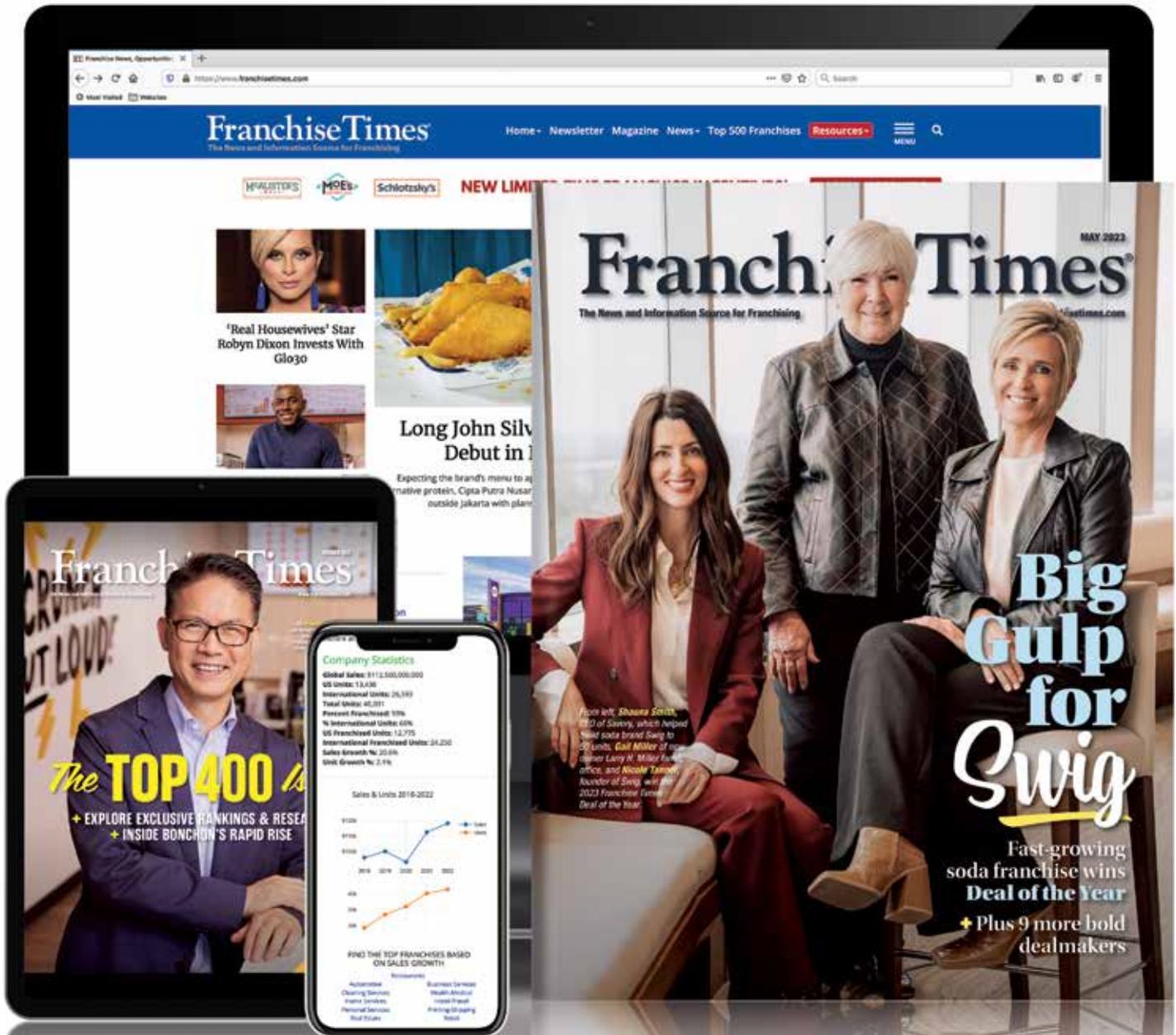


Franchise Times® 2024 MEDIA KIT



**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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Our Digital Audience

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
75,000



Average monthly ad impressions
600,000



Pages per visit
1.70



Time on article pages
2.75 mins



LinkedIn
13,579
followers



X (Twitter)
9,597
followers



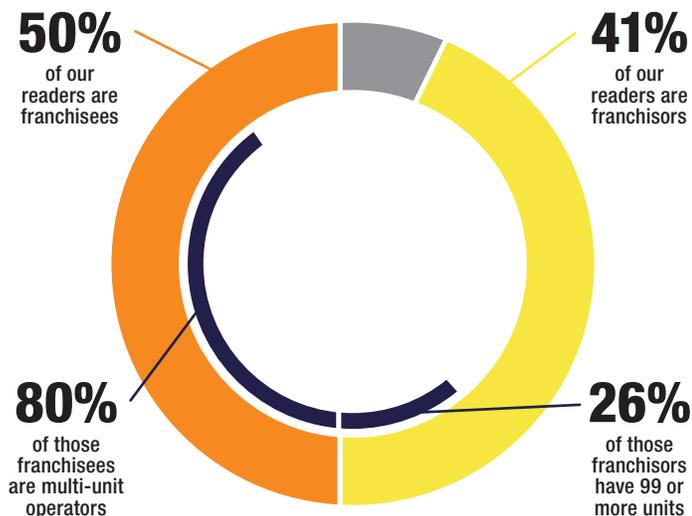
Facebook
4,226
followers



Instagram
1,831
followers

Our Print Audience

The 44,000+ readership of Franchise Times are powerful people with purchasing clout:



- **44,000+** readership, targeting franchise owners and executives (19,400 subscribers 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: 30,070
- 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:

- 27.2% average open rate
- 1.5% email click rate
- 30,070 subscribers

Image size

- 728 x 90

Positions:

Top ad: \$900

Middle #1 ad*: \$800

Middle #2 ad: \$700

Middle #3 ad: \$600

Middle #4 ad: \$500

Bottom ad: \$500

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

FranchiseTimes.com

Our online audience is educated, affluent and growing quickly:



- 125,000 average page views in a month
- 75,000 average users per month

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.

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)

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

Sticky Footer

The Sticky Footer resides at the bottom of the user's screen, but will be "sticky," or stay in place, as the visitor scrolls. The ad will be visible there for 30 seconds, giving your compelling message maximum impact. Our Franchise Times visitors will notice!

Investment: \$99/CPM



This an opportunity to submit educational video content to the Franchise Times website. You will create a one-minute "hot take" video with your educated opinion on a topic that will help franchise owners and executives in their business, and we will put it front and center for them to view. Be their reliable source for exceptional intel!

Investment: \$2,500

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

— A WORD FROM A READER —

Why read Franchise Times? 📖 To keep up with trends in the industry and understand what is working and what is not. 📖

— Anil Yadav, franchisee of 400 Jack in the Box, TGI Friday's and Denny's restaurants, and franchisor of Nick the Greek and Taco Cabana brands

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 14

- 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.

— A WORD FROM A READER —

“Best source of industry information on latest trends as well as insights gained from stories published. Everything in the issue may not directly pertain to our focus but there is always more than enough in each issue that will directly and/or indirectly apply to us which is of tremendous value.”

— Eric Pashley, SVP, Commercial Team Leader/
Franchise Finance, Eastern Bank

Franchise Times Top 400

NEW for franchisors! Our Top 400 searchable database is a useful research tool, with systemwide sales and unit stats on the 400 largest franchises.

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

The Franchise Times Top 400 is the only franchise ranking based on systemwide sales, and is the most visited page on FranchiseTimes.com. Since last October, the Top 400 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:

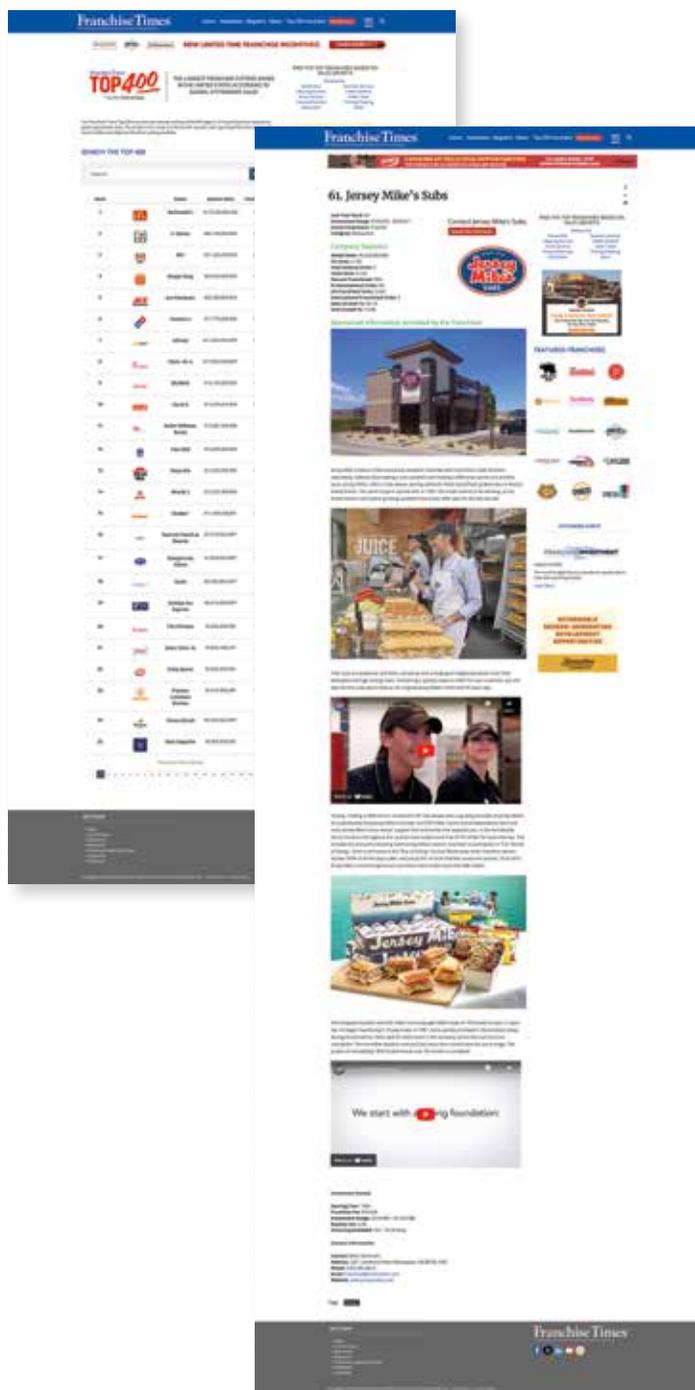
- All options include an Enhanced Listing: Company description, contact information, photos, link to video, franchise specifics, and more, within your online listing for one year
- Logo included as a featured franchise on the Franchisor Spotlight on the Top 400 landing page on FranchiseTimes.com.

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**.



— A WORD FROM A READER —

“ Franchise Times is often the best resource to review the trends that are most prevalent in the industry. ”

— Jim Atkinson, VP of Franchise Development, Sports Clips

Vendor Directory

Expose your business to the 75,000+ visitors to Franchise Times' website by having a listing in our Vendor Directory of the suppliers devoted to franchising.

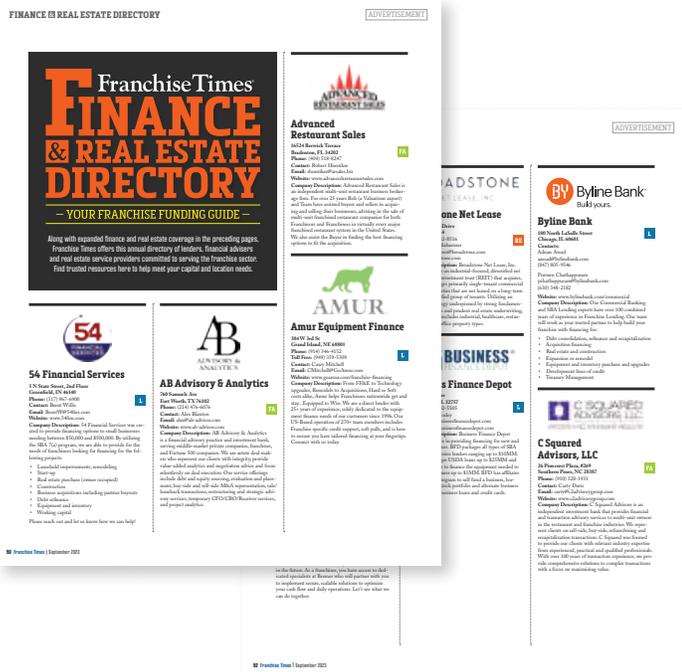
- It offers technology solution providers, attorneys, and consultants an opportunity to grow their brand awareness.
- It's searchable online, helping franchise operators quickly find your products or services. Visitors will be able to view your company profile, click through to your website, or make 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



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:

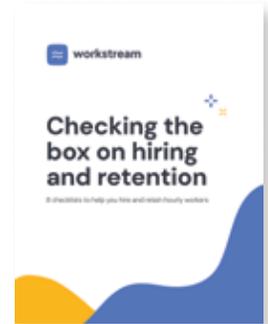
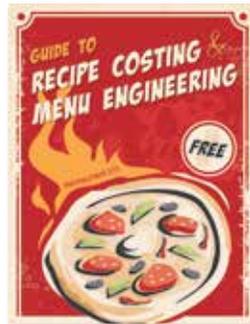
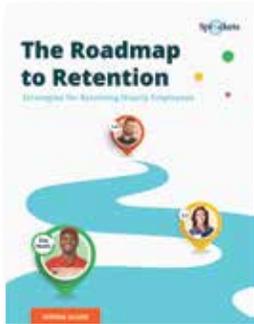
- Within the pages of the September issue of Franchise Times, in a special expanded finance section.
- In a separate publication, which will be mailed and emailed with Franchise Times' sister publication, the Restaurant Finance Monitor, in October.
- Online for a full year at FranchiseTimes.com.

Listing: \$975 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: \$8,000

— A WORD FROM A READER —

“ It helps me keep up with success stories and best practices, and introduces me to the up-and-comers in the industry! ”

— Ron Bender, Chief Growth Officer, Threshold Brands
(MaidPro, Granite Garage Floors, Patio Patrol,
and other home services brands)

Restaurant Finance & Development Conference

Deliver your message to 3,500 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 35th 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 11-13, 2024
Fontainebleau, Las Vegas
Call or e-mail your sales rep.



Virtual Events

FranchiseTimes FRANCHISE INVESTMENT Show

As the needs of our clients continue to evolve...

...so do our options to help keep your brand front of mind with our audience. The Franchise Investment Show has been a dynamic tool that allows visitors to see a brand through the lens of those making the decisions.

Now we have taken that concept a step further: Each month we will send out a dedicated email to our digital subscriber base of 30,000+.

We will feature:

- One brand per email
- 8-minute interview with one of the leaders from your brand
- Posted on the FranchiseTimes.com video library
- You are provided with the video to continue to use on your website, within social media, etc.

Franchise Investment Show Rate: \$6,900

This is a dynamic new addition to your marketing plan with Franchise Times.

Remember, we will only feature one per month so inventory is limited. I look forward to your response and questions, and to helping you in making 2024 your best year yet!

— A WORD FROM A READER —

“ It keeps me up to date with industry news and sometimes I see brands I’m interested in or old colleagues interviewed. ”

— Argus Wiley, Red Door Foods (Franchise of 70 restaurants: Arby’s, KFC, Pizza Hut and Krystal)

FranchiseTimes FRANCHISE INVESTMENT Show

Past presenters include:



For presentation opportunities contact:

Kevin Pietsch
kpietsch@FranchiseTimes.com
(612) 619-9277



Kicking off the New Year

Be part of a week of webinars designed to help franchisees and franchisors with the upcoming opportunities and challenges they will face in 2024. We've designed laser-focused sessions to help inform their decision-making in the coming year. Make sure that your company is front and center in providing answers to these webinar attendees.

Who can be part of these informational sessions? Attorneys, lenders, real estate firms, accounting firms, and any other business that wants to reach our multi-unit audience.

And franchisors, you can be part of it, too, if you would like to be a thought leader in topics like labor retention, marketing and other cutting-edge topics to help franchisees do better.

Marketing Sponsorship

- Your logo in print advertisements promoting the event.
- 1/4-page ad in the Franchise Times issue promoting the event
- Your logo in digital promotions
- Access to the attendee list for the full week of webinars.
- Logo presence during the event, including in a "Thank you for your sponsorship slide," as attendees wait for the webinar to start

Investment: \$4,000

Influencer Sponsorship

All of the above, plus

- A panel position on one webinar to include the thought leader from your company.

Investment: \$6,000

Contact your Franchise Times sales representative for more information.

Real Estate Strategies for 2024

The Restaurant Real Estate Series is the Restaurant Finance Monitor's educational event focused on bringing world-class real estate knowledge to multi-unit restaurant executives.

Attendees will learn how to develop an effective real estate department of their own to accelerate growth, lower risk, and gain a competitive edge. The series will cover topics ranging from site selection, lease negotiations, lease accounting, sale-leasebacks and structuring your real estate department. We'll bring the full range of topics to you via a free 4-day online webinar series.

Marketing Sponsorship

- Your logo in print advertisements promoting the event.
- 1/4-page ad in the Franchise Times issue promoting the event
- Your logo in digital promotions
- Access to the attendee list for the full week of webinars.
- Logo presence during the event, including in a "Thank you for your sponsorship slide," as attendees wait for the webinar to start

Investment: \$4,000

Influencer Sponsorship

All of the above, plus

- A panel position on one webinar to include the thought leader from your company.

Investment: \$6,000

Contact your Franchise Times sales representative for more information.

Print Marketing Opportunities

| 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
mjlarson@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

Print Marketing Opportunities

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 400 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 the year.

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



For franchising's service providers: This is the largest, most sought-after information regarding franchising's heavy hitters! The biggest ranking of the year: 400 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



Fast & Serious



Franchise Times' Restaurant 200



Franchise Times Top 400

* Total circulation between print and digital

2024 Editorial Calendar

January

- **Fast & Serious:**
Exclusive Ranking of the Smartest-Growing Franchisors

- Restaurant Investment & Financing Update
- Franchise M&A Outlook

Ad Close: 12/1/23

Materials Due: 12/7/23

February

- **The Big Issue:**
Quick-Service Restaurants

- Leading Brands and Emerging QSR Concepts
- The Latest in Restaurant Automation Tech

Ad Close: 1/2/24

Materials Due: 1/5/24

March

- **EXCLUSIVE FT Zor Awards**
Names the Best Franchises in 10 Hot Sectors

- How New Prototypes Drive Off-premises Sales
- Hiring and Training Tactics That Work

Ad Close: 1/31/24

Materials Due: 2/6/24

April

- **FT Legal Eagles:**
Top Franchise Attorneys List

- Expert Insight on Hot Legal Topics
- Assessing the Regulatory Landscape

Ad Close: 3/1/24

Materials Due: 3/7/24

May

- **FT Dealmakers:**
Best M&A Deals in Franchising

- Inside the Retail Resurgence
- New Opportunities in Real Estate/ Site Selection

Ad Close: 3/29/24

Materials Due: 4/4/24

June/July

- **Franchisees in the Spotlight**

- Growing a Successful Multi-Concept Portfolio
- Effective Digital & Social Media Marketing

Ad Close: 4/30/24

Materials Due: 5/6/24

Popular Columns In Every Issue

- 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
- Cashing Out: How to Prepare Your Business for a Sale

Ad Close: 6/28/24
Materials Due: 7/5/24

September

• Top Chefs in Franchising

- Using Menu Innovation to Drive Sales
- The Money Issue
 - Special Finance Spotlight with Finance & Real Estate Directory

Ad Close: 7/31/24
Materials Due: 8/6/24

October

• EXCLUSIVE Top 400: Ranking the Largest Franchise Systems by Worldwide Sales

- Restaurant Finance & Development Conference Preview

Ad Close: 8/30/24
Materials Due: 9/5/24

November/December

• The Power Issue: Top CEOs in Franchising

- The Big Business of Health & Wellness Franchises
- Real Estate Outlook: Where to Find Value in 2025

Ad Close: 9/30/24
Materials Due: 10/7/24

BAXTER RESEARCH CENTER.

Franchise Times has enlisted Baxter Research to conduct ad surveys in the June/July and October issues. This research provides you, the advertiser, with reader feedback on your ad and actionable metrics to help you build market share.

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: Franchise Development Success
- Q2: Franchisee Insights to Drive Growth
- Q3: Innovation Spotlight: Learning from Leading Brands
- Q4: From Emerging to Established: Franchisor Success Stories



FT Undercover



The Wire



Grab Bag

About Our Writers

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



Mary Jo Larson 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 emphasis on international development provides an inside look at U.S. brands growing on a global scale, and her franchisee interviews yield unique insights.

Random fact: An unabashed cat lover, Laura adopted two cats and got her husband on board by letting him pick their names, Mark and Grace, chosen for his favorite Chicago Cubs player.



Emilee Wentland, managing editor, is a business reporting pro who loves interviewing quirky, passionate franchisees and founders. Her M&A coverage keeps readers informed and engaged, and yields fascinating content for FT's Dealmakers program.

Random fact: Unable to sit still, Emilee is always up for an adventure. Her favorite destinations are England, Colorado, New York and Ireland.



Joe Halpern, senior writer, draws on his decades of journalism experience to craft compelling stories with an eye toward the personal connections in business. Also a data-focused researcher, he loves digging into the numbers to help readers understand the deeper story.

Random fact: An avid biker (think Trek, not Harley Davidson), Joe can often be found cycling the back roads of New England during the summer and fall.



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. His reporting for The Wire highlights smart multi-unit franchisees and their expansion strategies.

Random fact: Matthew lives in the Twin Cities, making it the fourth area he's lived where two cities border each other and make up one community.



Megan Glenn, reporter, loves a good emerging brand story. Drawing on her community news background, she captures the highs, lows and lessons learned in her coverage of founders and those leading the charge at growing franchises.

Random fact: Megan is the opposite of a closet nerd. With memorabilia from her favorite shows, games and books all around, she spends far too much time geeking out with her friends and theorizing story arcs.

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 Type 1 fonts (also known as PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) 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.

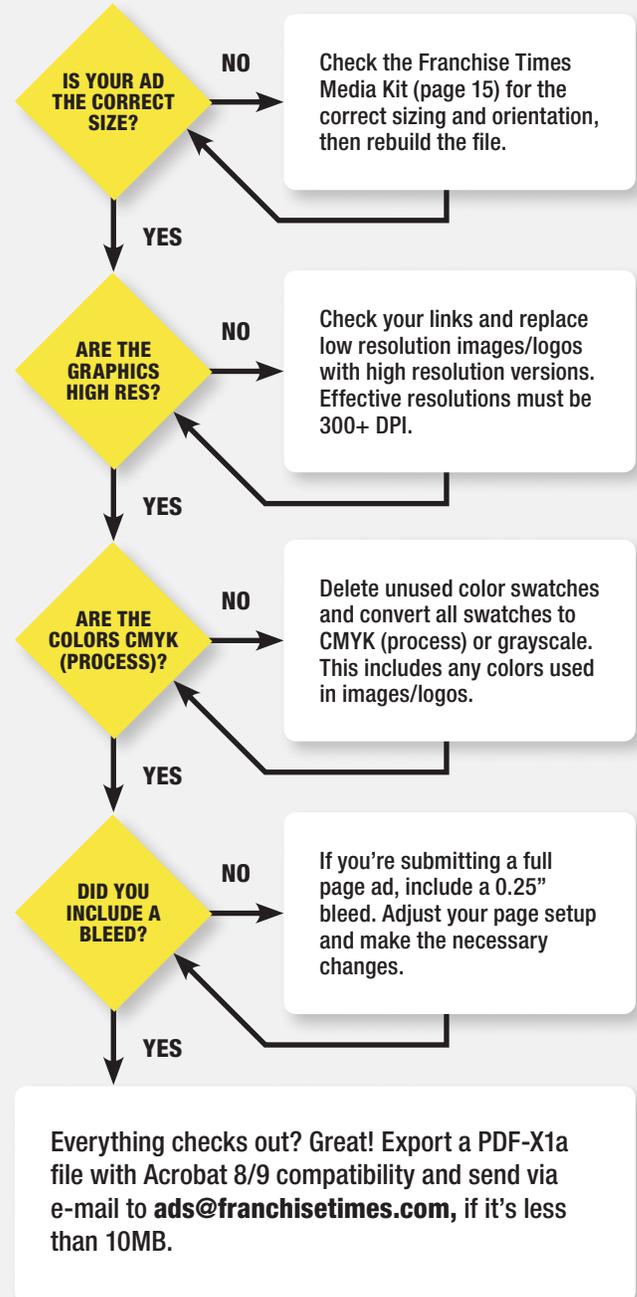
Where to submit

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 nonpayment, 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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Staff Contacts

Mary Jo Larson, Publisher/Vice President
mlarson@franchisetimes.com

Laura Michaels, Editor in Chief
lmichaels@franchisetimes.com

Emilee Wentland, Managing Editor
ewentland@franchisetimes.com

Joe Halpern, Senior Writer
jhalpern@franchisetimes.com

Matthew Liedke, Senior Writer
mliedke@franchisetimes.com

Megan, Reporter
mglenn@franchisetimes.com

Joe Veen, Senior Graphic Designer
jveen@franchisetimes.com

Kevin Pietsch, National Sales Director
kpietsch@franchisetimes.com

Lucas Wagner, National Sales Director
lwagner@franchisetimes.com

Jenny Raines, Sales Support
jraines@franchisetimes.com

Adam Griepentrog, Digital Development Manager
adamg@franchisetimes.com

Raha Khan, Digital Marketing Specialist
rkhan@franchisetimes.com

Steve Hamburger, Production Manager
steve@franchisetimes.com

To Contact Franchise Times:

Franchise Times Corp.
2808 Anthony Lane South
Minneapolis, Minnesota 55418
Phone: (612) 767-3200
Fax: (612) 767-3230



WE WORK HARD FOR OUR WORLD-CLASS ADVERTISERS

AND THEIR COMPLIMENTS ARE EASY ON THE EYES



““ We do business with smart franchisees. Smart franchisees read Franchise Times. Advertising in the publication is an easy way to keep our name and message in front of them on a regular basis.””

— Sharon Soltero,
Pacific Premier Franchise Capital

““ Access to the Franchise Times franchisor and franchisee audience is the perfect opportunity to get great exposure for our brand. Franchise Times’ lead generation programs offer a great opportunity to both showcase our brand and develop relationships from the Franchise Times audience.””

— Intuit

““ When we decided to take it to the next level a few years ago, we partnered with FT in both advertising and sponsorships in their Conferences. This has proved to be successful as we have grown our franchise lending group significantly.””

— Charles Yorke,
Paragon Small Business Capital Group

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