

HYPER LOCAL CHICAGO MARKET IMMERSION OPTIONS TO HELP YOU INCREASE YOUR SALES, DISTRIBUTION, CUSTOMER ENGAGEMENT AND SUCCESS IN THE \$34 BILLION DOLLAR CHICAGOLAND FOOD INDUSTRY

Why Us and Why Chicagoland?

1. Chicagoland is now the hottest and most competitive food industry in the US.

We help our clients stay in front of the market's best and hardest to reach buyers.

2. Local buyers, chefs, owners and managers Food Industry News have a 37-year relationship with us. Many of our readers call our magazine their "Bible".

3. We can help you successfully penetrate all channels of business in our region.

4. Today's labor situation creates challenges for reaching, getting seen by, and educating owners, chefs and buyers in our market. We help our clients overcome these obstacles.

MARKET IMMERSION PROGRAM #1

Four event sponsorships
Annual Buyers Guide Listing Program in 5 categories

Subscription to the Monthly Hot Leads Report
A full page ad in the 2021/2022 Pocket Buyers Directory for the Food Industry

Package value \$4,100
Discounted package rate when paid in full in advance: \$3,400

MARKET IMMERSION PROGRAM #2

Coverage Period: 12 Months
Mailing of your printed brochure directly to new owners, new locations and locations changing hands for 1 year.

3 Shmoozefest (networking/tasting/educational event) Cosponsorships
6 E-blasts to our e-subscribers
Print and Digital Buyers Directory Listings in 4 categories
Our Monthly Hot Leads Report of new openings
3 editorial pieces designed to promote your company

Package value \$4300
Discounted package rate: \$3475

MARKET IMMERSION PACKAGE #3

Coverage Period: 6 Months
Mailing of your printed brochure directly to new owners and new locations for 1 year.
1 Shmoozefest (networking/tasting/educational event) Cosponsorship
Print and Digital Buyers Directory Listings in 2 categories
Our Monthly Hot Leads Report with details on new openings
6, Full Color Quarter Page Ads in Food Industry News Print and Digital Editions
2 editorial pieces designed to promote your company

Package value \$11,689
Discounted package rate: \$10,500

MARKET IMMERSION PACKAGE #4

Coverage Period: 12 Months
Mailing of your printed brochure directly to new owners and new locations for 1 year.
12 One-Sixth Page Color Ads in Food Industry News Print and Digital Editions
Quarterly E-Blasts to our e-subscribers
2 editorial pieces designed to promote your company
Print and Digital Buyers Directory Listings in 2 categories

Package value \$14,724
Discounted package rate: \$13,500

MARKET IMMERSION PROGRAM #5

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



MARKET IMMERSION PROGRAM #6

Half page 4-color ads in 12 issues of Food Industry News
Four event cosponsorships
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 2021-2022 Pocket Buyers Directory for the Food Industry
Package value \$39,000. Discounted package rate: \$30,750.

Package value \$39,000
Discounted package rate: \$30,750

MARKET IMMERSION PROGRAM #1

12 full page 4-color ads
4 event cosponsorships
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 2021-2022 Pocket Buyers Directory for the Food Industry

Package value \$61,250
Discounted package rate: \$49,750

MARKET IMMERSION PROGRAM #2

Two page 4-color spread in 12 issues
4 event cosponsorships
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 2021-2022 Pocket Buyers Directory for the Food Industry
Customized story reprint pdfs

Package value \$107,250
Discounted package rate: \$75,000

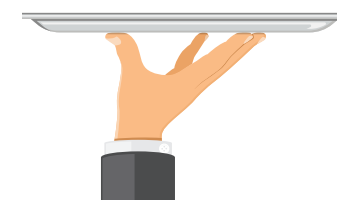
On average, our consistent display advertisers have run with us for over 24.9 years.

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.
Please email to Mark@foodindustrynews.com



OUR TEAM IS HERE TO HELP YOU ACHIEVE YOUR CHICAGOLAND MARKET SALES GOALS!

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