EDITORIAL ENVIRONMENT

*Supermarket News (SN)* is the brand food-retail professionals count on for the competitive intelligence, news analysis and information to make smart business decisions. In addition to being the news and trends leader, providing next-level data and information is a pillar of SN’s content positioning. With exclusive rankings (Top 75 Retailers, Top 10 Online Retailers), as well as primary research reports (Whole Health, Center Store, Fresh Foods), SN is consistently rated the most valuable source of actionable information. Being on top of changing consumer habits, an expanding dining space from C-stores to QSRs, and the supply chain gives readers a full picture of the industry and a key point of differentiation. As consumers have more options today than ever on where to purchase and consume food, SN provides retailers the know-how to capitalize on the market and growing foodie environment.

ENGAGEMENT LEADER

The entire market comes together across print and digital for information and insights from *Supermarket News*. **SN boasts the most trafficked website and largest total audience in the industry**, delivering decision-makers and buyers who can take your business to the next level. 183,000 unique monthly visitors and over 133,000 registered users ensures a quality, engaged audience is receiving your message. Combine that with SN’s 30,000+ print subscribers and *Supermarket News* is the most dominant voice in food retail.

AUDIENCE PROFILE

*Supermarket News* not only has the largest but the most valuable total audience in the industry of integrated influencers and decision-makers that work across their organization and collaborate on key buying decisions. SN connects the industry and leaders at the highest level and their teams of category managers, store managers and buyers – uniquely enabling you to get your message in front of those hard to reach influencers and getting you in the door faster and more effectively.

ADVERTISING

We offer integrated programs that deliver results. **Supermarket News offers the largest audience in food retail.** The expansiveness of the audience not only provides widespread scale, but also a critical mass for more targeted promotions based on demographics or topical interests. **SN also delivers the most ways to reach this audience, whether through the magazine, website, eNewsletters or mobile.** From tactical lead generation and product announcements to broad, strategic brand-building and thought leadership, leading advertisers turn to SN to help deliver their marketing message.
CONSISTENT GROWTH.
GROWING OPPORTUNITY.

CAPITALIZE ON THE MARKET OPPORTUNITY
The wide world of food retail is one that exceeds $1 trillion in sales. Food and beverage sales exceed $600B a year, making it the largest retail category by a wide margin. This market is flush with opportunity, with stores carrying anywhere from 15,000-60,000 product SKUs.

Right now, the industry is currently going through a renaissance. Traditional grocers are being challenged by smaller, fresh formats featuring natural and organic products. And the emergence of online retail – buoyed by Amazon’s purchase of Whole Foods – is disrupting the way business has been done for decades.

Research shows that decisions are made across all level of an organization including Operations, Marketing, Purchasing, R&D and of course the Owner/President/C-level. SN is the only brand that can help you reach all levels of an organization to make sure your products/services are top of mind when decisions are made.

CAPTURE YOUR FAIR SHARE WITH SUPERMARKET NEWS
Penetrating food-retail requires three things: product differentiation, a story/promotion and the access to the right retail decision makers to sell them and keep them sold. SN is the leader in making this connection. Not only does SN have the largest audience in the food-retail industry, but we are also experts in building and nurturing the story of marketers to show how valuable their products can be.
SUPERMARKET NEWS CONNECTS AND INFORMS THE FOOD RETAIL INDUSTRY

Supermarket News connects the entire food retail industry every day and in every way. Monthly print issues deliver actionable information and analysis on the industry while the most trafficked website and eNewsletters keep the market connected daily.

Supermarket News reaches the most decision-makers, influencers and industry professionals in all segments of the most valuable food retailers, emerging independents and digital sellers, in the most important departments, including operations, supply chain and purchasing, C-suite, marketing and more. They are influence the purchasing of all kinds of products, with more than half of our subscribers at director level or higher.

SN is their top source for information on the market. That is why 100% of the top 75 chains subscribe to SN and leaders of innovative and emerging chains consider it the secret to their success.

READERSHIP VALIDATES EDITORIAL
- 88% consider SN to be the most valued media brand
- 87% consider SN a trusted industry resource
- 84% consider SN a recognized industry leader
- 72% consider SN a “must-read”

UNMATCHED AUDIENCE ACROSS ALL MEDIA PLATFORMS

- 30,000+ magazine subscribers
- 183,000+ unique visitors on website (monthly average)
- 133,000+ registered users on website
- 1,000,000+ eNewsletters delivered (monthly average)
- 40,000+ social media followers

1 AAM Consolidated Media Report (Jun 2017), 2Eloqua (Jan-Jun 2017), 3Publisher’s Data (Jun 2017), 4Adobe Analytics (July-December 2017), 5SN Readship Study (2017)
In 2018, Supermarket News will remain ahead of the curve by relaunching the magazine to a new format and giving our readers even more of the information they want and trust us to bring to them.

2018: More and Better than Ever:
- Research, market insight and media best practices inform our enhancements
- New splashy format in print enhances the reader and advertiser experience
- More food and merchandise trends that can help retailers drive traffic
- New features on consumer and food trends
- Full circle coverage of the dynamic retail market, including revamped research reports and benchmarking studies

THE RECOGNIZED LEADER IN FOOD RETAIL
For over 60 years, Supermarket News has connected the entire food retail industry like no other media brand or industry group. The market loves, needs and wants Supermarket News for its timely news coverage and its vital insights and deep reporting/research.

Supermarket News is the Go-To Media Source:
- Supermarket News considered as the most valued media brand (88%)*
- Supermarket News has the highest satisfaction levels in the industry (87%)*
- Supermarket News considered a “must-read” (72%)*
- Supermarket News is highest rated for content across the board, scoring best in its coverage of breaking news (84%), broad industry trends (79%) and new food and beverage trends (77%)*

THE NEW SUPERMARKET NEWS
In 2018, Supermarket News will remain ahead of the curve by relaunching the magazine to a new format and giving our readers even more of the information they want and trust us to bring to them.

2018: More and Better than Ever:
- Research, market insight and media best practices inform our enhancements
- New splashy format in print enhances the reader and advertiser experience
- More food and merchandise trends that can help retailers drive traffic
- New features on consumer and food trends
- Full circle coverage of the dynamic retail market, including revamped research reports and benchmarking studies
**2018 EDITORIAL CALENDAR**

### FRESH MARKET

<table>
<thead>
<tr>
<th>DATES</th>
<th>FEATURES</th>
<th>DELI / PREPARED FOODS</th>
<th>MEAT / SEAFOOD</th>
<th>BAKERY</th>
<th>PRODUCE</th>
<th>CENTER STORE</th>
<th>NEW PRODUCT TRENDS</th>
<th>SPECIAL AD SECTION*</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>Ad Close: 12/5 Materials: 12/11</td>
<td>Segment Study: Independents</td>
<td>Lunch</td>
<td>Working with Farmers &amp; Growers</td>
<td>Ethnic Offerings</td>
<td>Maximizing Seasonality</td>
<td>Desserts</td>
<td>Baby</td>
<td>Baked Goods</td>
</tr>
<tr>
<td>Mar</td>
<td>Ad Close: 2/5 Materials: 2/12</td>
<td>The Health and Wellness Issue</td>
<td>Snacks</td>
<td>Value-Add Fish</td>
<td>Flours and Grain</td>
<td>Local</td>
<td>Frozen Foods</td>
<td>Naturals</td>
<td>Sustainability</td>
</tr>
<tr>
<td>Apr</td>
<td>Ad Close: 3/5 Materials: 3/12</td>
<td>Innovation in Foodservice at Retail</td>
<td>Education</td>
<td>Poultry</td>
<td>Decoration Trends</td>
<td>Floral</td>
<td>Coffee/Tea</td>
<td>Kosher</td>
<td>Deli &amp; Prepared Food Trends</td>
</tr>
<tr>
<td>May</td>
<td>Ad Close: 4/5 Materials: 4/10</td>
<td>Fresh Foods Trends and Forecast</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cross-Merchandizing in Fresh</td>
<td>Packaging</td>
<td>Breakfast Foods</td>
</tr>
<tr>
<td>Sep</td>
<td>Ad Close: 8/6 Materials: 8/13</td>
<td>Retailer of the Year / Culinary Catalyst Awards: Profiling the retailer that made the biggest moves in 2018, and the best retail has to offer in culinary.</td>
<td>Prepared Foods</td>
<td>Beef</td>
<td>Gluten-Free</td>
<td>Tree Fruits</td>
<td>Condiments &amp; Hot Sauce</td>
<td>Plant-Based Dairy</td>
<td>Grab-and-Go &amp; Packaging</td>
</tr>
<tr>
<td>Nov</td>
<td>Ad Close: 10/5 Materials: 10/10</td>
<td>2019 Retail Trends and Outlook: Analysts share their predictions and expectations for the industry.</td>
<td>Ethnic</td>
<td>Pork</td>
<td>Pes</td>
<td>Cabbage</td>
<td>Private Label</td>
<td>Breakfast</td>
<td>Plant-Based Foods</td>
</tr>
<tr>
<td>Dec</td>
<td>Ad Close: 11/5 Materials: 11/12</td>
<td>SN Disruptors: The people, trends and technology having the biggest impact on the industry this year.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2019 Forecast and Trends</td>
<td>Health and Beauty</td>
<td>Equipment &amp; Technology</td>
</tr>
</tbody>
</table>

*The special ad sections allow marketers to tell their story in a section dedicated to specific topics (subject to change or cancellation). Ad sections have different ad close and material due dates. Please contact us for more details.*

Note: Topics are subject to change or cancellation. Updated 12-4-17
**POWER OF PRINT. READ BY RETAIL DECISION MAKERS.**

**Supermarket News** reaches decision makers, influencers and other professionals in the food retail industry. Plan your next advertising campaign along with our publication so you can strategically get in front of the right reader.

### Pages

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$ 9,200</td>
<td>$ 8,920</td>
<td>$ 8,650</td>
<td>$ 8,370</td>
<td>$ 8,100</td>
<td>$ 7,730</td>
<td>$ 7,360</td>
<td>$ 6,900</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$ 5,800</td>
<td>$ 5,630</td>
<td>$ 5,450</td>
<td>$ 5,280</td>
<td>$ 5,100</td>
<td>$ 4,870</td>
<td>$ 4,640</td>
<td>$ 4,350</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$ 4,700</td>
<td>$ 4,560</td>
<td>$ 4,420</td>
<td>$ 4,280</td>
<td>$ 4,140</td>
<td>$ 3,950</td>
<td>$ 3,760</td>
<td>---</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>$16,100</td>
<td>$15,620</td>
<td>$15,130</td>
<td>$14,650</td>
<td>$14,170</td>
<td>$13,520</td>
<td>$12,880</td>
<td>---</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>$11,500</td>
<td>$11,160</td>
<td>$10,810</td>
<td>$10,470</td>
<td>$10,120</td>
<td>$ 9,660</td>
<td>$ 9,200</td>
<td>---</td>
</tr>
<tr>
<td>Cover Tip</td>
<td>$27,500</td>
<td>$26,680</td>
<td>$25,850</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

### Premium Positions

- **Cover 2 - Inside Front Cover**: Full Page + 20%
- **Cover 3 - Inside Back Cover**: Full Page + 5%
- **Cover 4 - Back Cover**: Full Page + 20%

### Inserts / BRCs

- **Supplied Insert (2 page)**: $ 9,650
- **Supplied Insert (4 page)**: $13,510
- **Supplied Insert (6 page)**: $17,370
- **Business Reply Card** (must be tipped onto an ad): $ 5,380

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30,452 subscribers*

103,537 total circulation with pass-along**

**CROSS-PUBLICATION / TARGETING OPPORTUNITIES**

Frequency can be combined among Nation’s Restaurant News, Restaurant Hospitality, Food Management and Supermarket News. For questions regarding regional splits, demographic splits and combination programs, please contact us for more information.

**MECHANICAL CHARGES**

For questions regarding mechanical charges (including plate changes, insert tip-ons, insert bind-ins, press stops and more), please contact:

- Kathy Daniels, Production Manager
  kathy.daniels@penton.com

**AUDIT STATEMENT**

The latest audit statement is available here:


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*AAM Consolidated Media Report (Jun 2017)
**Signet AdStudy (Jul 2017)
PREMIER DIGITAL RESOURCE FOR FOOD RETAILERS.
STATE OF THE ART ADVERTISING OPPORTUNITIES.

WEBSITE
SupermarketNews.com is the platform food retail professionals utilize to keep up with the latest news, insights and operational ideas to improve their business. Website advertising is a great way to provide solutions, make recommendations or expand on brand awareness.

605,181
pageviews (monthly average)*

183,022
unique visitors (monthly average)*

2.23
pages per visit (monthly average)*

Run Of Site (minimum 25,000 impressions per month)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 Ad**</td>
<td>$80</td>
</tr>
<tr>
<td>300x250 Ad**</td>
<td>$90</td>
</tr>
<tr>
<td>300x600 Ad**</td>
<td>$95</td>
</tr>
<tr>
<td>Canopy Ad - Rich Media</td>
<td>$125</td>
</tr>
<tr>
<td>Pushdown Ad - Rich Media</td>
<td>$110</td>
</tr>
<tr>
<td>Filmstrip or Sidekick or Jumbotron Ad - Rich Media</td>
<td>$110</td>
</tr>
<tr>
<td>Floor Ad - Rich Media</td>
<td>$110</td>
</tr>
</tbody>
</table>

Exclusive Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Ad</td>
<td>$9,760</td>
</tr>
<tr>
<td>Webskin Ad (ROS except homepage)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Homepage Takeover with Webskin</td>
<td>$4,960</td>
</tr>
</tbody>
</table>

Videos

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive Video Ad - Rich Media</td>
<td>$100</td>
</tr>
<tr>
<td>Video Pre-Roll Ad</td>
<td>Contact Us</td>
</tr>
<tr>
<td>In-Article Video Ad</td>
<td>Contact Us</td>
</tr>
</tbody>
</table>

Lead Generation

<table>
<thead>
<tr>
<th>Program</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Paper Program</td>
<td>$8,500</td>
</tr>
<tr>
<td>Sponsored Webinar</td>
<td>Contact Us</td>
</tr>
<tr>
<td>Custom Webinar</td>
<td>Contact Us</td>
</tr>
<tr>
<td>Partnered Webinar</td>
<td>Contact Us</td>
</tr>
<tr>
<td>SnapSolution (Quiz, Polls, etc.)</td>
<td>Contact Us</td>
</tr>
</tbody>
</table>

NOTE: Rates are gross unless noted | Subject to change

*Adobe Analytics (July-December 2017)
**Additional $10/CPM for rich media ad units
ENEWSLETTERS
Food retail professionals turn to Supermarket News’ eNewsletters for essential industry content — a combination of news, analysis, ideas and more. eNewsletter advertisements are unique and effective since they match buyers and sellers around compelling content. There are multiple eNewsletter options with enormous reach and potential for you and your marketing dollars.

SN Daily
Weekdays | 42,000+ delivered*

The flagship eNewsletter from the editors at Supermarket News — a daily must-read for the food retail community.

<table>
<thead>
<tr>
<th>Format</th>
<th>1-5x</th>
<th>6-20x</th>
<th>21x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>670x90 Ad</td>
<td>$ 1,650</td>
<td>$ 1,550</td>
<td>$ 1,435</td>
</tr>
<tr>
<td>300x250 Top Ad</td>
<td>$ 1,450</td>
<td>$ 1,365</td>
<td>$ 1,260</td>
</tr>
<tr>
<td>300x250 Mid Ad</td>
<td>$ 950</td>
<td>$ 895</td>
<td>$ 825</td>
</tr>
<tr>
<td>In-Stream Ad</td>
<td>$ 1,250</td>
<td>$ 1,175</td>
<td>$ 1,090</td>
</tr>
<tr>
<td>Featured Product/Recipe/Classified Ad</td>
<td>$ 495</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>Single-Sponsored (Ad Takeover)</td>
<td>$ 4,950</td>
<td>-----</td>
<td>-----</td>
</tr>
</tbody>
</table>

SN Product Watch
Bi-Monthly | 36,000+ delivered*

Promote and relay the benefits of specific products.

<table>
<thead>
<tr>
<th>Tier</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Tier: Single Box</td>
<td>$ 1,050</td>
</tr>
<tr>
<td>Second Tier: Single Box</td>
<td>$ 795</td>
</tr>
<tr>
<td>Second Tier: 2-Box Combo</td>
<td>$ 1,360</td>
</tr>
<tr>
<td>Second Tier: 4-Box Combo + Header</td>
<td>$ 2,660</td>
</tr>
<tr>
<td>Third Tier: Single Box</td>
<td>$ 595</td>
</tr>
<tr>
<td>Modified Leaderboard</td>
<td>$ 1,850</td>
</tr>
<tr>
<td>Single-Sponsored</td>
<td>$ 8,500</td>
</tr>
</tbody>
</table>

SN Breaking News
On-Demand | 47,000+ delivered*

Broadcast extreme engaging content based on breaking news.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enews Ad Takeover</td>
<td>$ 3,995 per month</td>
</tr>
</tbody>
</table>

*Eloqua (Jun-Dec 2017)
TARGET WITH CONTENT.
REACH BY SEGMENT.

SEGMENTS IN FOCUS
Target your messaging with our Segments in Focus program, which covers the latest news and trends for specific segments. The combination of eNewsletter and digital ads reach readers with content tailored to their needs to drive maximum engagement. Each package includes ad takeover on a single deployment of the specific segment report along with ad takeover for the corresponding segment on SupermarketNews.com for the duration of sponsorship.

**Organic & Natural in Focus**  
Enews Ad Takeover (1x)  
670x90 • 300x250 Top  
300x250 Mid • In-Stream  
Website Category Ad Takeover  
(1 month)  
728x90 • 300x250 Left;  
300x250 Right • 320x50 Ad (Mobile)  
$ 8,500 per month

**Produce in Focus**  
Enews Ad Takeover (1x)  
670x90 • 300x250 Top  
300x250 Mid • In-Stream  
Website Category Ad Takeover  
(1 month)  
728x90 • 300x250 Left;  
300x250 Right • 320x50 Ad (Mobile)  
$ 6,500 per month

**Meat in Focus**  
Enews Ad Takeover (1x)  
670x90 • 300x250 Top  
300x250 Mid • In-Stream  
Website Category Ad Takeover  
(1 month)  
728x90 • 300x250 Left;  
300x250 Right • 320x50 Ad (Mobile)  
$ 7,500 per month

**Bakery in Focus**  
Enews Ad Takeover (1x)  
670x90 • 300x250 Top  
300x250 Mid • In-Stream  
Website Category Ad Takeover  
(1 month)  
728x90 • 300x250 Left;  
300x250 Right • 320x50 Ad (Mobile)  
$ 6,500 per month

**Deli in Focus**  
Enews Ad Takeover (1x)  
670x90 • 300x250 Top  
300x250 Mid • In-Stream  
Website Category Ad Takeover  
(1 month)  
728x90 • 300x250 Left;  
300x250 Right • 320x50 Ad (Mobile)  
$ 7,500 per month

**Seafood in Focus**  
Enews Ad Takeover (1x)  
670x90 • 300x250 Top  
300x250 Mid • In-Stream  
Website Category Ad Takeover  
(1 month)  
728x90 • 300x250 Left;  
300x250 Right • 320x50 Ad (Mobile)  
$ 7,500 per month

**Dairy in Focus**  
Enews Ad Takeover (1x)  
670x90 • 300x250 Top  
300x250 Mid • In-Stream  
Website Category Ad Takeover  
(1 month)  
728x90 • 300x250 Left;  
300x250 Right • 320x50 Ad (Mobile)  
$ 6,500 per month

NOTE: Rates are gross unless noted | Subject to change

*Eloqua (Jan-Jun 2017)*
CUSTOM EBLAST PROGRAMS

E-mail remains one of the most effective methods for targeting and reaching potential customers with specific and detailed messaging. Leverage the power and scale of the Nation’s Restaurant News, Restaurant Hospitality, Food Management and Supermarket News audience databases, along with Informa’s vast network of brands, for your multi-channel marketing efforts to help you reach who you want, directly via e-mail.

CUSTOMIZE YOUR MESSAGE.
REACH OUR AUDIENCE.

CUSTOM EBLAST PROGRAMS

<table>
<thead>
<tr>
<th>Custom eBlasts (minimum spend of $1,000 required)</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom eBlast</td>
<td>$385 (net)</td>
</tr>
<tr>
<td>Custom eBlast w/ Targeting Filters</td>
<td>Contact Us</td>
</tr>
</tbody>
</table>

EXTEND YOUR REACH.
STAY TOP OF MIND.

AUDIENCE EXTENSION PROGRAMS

Extend your reach to our audience beyond our websites and eNewsletters with targeting based on 1st party data. Audience Extension helps you stay in front of those business people, keeping your brand top of mind and encouraging response.

<table>
<thead>
<tr>
<th>Audience Extension</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>AE Website</td>
<td>$40 (net)</td>
</tr>
<tr>
<td>AE Native</td>
<td>$45 (net)</td>
</tr>
<tr>
<td>AE Facebook/Instagram</td>
<td>$65 (net)</td>
</tr>
<tr>
<td>AE LinkedIn</td>
<td>$65 (net)</td>
</tr>
<tr>
<td>AE Video Pre-Roll or AE Facebook Video</td>
<td>Starting at $70 (net)</td>
</tr>
<tr>
<td>AE Account Based</td>
<td>Contact Us</td>
</tr>
<tr>
<td>AE Custom Combo</td>
<td>Contact Us</td>
</tr>
</tbody>
</table>
SHOWCASE YOUR EXPERTISE. GENERATE CONVERSATIONS.

NATIVE ADVERTISING PROGRAMS

Build ongoing conversations between your brand and our audience by providing value through relevant content in-stream. With the proliferation in mobile usage and social sharing, native advertising integrates high-quality content into the audience’s user experience.

### Native Advertising Programs

**Native Content**
- Advertiser-supplied article
- Ad takeover on content page
- Content distribution via website, flagship eNewsletter and social media

**Native Gallery**
- Advertiser-supplied gallery (10 images) with captions
- Ad takeover within gallery and on gallery intro page
- Content distribution via website, flagship eNewsletter and social media

**Native Video**
- Collaboration on the creation and hosting of video
- Can leverage partnered data or other research promoting/aligning with your topic
- Content distribution via website, flagship eNewsletter and social media

**Preferred Native Website Distribution**
- Additional distribution of native content on website

### Content Alignment Programs

**Sponsored Channel + eNewsletters**
- Sponsorship of existing website topic
- Ad takeover on website channel and related pages
- Ad takeover, advertiser logo and content box in sponsored topic eNewsletter
- Ability to include native content within channel and eNewsletter
- eNewsletter sign-up included on website registration form
- Additional promotion via house ads to drive traffic to website channel

**Custom Channel + eNewsletters**
- Sponsorship/creation of new custom topic
- Ad takeover, advertiser logo and content box on website channel and related pages
- Ad takeover, advertiser logo and content box in custom topic eNewsletter
- Ability to include native content within channel and eNewsletter

### Pricing

- **Native Content**: $2,250 per content
- **Native Gallery**: $2,850 per gallery

**Contact Us**

- For more information, please contact us at the provided email addresses.
TARGET OUR AUDIENCE. SHOWCASE YOUR LISTING.

30,452 subscribers*

103,537 total circulation with pass-along**

CLASSIFIEDS ADVERTISING

Supermarket News offers classified advertising opportunities for recruitment, products, services and property listings.

<table>
<thead>
<tr>
<th>Classifieds</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Column Inch</td>
<td>$162</td>
<td>$145</td>
<td>$130</td>
<td>$108</td>
</tr>
<tr>
<td>1 col x 1&quot;</td>
<td></td>
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<td>$1,936</td>
<td>$1,728</td>
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</table>

COLUMN SIZES

1 column = 2.3"
2 columns = 4.75"
3 columns = 7.25"

FOR MORE INFORMATION:

Leslie Wolowitz
leslie.wolowitz@knect365.com | 212-204-4399

*AAM Consolidated Media Report (Jun 2017)
**Signet AdStudy (Jul 2017)
**AD SPECIFICATIONS: MAGAZINE**

**NOTES**
- Keep live matter 0.25" from trim
- Keep crop marks out of bleed area
- Gutter, Face, Foot, Head Trim: 0.125"

**PRINTING PROCESS & BINDING METHOD**
- Web Offset, Perfect-Bound, Paper is White
- Business reply cards & inserts jog to head
- Inserts tip to front of signature

**COLOR PROOF**
SWOP approved color proof

**ADVERTISING MATERIALS**
Only one solid color should be used in one area. Total density of all four colors should not exceed 280% in any area of the separation. Exaggerated contrast should be used for greater fidelity and impact. Allow for 5-7% gain, which occurs in web offset printing.

**BLEED ADS**
For bleed ads, please add bleed of 0.125" beyond the listed dimensions. This will set up invisible bleed and trim page boxes that SendMyAd will use to check the ad size, as SendMyAd is based off of the trim size of an ad. For more information, please visit: [http://www.penton.com/sma/pgtrim.pdf](http://www.penton.com/sma/pgtrim.pdf)

**TRIM SIZE:** 8.375" (w) x 10.75" (d)

### Ad Sizes

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<th></th>
<th>Non-Bleed</th>
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<tr>
<td>Full Page</td>
<td>7.25&quot; (w) x 9.5&quot; (d)</td>
<td>8.375&quot; (w) x 10.75&quot; (d)</td>
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<tr>
<td>1/2 Page (Horizontal)</td>
<td>7.25&quot; (w) x 4.625&quot; (d)</td>
<td>8.375&quot; (w) x 5.225&quot; (d)</td>
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<td>1/2 Page (Vertical)</td>
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<td>4.075&quot; (w) x 10.75&quot; (d)</td>
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<td>1/2 Page (Island)</td>
<td>4.75&quot; (w) x 7.25&quot; (d)</td>
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<tr>
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<tr>
<td>Full Page Cover Tip</td>
<td>Contact us</td>
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**SEND INSERTION ORDERS TO**
orders@penton.com
F: 913-514-7000

**PRODUCTION CONTACT**
Kathy Daniels
Production Manager
kathy.daniels@informa.com
T: 913-967-1828
F: 913-514-3686

**UPLOAD FILES TO**
https://informa.sendmyad.com
LOOKING TO REACH FOODSERVICE PROFESSIONALS?

NATIONAL, REGIONAL AND EMERGING CHAIN RESTAURANTS
Nation’s Restaurant News offers the largest and most valuable audience in foodservice.
- Focuses on holistic foodservice coverage, analysis behind the news, consumer data, menu moves, and cutting-edge financial trends
- Reaches established and emerging chain restaurant leaders, influencers and decision-makers across the commercial foodservice industry
- Maintains a magazine circulation of 60,000 with a readership of 220,000
- NRN.com averages 343,000 unique visitors per month

INDEPENDENT RESTAURANTS
Restaurant Hospitality offers the largest and most valuable audience of independent and multiconcept independent restaurateurs in foodservice.
- Focuses on what’s important in food, technology, equipment, consumer trends and operational challenges and opportunities in the independent space
- Reaches independent restaurant owners, operators, chefs and decision-makers
- Maintains a magazine circulation of 90,000 with a readership of 300,000
- Restaurant-Hospitality.com averages 57,000 unique visitors per month

NONCOMMERCIAL FOODSERVICE
Food Management is the leading media network – print, digital and events – serving the entire noncommercial foodservice industry.
- Focuses on trends and best practices, products and solutions that connect deeply with the noncommercial foodservice professional
- Reaches top level foodservice directors, chefs and decision-makers across the noncommercial market
- Maintains a magazine circulation of 47,000 with a readership of 117,000
- Food-Management.com averages 37,000 unique visitors per month
<table>
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<tr>
<th>ADVERTISING &amp; MEDIA SALES</th>
<th>SALES &amp; CLIENT SUCCESS</th>
<th>MARKETING</th>
<th>EVENTS</th>
<th>AUDIENCE DEVELOPMENT</th>
<th>LIST RENTALS</th>
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<tbody>
<tr>
<td><strong>KENT SCHOLLA</strong>&lt;br&gt;National Sales Director, Integrated Media</td>
<td><strong>ISABEL ERESE</strong>&lt;br&gt;Client Support Manager&lt;br&gt;424-465-6591 • <a href="mailto:isabel.erese@knect365.com">isabel.erese@knect365.com</a></td>
<td><strong>JASON BOGOVIC</strong>&lt;br&gt;Director, Marketing&lt;br&gt;212-204-4386 • <a href="mailto:jason.bogovic@penton.com">jason.bogovic@penton.com</a></td>
<td><strong>MONIQUE MONACO-LEVY</strong>&lt;br&gt;Group Show Director&lt;br&gt;813-627-6988 • <a href="mailto:monique.levy@knect365.com">monique.levy@knect365.com</a></td>
<td><strong>DESIREE TORRES</strong>&lt;br&gt;Sr. Director, User Marketing&lt;br&gt;813-627-6792 • <a href="mailto:desiree.torres@informa.com">desiree.torres@informa.com</a></td>
<td><strong>DIANNE CAMPANELLA</strong>&lt;br&gt;Account Manager, SmartReach&lt;br&gt;212-204-4258 • <a href="mailto:dianne.campANELLA@informa.com">dianne.campANELLA@informa.com</a></td>
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<td><strong>ROBERT BAKER</strong>&lt;br&gt;Regional Sales Manager, East&lt;br&gt;AL, CT, DC, DE, FL, GA, MA, MD, ME, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VA, VT, E. CANADA&lt;br&gt;732-429-2080 • <a href="mailto:robert.baker@knect365.com">robert.baker@knect365.com</a></td>
<td><strong>JENNIFER FREUND</strong>&lt;br&gt;Client Support Manager&lt;br&gt;732-259-9214 • <a href="mailto:jennifer.freund@knect365.com">jennifer.freund@knect365.com</a></td>
<td><strong>ANN TEICHMAN</strong>&lt;br&gt;Marketing Specialist&lt;br&gt;212-204-4329 • <a href="mailto:ann.teichman@knect365.com">ann.teichman@knect365.com</a></td>
<td><strong>JESSE PARZIALE</strong>&lt;br&gt;Show Manager&lt;br&gt;813-789-3866 • <a href="mailto:jesse.parziale@knect365.com">jesse.parziale@knect365.com</a></td>
<td><strong>KATHY DANIELS</strong>&lt;br&gt;Print Production Manager&lt;br&gt;913-967-1828 • <a href="mailto:kathy.daniels@informa.com">kathy.daniels@informa.com</a></td>
<td><strong>ERIKA NAMTALOV</strong>&lt;br&gt;Director, User Marketing&lt;br&gt;212-204-4361 • <a href="mailto:erica.namtalov@informa.com">erica.namtalov@informa.com</a></td>
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<tr>
<td><strong>RORY GORDON</strong>&lt;br&gt;Sales Manager, Inside Sales&lt;br&gt;LA, MT, NE, ND, NM, OK, SD, WY, WY, W. CANADA, INTERNATIONAL&lt;br&gt;203-253-1849 • <a href="mailto:rory.gordon@knect365.com">rory.gordon@knect365.com</a></td>
<td><strong>HOLLY PETRE</strong>&lt;br&gt;Client Support Manager&lt;br&gt;212-204-4281 • <a href="mailto:holly.petre@knect365.com">holly.petre@knect365.com</a></td>
<td><strong>MARIE P. SMITH</strong>&lt;br&gt;Sponsorship Coordinator&lt;br&gt;813-294-8707 • <a href="mailto:mariep.smith@knect365.com">mariep.smith@knect365.com</a></td>
<td><strong>KATHY DANIELS</strong>&lt;br&gt;Print Production Manager&lt;br&gt;913-967-1828 • <a href="mailto:kathy.daniels@informa.com">kathy.daniels@informa.com</a></td>
<td><strong>LYDIA MAYER</strong>&lt;br&gt;Digital Operations Manager&lt;br&gt;312-840-8439 • <a href="mailto:lydia.mayer@knect365.com">lydia.mayer@knect365.com</a></td>
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<td><strong>JERRY RYMONT</strong>&lt;br&gt;Director, Strategic Business Development&lt;br&gt;Regional Sales Manager, Midwest&lt;br&gt;AR, IA, IL, IN, KS, KY, MI, MN, MO, OH, TX, VA, ONTARIO&lt;br&gt;218-533-1837 • <a href="mailto:jerry.rymont@knect365.com">jerry.rymont@knect365.com</a></td>
<td><strong>DOMINIQUE CORREA</strong>&lt;br&gt;Account Manager&lt;br&gt;212-204-4329 • <a href="mailto:dominique.correa@knect365.com">dominique.correa@knect365.com</a></td>
<td><strong>AUDIENCE DEVELOPMENT</strong></td>
<td><strong>ERIKA NAMTALOV</strong>&lt;br&gt;Director, User Marketing&lt;br&gt;212-204-4361 • <a href="mailto:erica.namtalov@informa.com">erica.namtalov@informa.com</a></td>
<td><strong>JENIFER SINGER</strong>&lt;br&gt;Sales Manager, Foodservice&lt;br&gt;224-806-1251 • <a href="mailto:jenifer.singer@knect365.com">jenifer.singer@knect365.com</a></td>
<td><strong>LIST RENTALS</strong></td>
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<td><strong>SHERYLEN YOAK</strong>&lt;br&gt;Regional Sales Manager, West&lt;br&gt;AK, AZ, CO, HI, ID, NV, OR, UT, WA&lt;br&gt;714-813-5526 • <a href="mailto:sherylen.yoak@knect365.com">sherylen.yoak@knect365.com</a></td>
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<td><strong>EVENTS</strong></td>
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<td><strong>JOHN PETROVIC</strong>&lt;br&gt;Digital Ad Operations Trafficker&lt;br&gt;913-967-1753 • <a href="mailto:john.petrovic@informa.com">john.petrovic@informa.com</a></td>
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<td><strong>JEFF CHRIESTERSON</strong>&lt;br&gt;Sales Manager, Foodservice&lt;br&gt;404-376-7400 • <a href="mailto:jeffrey.christerson@knect365.com">jeffrey.christerson@knect365.com</a></td>
<td><strong>JOHN PETROVIC</strong>&lt;br&gt;Digital Ad Operations Trafficker&lt;br&gt;913-967-1753 • <a href="mailto:john.petrovic@informa.com">john.petrovic@informa.com</a></td>
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<td><strong>REBECCA ROBERTS</strong>&lt;br&gt;Sales Manager, Foodservice&lt;br&gt;512-295-3050 • <a href="mailto:rebecca.roberts@knect365.com">rebecca.roberts@knect365.com</a></td>
<td><strong>JENIFER SINGER</strong>&lt;br&gt;Sales Manager, Foodservice&lt;br&gt;224-806-1251 • <a href="mailto:jenifer.singer@knect365.com">jenifer.singer@knect365.com</a></td>
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<td><strong>LESLEY WOLONITZ</strong>&lt;br&gt;Sales Manager&lt;br&gt;212-204-4399 • <a href="mailto:leslie.wolowitz@knect365.com">leslie.wolowitz@knect365.com</a></td>
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