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# Food Industry

Reach Chicagoland's  
Best Buyers



FOUNDED 1982

# News

CHICAGOLAND'S FOOD INDUSTRY MONTHLY TRADE PUBLICATION SINCE 1982



## 2021 MEDIA KIT

Reach 18,300+ Buyers in the  
"Culinary Capital"  
of the U.S.  
(and that's just the beginning)

UPDATED: 12-4-2020

## A TRUSTED AND VALUABLE RESOURCE TO YOUR BUYERS

Reaching Chicagoland's Food  
Industry For 39+ Years



WHAT'S  
INSIDE

## PRINT, WEB, DIGITAL & NETWORKING EXPOSURE ACROSS CHICAGOLAND

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When food service, 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.

## 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



**REACH BUYERS AT ALL LEVELS OF THIS INDUSTRY  
INCLUDING: RESTAURANTS, INSTITUTIONS, HOTELS,  
SUPERMARKETS, DISTRIBUTORS AND MORE!**

**MONTHLY CIRCULATION 2021: 18,305**

**9,975**

Independent Chains  
Multi-Unit Restaurants  
Catering • Companies • Chefs  
Delis • Fast Food Operators  
Pizzerias • Includes Businesses  
Selling Liquor

**1,458**

Liquor Focused Business  
with Illinois Liquor Licenses  
Bars • Taverns • Nightclubs  
Liquor Stores • Lounges • Wine Shops  
Liquor Wholesale • Vendor Distribution  
Distilleries • Breweries

**3,173**

Suppliers • Food Manufacturers  
Food Distributors and Brokers  
Grocery Distributors • Warehouses  
Sales Reps Serving Our industry  
Wholesale Cash & Carry Outlets

**1,155**

Hotels • Banquet Halls • Country Clubs  
Concert Venues • Auditoriums  
Conventions Centers • Golf Courses • Resorts  
Health Clubs • Amusement Parks

**1,440**

Casinos • Stadiums  
Contract Foodservice Operations  
Food Halls • Institutions • Schools • Hospitals  
Nursing Homes • Theaters • Airlines  
Military/Veteran Facilities • Jails • Prisons  
Bakeries • Churches • Associations  
Shopping Center Food Courts  
State, County and Village Procurement Offices  
K-12, Colleges & Universities

**1,104**

Grocery Stores • Supermarkets  
Convenience Stores • Produce Markets  
Specialty Retailers • Fish and Seafood Shops  
Candy Stores • Butcher Shops  
Gas Stations • Mini Marts

**PUT YOUR AD IN  
OUR NEXT ISSUE!**



FOLLOW US  
ON FACEBOOK  
AND TWITTER!

**HAPPY NEW YEAR!**

**Food  
INDUSTRY**



FOUNDED 1982

CHICAGOLAND'S ONLY FOOD INDUSTRY TRADE PUBLICATION  
AROUND CHICAGO: IVY'S BUDGET

**News**



# Food Industry News

## Reach "Hard To See" Buyers For Pennies Per Contact



### Display Ad Rates Per Monthly Insertion

FULL PAGE 10.5" X 13"	1/2 PAGE 8" X 8 1/4" 10" X 6-1/2" 6" X 11"	1/3 PAGE 8" X 5 3/4" 10" X 4-1/2" 6" X 7-1/4" 4" X 11"	1/4 PAGE 4" X 8-1/2" 8" X 4-1/4" 6" X 5-1/2"	1/6 PAGE 6" X 3-3/4" 4" X 5-1/2"	1/8 PAGE 4" X 4-1/4" 6" X 2-3/4"	1/10 PAGE 4" X 3-1/4" 6" X 2-1/4" 2" X 6-1/2"	1/16 PAGE 4" X 2-1/4" 2" X 4-1/4"	1/20 PAGE 2" X 3-1/4"
<b>24 TIME PROGRAM</b>								
<b>4-C</b> \$3,887	<b>4-C</b> \$2,297	<b>4-C</b> \$1,397	<b>4-C</b> \$1,157	<b>4-C</b> \$907	<b>4-C</b> \$747	<b>4-C</b> \$567	<b>4-C</b> \$357	<b>4-C</b> \$197
<b>B&amp;W</b> \$2,667	<b>B&amp;W</b> \$1,537	<b>B&amp;W</b> \$937	<b>B&amp;W</b> \$777	<b>B&amp;W</b> \$557	<b>B&amp;W</b> \$469	<b>B&amp;W</b> \$347	<b>B&amp;W</b> \$237	<b>B&amp;W</b> \$197
<b>12 TIME PROGRAM</b>								
<b>4-C</b> \$4,627	<b>4-C</b> \$2,767	<b>4-C</b> \$1,667	<b>4-C</b> \$1,397	<b>4-C</b> \$1,097	<b>4-C</b> \$877	<b>4-C</b> \$707	<b>4-C</b> \$467	<b>4-C</b> \$227
<b>B&amp;W</b> \$3,177	<b>B&amp;W</b> \$1,817	<b>B&amp;W</b> \$1,137	<b>B&amp;W</b> \$945	<b>B&amp;W</b> \$687	<b>B&amp;W</b> \$542	<b>B&amp;W</b> \$449	<b>B&amp;W</b> \$287	<b>B&amp;W</b> \$227
<b>7 TIME PROGRAM</b>								
<b>4-C</b> \$5,135	<b>4-C</b> \$3,077	<b>4-C</b> \$1,867	<b>4-C</b> \$1,537	<b>4-C</b> \$1,207	<b>4-C</b> \$1,009	<b>4-C</b> \$787	<b>4-C</b> \$517	<b>4-C</b> \$257
<b>B&amp;W</b> \$3,538	<b>B&amp;W</b> \$1,974	<b>B&amp;W</b> \$1,285	<b>B&amp;W</b> \$1,065	<b>B&amp;W</b> \$760	<b>B&amp;W</b> \$633	<b>B&amp;W</b> \$505	<b>B&amp;W</b> \$330	<b>B&amp;W</b> \$257
<b>4 TIME PROGRAM</b>								
<b>4-C</b> \$5,692	<b>4-C</b> \$3,417	<b>4-C</b> \$2,068	<b>4-C</b> \$1,709	<b>4-C</b> \$1,310	<b>4-C</b> \$1,116	<b>4-C</b> \$893	<b>4-C</b> \$574	<b>4-C</b> \$295
<b>B&amp;W</b> \$3,920	<b>B&amp;W</b> \$2,260	<b>B&amp;W</b> \$1,422	<b>B&amp;W</b> \$1,179	<b>B&amp;W</b> \$861	<b>B&amp;W</b> \$727	<b>B&amp;W</b> \$562	<b>B&amp;W</b> \$365	<b>B&amp;W</b> \$295
<b>1 TIME PROGRAM</b>								
<b>4-C</b> \$5,993	<b>4-C</b> \$3,597	<b>4-C</b> \$2,177	<b>4-C</b> \$1,799	<b>4-C</b> \$1,440	<b>4-C</b> \$1,186	<b>4-C</b> \$936	<b>4-C</b> \$609	<b>4-C</b> \$309
<b>B&amp;W</b> \$4,128	<b>B&amp;W</b> \$2,378	<b>B&amp;W</b> \$1,497	<b>B&amp;W</b> \$1,242	<b>B&amp;W</b> \$896	<b>B&amp;W</b> \$745	<b>B&amp;W</b> \$594	<b>B&amp;W</b> \$386	<b>B&amp;W</b> \$309

### Other Color Options:

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.

**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)

### BUYERS GUIDE LISTINGS AND HOT LEADS REPORT PROGRAM

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

**E-Blast Package:** Our \$750. e-blast package includes a series of 3 e-blasts. You control the content, images and links.



# Value Package Programs: Affordable, Effective

## Value Package #1 Ads, Event Cosponsorship, Editorial, Directory Listing Program

- Four, Black and White 1/10th page ads measuring 4" wide x 3.25" high
- Three Gold Level Shmoozefest Cosponsorships
- Two 200-word articles on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- One Buyer's Guide Listing category for 1 year

Package Value \$4,123.

Value Package Discounted Rate: \$3,650.

## Value Package #2 Event Cosponsorship, Directory Ad, Editorial, Directory & Listing Program

- Three Gold Level Shmoozefest Cosponsorships
- Four Quarterly 4-color 1/3rd page ads
- One 200-word article on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Five Buyers Directory Listing Categories for 1 year

Package Value \$9,772.

Value Package Discounted Rate: \$8,875.

## Value Package #3 Ad, Editorial, Directory Listing Program

- Eight, 4-color 1/16th page ads plus Four, 1/4 page 4-color ads
- Two 200-word articles on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- One Buyer's Guide Listing category for 1 year

Package Value \$9,504.

Value Package Discounted Rate: \$8,500.

## Value Package #4 Event Cosponsorship, Editorial, Directory & Listing Program

- Four Gold Level Shmoozefest Cosponsorships
- Four E-blasts Sent to Our Digital Subscribers
- One 200-word article on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Five Buyers Directory Listing Categories for 1 year

Package Value \$3,250

Value Package Discounted Rate: \$2,825

## Value Package #5 Ads, Event Cosponsorship, E-blast, Mailing, Editorial, Listing Program

- Three Gold Level Shmoozefest Event Cosponsorships
- Six E-blasts to our e-subscribers
- Three 200-word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year

Five Buyers Directory Listing Categories for 1 year

Package Value \$4,115

Value Package Discounted Rate: \$3,075.



**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

**Value Package #6 Ads, E-blast, Editorial, Directory Listing, Mailing Program**

- Twelve, 1/6 page for color ads, 3 Shmoozefest Cosponsorships,
- Two E-blasts to our e-subscribers
- Three 200-word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Two Buyers Directory Listing Categories for 1 year

Package Value \$14,719.

Value Package Discounted Rate: \$13,200

**Value Package #7 Quarterly Ad, E-Blast Editorial, Mailing Program**

- Quarterly 4-color half-page ads in Food Industry News
- Four E-blasts to our e-subscribers
- Four 200 word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Two Buyers Directory Listing Categories for 1 year

Package Value \$15,543

Value Package Discounted Rate: \$13,988.

**Value Package #8 Quarterly Ad, E-Blast Editorial, Directory Listing Program**

- Quarterly 4-color full-page ads in Food Industry News
- Four E-blasts to our e-subscribers
- Three 200 word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Two Buyers Directory Listing Categories for 1 year

Package Value \$24,263.

Value Package Discounted Rate: \$21,836.



On average, our consistent display advertisers have run with us for over 25 years, 2 months.

## CREATE YOUR OWN MARKETING MIX STRATEGY WITH THESE TOOLS:

Sending your brochure to all of our print edition subscribers: \$2650. 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 Cosponsorships: \$500. 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.

## WE OFFER A FULL SUITE OF PROVEN EFFECTIVE SERVICES AND TOOLS

DESIGNED TO HELP YOU SUCCESSFULLY PENETRATE HARD  
TO REACH INDEPENDENT AND CHAIN ACCOUNTS

On average  
our consistent  
advertisers  
have been running  
for over 25 years.



## 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 & Content



All Glossy, Color Format  
Useful & Interesting Editorial  
AND MORE!



## MONTHLY HOT LEADS REPORT PROGRAM

Stay on top of new openings, units changing hands and new sales opportunities with this monthly 8 pg. report. Also contains lists of new incorporations, market activity, insider information and more.

**1-YEAR HOT LEADS REPORT PROGRAM**  
\$375 + \$60 ea. for additional categories

One Buyer's  
Directory listing  
is included in this  
program!



## SEND YOUR BROCHURE TO F.I.N. SUBSCRIBERS

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

**PRICE PER PIECE:**  
8.5" x 11" flat insert 14¢ ea. • 11" x 5" folded card insert: 12¢ ea.

## SHMOOZEFEST

— MINI TRADE SHOW NETWORKING PARTY —

## "SHMOOZEFEST" CO-SPONSORSHIPS

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.

Call for the exact date of our next event.

**GOLD SPONSORSHIPS: \$500.**  
**SILVER SPONSORSHIPS: \$250.**

## LET US MAIL YOUR BROCHURE OR CATALOG TO NEW BUSINESSES



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)

## TAKE ADVANTAGE OF OUR DIGITAL REACH!



## 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**  
**\$795**



## WEB 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.

**3 Banner Sizes to choose from:**  
**\$175 • \$295 • \$375**



**DATE TO BE ANNOUNCED**

# SHMOOZEFEST

— MINI TRADE SHOW NETWORKING PARTY —

**Moretti's Chicago (Edison Park); 6727 Olmsted, Chicago, IL 60631**

**Guest Speakers • Raffles • Direct Vendor Contacts**

**Watch for our next Shmoozefest event in 2021.** This free industry-only event will feature a panel of experts discussing best practices to stay profitable and overcoming challenges associated with third party delivery orders. These relationships often become unprofitable due to high commissions charged by companies like GrubHub, Doordash, UberEats and others.

Join us as our panel discusses how to overcome increasing delivery order food and labor costs, regulations affecting food handling and delivery, increased competition from delivery-partners and solutions to manage delivery services. Co-sponsorships for future events are available.

**Huntington Bank**

**Revel**  
SYSTEMS



**GONNELLA**  
Since 1886  
**HORTON**  
Insurance / Risk Advisory / Employee Benefits  
**ACCURATE SCALE COMPANY**



**SALUMI CHICAGO**

**RENDLER**

**Retail Control Solutions INC.**



**DEVANCO FOODS**  
CHICAGO'S FAVORITE

**Alpha P.O.S. Services**

**SpotOn**

**ROSE**  
PEST SOLUTIONS

**TriMark Marlinn**



**FUSO D&S TRUCK CENTER, INC.**

**TEXAS PETE**

**Farmers HEN HOUSE**

**PERFORMANCE FOODSERVICE - Chicago**

**gp Foodservice Equipment Support**  
**general parts group**

**KOOL TECHNOLOGIES INC.**  
**EMPLOYCO USA**  
The Power to Compete

**TASK Insurance Group**  
Consider it done.

**Gallagher**  
Insurance | Risk Management | Consulting

**GAME CHANGER**  
COMMERCIAL SMOKER

**CONNIE'S pizza**

**STEP DVANTAGE**  
The SOLUTION to slippery when wet!

**McCLOUD**  
SERVICE SPECIALISTS SINCE 1904

**Gator Chef**  
NEW & USED RESTAURANT EQUIPMENT  
KITCHEN SUPPLIES

**To reserve your cosponsorship table at these events, call Cary Miller at 847-699-3300**



## What Our Silver Platter Savings Program Can Do For Your Business

the each month. With every food, beverage and hospitality business facing lower margins due to increased labor and occupancy costs, we feel the time is right for this program.

It's always been our goal to help food business buyers (our readers) work with the best vendors, and get the best overall value for their dollar. This is evident by seeing the quality and stature of companies we promote to our readers

With this in mind, we are launching the Silver Platter Savings Program, where select vendors will offer Food Industry News readers special pricing, discounts or rebates on their purchases. Food Industry News will have no involvement rebating our readers these funds. This will be handled directly between the vendor and the buyer.

We feel your company is one which would be a good fit for this program. The requirement for all "Supplier Members" for this program is that they run a full page ad with us monthly. It is our goal to help the finest suppliers (our advertisers) do more business with our base of 65,000 loyal (industry buyer) monthly readers.