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**Reach Chicagoland's  
Best Buyers**



# FOOD INDUSTRY NEWS

**CHICAGOLAND'S FOOD INDUSTRY MONTHLY TRADE PUBLICATION • SINCE 1982**



## 2024 MEDIA KIT

**Targeting Industrial, Retail  
Foodservice and Food & Beverage  
Processing Buyers, in Addition to  
Buyers in All Other Channels  
of the Greater Chicagoland  
Food Industry**

## A TRUSTED AND VALUABLE RESOURCE TO YOUR BUYERS

Reaching Chicagoland's  
Food Industry For 40 Years

### Every Issue Contains Helpful, Valuable Information for Buyers, Including:

- Display ads from high-quality vendors, suppliers and service firms.
- Chicagoland's largest quantity of "restaurant for sale" classified ads.
- Buyer's Directory of vendors serving Chicagoland's food industry.
- Industry and supplier news, management tips, columns from industry experts.
- Photo features from local industry events and our Shmoozefest events.

## PRINT, WEB, DIGITAL AND NETWORKING

EXPOSURE ACROSS CHICAGOLAND

OUR CIRCULATION .....	2
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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

## WHAT'S INSIDE



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

### MONTHLY CIRCULATION: 18,137

#### Reach 3,138:

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

#### Reach 1,164:

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

#### Reach 9,845:

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

#### Reach 1,429:

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

#### Reach 1,135:

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

#### Reach 1,426:

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

**Food Industry News** FOUNDED 1962  
BRINGING YOU THE BEST SUPPLIERS DELIVERING QUALITY, VALUE, SERVICE AND INTEGRITY. JUNE 2023

**THE BREAKFAST QUEEN TURNS 80!**  
The Chicago-based breakfast queen, who has been serving the city for over 80 years, is celebrating her birthday with a special event at the Chicago Convention Center. The event will feature a variety of breakfast foods, including pancakes, waffles, and French toast. The queen will also be giving away prizes to lucky customers.

**Fill out our Chef Profile**

ADDITIONAL CHIEF	25	LOCAL NEWS	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25

**Food Industry News** FOUNDED 1962  
BRINGING YOU THE BEST SUPPLIERS DELIVERING QUALITY, VALUE, SERVICE AND INTEGRITY. JULY 2023

**Superdewg Still Hopping After 75 Years!**  
Superdewg, the iconic Chicago-based beer, is celebrating its 75th anniversary. The beer has been a staple of the city for decades and is loved by many. To celebrate the anniversary, Superdewg is offering a special discount on all purchases.

**Fill out our Chef Profile**

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ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25

**Food Industry News** FOUNDED 1962  
BRINGING YOU THE BEST SUPPLIERS DELIVERING QUALITY, VALUE, SERVICE AND INTEGRITY. AUGUST 2023

**CSK Transforms Itself Into the Home of Burgers, Shakes & The Bathtub Sundae!**  
CSK, the iconic Chicago-based restaurant, is transforming itself into a home of burgers, shakes, and bathtub sundaes. The new menu features a variety of delicious items, including burgers, shakes, and bathtub sundaes. The restaurant is also offering a special discount on all purchases.

**Fill out our Chef Profile**

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ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25

**Food Industry News** FOUNDED 1962  
BRINGING YOU THE BEST SUPPLIERS DELIVERING QUALITY, VALUE, SERVICE AND INTEGRITY. SEPTEMBER 2023

**Shaquille O'Neal's Big Chicken Opens First Chicago Location**  
Shaquille O'Neal's Big Chicken, the iconic Chicago-based restaurant, is opening its first Chicago location. The new restaurant will feature a variety of delicious items, including chicken, burgers, and shakes. The restaurant is also offering a special discount on all purchases.

**Fill out our Chef Profile**

ADDITIONAL CHIEF	25	LOCAL NEWS	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25
ADDITIONAL CHIEF	25	ADDITIONAL CHIEF	25



# FOOD INDUSTRY NEWS

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

Our  
advertisers  
have been with  
us an average  
of 25 years!

### DISPLAY AD RATES PER MONTHLY INSERTION

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

- 4 B&W 1/10 Page Ads
  - 3 Gold Shmoozefest Sponsorships
  - 2 Articles on Your Company or Products
  - 1 Year of the Monthly Hot Leads Report
  - 1 Buyers Guide Listing for 1 Year
- \$3650** (Actual Value: \$4125)

## Value Package #2

- 4 Full Color 1/3 Page Ads
  - 3 Gold Shmoozefest Sponsorships
  - 1 Article on Your Company or Product
  - 1 Year of the Monthly Hot Leads Report
  - 5 Buyers Guide Listings for 1 Year
- \$8875** (Actual Value: \$9770)

## Value Package #3

- 8 Full Color 1/16 Page Ads
  - 4 Full Color 1/4 Page Ads
  - 2 Articles on Your Company or Products
  - 1 Year of the Monthly Hot Leads Report
  - Buyers Guide Listing for 1 Year
- \$8500** (Actual Value: \$9500)

## Value Package #4

- 4 Gold Shmoozefest Sponsorships
  - 4 Custom E-Blasts Featuring Your Content
  - 1 Article on Your Company or Product
  - 1 Year of the Monthly Hot Leads Report
  - 5 Buyers Guide Listings for 1 Year
- \$2825** (Actual Value: \$3250)

## Value Package #5

- 3 Gold Shmoozefest Sponsorships
  - 6 Custom E-Blasts Featuring Your Content
  - 3 Articles on Your Company or Products
  - 1 Year Welcome Pack Mailings of Your Flyer
  - 1 Year of the Monthly Hot Leads Report
  - 5 Buyers Guide Listings for 1 Year
- \$3075** (Actual Value: \$4100)

## Value Package #6

- 12 Full Color 1/6 Page Ads
  - 3 Gold Shmoozefest Sponsorships
  - 3 Articles on Your Company or Product
  - 2 Custom E-Blasts Featuring Your Content
  - 1 Year Welcome Pack Mailings of Your Flyer
  - 1 Year of the Monthly Hot Leads Report
  - 2 Buyers Guide Listings for 1 Year
- \$13,200** (Actual Value: \$14,700)

## Value Package #7

- 4 Full Color Half Page Ads
  - 4 Articles on Your Company or Product
  - 4 Custom E-Blasts Featuring Your Content
  - 1 Year Welcome Pack Mailings of Your Flyer
  - 1 Year of the Monthly Hot Leads Report
  - 2 Buyers Guide Listings for 1 Year
- \$14,000** (Actual Value: \$15,500)

## Digital Value Package #1

- 6 Month Homepage Banner Ad (232x160)
  - 6 Custom E-Blasts Featuring Your Content
  - 6 Months of the Monthly Hot Leads Report
  - 6 Buyers Guide Listings for 6 Months
- \$3900**

## Digital Value Package #2

- 12 Month Homepage Banner Ad (232x120)
  - 6 Custom E-Blasts Featuring Your Content
  - 1 Year of the Monthly Hot Leads Report
  - 6 Buyers Guide Listings for 1 Year
- \$4900**

## Digital Value Package #3

- 12 Month Homepage Banner Ad (232x80)
  - 4 Custom E-Blasts Featuring Your Content
  - 1 Year of the Monthly Hot Leads Report
  - 2 Buyers Guide Listings for 1 Year
- \$2900**

## Trade Show Promotion Package #1

- 2 Full Color 1/3 Page Ads
  - 4 Custom E-Blasts Featuring Your Content
  - Half Page Post Show Event Photo Feature
- \$4750**

## Trade Show Promotion Package #2

- 2 Full Color 1/4 Page Ads
  - 2 Custom E-Blasts Featuring Your Content
  - Quarter Page Post Show Event Photo Feature
- \$3900**

## New Business & Product/Market Launch Package

- 3 Full Color 1/2 Page Ads
  - 2 Articles on Your Company or Product
  - 2 Custom E-Blasts Featuring Your Content
  - 1 Front Page Post-It Note Style Ad
- \$9850** (Actual Value: \$15,200)



**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  
foodindustrynews.com

# Exclusive Outreach Opportunities to Connect with Buyers

## Quarterly Shmoozefest Event Co-Sponsorship Options

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.

## Print and Digital Buyers Guide Directory Listing and Monthly Hot Leads Report Program

\$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 to New and Established, Hard-to-Reach Locations

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.

## Foodindustrynews.com Homepage Banner Ads

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 monthly.

## Endorsed Partner Silver Platter Savings Program

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

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



**FOOD INDUSTRY NEWS**

### 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 FOUR 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 and Interesting Editorial
- Print and Digital Formats!



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

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

### 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. These events take place quarterly.

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

### 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)

**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**



# SHMOOZEFEST

— MINI TRADE SHOW NETWORKING PARTY —



**Showcase Your Company to Buyers! Cosponsor for  
Our Free “Industry Night” Quarterly Networking,  
Tasting, Educational Events in 2024**

**Monday, March 4 • Monday, June 3  
Monday, September 9 • Monday, December 2**

Our fun, mini-trade show environment engages buyers, influencers and those intimately connected to our local \$34 billion dollar market. Cosponsors get great exposure being face to face with buyers from all channels of the industry. Typically attended by 200–400 important food business professionals, in an atmosphere conducive to moving relationships forward.

### **Cosponsorships Are Easy and Affordable:**

**The \$500. Gold Cosponsorship**, gets your logo in the event ads, flyers and signage, PLUS a table at the event where you may engage buyers, sample food or beverage products or demonstrate your service at the event. Limited to 30 co-sponsors.

**The \$250. Branding Cosponsorship Package**, gets your logo in the event ads, eblasts, flyers and signage at the event.

Shmoozefest Events Are Held from 5 p.m. to 9 p.m., at Moretti's Banquets, 6727 N. Olmsted, (Northwest side) Chicago.

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## Become an ‘Endorsed Partner’ to Our Readers

If you have the ability to provide special pricing, exceptional value or discounts to our readers, this aggressive program positions your company or brand as a very special vendor that our readers should buy from. This customized program includes multiple touch points of direct contact opportunities, editorial exposure, digital exposure and category exclusivity.

**Call Cary Miller today** to discuss your goals and see how we may help you achieve them.

**(847) 602-9620**



