Ramski, Owner, Express Seating

"Because our company strives to be the best in our industry, we feel it is important for our prospects and customers to see us in Food Industry News so that they can understand that we are the highest quality, safest choice in hood and duct cleaning services. There are numerous kitchen exhaust cleaning (KEC) vendors lacking the training, expertise, and quality control Enviromatic has in place thus placing a substantially lower priority on Fire safety than we do. As we are the Restaurant Industries' partner for fire safety, advertising in Food Industry News is one way we can separate ourselves from them. Our Chicago sales team also uses the Hot leads Report to say on top of units opening and changing hands. We have been extremely happy with our advertising for years with Food Industry News and will definitely continue advertising with them in the foreseeable future. "

Don Pfleiderer - CECS, CESI, President, Enviromatic Corporation of America, Inc