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# Food Industry



CHICAGOLAND'S FOOD INDUSTRY MONTHLY TRADE PUBLICATION SINCE 1982

## 2023 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



## WHAT'S INSIDE

### PRINT, WEB, DIGITAL & NETWORKING

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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 2023: 18,137**

**9,845**

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

**1,426**

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

**3,138**

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

**1,164**

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

**1,429**

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

**1,135**

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!**





# 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.

**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, 2 months.



**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.

**WELCOME PACKET**

Belly Up Smokehouse & Saloon  
1132 S. Wabash Ave.  
Chicago, IL 60605



# 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 & Content



All Glossy, Color Format

Useful & Interesting Editorial

and Print & 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 a 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 2023**

**Tuesday, March 7 • Monday, June 5  
Monday, September 11 • Monday, December 4**

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**

