

LEADERSHIP | NETWORKING | MARKETING | ADVERTISING

# FOODSERVICE NEWS

## MEDIA KIT 2021



**The News and Information Source for  
Restaurants and the Foodservice Industry**

[www.foodserviceneeds.net](http://www.foodserviceneeds.net)

## FROM THE PUBLISHER



Covid-19 has changed the world in too many ways to count. No business has been left untouched. That is especially true for our very own restaurant market. From diners at tables to take-out and delivery orders, the very foundation of the restaurant business has changed.

The way in which the industry communicates has changed as well. There was no National Restaurant Association show in 2020, no Hospitality Minnesota show, no in-person distributor events, and face-to-face meetings are few and far between. The very way in which vendors and service providers have traditionally maintained relationships and grown business in this market is now different, yet, if you are reading this, you probably still have sales goals and budgets that need to be met regardless of Covid.

How can you get the attention of a restaurant operator to talk about your product or service? How can you help restaurants save money, or adapt their business during these difficult and changing times when you can't chat with them at a trade show, or set up meetings or demonstrations in person? The answer is simple: Foodservice News. Foodservice News reaches thousands of readers every month in both print and digitally. Now is the time for a well balanced marketing campaign. Now is the time to work smarter, not harder.

I hope that you will consider giving Foodservice News the opportunity to help you achieve those goals for 2021!

Jared Pfeifer | Publisher  
 jpfeifer@foodservicenews.net  
 612-767-3214



**Monthly Print Circulation**  
**6,000**



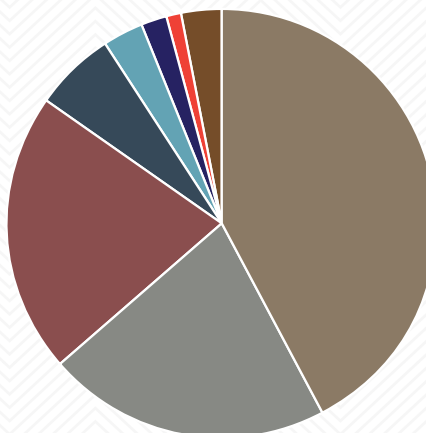
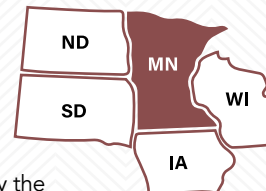
**Weekly e-newsletter Deployment**  
**3,000**



**Followers/Likes**  
**1,500**

## AN UNMATCHED AUDIENCE

Foodservice News is the Upper Midwest's exclusive media property serving not only the Twin Cities, but greater Minnesota and the adjoining states. With a mix of monthly print issues, weekly newsletters, and constant social media promotion, Foodservice News provides our partners with tens of thousands of impressions monthly. Continuing to refine and qualify the Foodservice News audience during the changing restaurant landscape is key to our strength as a brand, and it's our priority. Reaching all segments of the industry, Foodservice News provides our partners with an audience that no other marketing vehicle can.



**Independent Restaurants 42%**  
**Institutional 21%**  
**Industry 21%**  
**Chain 6%**  
**Other 3%**  
**Catering 3%**  
**Brewery/Winery/Distillery 2%**  
**Local Farms 1%**



As a sister brand, the **Charlie Awards** serves as the event component of Foodservice News. After 10 years recognizing the best in the Twin Cities restaurant scene, The Charlie Awards has created a dedicated following that expands the Foodservice News audience with both an in-person event and a strong social media following.



**Followers/Likes**  
**5,200**

# 2021 FSN RATECARD

DISPLAY SIZE	Back Cover	C2/C3	Spread	Full page	1/2 page	1/4 page	1/8 page
1X	\$2,550	\$2,425	\$4,280	\$2,200	\$1,320	\$775	\$445
3X	\$2,170	\$2,065	\$3,675	\$1,875	\$1,125	\$655	\$380
5X	\$2,040	\$1,938	\$3,470	\$1,770	\$1,060	\$620	\$355
11X	\$1,930	\$1,825	\$3,160	\$1,655	\$990	\$575	\$330

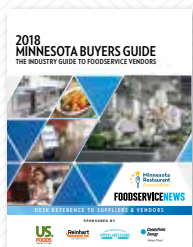
<b>EXTRAS</b>	Business card ads (3" x 1.5" <i>Prepay only</i> )	\$145/month (\$130 only 10X)
	Classified Ads (75 words)	\$85
	Section Sponsor (11X only)	\$250 per month
	Premium Position (1/2 & Full page ads only. Call for availability)	Additional 10%
	Ad Creation (1/4 page ad and smaller \$75 1/2 pg. ad and larger \$150)	

<b>DIMENSIONS</b>	<b>Full Page</b> 9 3/4" x 14" (Bleed not available)	<b>1/2 Page Horizontal</b> 9 3/4" x 6 7/8"	<b>1/2 Page Vertical</b> 4 3/4" x 14"	<b>1/4 Page Horizontal</b> 9 3/4" x 3 3/8"	<b>1/4 Page Vertical</b> 4 3/4" x 6 7/8"	<b>1/8 Page Horizontal</b> 4 3/4" x 3 3/8"
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## ANNUAL SUPPLEMENTS

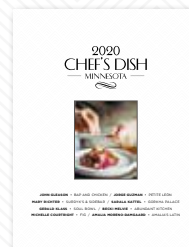
FSN BUYERS GUIDE & CHEF'S DISH	Full page ad and logo placement on cover	1/2 page	1/4 page	1/8 page
	\$2,100	\$1,100	\$700	\$410

Enhanced Buyers Guide listings: \$310 and \$105 for each additional category



### BUYERS GUIDE

From specialty food items and equipment to consultants and services, this supplement helps buyers find the sources they need. With hundreds of listings and dozens of categories, the annual Foodservice News Buyers Guide is the industries' go-to resource all year long.



### CHEF'S DISH

An award-winning piece full of one-of-a-kind features and mouth-watering images, Foodservice News Chef's Dish publication delves into the stories and recipes behind some of the area's notable chefs.

<b>Full page</b> 8 3/8" x 10 7/8" Bleed dimensions: 8 1/2" x 11 1/4" (Include a 1/4" interior margin)	<b>1/2 page horizontal</b> 7 5/8" x 5"	<b>1/4 page</b> 3 3/4" x 5"	<b>1/4 page horizontal</b> 7 5/8" x 2 3/8"	<b>1/8 page</b> 3 3/4" x 2 3/8"
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To ensure your ad looks the way you expect, please follow the guidelines below.

**PDF/X-1A GUIDELINES** - We require PDF/X-1a:2001 files for all ad materials. Acrobat 8/9 (PDF 1.7) compatibility is recommended, especially if you're exporting from Adobe Illustrator.

**GRAPHICS** - All graphic elements (photos, logos, backgrounds, etc...) should have an effective resolution of 300 DPI or higher. Vector graphics are recommended for all logos.

**CMYK COLOR** - Foodservice News uses four-color process printing, so your ad and all graphic elements (photos, logos, backgrounds, etc...) must be in grayscale or CMYK color space.

**WHERE TO SUBMIT** - If you have any questions, please contact Jenny Raines at (612) 767-3218 or jraines@franchisetimes.com.

# FOODSERVICE NEWS

## NATIVE ADVERTISING PACKAGE

Looking for a way to tell your brand story beyond a standard ad? Integrate your brand messaging within our content to give our audience an exclusive experience. Our native advertising provides the opportunity to tell YOUR story in OUR brand voice. Collaborate with our editorial experts to create a custom-content experience with a robust promotional plan that covers web, email and social media.

### Native Ad Package

- Co-produced digital feature. Up to 800 words.
- Opportunity to include client supplied images or video.
- Prominent exposure on foodserviceneeds.net
- FSN Ad (300x250) unit for duration of 2 week run
- Inclusion in one newsletter (Sponsored spot)
- Banner ad (468x60) one newsletter with content
- Social media promotion (Facebook, Twitter, Instagram)

**Package Cost \$2,500**



### Sponsored Content/e-newsletter

Leverage the reach and loyalty of the Foodservice News audience by including your product or service prominently on one of our weekly newsletters. Your company's marketing will be featured along with the weekly news stories and industry leading editorial content.

Provide a lead image (300 dpi), approximately 100 words of text, and a link back to your website.

**Cost: \$250**



# FOODSERVICE NEWS

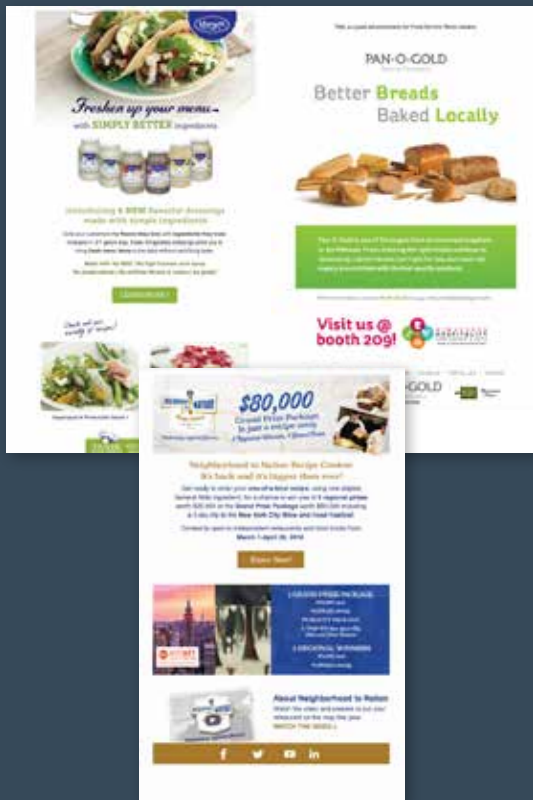
## EMAIL MARKETING SOLUTIONS

Leverage the power of the Foodservice News audience through email solutions designed with our partners in mind. Our layout, using a responsive design approach, enhances the user experience for both desktop and mobile devices, while providing our partners a highly effective advertising opportunity.

### DEDICATED EMAILS (EBLASTS)

1 Time Send:  
\$1,000

2 or More Sends:  
\$750per



### E-NEWSLETTER OPPORTUNITIES

Top Banner:  
\$200

Sponsored  
Content Block  
\$250

Banners: \$150

Medium  
Rectangle  
300x250: \$200

### FOODSERVICE NEWS

WEEKLY UPDATE



**Abundant Kitchen Owner is Living the Dream**  
Buffalo, Minnesota, is no longer just 'shabby chic' antique stores with unpredictable hours, surrounded by farmland, Becki Melvie enthuses. Thanks to its lake and proximity to other weekend getaway spots, it's attracting Twin Cities weekend refugees. With that [Read More](#)

News from our sponsor



Be the place they can't stop talking about. We can help you with that.

Join us for the foodservice event of the year! We're serving up extra helpings of educational sessions, fresh products, hot deals, incredible giveaways, and more... just for you. Let us feed your appetite for bold ideas.

10.30.2018 | 9am - 4pm | DECC, Duluth

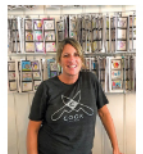
[Click here to pre-register](#)

FSN Top Stories



**Server Speak: How Do You Take Your Breakfast?**

If breakfast really is the most important meal of the day, then servers should feed themselves first and then the public, right? Here's what our roving reporter found out about the first-meal-of-the-day habits of Twin Cities servers. [Read More](#)



# FOODSERVICE NEWS

## GENERATE LEADS AND PROMOTE YOUR BRAND, WHILE INFORMING, TOO.

### THE WHITE PAPER

Generate leads while establishing your company as a thought leader in your field. White papers are one of our most popular products and you achieve the trifecta of exposure, thought leadership and lead generation.

- Your white paper is posted on the FSN website for six months.
- We promote your white paper via email, social media and on Foodserviceneews.net
- You'll receive contact information for all those who download your white paper.

**COST: \$1,500**

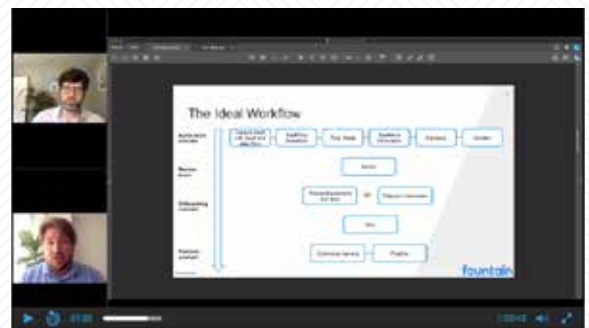


### CUSTOM WEBINAR

Generate leads and position yourself as an expert in the local community by working with Foodservice News to help educate our readers on a specific topic.

- We provide the technology and platform to host the webinar.
- We promote the webinar and handle all registrations.
- We provide an editorial contact to moderate the event.
- You receive contact information of those who register for the event.

**COST: \$3,000**



Nico Roberto - Fountains



Tom Kasper - Food On Demand

#### High-Volume Recruiting for On-Demand

[Click here to register](#)

Wednesday, August 26, 2020 1:00 pm Central  
Join Food On Demand and Fountains for a deep dive into how AI empowers recruiters and hiring teams to get better hiring in this new reality. Hear from industry experts as they explore best practices, innovative ideas and essential technologies for today's organizations to make quick changes, allowing them to keep up with demand, just as it gets impacted by new risks and opportunities in these challenging times.

# EDITORIAL CALENDAR 2021

Issue	Deadlines	Theme	Editorial Highlights
January 2021	Space: December 3 Materials: December 9	<b>THE HEALTH ISSUE</b>	<ul style="list-style-type: none"> <li>Employee health insurance</li> <li>Keeping your staff healthy</li> </ul>
February 2021	Space: January 7 Materials: January 13	<b>THE BEVERAGE ISSUE</b>	<ul style="list-style-type: none"> <li>Making money with coffee/tea programs</li> <li>Alcohol and mocktail pairings</li> </ul>
March 2021	Space: February 4 Materials: February 10	<b>ENVIRONMENTAL ISSUE</b>	<ul style="list-style-type: none"> <li>Plant-based foods</li> <li>Environmentally sound packaging</li> </ul>
April 2021	Space: March 5 Materials: March 11	<b>THE MULTI-UNIT ISSUE</b> Buyers Guide (polybagged)	<ul style="list-style-type: none"> <li>Local owners' multi-unit growth</li> <li>Real estate &amp; site selection</li> </ul>
Buyers Guide	Space: March 2 Materials: March 8		
May 2021	Space: April 7 Materials: April 13	<b>DELIVERY/FOOD ON DEMAND</b>	<ul style="list-style-type: none"> <li>Third-party delivery strategies</li> <li>Catering</li> </ul>
June/July 2021	Space: May 6 Materials: May 12	<b>MINNESOTA GROWN</b>	<ul style="list-style-type: none"> <li>From farm to table</li> <li>Agricultural innovation</li> </ul>
August 2021	Space: July 7 Materials: July 13	<b>LARGE-SCALE OPERATORS</b>	<ul style="list-style-type: none"> <li>Casinos, hotels, resorts, convention centers, arenas, airports</li> </ul>
September 2021	Space: August 6 Materials: August 12	<b>THE SCHOOL ISSUE</b>	<ul style="list-style-type: none"> <li>Private, public school nutrition</li> <li>Culinary schools challenges</li> </ul>
October 2021	Space: September 6 Materials: Sept. 10	<b>GREATER MINNESOTA ISSUE</b>	<ul style="list-style-type: none"> <li>Learn from the pros</li> <li>The dining scene outside the Twin Cities</li> </ul>
November 2021	Space: October 7 Materials: October 13	<b>BARS, DIVES &amp; PUBS</b>	<ul style="list-style-type: none"> <li>How running bars differ from restaurants</li> <li>Bar food/snacks</li> </ul>
December 2021	Space: November 3 Materials: November 9	<b>WHAT'S TRENDING IN 2022</b> Chef's Dish Book (polybagged)	<ul style="list-style-type: none"> <li>The Chef's Book issue</li> <li>Legislative issues</li> </ul>
Chef's Dish	Space: October 29 Materials: November 4		

## INDUSTRY SPECIFIC COVERAGE – EVERY ISSUE

Ask the Expert • Server Speak • New & Noteworthy • Institutional Dining • Restaurant Openings • Coffee Talk • Around Town  
Industry News • Events Calendar • By The Numbers

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