

FranchiseTimes® 2023 MEDIA KIT

FranchiseTimes
The News and Information Source for Franchising

Home • Newsletter • Magazine • News • Top 400 Franchises • Resources • MENU

How 4 Top Chefs Bring B...

Callie Evergreen Aug 29, 2022 Updated Sep 19, 2022

Our annual Kitchen Royalty package spotlights the menu masters Bojangles, Biscuit Belly and Daddy's Chicken Shack

By Callie Evergreen, Beth Ewen, Matthew Liedke and Emilee Went...

McAlister's Deli Chef Draws Ideas From Failures

you sit
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HOW TO FIND REAL MONEY IN VIRTUAL RESTAURANTS

FranchiseTimes
The News and Information Source for Franchising

Discover 10 Top Cont...

BRAND SHOW YOU

DISCOVER 10 TOP CONT...

Company Statistics

McDonald's Systemwide Sales (Milli...

| Year | Systemwide Sales (Million USD) |
|------|--------------------------------|
| 2016 | 11,000 |
| 2017 | 11,500 |
| 2018 | 12,000 |
| 2019 | 12,500 |
| 2020 | 13,000 |

Global Sales: \$19,147,000,000
US Sales: 12,812
International Sales: 25,843
Total Sales: 17,805
Percent Franchised: 100%
% International Units: 82%
US Franchised Units: 13,239
International Franchised Units: 21,808

FranchiseTimes

THE NEWS AND INFORMATION SOURCE FOR FRANCHISING
www.franchisetimes.com

February 2022

Saweetie

A meal deal collaboration with superstar rapper Saweetie is part of a celebrity marketing push at McDonald's.

Celebrity CIRCUS

QSR bets on Tebow, Lil Nas X, Saweetie and more

The Saweetie Meal

McDonald's

**INTEGRATED MEDIA SOLUTIONS
FOR THE FRANCHISE SECTOR**

Who We Are

In a sector as vast as franchising, one name stands out. Franchise Times. We bring readers the news online and in print, and showcase success stories, the advice and the lifestyles that make franchising the most interesting business sector to watch. Franchise Times is the information hub for all things franchising, but we're more than that. We give readers the tools to succeed.

This is who we are: Fresh, insightful coverage of franchising, online and in print. What are the top franchises to invest in? What franchises will grow in a turbulent economy? How did one franchise system grow from two locations to 40? What capital sources are available to franchises in various industries? Who are the movers and shakers in an ever-changing business world? Franchise Times has been providing actionable information to its readers for more than 25 years.

For advertisers, this means partnering with the most trusted name in franchising. Our cutting-edge reporting, special features and integrated media solutions are designed to help marketers reach their core audience and stand above others.

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SPECIAL
FINANCE
FOCUS
INSIDE

Franchise Times

The News and Information Source for Franchising

SEPTEMBER 2011

www.franchisetimes.com

Grammy-winning rapper
2 Chainz is bringing his
swagger—and marketing
firepower—to Krystal as the
Atlanta-based QSR brand
reinvigorates itself and its
growth plans.

**SPOTLIGHT:
CELEBRITIES
IN FRANCHISING**

**2 CHAINZ
HELPS
KRYSTAL
GET ITS**

**Groove
Back**

MAKES
THREE
BRANDS
GROWTH

Our Audience • Digital

Make a big impact with this digital audience, who reach out to FranchiseTimes.com for inspiring stories, outtakes from franchisee and franchisor interviews and colorful tales that intrigue and inform. For advertisers, we have multiple strategies to help you with your digital outreach.

You will see on the following pages how advertisers can directly reach our audience in creative new ways. Whether it's on FranchiseTimes.com, in our newsletters or throughout the internet, you can target your message to our exclusive audience of franchise owners and senior executives—the decision makers.



Monthly users
68,000



Average
monthly ad
impressions
359,000



Pages per visit
1.53



Time on
article pages
2.75 mins



LinkedIn
9,200+
followers



Twitter
9,000+
followers



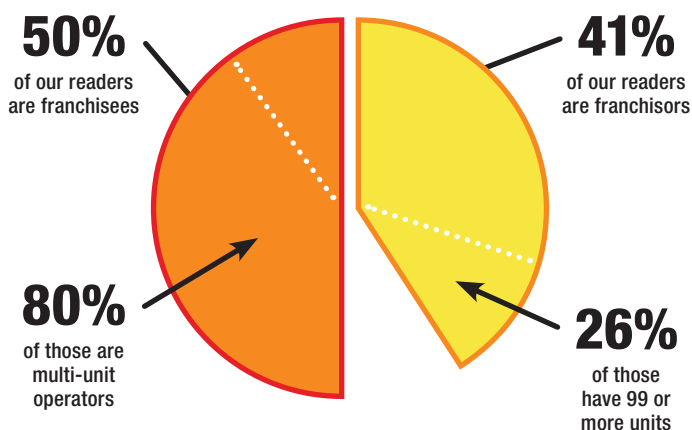
Facebook
4,000+
followers



Instagram
1,000+
followers

Our Audience • Print

The 37,000+ readership of Franchise Times are powerful people with purchasing clout:



- **37,000+** readership, targeting franchise owners and executives (16,000 subscriber sharing with an average of 1.2 colleagues)
- **65%** are upper-level execs—CEOs, CFOs, COOs, presidents and the like
- **50%** of our readers are franchisees, and 80% of those are multi-unit operators
- **41%** of our readers are franchisors, and 25% of those have 99 or more units
- **75%** have a bachelor's degree or higher
- **69%** of our readers spend 30 minutes to more than an hour with each issue

Email Marketing Opportunities

Dedicated emails: Deliver your personally crafted message to Franchise Times readers

You provide your informative message via an HTML and we'll deliver it to our audience. Targeted advertising opportunities like this will get your marketing message to the most influential franchise operators!

- Average total recipients: 28,400
- Average open rates: 27.2%
- Average clicks per email: 337

Investment: \$6,000



E-newsletters: Market your company to targeted inboxes with our content-rich e-newsletters



Through our weekly newsletters, readers learn about the latest development deals, M&A transactions, top franchise stories and more. Contact with readers in a newsy format is a win for advertisers.

Banner ads available for each issue.

- 26.3% average open rate
- 1.3% email click rate
- 28,400 subscribers

Positions

Top ad: \$900
Middle #1 ad*: \$800
Middle #2 ad: \$700
Middle #3 ad: \$600
Middle #4 ad: \$500
Bottom ad: \$500

Size: 728 x 90

** 350 x 250 (Dealmakers e-newsletter middle spot)*

FranchiseTimes.com

Our online audience is educated, affluent and growing quickly:



- 124,000 average page views in a month
- 80,000 sessions in April 2022
- 0.08% banner ad click-thru rates
- 68,000 users in a month
- 2.75 minutes average time spent on article pages

Investment

50,000 impressions: \$65 CPM (Cost per thousand)

100,000 impressions: \$55 CPM (Cost per thousand)

200,000 impressions: \$50 CPM (Cost per thousand)

Size dimensions and web guidelines:

- 728 x 90, 300 x 600, 300 x 250 and 300 x 50
- Please submit .jpeg, .gif or .png file no larger than 150KB
- RGB color space only.

Retargeting:

Travel along with your target audience! With this digital ad campaign we help you pinpoint our franchise-focused visitors and convey your message to them after they leave our site, along with having an ad on our site. Here's how it works: Once a qualified visitor is on FranchiseTimes.com, we will attach a "cookie" to the qualified visitor's browser session, which will display your banner ad as the individual visits other sites. As the qualified user views other sites, the "cookie" activates your franchise-focused banner ads. Along with our Franchise Times site, we will help keep your company top-of-mind to our visitors.

Investment: \$25/CPM



High-Impact ads

Make your ad the first thing a reader sees when they visit FranchiseTimes.com. Your banner ad at the top of the page expands into a larger ad, which will drive an eye-catching, engaging advertising experience for your target audience.

Image Sizes:

- 1170 x 50 with a 100 x 50 space reserved at the right for the toggle button.
- Mobile Pencil image should be 480 x 50, with a 50 x 50 space reserved at the right for a toggle button
- Expanded Image Desktop: 1170 x 300
- Expanded Image Mobile: 480 x 250

Investment: \$129/CPM



Sponsored Content:

This is an opportunity to tell a story, give advice or generally let our loyal audience know you are the authority in your field. Outline a case study, offer ground-breaking research and more to capture our reader's attention.

Your headline and provided content will appear in the middle of the first page of FranchiseTimes.com. Visitors will read your thought-provoking headline and article lead in, with an opportunity to click through to the entire article.

We post your story for one month, and then archive it for an entire year. Sponsored content is an excellent part of your overall marketing plan to be seen as the leader in your field.

Investment: \$2,500 per article posted



Insert Options

Polybagging your insert for the entire subscription base: \$9,500

For half the subscription base: \$7,200

For one-fourth of the subscription base or smaller geographical area: \$4,100

- Includes bagging production cost and postage up to 3 oz.
- Almost any flat piece and many other options (contact us in advance of mailing to ensure compatibility).
- Pieces must be at mail house by materials deadline.

Tip-in: \$7,900

- Includes insertion cost and postage up to 3 oz.
- Almost any flat piece of literature (contact sales rep for close dates to ensure compatibility).
- Pieces must be at mail house by materials deadline.
- Preferred position not available.

Stitch-in options

Subscription card (4-color): See rate card on pg 8

- A 8.5" x 8.5" full-color card, include 0.25" bleed.
- Opposite panel from the subscription card.
- Includes all print, postage and bindery costs.
- Materials are due on the first of the month preceding the issue.

Advertising on stitch-in cards (supplied by advertiser): \$6,500

- Must be light card stock.
- Minimum size is 5" x 3" (width x height) plus minimum 3" flap.
- Largest size is 10" x 12.75" (width x height) plus minimum 3" flap and 0.1875" extra on 3 sides.
- Pieces must be at mail house by materials deadline.

Show-only distribution issues

Belly band: \$3,200

- A 22" x 4" (width x height) full-color band around the issues, distributed only at specified shows (add 0.125" to all sides for full bleed).
- Set-up, printing, application and distribution included.
- Contact sales rep for availability as opportunities are limited to first come, first served.

Cover card—Show distribution: \$3,100

- A 4.25" x 5.50" full-color card.
- Set-up, printing, application and distribution included.
- Contact sales rep for availability as opportunities are limited to first come, first served.

Inserts for show distribution: \$1,000

- Up to 8.5" x 11"
- Does not include printing or set-up. Pieces are supplied by customer.
- Most literature pieces can be used. Contact sales rep for verification.
- Material must be sent to Franchise Times no less than 3 weeks prior to event.

Franchise Times Top 500

NEW for franchisors! Our Top 500 searchable database is a useful research tool, with systemwide sales and unit stats on the 500 largest franchises.

When prospective franchisees are looking for that next opportunity, make sure they know you are available!

The Franchise Times Top 500 is the only franchise ranking based on systemwide sales, and is the most visited page on FranchiseTimes.com. Since last October, the Top 500 page on FranchiseTimes.com has been accessed more than 100,000 times. We want to provide visitors with more information on your brand, so you can put your best foot forward.

The Franchisor Spotlight:

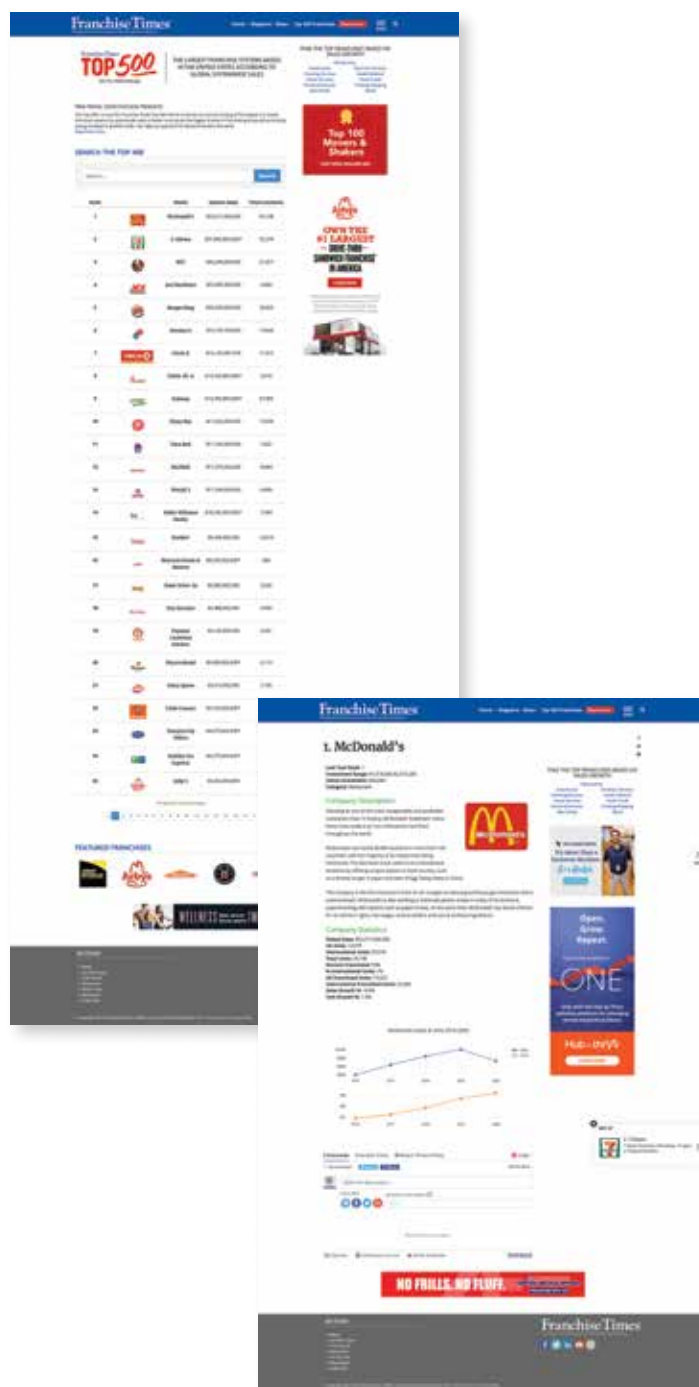
- All options include an Enhanced Listing: Company description, contact information, photos, link to video, franchise specifics, and more, within your online listing for one year
- Logo included as a featured franchise on the Franchisor Spotlight on the Top 500 landing page on FranchiseTimes.com.

All of the above with a full page ad in the October issue: \$7,900

All of the above with a half page ad in the October issue: \$5,900

Enhanced Listing only: \$2,500

For more information on pricing and other questions, contact **Kevin Pietsch** at **(612) 767-3206** or at **kpietsch@franchisetimes.com**.



Vendor Directory

Expose your business to the 37,000+ unique visitors to Franchise Times' website by having a listing in our Vendor Directory of the suppliers devoted to franchising.

- It offers technology solution providers, attorneys, and consultants an opportunity to grow their brand awareness.
- It's searchable online, helping franchise operators quickly find your products or services. Visitors will be able to view your company profile, click through to your website, or make direct contact with you
- Company listings include full company details, contact information and more.
- Direct to the decision makers in franchise businesses!
- **Listing: \$500/year**

For more information on pricing and other questions, contact **Lucas Wagner** at **612-767-3225** or at **LWagner@FranchiseTimes.com**.



Finance & Real Estate Directory

ADVERTISEMENT

Franchise Times
FINANCE & REAL ESTATE DIRECTORY
— YOUR FRANCHISE FUNDING GUIDE —

Along with expanded finance and real estate coverage in the preceding pages, Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

54 Financial Services
17000 Highway 200, Suite 200
Gainesville, TX 77640
Phone: (512) 767-3225
Contact: Bruce W. Hill
Email: BWHill@FranchiseTimes.com
Website: 54fin.com

Company Description: 54 Financial Services was created to provide financing options to small business owners. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

AB Advisory & Analytics
7000 South Loop West
Houston, TX 77058
Phone: (281) 474-1111
Contact: Dan Brown
Email: Dan@ab-advisory.com
Website: ab-advisory.com

Company Description: AB Advisory & Analytics is a financial advisory practice and investment bank. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

CONOLOGY: A FINANCIAL ADVISORY FIRM
10000 South Loop West
Houston, TX 77058
Phone: (281) 474-1111
Contact: Dan Brown
Email: Dan@conology.com
Website: conology.com

Company Description: CONOLOGY is a financial advisory practice and investment bank. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

FINANCE & REAL ESTATE DIRECTORY

ascentium CAPITAL
1210 Highway 200, Suite 200
Gainesville, TX 77640
Phone: (512) 767-3225
Contact: Bruce W. Hill
Email: BWHill@FranchiseTimes.com
Website: ascentiumcapital.com

Company Description: Ascentium Capital specializes in providing financing solutions for the franchise industry. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

AuspeX Capital, LLC
4000 Highway 200, Suite 200
Gainesville, TX 77640
Phone: (512) 767-3225
Contact: Dan Brown
Email: Dan@auspexcapital.com
Website: auspexcapital.com

Company Description: AuspeX Capital, LLC is a financial advisory practice and investment bank. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

Bank
10000 South Loop West
Houston, TX 77058
Phone: (281) 474-1111
Contact: Dan Brown
Email: Dan@bank.com
Website: bank.com

Company Description: Bank is a financial advisory practice and investment bank. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

Trinity Capital, a division of Citicorp Capital Markets
10000 South Loop West
Houston, TX 77058
Phone: (281) 474-1111
Contact: Dan Brown
Email: Dan@trinitycapital.com
Website: trinitycapital.com

Company Description: Trinity Capital, a division of Citicorp Capital Markets, is a financial advisory practice and investment bank. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

TENET
10000 South Loop West
Houston, TX 77058
Phone: (281) 474-1111
Contact: Dan Brown
Email: Dan@tenet.com
Website: tenet.com

Company Description: TENET is a financial advisory practice and investment bank. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

United Community Bank
10000 South Loop West
Houston, TX 77058
Phone: (281) 474-1111
Contact: Dan Brown
Email: Dan@unitedcommunitybank.com
Website: unitedcommunitybank.com

Company Description: United Community Bank is a financial advisory practice and investment bank. Franchise Times offers this annual directory of lenders, financial advisors and real estate service providers committed to serving the franchise sector. Find trusted resources here to help meet your capital and location needs.

The Franchise Times Finance & Real Estate Directory is the source franchise owners turn to for information on lenders, banks, financial advisors, REITs, sale/leaseback advisers and more to help them expand their business or sell locations. More than ever, franchise operators will want to know who is still working within the franchise sector.

Your listing will appear:

- Within the pages of the September issue of Franchise Times, in a special expanded finance section.
- In a separate publication, which will be mailed and emailed with Franchise Times' sister publication, the Restaurant Finance Monitor, in October.
- Online for a full year at FranchiseTimes.com.
- **Listing: \$950 per year**

For pricing and additional Finance & Real Estate Directory marketing opportunities, contact **Mary Jo Larson** at **612-767-3208** or at **MLarson@FranchiseTimes.com**.

White Papers & Webinars

Generate leads from our Franchise Times audience, 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 get to achieve the trifecta of exposure, thought leadership and lead generation.

What's included:

- Your white paper is posted on the Franchise Times website for three months.
- We promote your white paper via email, social media and on Franchisetimes.com.
- You'll receive contact information for all those who download your white paper.

Investment: \$6,000

The Webinar:

Generate leads and position yourself as an expert in the franchise community by working with Franchise Times to help educate our readers on a specific topic. Our editorial staff will work closely with you to choose the most compelling topic for our audience.

What's included:

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

Investment: \$7,000

The No. 1 Networking Conference

Deliver your message to 3,000 restaurant and finance dealmakers

RESTAURANT FINANCE MONITOR'S
RESTAURANT FINANCE & DEVELOPMENT CONFERENCE

The **Restaurant Finance & Development Conference** is known as the premier restaurant industry deal-making event, each year drawing sold-out crowds who come to get business done. Now in its 33rd year, the conference brings together financiers, bankers, real estate experts and more with franchisors, multi-unit restaurant owners and executives. For companies wishing to reach growing restaurant businesses, this is a must-sponsor event.

November 13-15, 2023
Bellagio Hotel, Las Vegas
Call or e-mail your sales rep.



Virtual Events

Franchise Times FRANCHISE INVESTMENT Show

Each month, franchisors present their investment case to potential franchisees, investors and the lending community.

Executives of the franchise brands present their outlook, expansion plans and explain their unit economics and business case. It gives potential franchisees and investors an inside look at growing franchise companies.

Here is what you get when you present your brand:

- 30-minute presentation (includes Q&A time).
- Present your investment case
- Present your franchise growth story to potential multi-unit franchisees
- Elevate your brand in the eyes of the franchise lending community

Franchise Times will use our **30,000+ contact lists to promote** your company and your presentation for the Franchise Investment Show.

Franchise Times and our **production team** will film your presentation.

Your presentation will be **featured on our monthly Franchise Investment Show web page** and linked to your company website.

Lead generation: Franchise Times will be tracking the audience and presenting you with the data, including names and contact information along with other valuable details such as their liquid assets, how much they are looking to invest and how soon they are ready to invest.

With Franchise Time's involvement, it will be professional and we make it easy for you, the presenter.

Investment: \$2,500

Franchise Times FRANCHISE INVESTMENT Show

Past presenters include:



For presentation
opportunities contact:

Kevin Pietsch
612-767-3206
kpietsch@franchisetimes.com



Marketing Opportunities • Print

| Premium Positions | 10x | 6x | 3x | 1x |
|--|---------|---------|---------|----------|
| Inside Front (<i>Full page</i>) | \$7,120 | \$7,838 | \$9,316 | \$10,280 |
| Inside Back (<i>Full page</i>) | \$6,989 | \$7,709 | \$9,139 | \$10,089 |
| Outside Back (<i>Full page</i>) | \$7,323 | \$8,064 | \$9,571 | \$10,570 |
| Table of Contents (<i>Full page</i>) | \$6,795 | \$7,494 | \$8,876 | \$9,803 |
| Opposite Publisher's Column (<i>Full page</i>) | \$6,795 | \$7,494 | \$8,876 | \$9,803 |
| Subscription Card | \$7,000 | \$7,800 | \$9,200 | \$10,100 |

Preferred Position: Special positions are guaranteed at a 10% premium to standard advertising rates.

| Display | 10x | 6x | 3x | 1x |
|--|----------|----------|----------|----------|
| 2 Page Spread | \$10,537 | \$11,594 | \$13,717 | \$15,147 |
| Full Page | \$5,855 | \$6,441 | \$7,620 | \$8,415 |
| Junior Page | \$4,660 | \$5,128 | \$6,045 | \$6,660 |
| 1/2 Page (<i>Vertical or Horizontal</i>) | \$3,293 | \$3,602 | \$4,210 | \$4,621 |
| 1/3 Page (<i>Vertical or Horizontal</i>) | \$2,647 | \$2,836 | \$3,295 | \$3,546 |
| 1/4 Page (<i>Square, Horizontal-1 or Horizontal-2</i>) | \$1,922 | \$2,072 | \$2,380 | \$2,587 |
| 1/6 Page | \$1,457 | \$1,559 | \$1,760 | \$1,902 |
| 1/8 Page | \$1,234 | \$1,306 | \$1,457 | \$1,559 |

Contact Your Sales Rep:



For franchisors:

Kevin Pietsch, known for his gift of gab, generosity and sincere dedication to his advertisers, helps franchisors craft the perfect campaign.

(612) 767-3206
kpietsch@franchisetimes.com



For finance & real estate:

Mary Jo Larson's clients are the heavy-hitters in finance, banking, private equity and real estate. She values long-term relationships to help clients reach their marketing objectives.

(612) 767-3208
mjl Larson@franchisetimes.com



For service providers:

Lucas Wagner enjoys aiding his sophisticated clients in law, accounting, technology and other services. He works diligently to help marketers design the best plan for their business.

(612) 767-3225
lwagner@franchisetimes.com

Marketing Opportunities • Print

2 PAGE SPREAD

20" x 12.75"

Bleed:
20.50" x 13.25"

Live Area:
19.5" x 12.25"

FULL PAGE

10" x 12.75"

Bleed:
10.50" x 13.25"

Live Area:
9.5" x 12.25"

JUNIOR PAGE

7" x 9"

1/2 PAGE VERTICAL

4.625" x 12"

1/2 PAGE HORIZONTAL

9.375" x 6"

1/3 PAGE VERTICAL

4.625" x 8"

1/3 PAGE HORIZONTAL

9.375" x 4"

1/4 PAGE SQUARE

4.625" x 6"

1/4 PAGE HORIZONTAL #1

7" x 4"

1/4 PAGE HORIZONTAL #2

9.375" x 3"

1/6 PAGE

4.625" x 4"

1/8 PAGE

4.625" x 3"

SEE PAGE
21 FOR
DISPLAY
SPECS.



High-impact projects readers love

Bring your message to readers in both digital and print. Six signature projects draw extra readership, and you are part of it!

January



Ranking of the smartest-growing franchise systems in the United States, as determined by our 10-point proprietary formula and derived from our Franchise Times Top 500 database. Sponsors of this will align themselves with these fast growers who are on the upward track!

Your branding:

In print:

- Your logo on the front section of the editorial coverage
- 75-word write up in editorial section

Digital:

- Ad module in the middle of the editorial coverage online
- Rotating banner throughout editorial coverage online

Social media coverage:

- Thank-you tweet and tag
- LinkedIn Post
- Facebook post

Total impressions*: 53,000

Sponsorship: \$5,000

March



We select the best franchises in 10 hot industries based on profitability and online voting. Let the world know you work with world-class brands!

Your branding:

In print:

- Your logo on the front section of the editorial coverage
- 75-word write up in editorial section

Digital:

- Ad module in the middle of the editorial coverage online
- Rotating banner throughout editorial coverage online

Social media coverage:

- Thank-you tweet and tag
- LinkedIn Post
- Facebook post

Total impressions*: 50,000

Sponsorship: \$5,000

April



Annual list of the top attorneys in franchising. If you are an attorney, tell franchise executives you are best in class.

Advertising packages:

Contact Lucas Wagner at

lwagner@franchisetimes.com

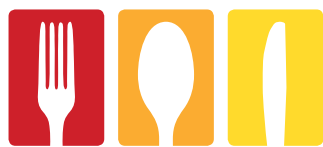
May



Franchise Times reports on the biggest M&A transactions and the dealmakers making it all happen. We publish content in our magazine and monthly e-newsletters, host webinars, and celebrate by choosing the best deals of 2021.

Email or call your ad representative for digital and print sponsorship information.

August



Franchise Times® Restaurant 200

Our exclusive ranking of the nation's largest restaurant franchisees with the brands they operate. Spread the word about your services to sophisticated operators in this editorial package both online and in print!

Your branding:

In print:

- Your logo on the front section of the editorial coverage
- 75-word write up in editorial section

Digital:

- Ad module in the middle of the editorial coverage online
- Rotating banner throughout editorial coverage online

Social media coverage:

- Thank-you tweet and tag
- LinkedIn Post
- Facebook post

Total impressions*: 51,000

Contact information:

Receive the contact information for the top restaurant franchisees in the nation!

Sponsorship: \$11,000

October

Franchise Times TOP 500

For franchising's service providers: This is the largest, most sought-after information regarding franchising's heavy hitters! The biggest ranking of the year: 500 franchise systems ranked according to worldwide sales and units, with deep industry-sector analysis.

This is the one-stop shop for all the facts about the biggest franchise brands, which is also a new searchable database at www.franchisetimes.com. Your message in this editorial package will be revisited again and again by the biggest names in franchising, online and in print.

Your branding:

In print:

- Your logo on the front section of the editorial coverage
- 75-word write up in editorial section

Digital:

- Ad module in the middle of the editorial coverage online
- Rotating banner throughout editorial coverage online

Social media coverage:

- Thank-you tweet and tag
- LinkedIn Post
- Facebook post

Total impressions*: 55,000

Sponsorship: \$10,000

* Total circulation between print and digital



Fast & Serious



Franchise Times® Restaurant 200



Franchise Times Top 500

2023 Editorial Calendar

January

- **Fast & Serious:**
Exclusive Ranking of the Smartest-Growing Franchisors
- Restaurant Investment & Financing Update

Ad Close: 12/1/22

Materials Due: 12/07/22

February

- **The Big Issue:**
Quick-Service Restaurants
 - Major Players and Emerging QSR Concepts
- The Latest in Restaurant Tech Innovation

Ad Close: 1/3/23

Materials Due: 1/6/23

March

- **EXCLUSIVE FT Zor Awards**
Names the Best Franchises in 10 Hot Sectors
- Increase the Odds for Off-premises Success
- Influencer Marketing Done Right

Ad Close: 1/30/23

Materials Due: 2/3/23

April

- **FT Legal Eagles:**
Top Franchise Attorneys List
 - Expert Insight on Hot Legal Topics

Ad Close: 3/2/23

Materials Due: 3/8/23

May

- **FT Dealmakers:**
Best M&A Deals in Franchising
- Spotlight: Inside the Year's Biggest Development Agreements
- New Opportunities in Real Estate/Site Selection

Ad Close: 3/31/23

Materials Due: 4/6/23

June/July

- **All New! How Fierce Franchisees Are Building Empires**
 - Leading Operators Expand Outside the Restaurant Industry
- Effective Digital & Social Media Marketing

Ad Close: 5/1/23

Materials Due: 5/5/23

In Every Issue

Popular columns

- **The Upstart Q&A** tells you what makes emerging brand leaders tick
- **Behind the Sales** brings insight and advice from top franchise sales professionals

- **Executive Ladder** announces promotions and appointments
- In **FT Undercover**, our edit staffers check out three franchise brands and report back
- **Continental Franchise Review®** digs deep into hard-hitting legal and public policy cases

- **Development Savvy** describes smart ways to market and grow your franchise
- **Tech Stack** distills complex technology into actionable insights
- **Grab Bag** shows a unique side of franchising execs
- **The Wire** reports new multi-unit development deals

August

• The Restaurant 200: Exclusive Ranking of the Largest U.S. Restaurant Franchisees

- How Multi-unit Franchisees Are Driving Growth
- Family Business & Succession Planning Focus

Ad Close: 6/30/23
Materials Due: 7/6/23

September

• Celebrities in Franchising

- Kitchen Royalty: Top Chefs in Franchising
- Special Finance Issue with Finance & Real Estate Directory

Ad Close: 8/2/23
Materials Due: 8/8/23

October

• **EXCLUSIVE** Top 500: Ranking the 500 Largest Franchise Systems by Worldwide Sales

- Restaurant Finance & Development Conference Preview

Ad Close: 8/31/23
Materials Due: 9/7/23

November/December

• The Power Issue: Top CEOs in Franchising

- The Big Business of Experience & Entertainment Franchises
- Real Estate Outlook: Where to Find Value in 2024

Ad Close: 10/2/23
Materials Due: 10/6/23

Digital Editorial Calendar

Find comprehensive industry coverage from the Franchise Times editorial team online at Franchisetimes.com. Stay informed with reporting on the latest franchise news, recent M&A activity and analysis of industry trends. Each quarterly focus will bring readers a deeper look at a featured topic.

Digital Only

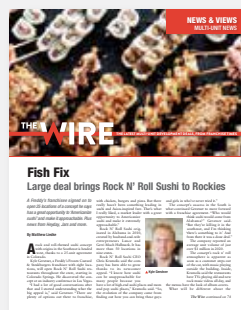
- Q1: Succeeding in the New Economy
- Q2: Operator Insights to Drive Growth
- Q3: Big Brand Innovation
- Q4: Lessons in Leadership



FT Undercover



Behind the Sales



The Wire



Executive Ladder



Grab Bag

About Our Writers

Our journalistic pros are telling the stories of franchising, with insight and analysis readers trust.



Mary Jo Larson, publisher, edited the first issue of Franchise Times 20-plus years ago and sits at the helm as publisher. With one of the best networks in franchising, she forms deep relationships with clients who have become friends, and gains the trust of fascinating people ready to share their stories.

Random fact: Mary Jo loves travel and history and, left to her own devices, would spend days on end exploring the hallways of ancient European castles or dusty museums.



Laura Michaels, editor in chief, whips copy into shape with style and has a knack for developing sources that are deep and engaged. Her special emphasis on international franchise development provides an inside look at franchisees operating U.S. brands on a global scale, and her coverage of multi-unit deals yields unique operator insights.

Random fact: An Iowa Hawkeye fanatic, Laura got a Tigerhawk tattoo while in college and later convinced her parents and sister to each get one.



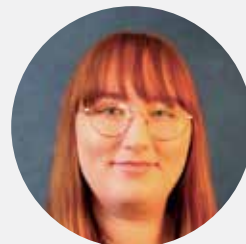
Beth Ewen, senior editor, is an experienced business journalist who also spent 15 years as a business owner, giving her a unique perspective as she covers entrepreneurs in franchising. Well-versed in legal and public policy issues, Beth is quick to dissect a lawsuit. Her M&A expertise yields fascinating content for FT's Dealmakers program.

Random fact: Beth's typing speed is 186 words a minute, which means she can capture every single word of every interview.



Matthew Liedke, senior writer, has more than a decade of experience in business reporting. He can highlight the financial data and franchise statistics while also capturing the human element in each story.

Random fact: One city Matthew had always wanted to visit was Buffalo, New York. He did so in 2021, exploring the city's wing restaurants, breweries and nearby Niagara Falls.



Emilee Wentland, reporter, is new to business reporting, but thoroughly enjoys learning the ins and outs of franchising. She loves chatting with quirky, passionate business owners to write captivating and fun profile pieces—and she'll never say no to reporting on restaurant franchises.

Random fact: At a previous reporting job, Emilee's colleagues won \$1 million in the state lottery, but Emilee didn't participate in the office pool.

Display Specs

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.

Do not include printer's marks (registration marks, crop marks, trim marks, etc...) or include ad agency details in your file.

Graphics

All graphic elements (images, backgrounds, logos, etc...) should have an effective resolution of 300 DPI or higher.

Vector graphics are recommended for all logos.

Fonts

6-point type is the minimum size for text; anything smaller is unreadable and will likely fill in on press.

Do not use PostScript Type 1 fonts in your file.

All fonts should be embedded or converted to outlines.

CMYK Color

Franchise Times uses four color process printing, so your ad and all graphic elements (photos, backgrounds, logos, etc...) must be CMYK or grayscale color space.

We recommend setting large areas of black to a "rich" black (C:50 M:50 Y:50 K:100). This helps eliminate any fading or ghosting on press.

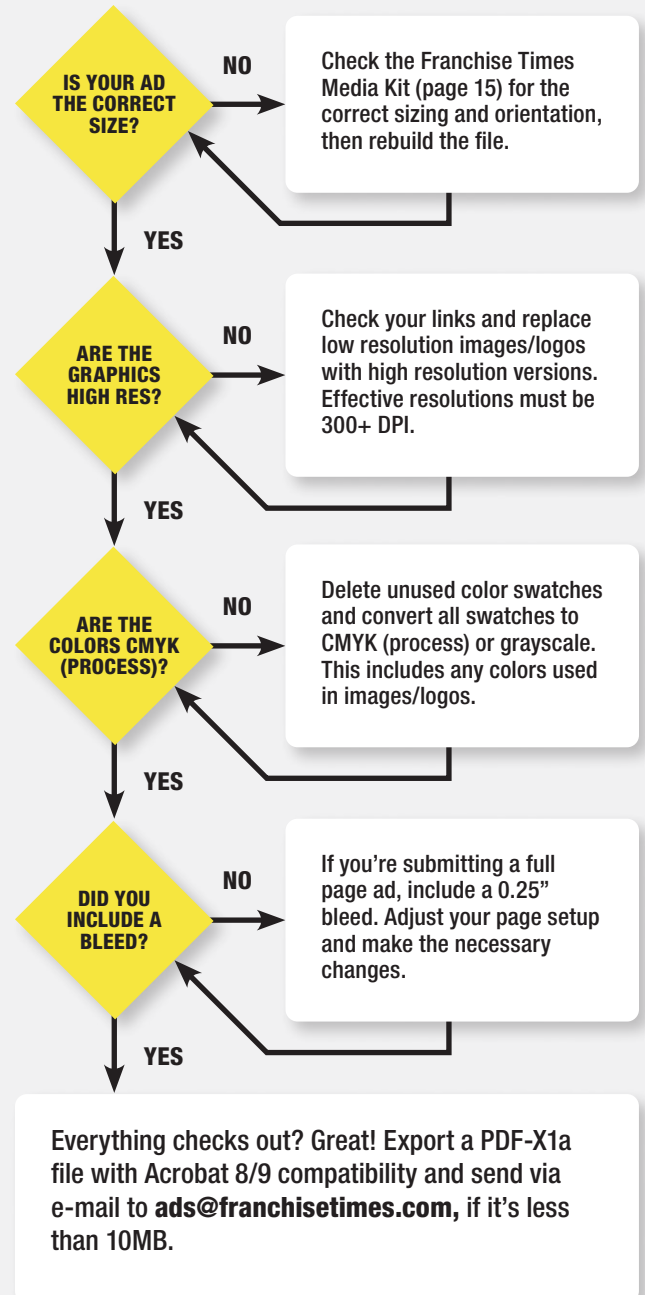
Where to submit

Ad materials smaller than 10MB can be submitted to this e-mail address: ads@franchisetimes.com

Anything larger should be shared via Google Drive, Dropbox, OneDrive, etc...

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

Stress-free Submission



Policies & Staff

General information

Franchise Times is published 10 times per year: January, February, March, April, May, June/July, August, September, October and November/December. Franchise Times is a trade magazine (10" x 12.75") printed on heat-set, four-unit, web-offset presses and saddle stitched. Franchise Times also offers supplements that accept advertising: The Franchise Handbook and the Franchise Finance & Real Estate Directory.

Discounts

The discounts on the rate card are for frequency insertions. Insertions must be completed in consecutive issues to qualify for a discount.

Terms & conditions

Invoices are due and payable in full upon receipt. Publisher looks to the advertising agency placing the insertion order for payment, but Publisher reserves the right to hold the advertising agency and the advertiser jointly and separately liable for payment, and the agency agrees on its own behalf and on behalf of the advertiser to this responsibility. Interest shall accrue at the rate of 1.5 percent per month, or the highest rate permitted by law if lower, on all unpaid charges. In the event of non-payment, Publisher may recover all costs of collection, including reasonable attorneys' fees. Advertiser/agency agrees that Publisher may bring collection action in federal or state court in Minnesota, and consents to the jurisdiction of any such court. Publisher warrants that the work shall be in accordance with accepted industry standards. Publisher makes no other warranty, express or implied. Publisher's liability shall be limited to the total amount payable to Publisher under this agreement. In no event shall Publisher be liable for special, incidental, indirect or consequential damages, including lost profits. This agreement is the entire agreement between the parties on this subject matter and can only be amended in writing, signed by both parties.

Cancellations

No cancellations can be accepted after an issue closing date. When canceling their advertisement, clients who do not fulfill their discounted multiple insertion as agreed must pay the difference between the full price and the discounted price.

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