

Catering & Foodservice Events

WWW.CFE-NEWS.COM

For 28 Years the Leading Source for Foodservice and Event Professionals

2021

MEDIA PLANNER



Reach Thousands of Potential Customers with Print, Digital and Video Marketing

Target 140,000+ Industry Professionals and up to 10+ Industry
Trade Shows with *CATERING, FOODSERVICE & EVENTS*

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*Serving the Catering,
Foodservice and
Event Industries
For 28 Years*

CATERING MAGAZINE IS NOW:



For decades, our many subscribers represented leadership positions in the catering, foodservice and events industries. Year after year our readership has continued to grow in all three of these segments.

Since the COVID-19 pandemic began, we have made sure to keep catering, foodservice and event professionals informed about critical issues, which has resulted in an enormous spike in our readership.

With our continued growth, *Catering Magazine* no longer services just the catering segment. Therefore we have decided to update the name of our publication to more adequately depict the vast audience we are actually reaching. In turn, we have updated our logo and are in the process of making changes to our new website: www.cfe-news.com (Catering, Foodservice and Events News).

At the time that this 2021 Media Kit was written, the United States is still in the middle of the COVID-19 pandemic. Like many industries, our entire foodservice and events industry was forced into a full-stop at the beginning of the pandemic. And yet, our industry continued to step up by creatively serving millions of people who found themselves in need of food.

Our advertisers also were major team players, helping us create our special CM Industry Stimulus Pages that included offers for discounts, free support services and PPE equipment to help industry professionals get back to doing business. In short, even though business was bad for so many, nobody missed a beat, and so many were part of the needed solutions during this devastating pandemic.

As we are entering 2021 we know that the catering, foodservice and events industry will bounce back quickly and continue to its predicted growth path of becoming a \$70+ billion industry.

We pride ourselves on being the leading business-to-business trade communicator for catering, foodservice and event professionals. 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. For more than 28 years *Catering, Foodservice & Events* has nurtured these partnerships by offering the best outcomes through our publications and digital marketing services.

With a total reach to more than 140,000 catering, foodservice and event professionals nationwide, as well as attendees at up to 10 industry trade shows, *Catering, Foodservice & Events* ensures that your company's promotional message will reach your intended target market.

Choose *Catering, Foodservice & Events* as your one-stop shop for all your marketing and communication needs.

We look forward to hearing from you.

Sincerely yours,
Klaas De Waal, Publisher



A Few Facts...

As of End 2020*

13,000

Print Subscribers

60,000⁺

e-Newsletter Subscribers

80,000⁺

e-Newsletter Deliveries via
Trade Show Partners

15,000⁺

Trade Show Distributions

10⁺

Nationwide Trade Show
and Conference Alliances

* Numbers somewhat fluctuate and
are rounded-up and estimated

Who do we reach:

Principal Executives and Managers at the Following Types of Facilities:

- Independent Caterers (1 - 10 employees)
- Catering Companies (more than 10 employees)
- Restaurants, Hotels, Resorts, Special Event Sites
- Banquet Halls, Country Clubs, Industrial Facilities
- Schools, Colleges
- Hospitals, Convention Centers
- Prisons and Military Bases

Who are our subscribers:

- | | |
|---|-----|
| - CEOs, Executives and Corporate Management | 60% |
| - Sales & Business Development, Chefs | 15% |
| - Purchasing Departments | 10% |
| - Suppliers to the Industry | 10% |
| - Others | 5% |

Trade Show and Conference Attendees

Each year many industry professionals travel to attend local, regional and national trade shows and conferences. *Catering, Foodservice & Events'* strategic partnership with 10+ industry trade shows nationwide means much more exposure for your company's ads.

The total estimated number of attendees at these events is well over

150,000

which we reach through print, email and digital applications.

AND... THIS COULD INCLUDE YOUR PROMOTIONS!





ANOTHER YEAR WITH HUNDREDS OF NEW PAGES FULL OF SMART IDEAS AND IMPORTANT INDUSTRY NEWS

ISSUE	THEME	FEATURING	TREND / FOCUS	AD DEADLINE
JAN/FEB The Stations & Buffets Issue	Buffet Serviceware & Equipment	Inspired Appetizers	Entertainment Ideas	1/20/2021
MARCH/APRIL The Outdoor Cooking Issue	Outdoor Cooking Equipment & Tools	Foods for the Grill & BBQ	Outdoor Decor Trends	3/17/2021
MAY/JUNE The Foodservice Equipment Issue	Equipment & Tools for the Professional Kitchen	Pre-Prepared Food Ideas	Tech Solutions for Catering & Foodservice	5/12/2021
JULY/AUGUST The Transportation/ Off-Premise Events Issue	The Food Truck Craze	Grab & Go Food Trends for Caterers/Restaurants	Eco-Friendly Disposables, Packaging & Containers	7/7/2021
SEPT/OCT The Holiday/Food & Beverage Issue	Stunning Tabletops	Holiday Food & Beverages	Creative Cocktails and Bar Set-Ups	9/15/2021
NOV/DEC The Wedding Issue	Tableware for Special Occasions	Desserts & Beverages for Special Events	Outlook for the New Year/ Plant-Based Catering	11/3/2021

Each issue of *Catering, Foodservice & Events* also includes at least four of the following featured segments in 2021*:

Success Stories – Profiles of thriving and up-and-coming catering companies
 City Focus – A look at catering in major U.S. markets
 Insider's Insight – An industry pro shares tips and trends
 News – The latest in product, people and events information
 Profile – An exclusive interview with a well-known or noteworthy industry leader
 How To – Educational articles designed to help run and improve your business
 Business – Informational articles designed to help increase efficiency and profitability
 Event Spotlight – Details and photos from one especially noteworthy and memorable catered event

* Please note that during 2021 additional editorial topics and bonus distribution may be added.



MAGAZINE >>>

Learn more on pages 6 - 8

WEBSITE BANNERS >>>

Learn more on page 9

E-NEWSLETTER >>>

Learn more on page 10

DEDICATED E-BLASTS >>>

Learn more on page 11

CFE - ON DEMAND >>>

Learn more on page 12

VIDEO ZONE >>>

Learn more on page 13

Reaching Your Potential Customers Nationwide via Multiple Platforms

Catering, Foodservice & Events has truly become the leading industry communicator for catering, foodservice and event professionals. Utilizing all modern media platforms we can now provide our advertisers with everything they need to reach their target customers all across the USA. Thanks to our large print and digital subscriber base and our solid in-place alliances with most strategic industry trade shows and conferences, our reach is second to none.

13,000+ print and 60,000 eSubscribers receive our bi-monthly Magazine issue. Plus 75,000+ deliveries to our trade show and conference partner databases.

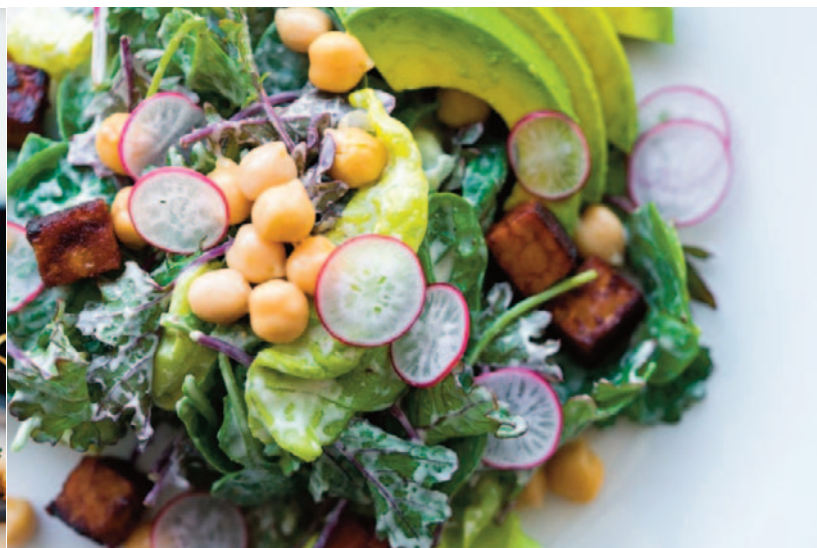
Enjoy the benefits of reaching thousands of online readers on our website: www.cfe-news.com. All website banners are strategically placed, hyperlinked and tracked.

The monthly e-Newsletter is sent to our exclusive 60,000 opt-in subscriber database + 80,000+ deliveries to our trade show and conference partner databases.

Dedicated and exclusive E-Blast services are created and provided to our advertisers and delivered to our 60,000+ industry professionals database.

CFE - ON DEMAND creates, advertises and hosts informative, instructional and motivating commercials for manufacturers wanting to reach our vast audience.

Host your video in our Video Zone. Video is becoming a more common marketing and lead-generation tool. Short videos showing industry specific "how to" instructions and product demonstrations, or expert interviews are commanding significant attention.



PRINT ADVERTISING IN CFE MAGAZINE



DISPLAY ADVERTISING RATES

Rates below reflect full color, gross charge

Size	1X	2X	4X	6X
Spread	\$6,805	\$6,420	\$6,005	\$5,640
Full	\$3,760	\$3,555	\$3,360	\$3,275
2/3	\$3,135	\$2,970	\$2,820	\$2,655
1/2	\$2,710	\$2,615	\$2,500	\$2,415
1/3	\$2,050	\$1,985	\$1,920	\$1,835
1/4	\$1,730	\$1,715	\$1,660	\$1,585
1/6	\$1,575	\$1,550	\$1,510	\$1,460
Cover Gatefold	\$6,500			

ADVERTORIAL RATES

Full Page, self produced	\$3,760	CFE produced \$4,400
Half Page, self produced	\$2,710	CFE produced \$3,200

Premium Positions

- **Front Cover:** request for price and stipulations
 - **Back Cover:** add 20 percent
 - **Inside Front or Back Cover:** add 15 percent
 - **Across Inside Front Cover, Table of Contents, Publisher's or Editor's Letter:** add 10 percent
- Frequency discounts based on number of placed insertions within a 12-month period.

MARKETPLACE (CLASSIFIEDS) Rates per column inch, maximum 4"

1X \$200	3X \$175 each	6X \$150 each
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POLY BAGGED INSERTIONS:

Postcard, Flyer, Brochure, etc.
(Prices based on 12,000 copies)

1 - 4 Pages:	\$3,200
5 - 8 Pages:	\$4,200

9 or more pages, call for more information

Please contact Advertising Sales Manager, Suzanne Bernhardt:
Phone: (770) 722 7101 – Email: Suzanne@cfe-news.com

FREQUENCY:

Published six times in 2021.

PRINT CIRCULATION:

13,000+ subscription base, mail certified,
100% controlled and qualified.

ADDITIONAL PRINT BONUS DISTRIBUTION:

Catering, Foodservice & Events 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.

ONLINE DISTRIBUTION:

Catering, Foodservice & Events delivers e-Newsletters every two months to over 140,000 industry professionals. Furthermore, the digital edition on www.cfe-news.com is viewed and downloaded by thousands.

TARGET AUDIENCE:

Food and beverage directors, catering and foodservice 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 event sites, banquet halls, country clubs, industrial facilities, including: schools, colleges, hospitals, convention centers, prisons and military bases

CATERING, FOODSERVICE & EVENTS BONUS DISTRIBUTION IN 2021*:

Northwest Food Show

Portland Expo Center
April 18-19, 2021
Portland, OR
www.nwfoodshow.com

National Restaurant Show

McCormick Place
May 22-25, 2021
Chicago, IL
www.nationalrestaurantshow.com

Texas Restaurant Association Marketplace

Henry B. Gonzalez Convention Center
July 11-12, 2021
San Antonio, TX
www.tramarketplace.com

NACE Experience Conference

Bellagio Hotel and Casino
August 1-4, 2021
Las Vegas, NV
www.nace.net

LRA Showcase 2021

New Orleans Morial Convention Center
August 7-8, 2021
New Orleans, LA
www.lra.org

Western Foodservice & Hospitality Expo

Anaheim Convention Center
August 22-24, 2021
Anaheim, CA
www.westernfoodexpo.com

The NAFEM Show

Orange County Convention Center
August 26-28, 2021
Orlando, FL
www.thenafemshow.org

Florida Restaurant & Lodging Show

Orange County Convention Center
September 19-20, 2021
Orlando, FL
www.flrestaurantandlodgingshow.com

Mid America Restaurant Expo + Conference

Greater Columbus Convention Center
November 1-2, 2021
Columbus, OH
www.midamericarestaurantexpo.com

New England Food Show

Boston Convention & Exhibition Center
Date: TBA
Boston, MA
www.newenglandfoodshow.com

International Restaurant & Foodservice Show of New York

Jacob Javits Convention Center
Date: TBA
New York, NY
www.internationalrestaurantny.com

* NOTE:

Due to COVID-19 not all dates are secured and additional events and bonus distribution may change and/or be added in 2021. Continue to visit our partner websites for the latest updated information.





Dimensions	WIDTH	X	HEIGHT
Bleed size	8 3/8"	X	11 1/8"
Full page/trim size	8 1/8"	X	10 7/8"
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"
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	1" - 4" inch increments

TERMS AND CONDITIONS

Net 30 days. Advertiser and advertising agency are jointly and severally 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 *Catering, Foodservice & Events* for wire payment details.

ADVERTISING PRODUCTION & 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@cfe-news.com



ONLINE ADVERTISING ON
WWW.CFE-NEWS.COM



Enjoy the benefits from thousands of online readers of *Catering, Foodservice & Events*, available on all your devices.

WEBSITE BANNER RATES

Leaderboard Banners
728 x 90 pixels

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

Standard Banners
300 x 250 pixels

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

ONLINE RESOURCE GUIDE – COMPANY LISTING: 12 months - \$1,200

Your Resource Guide listing will include your company contact information, logo or image, 50-word company description, product categories offered and hyperlink.

Please contact Advertising Sales Manager, Suzanne Bernhardt:
Phone: (770) 722 7101 – Email: Suzanne@cfe-news.com

ADVERTISING IN THE MONTHLY CFE eNEWSLETTER



The *Catering, Foodservice & Events* monthly e-Newsletter is sent to our 60,000 opt-in subscriber database and delivers the subjects that matter most to our industry professionals. Each issue will highlight our latest articles and industry news.

Above and beyond our own subscribers' database we negotiated additional deliveries via our trade show and conference partners.

Each time our latest issue is published we also send our eNewsletter, including the entire digital issue of *Catering, Foodservice & Events*, to an additional 80,000 recipients.

eNEWSLETTER BANNER RATES

1X \$1,500	3X \$1,200 each
6X \$900 each	12X \$600 each

E-Newsletter Banner size: 728 x 90 pixels

Please contact Advertising Sales Manager,
Suzanne Bernhardt:
Phone: (770) 722 7101
Email: Suzanne@cfe-news.com

THE LATEST ISSUE IS NOW AVAILABLE
IN PRINT AND ONLINE
[Click here and enjoy!](#)

FEATURED

Mad for Mediterranean (Part 1)

The outdoors is 'in' these days, as open-air spaces allow for social distancing, not to mention a healthy dose of sunshine and fresh air. While not all cuisines mesh well with this more casual, often on-the-go type of dining, there's one broad category that does—Mediterranean.

[Continue Reading](#)

Does your dishwasher inactivate coronavirus?

MEIKO machines safely inactivate coronavirus in just one wash

[Learn more](#)

MEIKO
The clean solution

Coastal Vines CRAFTED WINES FOR ON-PREMISE

CLICK HERE OR VISIT US AT WWW.BRONCOWINE.COM

Catering Foodservice & Events

COVID-19 INDUSTRY STIMULUS PAGES

Special offers, discounts and services to help and support our industry as we re-start during COVID-19

[CLICK HERE TO DOWNLOAD YOUR COPY](#)

TURN IT ON FORGET ABOUT IT
Now That's Dependable

Hatch
Dependable foodservice equipment

It's Time to Try **DollarTree.com**
For Your Catering Needs
EVERYTHING'S \$1

SPOTLIGHTS

Back to Business

Tech to the Rescue

DEDICATED AND EXCLUSIVE E-BLAST SERVICES TO 25,000+ INDUSTRY PROFESSIONALS

Dedicated and Exclusive E-Blast services are created and provided for our advertisers and delivered to our exclusive 60,000+ industry professionals database.

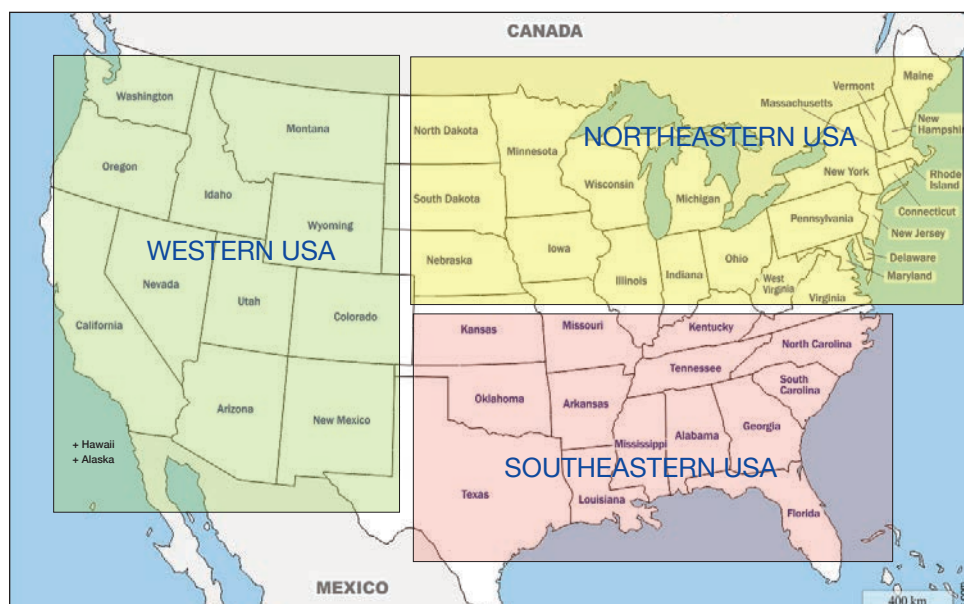
We pride ourselves on not spamming our respected opt-in subscribers. Therefore we limit our e-blasts to four per month. All orders are filled on a first-come, first-served basis.

E-blast files can be created by our team or self-created and sent to us in HTML format.

Prices include custom subject line and testing before deployment.

Maximum size: 800 pixels wide - 72 DPI

All videos, images or brochure files must be hosted by advertisers.



DEDICATED E-BLAST RATES

NATIONWIDE (REACH 60,000+)

1x \$4,800 2x \$3,800 each 3x \$3,000 each 4x \$2,500 each

NORTHEASTERN USA (REACH 25,000+)

1x \$4,000 2x \$3,200 each 3x \$2,500 each 4x \$2,000 each

SOUTHEASTERN USA (REACH 15,000+)

1x \$3,500 2x \$3,000 each 3x \$2,500 each 4x \$1,800 each

WESTERN USA (REACH 20,000+)

1x \$3,800 2x \$3,300 each 3x \$2,800 each 4x \$2,200 each

Please contact Advertising Sales Manager, Suzanne Bernhardt:
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CFE VIDEO PROMOS

Let us interview you on camera about your latest and greatest products and services...

Catering, Foodservice & Events will create an informative digital and online commercial about you and your company, and deliver this to all our subscribed Foodservice and Event Professionals nationwide.

In Print, Online and On Demand for 12 Months!

Catering, Foodservice & Events will schedule your personal virtual interview date and have a candid conversation with you in order to create the perfect commercial presentation.

Catering, Foodservice & Events **Video Promos** will include the interview, your product images and your latest offers in an engaging platform, and is a measurable and cost-effective way to reach industry professionals. By combining our printed magazine with the immediacy of the Internet and the impact of streaming audio, *Catering, Foodservice & Events* **Video Promos** provide a dynamic marketing solution that accelerates the lead-generation process and produces actionable results.

We will deliver your **Video Promo** to the vast number of *Catering, Foodservice & Events* print subscribers and our large e-mail audience with four email blasts. Furthermore, your promo will be available On Demand for another 12 months. Ongoing promotion will include hyperlinks in our monthly eNewsletters, magazine and direct database deliveries.

CFE VIDEO PROMO Rates:

Package #1 includes:

- Virtual Interview with our *Catering, Foodservice & Events* Editor
- Images and/or video of your products or services
- All Video and Editing services
- In-magazine promotion
- Two E-Newsletter advertisements with links
- On-Demand availability for one year

Price: \$3,800

Package #2 includes:

- Virtual Interview with our *Catering, Foodservice & Events* Editor
- Images and/or video of your products or services
- All needed Video and Editing services
- 2-Page Advertorial, with images in our Magazine (in Print and Digital format)
- Two E-Newsletter Video advertisements with links
- On-Demand availability for one year
- Full year in *CFE-News.com* online Video Zone with link
- Resource Guide Listing for one full year

Price: \$5,800

Please contact Advertising Sales Manager, Suzanne Bernhardt:
Phone: (770) 722 7101 – Email: Suzanne@cfe-news.com

BUILD YOUR VIDEO LIBRARY WITH CATERING, FOODSERVICE & EVENTS

Video is becoming a more common marketing and lead-generation tool. Short videos showing industry specific "how to" instructions and product demonstrations, or expert interviews are commanding significant attention.



Many companies already have some form of video or animation that they display at trade shows. *Catering, Foodservice & Events* can promote your videos to our audience to showcase your company expertise in a specific area.

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video that you worked so hard on?

Well, we have just the program for you!

The *Catering, Foodservice & Events* Video Program takes your content and leverages your reach into the foodservice and events industry to give you a positive return on your video investment. Today 85% of readers rely on video as a useful information source to stay informed about the industry they serve.

More than 50% of our subscribers use YouTube for personal and work-related information.

Video Packages:

Silver Package (\$1,000 net per video)

- Video hosted on home page of cfe-news.com in the Video section for one month
- Video hosted on Video landing page on cfe-news.com for one year

Gold Package (\$2,500 net per video)

- Video placement in high-value top ad position on cfe-news.com
- Video hosted on home page of cfe-news.com in Video section for one month
- Video hosted on Video landing page on cfe-news.com for one year
- One (1) promotion in the e-Newsletter to entire opt-in subscribers base

Please contact Advertising Sales Manager, Suzanne Bernhardt:
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The logo for Catering Foodservice & Events, featuring a stylized 'C' with four red dots above it, followed by the text 'Catering Foodservice & Events' in a serif font.

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