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Food Industry

REACHING CHICAGOLAND AND NATIONAL
CHAIN HEADQUARTER BUYERS



FOUNDED 1982

News

CHICAGOLAND'S FOOD INDUSTRY MONTHLY TRADE PUBLICATION SINCE 1982

2020 MEDIA KIT

REACH 18,500+ BUYERS IN THE
"CULINARY CAPITAL"
OF THE USA
(and that's just the beginning)



UPDATED: 3-30-2020

A TRUSTED AND VALUABLE RESOURCE TO YOUR BUYERS

Reaching Chicagoland's Food
Industry For 38+ Years

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.

WHAT'S INSIDE

PRINT, WEB, DIGITAL & NETWORKING EXPOSURE ACROSS CHICAGOLAND

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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



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

MONTHLY CIRCULATION 2020: 18,948

10,354

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

1690

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

3203

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

1169

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

1093

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

1439

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

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

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.

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, 2021

Space Deadline: August 1, 2020

Materials Deadline: October 1, 2020

Ad Size: 3" X 7.75"

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, Directory Ad, Editorial, Directory & Listing Program

- Four Gold Level Shmoozefest Cosponsorships
- A 4-color full-page display at in the 2021/22 Pocket Buyers Directory
- 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 \$3,135

Value Package Discounted Rate: \$2,825

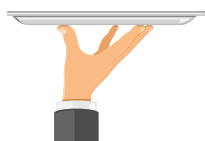
Value Package #5 Ads, Event Cosponsorship, E-blast, Mailing, Editorial, Listing Program

- Three Gold Level Shmoozefest Event Cosponsorships
- Six Eblasts 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 Eblasts 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 Eblasts 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 25 years,
2 months.



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

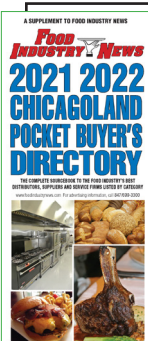
One Buyer's
Directory listing
is included in this
program!



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.



2021/2022 POCKET BUYER'S DIRECTORY ADS

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

DEADLINE: August 1, 2020

Full Page 4-Color Ads: \$895 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 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

NEW DATE!

SHMOOZEFEST

— MINI TRADE SHOW NETWORKING PARTY —

Wednesday, June 10, 2020; Moretti's Chicago, (Edison Park)

Guest Speakers • Raffles • Direct Vendor Contacts

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 over-

come increasing delivery order food and labor costs, increasing regulations impacting food handling and delivery, increased competition from delivery-partners and the solutions to manage your delivery services. Cosponsorships for this event are now available.

Call Cary Miller, at 847-699-3300 to reserve your spot.

JOIN THESE GREAT CO-SPONSORS!



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.

Coming February 2021

The 2021/2022 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

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

Deadline close is August 1, 2020 or when
available pages sell out.

Reserve Early for
Guaranteed Placement!



Valerie Miller

President/Publisher

847-699-3300

val@foodindustrynews.com

Cary Miller

Vice President of Sales

847-699-3300 • 847-602-9620

cary@foodindustrynews.com

Terry Minnich

Editor

847-699-3300

terry@foodindustrynews.com

Mark Braun

Associate Publisher

847-699-3300

mark@foodindustrynews.com

Food Industry News

Offices and Mailing Address:

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

Website: www.foodindustrynews.com Facebook: www.facebook.com/FoodIndustryNws Youtube: [FoodIndustryNews](https://www.youtube.com/FoodIndustryNews)

LinkedIn: CaryMillerFIN