Catering magazine

the leading trade publication for foodservice and event professionals

Serving the Catering and Foodservice Industry for 18 Years

2013 MEDIA INFORMATION

⌘ Mission Statement ⌘ Editorial Calendar ⌘ Circulation & Distribution
⌘ Rate Card ⌘ Material Requirements ⌘ Contact Us

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Mission Statement

Catering magazine
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International Media Group, Inc.
60 E. Rio Salado Parkway, Suite 900
Tempe, Arizona 85281
Tel: (480) 366 6025

Catering Magazine remains the leading business-to-business trade publication for professional caterers and foodservice directors.

This is a reputation that has been earned through establishing long-running, successful relationships with the suppliers of products and services that foodservice professionals need. Catering Magazine nurtures these partnerships by offering the best outcomes through our publication and online capabilities.

Within our many successful alliances at trade show and conference events, Catering Magazine guarantees vast nationwide distribution and truly reaches the largest target group.

When you purchase advertising in Catering Magazine, Catering Magazine online, or list your company in our online Resource Guide, you know you are reaching the tens of thousands of caterers nationwide who need your products and services.

Whether they've been in business for a long time, or just starting out, caterers turn to Catering Magazine for our recognized forward-thinking approach to industry news, information and trends.

Our staff, with guidance from many industry experts, design each issue in a manner that provides invaluable knowledge and invites new ways of thinking.

Each issue has relevant information for the owners, managers and decision-makers of on- and off-premise catering companies.

The publication reaches catering company owners, food and beverage directors and banquet managers of hotels, resorts, banquet halls, clubs and institutional facilities. Subscribers also include chefs and events planners.

And to ensure the integrity of our distribution, subscribers must be qualified, so we can guarantee that the people you are trying to reach are the very people within the foodservice/hospitality industry who are receiving Catering Magazine.

Even during the difficult economic downturn in our country the catering industry continues to be the fastest-growing segment in the foodservice industry.

Caterers always are looking for ways to make their businesses competitive and successful, and they will look through our publication for those ideas, which makes Catering Magazine a perfect communicator for you to reach them.

We welcome you and your business on our pages.

Sincerely,

Klaas De Waal
Publisher

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EDITORIAL CALENDAR 2013

Issue	Advertising Deadline
January/February 2013	**1/9/2013**

The Stations and Buffets Issue

Features:

- The Latest Trends in Stations and Buffets
- Discovering Global Influences on Catering Cuisine
- How to Create Eye-Catching Displays

Also including:
Buffet Serviceware & Equipment, Candles, Burners and Butane

BONUS DISTRIBUTION
>> 2013 NBBQA National Conference & Tradeshow, Mobile, AL, Feb. 19-23, 2013
>> International Restaurant Show New York, NY, March 3-5, 2013
>> Wisconsin Restaurant Expo, Milwaukee, WI, March 11-13, 2013

March/April 2013 **3/13/2013**

In the Professional Kitchen Issue

Features:

- Tools and Equipment for the Professional Kitchen
- Pre-Prepared Foods That Help You Save Time
- The Boom in Culinary Schools

Also including:
Heating and Holding Equipment, Foodservice Equipment, Cookware, Cutlery and Appliances, Uniforms and Footwear, Temperature Control and Other Safety Devices

Institutional Catering

- Healthier Cafeterias in Schools
- The Latest in POS Systems and Software

BONUS DISTRIBUTION
>> Northwest Foodservice Show, Portland, OR, April 21-22, 2013
>> National Restaurant Association, Chicago, IL, May 18-21, 2013

May/June 2013 **5/15/2013**

The Outdoor Cooking Issue

Features:

- Outdoor Feasts That Leave Them Coming Back for More
- Mixologists Share Their Tips for Refreshing Summer Cocktails
- Equipment for Outdoor Cooking and Food Transportation

Also including:
Grills, Smokers, Cooking Equipment, Mobile Kitchens, Vehicles, Totes and Carts, Grilling Meats, Seafoods, Condiments and Sauces

BONUS DISTRIBUTION
>> Southwest Foodservice Show, Dallas, TX, June 23-24, 2013
>> Hawaii Lodging, Hospitality & Foodservice Expo, Honolulu, HI, July 10-11, 2013
>> National Association for Catering and Events (NACE), Chicago, IL, July 14-17, 2013

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EDITORIAL CALENDAR 2013

Issue	Advertising Deadline
July/August 2013	**7/10/2013**

The Off-Premise Event Issue

Features:

- Cool and Clever Off-Premise Events
- Managing Higher Food Costs
- What's New in Rental Equipment
- Eco-Friendly Disposables, Packaging and Storage Containers

Also including:
Easily Transportable Foods

BONUS DISTRIBUTION
>> Louisiana Foodservice & Hospitality Expo, New Orleans, LA, August 3-5, 2013
>> Western Foodservice & Hospitality Expo, Los Angeles, CA, August 18-20, 2013

September/October 2013	**8/28/2013**

The Food and Beverage Issue

Features:

- The Latest in Gluten-Free Foods
- Back to the Future—Old-World and Modern Methods Are Both Hot in Catering Kitchens
- How You're Spicing It Up: Caterers Share the Spices and Ingredients That Are Rocking Their Worlds
- Innovative Bar Set-Up

Also including:
Quality Prepared and Packaged Foods, Glassware, Specialty Meats, Seafoods, Appetizers and Pairing Beverages

BONUS DISTRIBUTION
>> Florida Restaurant & Lodging Show, Orlando, FL, September 22-24, 2013
>> America's Food & Beverage Show, Miami, FL, October 28-29, 2013

November/December 2013	**11/13/2013**

The Wedding Issue

Features:

- Winning Tabletops and Décor
- Five Weddings That Took Their Breath Away
- Strategic Planning for a Successful New Year

Also including:
Desserts, Lighting, Tables, Chairs, Linens, Dinnerware, Flatware and Serviceware

Other topics to be included in 2013*:

News:	The latest in products, people and events
Profile:	In-depth coverage of noteworthy industry authors and leaders
How To:	Educational articles designed to help run and improve your business
Business:	Informational articles designed to help increase efficiency and profitability
Trends:	The latest in food, beverage, service and presentation, to keep you current
Drinks:	Wine, beer, spirits and non-alcoholic beverage ideas
Events:	Coverage of upcoming trade shows and conference events
Bookends:	New book releases that inspire and inform

* Please note that during 2013 additional editorial topics and bonus distribution may be added.

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Circulation & Distribution

FREQUENCY:

Published six times in 2013.

CIRCULATION:

10,000 subscription base, mail certified, 100% controlled and qualified.

ADDITIONAL BONUS DISTRIBUTION:

Catering Magazine has a substantial nationwide distribution and circulation system in place with many strategic trade show and conference partners. Together with our partners we secure the distribution of thousands of additional magazines at these events.
Read details of where we will distribute in 2013 on editorial calendar pages.

PLEASE NOTE:

Once additional events are introduced to Catering Magazine they may be added at a later date.

Please contact our Advertising Sales Manager, Suzanne Bernhardt:
Phone: 480-366-6025
Email: Suzanne@cateringmagazine.com

TARGET AUDIENCE:

Food and Beverage Directors, Catering and Banquet Managers and Directors, On- and Off-Premise Catering Owners and Event Specialists.

Principal Executives and Managers at the following types of facilities:
Restaurants, Hotels & Resorts, Special Events Sites, Banquet Halls, Country Clubs, Industrial Facilities, including Schools, Hospitals, Convention Centers, Military Bases, etc.

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2013 Rate Card

DISPLAY ADVERTISING

Rates below reflect black & white, gross charge.

Size	1X	2X	4X	6X
Spread	$6,105	$5,720	$5,305	$4,940
Full	$3,060	$2,855	$2,660	$2,575
2/3	$2,435	$2,270	$2,120	$1,955
1/2	$2,010	$1,915	$1,800	$1,715
1/3	$1,350	$1,285	$1,220	$1,135
1/4	$1,030	$1,015	$ 960	$ 885
1/6	$ 875	$ 850	$ 810	$ 760

Full Color, plus $700

Cover Gatefold (Includes Color) $6,500

PREMIUM POSITIONS

Back Cover add 20 percent
Inside front or back cover add 15 percent
Across inside front cover, Table of Contents, Publisher or Editors Letter add 10 percent

Frequency discounts based on number of insertion orders placed within a 12-month period.

MARKETPLACE (CLASSIFIEDS)

Rates per column inch, maximum 4"

1X	3X	6X
$175.00	$150.00	$125.00

Rates above reflect black and white rates, for color add $75

POLYBAGGED INSERTIONS:

Postcard, Flyer, Brochure or Catalog

1 - 4 Pages	$2,400
5 - 8 Pages	$3,400

9 or more Pages, *call for quote*

Price based on 10,000 copies

WEBSITE BANNER RATES

Premium Banners

468 x 60 pixels

12 months	$400 mo.
9 months	$450 mo.
6 months	$500 mo.
3 months	$550 mo.

Standard Banners

150 x 100 pixels

12 months	$250 mo.
9 months	$275 mo.
6 months	$300 mo.
3 months	$350 mo.

RESOURCE GUIDE

12 months $360

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Sizes & Requirements

Dimensions	WIDTH	X	HEIGHT	
Bleed size	8 3/8”	X	11 1/8”	
Full page/trim size	8 1/8”	X	10 7/8”	(type & logos must be at least 1/4” from the trim)
Live area	7 5/8”	X	10 3/8”	
2-page spread/bleed	16 3/4”	X	11 1/8”	
2-page spread/trim	16 1/4”	X	10 7/8”	(type & logos must be at least 1/4” from the trim)
2/3 page	4 5/8”	X	10”	
1/2 island	4 5/8”	X	7 5/8”	
1/2 horizontal	7”	X	4 7/8”	
1/3 square	4 5/8”	X	4 7/8”	
1/3 vertical	2 3/16”	X	10”	
1/4 vertical	3 3/8”	X	4 7/8”	
1/6 vertical	2 3/16”	X	4 7/8”	
1/6 horizontal	4 5/8”	X	2 3/16”	
Classified	2 3/16”	X	inch increments	

TERMS AND CONDITIONS

Net 30 days. Advertiser and advertising agency are jointly and severably liable for payment. Contracts, insertion orders, purchase orders, etc., containing sequential liability clauses will not be accepted.
15% agency commission applies on all display advertising generated by acknowledged advertising agencies, provided the account is paid in full within 30 days of invoice date.

FOREIGN PAYMENTS

Please contact International Media Group for wire payment details.

ADVERTISING MAKE UP & DESIGN

In-house creative services available. Call for a quote.

MATERIAL REQUIREMENTS

Preferred format for all advertising material is Adobe PDF file (Distiller for Print).
Native files, with the exception of image files made in Adobe Photoshop are discouraged.
All material must be made using CMYK color, and black text should be made by using black only. Never make black text using CMYK.
All art must have a resolution of 300 dpi or greater, and line art should be scanned at 1200 dpi.

EMAIL AD MATERIALS TO: Suzanne@cateringmagazine.com

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