



See Our Magazine

FOOD INDUSTRY NEWS

MEDIA KIT and ADVERTISING PACKAGES

Founded 1982

Chicagoland's Most Trusted Food Industry Buying Tool

Used by Chefs, Owners, Independent and Chain Buyers at All Levels of the Food Industry Including: Restaurants • Food Service • Grocery • Hospitality • Gaming • Institutions • Distribution and More

Proven, Effective Tools Designed to Help Suppliers Consistently Get New Business, Influence and Educate Buyers



Monthly Print and Digital Trade Magazine and Buying Guide



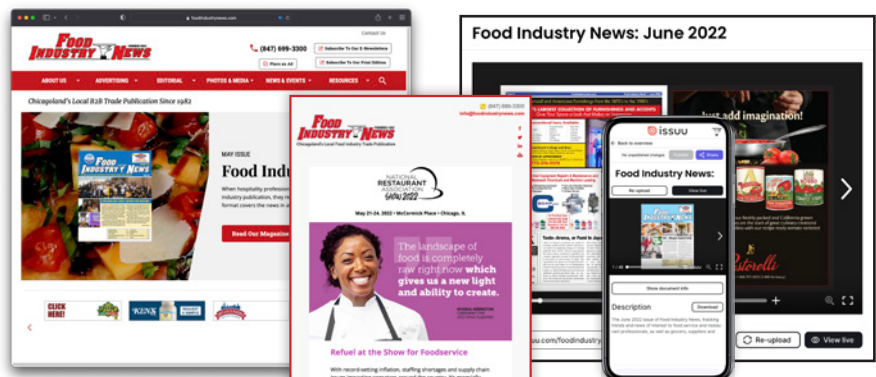
Quarterly Mini Trade Shows



Monthly Report of New Openings and Qualified Sales Leads



Mailings to New Owners and Established Locations



Digital Edition Advertising, E-Blasts, Website Banner Ads

foodindustrynews.com

847-699-3300

info@foodindustrynews.com

FULL PAGE 10.5 x 13"	1/2 PAGE 8 x 8.25" 10 x 6.5" 6 x 11"	1/3 PAGE 8 x 5.75" 10 x 4.5" 6 x 7.25" 4x11"	1/4 PAGE 4 x 8.5" 8 x 4.25" 6 x 5.5"	1/6 PAGE 6 x 3.75" 4 x 5.5"	1/8 PAGE 4 x 4.25" 6 x 2.75"	1/10 PAGE 4 x 3.25" 6 x 2.25" 2 x 6.5"	1/16 PAGE 4 x 2.25" 2 x 4.25"	1/20 PAGE 2 x 3.25"
24-Time Program								
4C \$3,887 B&W \$2,667	4C \$2,297 B&W \$1,537	4C \$1,397 B&W \$937	4C \$1,157 B&W \$777	4C \$907 B&W \$557	4C \$747 B&W \$469	4C \$567 B&W \$347	4C \$357 B&W \$237	B&W \$197
12-Time Program								
4C \$4,627 B&W \$3,177	4C \$2,767 B&W \$1,817	4C \$1,667 B&W \$1,137	4C \$1,397 B&W \$945	4C \$1,097 B&W \$687	4C \$877 B&W \$542	4C \$707 B&W \$449	4C \$467 B&W \$287	B&W \$227
7-Time Program								
4C \$5,135 B&W \$3,538	4C \$3,077 B&W \$1,974	4C \$1,867 B&W \$1,285	4C \$1,537 B&W \$1,065	4C \$1,207 B&W \$760	4C \$1,009 B&W \$633	4C \$787 B&W \$505	4C \$517 B&W \$330	B&W \$257
4-Time Program								
4C \$5,692 B&W \$3,920	4C \$3,417 B&W \$2,260	4C \$2,068 B&W \$1,422	4C \$1,709 B&W \$1,179	4C \$1,310 B&W \$861	4C \$1,116 B&W \$727	4C \$893 B&W \$562	4C \$574 B&W \$365	B&W \$295
1-Time Program								
4C \$5,993 B&W \$4,128	4C \$3,597 B&W \$2,378	4C \$2,177 B&W \$1,497	4C \$1,799 B&W \$1,242	4C \$1,440 B&W \$896	4C \$1,186 B&W \$745	4C \$936 B&W \$594	4C \$609 B&W \$386	B&W \$309

MORE OPPORTUNITIES TO CONNECT WITH BUYERS

Event Sponsorships: The \$500 Gold Co-Sponsorship, includes your logo in the event ads, flyers and signage plus a table at the event where you may engage buyers, serve food or demonstrate your product. The \$250 Branding Co-Sponsorship, includes your logo in the ads and flyers promoting the event and on signage displayed at the event.

Buyers Guide Listing and Hot Leads Report: \$375 per year, includes one directory category, additional categories @ \$60 each per year.

Dedicated E-Blast Programs: Target our database of over 21,000 local and national e-subscribers, which contains contacts at all levels of the industry. \$350 per e-blast or 3 for \$750.

Mailing Programs: Send your brochure to over 18,000 print-edition subscribers for only .14 cents per location. Also available: include your brochure in our Welcome Pack Mailers sent to new Chicagoland openings, new owners and new locations.

Internet Advertising: Three sizes of ads are available that link directly to your website or to an email address. Sizes and rates per month: 232 x 80 @ \$177 monthly; 232 x 120 @ \$300 monthly; 232 x 160 @ \$499 per month.

Endorsed Vendor Programs: This customized program enables you to be a preferred supplier partner and is designed to help you achieve aggressive market growth and penetration.

Advertise in Our Next Issue. Call Us Today: 847-699-3300 Ad layout and design available upon request.

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.

Deadlines

Ad space reserves due 45 days prior to the first of the month.
Materials due 30 days prior to publication.

SHMOOZEFEST

— MINI TRADE SHOW NETWORKING PARTY —

What Is Shmoozefest?

Shmoozefest is the premier quarterly networking event tailored for Chicagoland's food industry, offering an excellent opportunity for professionals to socialize, build relationships, and stay updated. Every event features interviews with notable industry guests from 5 to 6 p.m., followed by a dynamic mini trade show/tasting and a networking party. It's a fantastic chance for food business owners, managers, chefs, buyers, suppliers, and other key influencers to connect, have fun, win prizes and engage.

Why Do Owners and Buyers Attend Shmoozefest?

In today's competitive market, owners and leaders need all of the perspective and ideas they can get. The educational content, ideas, networking opportunities, and the chance to sample new products save buyers time and money. The deep-dive interview with a featured guest is complemented by a candid Q&A session, allowing professionals to learn and ask questions directly to top industry leaders.

Does It Cost Anything to Attend?

Attending Shmoozefest events are free for food industry professionals to attend. There are no hidden costs, and attendees can enjoy free raffle prizes and samples of product from our clients and sponsors along with a cash bar. The goals for Shmoozefest and Food Industry News is to help industry professionals foster success and connect.

Are They Fun?

Absolutely! Shmoozefest events are enjoyable due to the free raffle prizes, great food and beverages, and the opportunity for attendees to reconnect with industry friends and make new professional contacts.

Where Is Shmoozefest Held?

Shmoozefest events take place from 5 p.m. to 9 p.m. at Moretti's Banquets, on the far Northwest side in Chicago's Edison Park neighborhood. Ample free parking is available along the railroad tracks in the Metra parking lots.

Remaining 2024 Shmoozefest Dates



Monday September 9, 2024

Special Guest: Corey Grupe,
Executive Chef of over 58 Units
HMSHost O'Hare Airport



Monday December 2, 2024

Special Guest: Joe Fontana,
Owner, Fry The Coup Restaurants

2025 Shmoozefest Event Dates:

Monday March 3, 2025

Monday Sept. 8, 2025

Monday June 2, 2025

Monday Dec. 8, 2025

Why Quarterly Events?

The food industry has a constant flow of new owners, businesses openings, expansions and management changes. Our quarterly event schedule ensures that buyers and vendors stay connected and up-to-date, making the buying and selling process faster, smoother and more efficient.

Who Are the Best Sponsors?

Suppliers that offer food products, equipment, supplies or services to the Chicagoland industry can greatly benefit from the exposure and face-to-face engagement offered by Shmoozefest and the reach of Food Industry News. We proudly provide opportunities for direct exposure, branding and connecting with key industry players operating in Chicagoland's \$34 billion dollar food industry.

Attendance, Invitations RSVPs?

Shmoozefest events typically attract 200-400 buyers and influencers. We attract them with compelling speakers, free industry networking, food and beverage samples, and engaging raffle prizes. The chance to meet new vendors who can solve problems also draws significant interest. No RSVP is needed. A business card is required for admittance.

How Much Is It and How Do I Become a Sponsor?

We offer two low-cost sponsorship items. Our \$250 Branding Package keeps you visibly. Our \$500 Sponsorship includes a table to present at the event, and chafing dishes, serving trays, electric, and light food prep, cooking heating for what you would be serving. To secure a cosponsorship spot or get more details call Cary Miller, Vice President of Food Industry News at 847-602-9620.

Successfully Engage CHICAGO MARKET BUYERS

Independent and Chain Restaurant Buyers, Chefs, Distributors

We Make it Easier for Suppliers to Connect with Buyers.

For 42 years, Food Industry News has been the Chicagoland industry's premier local trade magazine and buying guide, delivering essential information through both print and digital formats. Our mission is to help advertisers effectively connect with industry buyers and decision-makers by leveraging our exclusive reach and influence.

Why Choose Food Industry News? Our comprehensive and high-quality subscriber base includes the region's most successful and influential operators. We excel at shaping buying decisions with informative, educational, and insightful editorial content, particularly pieces that support and highlight our advertisers.

What Food Industry News Can Offer You:

- **Monthly Print & Digital Display Ads:** Reach key industry players through our widely circulated magazine.
- **Quarterly Shmoozefest Events:** Engage with industry professionals at our networking, tasting, and educational events. Free to attend. Event Sponsorships are \$250. And \$500.
- **Front Page "Post-It-Note" Ads:** Capture attention with prominent placement on our magazine cover.
- **Buyers Directory Listings:** Enhance your visibility with tailored listings in our industry vendor directory.
- **Eblast Packages:** Reach our internet subscribers with targeted email campaigns.
- **Dynamic Advertising Packages:** Maximize your impact with our value-focused advertising options.
- **Monthly Brochure Mailings:** Distribute your brochures to new owners and operators in the industry.
- **Expert Ad Services:** Benefit from our professional ad layout, design, photography, and copywriting expertise.
- **Sticker Ads:** Have your ad printed on a sticker and sent to every subscriber.
- **Printed Mailer Distribution:** Get your 8.5"x11" mailer or brochure into the hands of potential clients.
- **Hot Leads Reports:** Access valuable reports on new Chicagoland restaurants opening soon.



Our Reach:

We offer a comprehensive local reach while also catering to national chain headquarters among our subscribers. Our monthly print circulation exceeds 18,000, penetrating every channel of the industry. Our internet edition is freely accessible, expanding your potential audience.

Ready To Elevate Your Business?

Contact me today to discover how we can help you achieve your sales goals and support your business growth.

Cary Miller, Vice President – Direct: 847-602-9620

Our team is here to serve and help you achieve your goals.

REACH 18,112 Local Locations in All Industry Segments Every Month!

Reach 3,182:

- Food Business Suppliers
- Food Manufacturers
- Food Distributors and Brokers
- Wholesale Grocery Jobbers
- Sales Reps Serving Our Industry
- Wholesale Cash-and-Carry Outlets

Reach 1,217:

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

Reach 9,778:

- Independent Restaurant Chains
- Multi-Unit Restaurant Operators
- Ethnic Restaurants
- Catering Companies
- Chefs
- Delis
- Fast-Food Operators
- Food Trucks
- Pizzerias

Reach 1,405:

- Casinos
- Stadiums
- Food Halls
- Contract Feeders
- Institutions
- Hospitals
- Theaters
- Airlines
- Prisons
- Churches
- Military/Veteran Facilities
- Bakeries
- Associations
- State, County and Village Buying Offices
- K-12, Colleges, Universities

Reach 1,141:

- Grocery Stores
- Supermarkets
- Convenience Stores
- Produce Markets
- Specialty Retailers
- Candy Stores
- E-Commerce Retailers
- Fish / Seafood Shops
- Butcher Shops
- Gas Stations
- Mini Marts
- Ethnic Retailers

Reach 1,389:

- Liquor-Focused Businesses with Illinois Liquor Licenses
- Bars
- Taverns
- Nightclubs
- Lounges
- Liquor Stores
- Wine Shops
- Liquor Wholesalers
- Distilleries
- Breweries
- Vendor Distribution

TOTAL MONTHLY PRINT CIRCULATION: 18,112

TESTOMONIALS FROM SOME OF OUR ADVERTISING CLIENTS

"We have been advertising in the Food Industry News publication for decades. It's the one publication that is a consistent source of information for our target market, helping us connect to customers and provide fire protection all over Chicagoland. **The printed edition is iconic in format while the online version appeals to the digital user.** Either way, FIN is a valued publication. Working with Cary and company has always been a pleasant and easy process." – *Deb Chin, Marketing Manager, Fox Valley Fire & Safety*

"**The value of the ads placed in Food Industry News far exceeds the cost.** They are very responsive and always looking for ways to make our partnership more valuable to us both, and I know I'll get the truth when asking for guidance, as opposed to someone who just wants to get a contract signed. I trust Cary and his team, and you should too!"

– *Mike Hyman, Founder/Managing Principal, Century Energy Solutions LLC*

"**We have been advertising with Food Industry News for over 20 years, and still, to this day, receive regular leads from operators reaching out to see how they can sample our wide array of products.** It's been a great way to keep our name out there over the years and certainly in today's ever-changing market. We look forward to 20 more!"

– *George Kanavos, Vice President of Sales, Devanco Foods*

"Rose's partnership with the Food Industry News network goes far beyond an ad in the monthly magazine. **Quarterly Shmoozefests are wonderful in-person opportunities for our staff to build relationships with decision makers in the food industry.** It aligns us with like-minded individuals who prioritize public health protection. Our brand continues to strengthen with all the connections we've made through this group and we're forever grateful." – *Janelle Iaccino, Marketing Director, Rose Pest Solutions*

"We have advertised in Food Industry News at various times over 44 years. These ads are a significant part of our marketing efforts. Obviously, **this choice is made because it brings results.**" – *Edward W. Sexton, Sr. CEO, The Sexton Group*

"In the over 30 years Food Photo Studio has been serving the food and beverage industry, there has only been one indispensable resource for our community. From industry news, outsourced resources, and power partners to how to seminars, networking events, Food Industry News covers all the angles. The staff treats us like family. **We feel like the entire staff truly cares about our success.** Time and time again finding new and better ways to promote and grow our business. I can't state this enough, Food Industry News is the partner that is indispensable." – *Curtis Newborn, President, Food Photo Studio*

Surround Buyers with These Powerful Packages



Display Ad Value Packages

Value Package "AA" • \$4,900 – \$6,500

- 12 Issues, One Year 1/16 Page Ads.
 - 1 Year, 232x80 Web Banner Ad.
 - 2 Gold Shmoozefest Sponsorships.
 - 2 Articles on Your Company or Products.
 - 1 Year of the Monthly Hot Leads Report.
 - 1 Buyers Guide Listing for One Year.
- BW Package Value: \$6,500. Value Package: \$4,900.
4-C Package Value: \$7,700. Value Package: \$6,500.

Value Package "A" • \$7,600 - \$9,500

- 12 Issues, 1 Year 1/10 Page Ads.
 - 1 Year, 232x80 Web Banner Ad.
 - 4 Gold Shmoozefest Sponsorships.
 - 2 Articles on Your Company or Products.
 - 1 Year of the Monthly Hot Leads Report.
 - 1 Buyers Guide Listing for One Year.
- BW Package Value \$9,500. Value Package: \$7,600.
4-C Package Value \$12,600. Value Package: \$9,500.

Value Package "B" • \$9,775 - \$13,399

- 12 Issues, 1 Year 1/8 Page Ads.
 - 1 Year, 232x80 Web Banner Ad.
 - 4 Gold Shmoozefest Sponsorships.
 - 1 Article on Your Company or Product.
 - 1 Year of the Monthly Hot Leads Report.
 - 5 Buyers Guide Listings for One Year.
- BW Package Value \$10,868. Value Package: \$9,775.
4-C Package Value \$14,888. Value Package: \$13,399.

Value Package "C" • \$10,675 – \$15,000

- 12 Issues, 1 Year 1/6 Page Ads.
 - 1 Year, 232x80 Web Banner Ad.
 - 3 Gold Shmoozefest Sponsorships.
 - 2 Articles on Your Company or Products.
 - 1 Year of the Monthly Hot Leads Report.
 - 1 Buyers Guide Listing for One Year.
- BW Package Value \$11,868. Value Package: \$10,675.
4-C Package Value \$16,788. Value Package: \$15,000.

Value Package "D" • \$16,099 – \$21,800

- 12 Issues, 1 Year 1/4 Page Ads.
 - 1 Year, 232x80 Web Banner Ad.
 - 3 Gold Shmoozefest Sponsorships.
 - 1 Article on Your Company or Product.
 - 1 Year of the Monthly Hot Leads Report.
 - 5 Buyers Guide Listings for One Year.
- BW Package Value \$15,204. Value Package: \$13,675.
4-C Package Value \$20,628. Value Package: \$17,550.

Value Package "E" • \$16,099 – \$21,800

- 12 issues, 1 Year 1/3 Page Ads.
 - 1 Year, 232x80 Web Banner Ad.
 - 4 Gold Shmoozefest Sponsorships.
 - 2 Articles on Your Company or Products.
 - 1 Year of the Monthly Hot Leads Report.
 - 3 Buyers Guide Listings for One Year.
- BW Package Value \$17,888. Value Package: \$16,099.
4-C Package Value \$24,248. Value Package: \$21,800.

Value Package "F" • \$16,900 – \$19,350

- 12 Issues, Alternating 1/4 & 1/2 Page Ads.
 - 4 Gold Shmoozefest Sponsorships.
 - 2 Articles on Your Company or Products.
 - 1 Year of the Monthly Hot Leads Report.
 - 5 Buyers Guide Listings for One Year.
- BW Package Value \$18,812. Value Package: \$16,900.
4-C Package Value \$21,530. Value Package: \$19,350.

Value Package "G" • \$24,450. – \$34,700

- 12 Issues, 1 Year Half-Page Ads.
 - 1 Year, 232x80 Web Banner Ad.
 - 4 Gold Shmoozefest Sponsorships.
 - 4 Custom Eblasts Featuring Your Content.
 - 1 Article on Your Company or Product.
 - 1 Year of the Monthly Hot Leads Report.
 - 5 Buyers Guide Listings for One Year.
- BW Package Value \$27,168. Value Package: \$24,450.
4-C Package Value \$38,568. Value Package: \$34,700.

EVENT SPONSORSHIP & EBLAST PACKAGES

Value Package "H"

- 4 Gold Shmoozefest Sponsorships.
 - 2 Custom Eblasts Featuring Your Content.
 - 3 Articles on Your Company or Products.
 - 1 Year of Welcome Pack Mailings of Your Flyer.
 - 1 Year of the Monthly Hot Leads Report.
 - 5 Buyers Guide Listings for One Year.
- Value Package Rate: \$2,900.

Value Package "I"

- 4 Gold Shmoozefest Sponsorships.
 - 12 Custom Eblasts Featuring Your Content.
 - 4 Articles on Your Company or Products.
 - 1 Year of Welcome Pack Mailings of Your Flyer.
 - 1 Year of the Monthly Hot Leads Report.
 - 5 Buyers Guide Listings for One Year.
- Value Package Rate: \$4,800.

DIGITAL ADVERTISING PACKAGES

Value Package "J"

- 6-Month Homepage Banner Ad (232x160).
 - 6 Custom Eblasts Featuring Your Content.
 - 6 Months of the Monthly Hot Leads Report.
 - 6 Buyers Guide Listings for Six Months.
- Value Package Rate: \$4,500.

Digital Value Package "K"

- 12-Month Homepage Banner Ad (232x120).
 - 6 Custom Eblasts Featuring Your Content.
 - 1 Year of the Monthly Hot Leads Report.
 - 6 Buyers Guide Listings for One Year.
- Value Package Rate: \$4,900.

Digital Value Package "L"

- 12-Month Homepage Banner Ad (232x80).
 - 4 Custom Eblasts Featuring Your Content.
 - 1 Year of the Monthly Hot Leads Report.
 - 2 Buyers Guide Listings for One Year.
- Value Package Rate: \$2,900.