

Nation's Restaurant News



The Restaurant
& Food Group



2019 Media Kit

Print • Digital • Custom

Who We Are | The Restaurant & Food Group



Nation's
Restaurant News

Restaurant
HOSPITALITY

FOOD MANAGEMENT

sn SUPERMARKET
NEWS

MUFSO

Nation's Restaurant News is part of The Restaurant & Food Group at Informa Connect, the largest and most integrated media brand portfolio in foodservice and food retail. We help connect the entire food and foodservice ecosystem of operators, chefs, retailers, manufacturers, vendors and solutions providers through traditional, digital, social and custom media, supported by networking and in-person events/conferences.

We have the largest reach across the foodservice industry.

Over 3.5 million points of contact, including*:

- More than 500,000 monthly unique website visitors
- 690,000+ magazine readers
- 2 million e-newsletter subscriptions

Foodservice Industry | Consistent Growth. Growing Opportunity.

The restaurant industry was projected to surpass \$800 billion in sales in 2018, reflecting a strong and consistently growing market. Not only has the restaurant industry posted eight straight years of growth – and projected to grow again in 2019 – but it has consistently outperformed other sectors in the U.S. economy.

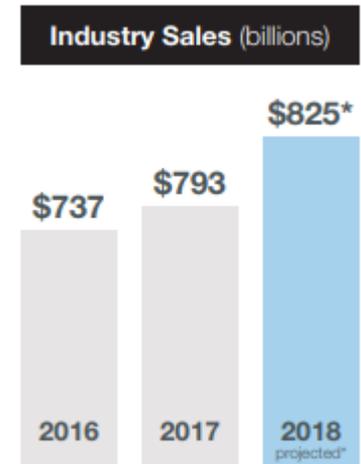
While the industry is growing, it is as competitive as ever. Restaurant brands want to find partners that will help their business win, and they are searching for product innovation, integrated technologies, targeted consumer marketing solutions, more efficient equipment and flavorful and sustainable menu developments.

Over 1.2 million foodservice locations are purchasing more than \$200 billion in food and beverage products.

The largest restaurant chains drive much of the dollar growth in the restaurant industry. The top 500 restaurant chain universe comprises 55% of total restaurant industry sales. The top 200 brands alone account for nearly half. Both the established and emerging chain markets are key areas for any manufacturer or solutions provider to target. Nation's Restaurant News is the most trusted and most influential media brand reaching both the large and emerging chains.

Nation's Restaurant News reaches across the market, with engaged contacts at 100% of the top 500 chains.

Research shows that decision makers in the restaurant space are not restricted to owners, presidents and C-level executives. Decisions are made across all levels, including Operations, Marketing, Purchasing, and Culinary positions. More than 80% of restaurants review products at least seasonally, with 50% reviewing potential solutions or new products all the time. NRN is the only brand that reaches the largest number of and the most engaged decision-makers so that marketers are ensured their products and services are top of mind.



Our Reach | Active. Engaged.

Reach the largest audience of active and engaged foodservice professionals with Nation's Restaurant News.



60,000+

magazine subscribers



100,000+

e-newsletter subscribers



420,000+

monthly unique website visitors



540,000+

social media followers

5 Million +

E-newsletters delivered (monthly average)

1,000+

Live conference attendees

91%

Of audience is involved in purchasing decisions

60%

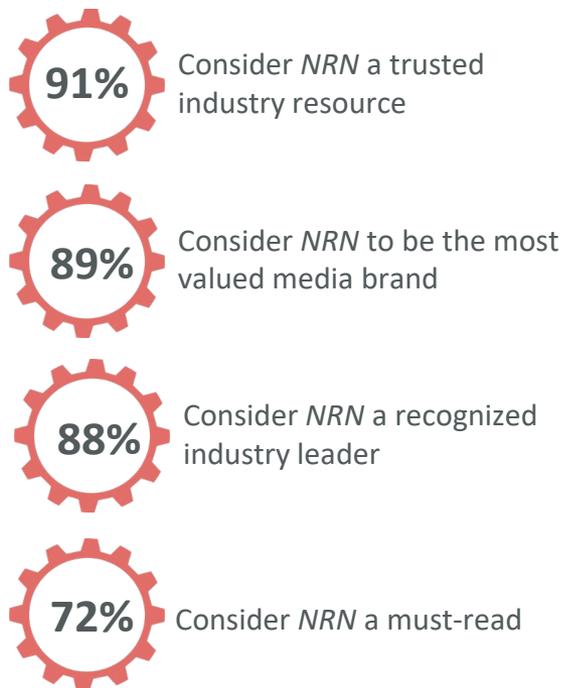
Readers spend 2 or more hours reading each print issue, 18x per year

Our Leadership | Essential. Engaging.

The #1 choice for the foodservice industry.

The #1 choice for foodservice marketers.

Essential to the industry for more than 50 years, Nation's Restaurant News has the most qualified and highly engaged audience in foodservice business-to-business media.



Our Content | Award-winning, independent excellence.

Editorial Excellence & Market Leadership for over 50 Years

Nation's Restaurant News' team of award-winning editors have been providing the market with engaging content and holistic coverage of the industry including analysis behind the news, operations insights, marketing trends, consumer data, menu moves, trending restaurants and financial developments. Readers hold diverse roles in a dynamic industry and NRN provides content where and however readers want it — through the print publication, NRN.com, eNewsletters, social and with in-person and digital events. Demand for NRN remains so strong that the publication continues to produce 18 print editions a year, more than any other foodservice industry brand.

Blanket Market Coverage of the Foodservice Industry

Essential Intelligence:

Comprehensive coverage of restaurant industry news, analysis and trends

Industry Specials:

In-depth reports focusing on specific topics about new products, industry development reviews, equipment, and industry supply chain, and more

High-level Interviews:

Key thought leaders share their vision and insights with Nation's Restaurant News

Benchmark Research:

From proprietary chain rankings to exclusive consumer research, the industry looks to NRN to evaluate their performance



ISSUE	IMPORTANT DATES	FEATURES / THEMES	SOLUTIONS, TECHNOLOGY, EQUIPMENT, DESIGN	FOOD & DRINK	BONUS DISTRIBUTION	
Jan 21	Ad Close: 12/20 Materials: 1/2	2019 Power List: The 50 most powerful people in the industry, from menu influencers to entrepreneurs shaping the dining experience EC				
Feb 4 AD STUDY	Ad Close: 1/11 Materials: 1/16	Equipment Update: 2019 sustainability, efficient and effective solutions revealed	Quick Service Trends	Financial News: Industry Update	Coffee	NAFEM
Feb 18	Ad Close: 1/25 Materials: 1/30	The Dining Experience: Restaurants double-down on experience to attract diners and increase traffic	Fast Casual Trends	Atmosphere: How Restaurants Get People to Stay	Bar Food	Catersource, RH
Mar 4	Ad Close: 2/8 Materials: 2/13	Breakout Brands: Small chains that are making a big impact EC		Restaurant Design: Restrooms & Personal Areas	Seafood	Nightclub & Bar
Mar 18	Ad Close: 2/22 Materials: 2/27	Delivery Issue: How restaurants increase their sales and profitability through delivery	Casual Dining Trends	Technology & Packaging Solutions for Delivery	Food For Delivery/Takeout	RH
Apr 1	Ad Close: 3/8 Materials: 3/13	Top Regional Chains: Profiles of the leading regional chains across the US EC	Family Dining Trends	Smart & Sustainable Kitchens	Asian Cuisine	
Apr 1	Ad Close: 2/27 Materials: 3/4	SPECIAL SUPPLEMENT - FRANCHISE FOCUS: Tackles the latest topics affecting the franchise industry				IFE, NRA Show, MUFSO
Apr 15	Ad Close: 3/22 Materials: 3/27	Culinary Innovation Issue: How chefs and culinary directors bring the latest trends to their menus while balancing food costs	Tabletop & Smallwares: Adding value to the dining experience	Marketing: Loyalty Programs with Traction	Plant-Based	
May 6	Ad Close: 4/12 Materials: 4/17	NRA Show Issue	MenuMasters: Profiling leaders in culinary innovation	Restaurant Design: Safety & Compliance	Pizza	NRA Show
May 20 AD STUDY	Ad Close: 4/26 Materials: 5/1	The Fastest Growers & The Top 200 Preview EC	Technology: Building a customer profile	Data Integration & Solutions	Breakfast	World Tea Expo
Jun 17	Ad Close: 5/24 Materials: 5/29	The Top 200 Restaurant Chains: The Complete Sourcebook EC				
Jul 22	Ad Close: 6/28 Materials: 7/3	The Next Generation of Leading Restaurant Chains EC	Quick Service Trends	Real Estate: Importance of Site Selection	Dessert	PMA
Aug 19	Ad Close: 7/26 Materials: 7/31	Who Owns What: The Top 100 Foodservice Corporations EC	Top Paid Restaurant CEOs: Salary Survey	Technology: Payment Methods	Beef	
Sep 9	Ad Close: 8/16 Materials: 8/21	Hot Concepts Awards: Emerging and regional chains on the move EC	Technology: Innovations in food tech	Equipment: Coffee & Tea	Potatoes	MUFSO
Sep 30	Ad Close: 9/6 Materials: 9/11	MUFSO Show Issue	Golden Chains: Awarding leaders in the foodservice industry	Restaurant Design: Updating & Renovating	Cheese	MUFSO
M U F S O  October 14-16, 2019 • Denver, CO						
Oct 14 AD STUDY	Ad Close: 9/20 Materials: 9/25	Workforce Update: Opportunities and challenges across the foodservice segments	Casual Dining Trends	Recruiting & Staff Scheduling Solutions	Pork	RH
Oct 14	Ad Close: 9/11 Materials: 9/16	SPECIAL SUPPLEMENT - FRANCHISE FOCUS: Tackles the latest topics affecting the franchise industry				IFE, NRA Show
Oct 28	Ad Close: 10/4 Materials: 10/9	Consumer Picks Survey 2019: Diners weigh in on what their favorites are and what matters to them EC	Fast Casual Trends	Equipment & Design: Eco-friendly	Alcoholic Beverages	NRN
Oct 28	Ad Close: 9/6 Materials: 9/13	SPECIAL SUPPLEMENT - BREAKFAST JOURNAL: Food Management and Nation's Restaurant News come together to talk about the latest breakfast trends in both the commercial and noncommercial foodservice segments. Combined reach of 107,000 subscribers and 200,000+ additional pass-along.				FM
Nov 18	Ad Close: 10/25 Materials: 10/30	Top Limited Time Offers: Standouts from 2019 and what is to come	Franchising Update	Menu Development: Pricing	Poultry	RH
Dec 9	Ad Close: 11/15 Materials: 11/20	What's Next for 2020: Predictions for the year ahead	Family Dining	Food Safety Trends	Dairy Substitutes	

Special Ad Sections

Build your brand. Position your product. Promote your latest innovations.

Nation's Restaurant News is the foodservice industry's leading resource for news, insights and information. Our special advertising sections allow you to tell your story in a section dedicated to specific topics. Readers will look to these sections for the latest products that can increase their business and improve their operations.



- ONE (1) full page ad in the special section
- ONE (1) full page story/profile (300-350 words) with up to two images (300 DPI) in the special section

2019 ISSUES	SECTION DEADLINES	FEATURED SECTIONS*
Feb 4	Ad Close: 12/21 Materials: 12/28	Innovations in Equipment
Feb 18	Ad Close: 1/11 Materials: 1/18	Everything Pizza
Mar 4	Ad Close: 1/25 Materials: 21	Alcoholic beverages, mixers & more
Mar 18	Ad Close: 2/8 Materials: 2/15	Innovations & New Products for Delivery; Food, Pkg & Tech
Apr 1	Ad Close: 2/15 Materials: 2/22	Cheese
Apr 15	Ad Close: 3/15 Materials: 3/22	Innovations in Equipment
May 6**	Ad Close: 3/29 Materials: 4/5	NRA Show Special Section
May 20	Ad Close: 4/12 Materials: 4/19	Restaurant Products for Retail
Jun 17	Ad Close: 5/10 Materials: 5/17	Quality Teas for Profit
Jul 22	Ad Close: 6/14 Materials: 6/21	Innovations in Equipment
Aug 19	Ad Close: 7/12 Materials: 7/19	Burgers & Toppings
Sep 9	Ad Close: 8/2 Materials: 8/9	Authentic International
Sep 30	Ad Close: 8/23 Materials: 8/30	Finishes, Fixtures & Fittings for Restaurants
Oct 14	Ad Close: 9/6 Materials: 9/13	Latest in Good For You
Oct 28	Ad Close: 9/20 Materials: 9/27	Tabletop Today
Nov 18	Ad Close: 10/11 Materials: 10/18	Innovations in Equipment; Show us Your LTOs
Dec 9	Ad Close: 11/1 Materials: 11/86	2019 Product Reviews

Our Solutions | Integrated. Dynamic.

We help you build the best results-driven and integrated marketing programs.

Exceed your marketing goals by taking an integrated approach through the dynamic use of all media platforms, from high-impact print ads to targeted e-mail or audience extension campaigns – and everything in between. Nation's Restaurant News and Informa will help you meet your marketing goals.



Market Intelligence offerings including custom research, online focus groups and market reports provide you with the information needed to make strategic business decisions, empower your sales teams and build data-backed content for your brands.



Thought Leadership offerings including custom content creation, native promotion and advertising and conference/custom event opportunities help solidify your company as an industry expert.



Lead Management programs help generate new, qualified business through a variety of marketing campaigns and programs such as lead nurturing, lead engagement or programmatic marketing.



Market Positioning and Branding opportunities range from traditional advertising using print and digital channels to alignment with our trusted, editorial content and targeting to our qualified, segmented audience.

Solutions At A Glance | Powerful messaging. Multiple platforms.



Reach foodservice professionals across all markets, titles, and job functions via multiple platforms – no matter where your target is consuming information and looking for solutions and inspiring ideas.

HIGH-IMPACT PRINT ADVERTISING

DYNAMIC DIGITAL ADVERTISING:

- Website
- eNewsletters
- Rich media
- eBooks
- Social media takeovers and Facebook Live
- Video and podcasts

LIVE ENGAGEMENT:

- Conference
- Webinars and virtual events
- Custom events and roundtables

MARKETING SERVICES:

- Sponsored content
- Thought leadership programs
- Native content and ad placement
- Custom research capabilities

DIRECT MARKETING:

- Custom eBlasts
- Audience extension campaigns
- Programmatic marketing solutions

Standard & High Impact Ads | Print

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 your rep 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:

Brenda Wiley, Production Manager
brenda.wiley@informa.com

AUDIT STATEMENT

The latest audit statement is available here:
<http://bit.ly/nrnauditstatement>

Pages								
	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$14,500	\$14,060	\$13,630	\$13,190	\$12,760	\$12,180	\$11,600	\$10,870
Junior Page	\$10,870	\$10,550	\$10,220	\$9,900	\$9,570	\$9,130	\$8,700	\$8,160
1/2 Page	\$9,400	\$9,140	\$8,860	\$8,580	\$8,290	\$7,920	\$7,540	\$7,070
1/3 Page	\$8,700	\$8,440	\$8,180	\$7,920	\$7,660	\$7,310	\$6,960	\$6,520
1/4 Page	\$6,520	\$6,330	\$6,130	\$5,940	\$5,740	\$5,480	\$5,220	\$4,890
Strip Ad	\$4,350	\$4,220	\$4,090	\$3,960	\$3,830	\$3,650	\$3,480	\$3,260
Full Page Spread	\$25,370	\$24,610	\$23,850	\$23,090	\$22,330	\$21,310	\$20,300	\$19,030
1/2 Page Spread	\$18,120	\$17,580	\$17,040	\$16,490	\$15,950	\$15,220	\$14,500	\$13,590
Cover Ad	\$29,000	\$28,130	\$27,260	-----	-----	-----	-----	-----

Premium Positions		Inserts / BRCs	
Cover 2 – Inside Front Cover	Full Page + 20%	Supplied Insert (2 page)	\$14,120
Cover 3 – Inside Back Cover	Full Page + 5%	Supplied Insert (4 page)	\$19,770
Cover 4 – Back Cover	Full Page + 20%	Supplied Insert (6 page)	\$25,420
		Business Reply Card (must be tipped onto an ad)	\$3,965

NOTE: gross rates unless noted; rates subject to change

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:

<https://assets.informa.com/sma/pgtrim.pdf>

UPLOAD FILES TO

<https://informa.sendmyad.com>

SEND INSERTION ORDERS TO

orders@informa.com

F: 913-514-7000

PRODUCTION CONTACT

Brenda Wiley, Production Manager

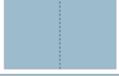
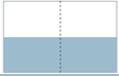
brenda.wiley@informa.com

T: 913-967-1805

F: 913-514-7099

TRIM SIZE: 10" (w) x 12" (d)

Ad Sizes

	Non-Bleed	Bleed* (see note in sidebar)
 Full Page	9.5 (w) x 11.5" (d)	10" (w) x 12" (d)
 2/3 Page (Vertical)	5.33" (w) x 11" (d)	
 1/2 Page (Horizontal)	9" (w) x 5.33" (d)	
 1/2 Page (Vertical)	4.5" (w) x 11" (d)	
 1/3 Page	3.475" (w) x 11" (d)	
 1/4 Page	5.33" (w) x 5.33" (d)	
 Full Page Spread	19.5" (w) x 11.5" (d)	20" (w) x 12" (d)
 1/2 Page Spread	19.5" (w) x 5.75" (d)	
 Cover Ad		Contact Us
 Cover Tip		Contact Us

Targeted Special Supplements | Content and Opportunity

FRANCHISE FOCUS

A must-read for potential franchisees, the Franchise Focus from *Nation's Restaurant News* is a detailed report covering franchise opportunities, best practices and innovative financing and real estate strategies. It connects franchisors with franchisees and allows you to align your opportunities to valuable content and a highly targeted audience.



Franchise Focus: Spring Package | 60,000+ subscribers*

- Full Page Ad
- Full Page Advertorial
- 50,000 ROS impressions on NRN website for a 300x250 Display Ad
- Complimentary access to MUFSO Conference for up to five (5) people from your franchise company \$9,950

Franchise Focus: Fall Package | 60,000+ subscribers*

- Full Page Ad
- Full Page Advertorial
- 50,000 ROS impressions on NRN website for a 300x250 Display Ad
- Complimentary access to MUFSO Conference for up to five (5) people from your franchise company \$9,950

Breakfast Journal October 2019 | 107,000+ subscribers **

Full Page	\$9,950
½ Page	\$5,900
Full Page Spread	\$14,925

BREAKFAST JOURNAL

As operators and suppliers continue to look for new and innovative roads to profits, breakfast remains a great avenue for growth. Showcase your breakfast offerings to decision-makers looking to grow their morning daypart via a single publication that reaches both the *Nation's Restaurant News* and *Food Management* circulations.



Circulation of Nation's Restaurant News
 **Combined circulation of Nation's Restaurant News and Food Management
 NOTE: gross rates unless noted; rates subject to change

Classified Advertising

CLASSIFIED ADVERTISING

Nation's Restaurant News offers classified advertising opportunities for recruitment, products, services and real estate listings.



COLUMN SIZES

- 1 column = 2.125" (13 picas)
- 2 columns = 4.5" (27 picas)
- 3 columns = 6.75" (41 picas)
- 4 columns = 9.25" (55 picas)

Classifieds

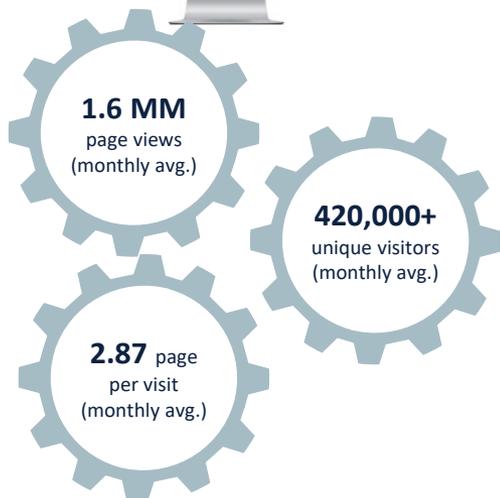
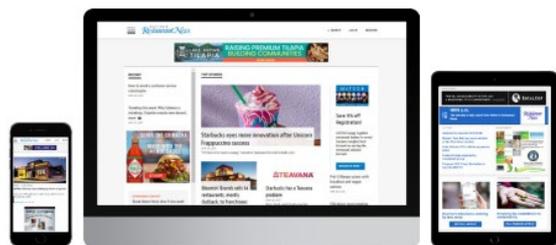
	1x	3x	6x	12x	18x
 Per Column Inch	\$352	\$304	\$274	\$252	\$240
 1/8 Page (5") 2 col x 2.5"	\$2,812	\$2,432	\$2,192	\$2,016	\$1,920
 1/6 Page (6") 2 col x 3"	\$3,872	\$3,344	\$3,014	\$2,772	\$2,640
 1/4 Page (10") 2 col x 5"	\$5,632	\$4,864	\$4,384	\$4,032	\$3,840
 1/3 Page (13") 2 col x 6.5"	\$7,390	\$6,384	\$5,754	\$5,292	\$5,040
  1/2 Page (20") 4 col x 5" 2 col x 10"	\$11,265	\$9,728	\$8,768	\$8,064	\$7,680

For more information contact:

Leslie Wolowitz

Leslie.Wolowitz@informa.com | 212-204-4399

Standard & High Impact Ads | Digital



NRN.com is the most visited website in B2B foodservice used by restaurant and industry professionals to keep up with the latest news, insights and operational ideas to improve their business.

Run of the Site (minimum 25,000 impressions per month)	CPM
728x90 Ad**	\$110
300x250 Ad**	\$120
300x600 Ad**	\$125
Pushdown Ad – Rich Media	\$135
Filmstrip – Rich Media	\$135
Floor Ad – Rich Media	\$135
Exclusive Ads	Per Week
Welcome Ad	\$10,500
Webskin Ad	\$7,450
Videos	CPM
Interactive Video Ad – Rich Media	\$130
In-Article Video Ad	Contact Us
Lead Generation	
White Paper Program	\$8,500
Sponsored Webinar	Contact Us
Partnered Webinar	Contact Us
SnapSolutions (Quizzes, Polls, etc.)	Contact Us

Target by Audience | Segments in Focus



Target your messaging with our Segments in Focus program, which covers the latest news and trends for key foodservice segments.

Each package includes ad takeover on a single deployment of the specific segment eNewsletter along with ad takeover for the corresponding segment page on NRN.com for the duration of sponsorship.

Quick Service Report

Weekly Sponsorship

39,000+ delivered*

\$4,000

Fast Casual Report

Weekly Sponsorship

30,000+ delivered*

\$5,000

Family Dining Report

Monthly Sponsorship

12,000+ delivered*

\$9,500

Casual Dining Report

Monthly Sponsorship

38,000+ delivered*

\$9,500

Deliverables

Enews Ad Takeover (1x per sponsorship period)

- 670x90 Ad

- 300x250 Top Ad

- 300x250 Mid Ad

- In-Stream Ad

Website Category Ad Takeover

- 728x90 Ad

- 300x250 Left Ad

- 300x250 Right Ad

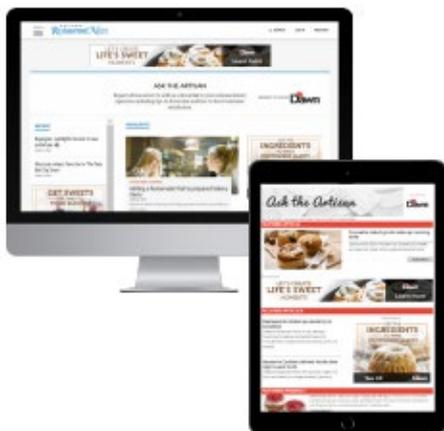
- 320x50 Ad (Mobile)

Custom Content Alignment | Channel Opportunities

POSITION YOUR BRAND.

ALIGN WITH THE RIGHT AUDIENCE.

With the abundance of information available and directed at professionals today, the aggregation and organization of topical content is becoming more vital in capturing a share of their attention. Reach your target audience with a dedicated home for content that fits their information needs.



Audience Alignment Programs

Sponsored Channel + eNewsletters

- Sponsorship of existing website topic
- Ad takeover and advertiser logo 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

[Contact Us](#)

Custom Channel + eNewsletters

- Sponsorship and 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

[Contact Us](#)

MUFSO | Connect with Leaders. Learn from Peers.

Highlights

- 20+ educational sessions
- 50+ influential speakers
- 100+ exhibitor booths and sponsors

Attendee Overview

- 450 operator attendees (\$500 each to attend)
- 150+ C-Level/President
- 280+ EVP/SVP/VP/Director



MUFSO (The Multi Unit Food Service Operators Conference) is celebrating 60 years of bringing restaurant industry leaders together is an **industry-wide leadership event that attracts executives from operations, marketing, finance, IT, franchising, purchasing, human resources/training and culinary disciplines for 2+ days of learning, networking and new product offerings.**

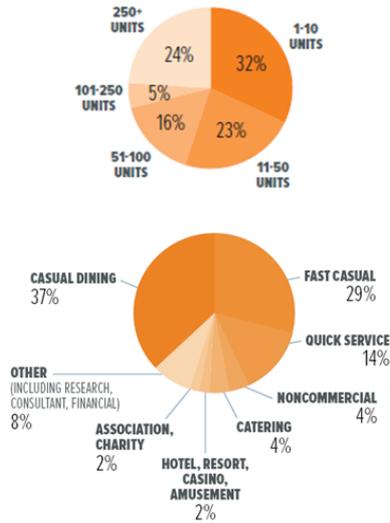
- MUFSO's content is presented by leading independent industry experts and successful restaurant operators.
- MUFSO differentiates itself from other industry functions in that the content is sourced via NRN editorial
- Exhibitors represent food, technology, equipment suppliers as well as those who provide business services that support the restaurant industry

Dates: October 14-16, 2019

Location: Sheraton Downtown Denver – Denver, CO

MUFSO | Education. Conversation. Inspiration.

ATTRACTING OPERATORS FROM ALL SEGMENTS



SENIOR LEVEL ATTENDANCE THROUGHOUT



SPONSORSHIP OPPORTUNITIES

Elevate your brand presence with a sponsorship at MUFSO. With a variety of opportunities, there is an appropriate sponsorship available to fit your company's promotional needs and budget.

EXHIBITOR OPPORTUNITIES

Reach decision-makers through presence (and products) at MUFSO's Supplier Exchange exhibit hall. With limited availability, be sure you reserve your space early to secure a booth.

For more information contact:

Janet McLiverty

janet.mcliverty@informa.com | 732-530-2995

The Catersource Conference & Tradeshow

Highlights

- 5,400+ attendees
- 300+ exhibitors
- 120+ education sessions

Attendee Overview

43% Owners, Executives, CEOs and Operators



38% Culinary and Event Professionals

19% Sales, Marketing and Other Industry Professionals

The Catersource Conference & Tradeshow, in its 28th year, is the premier show for the catering and event community. The combination of an award-winning tradeshow floor, informative educational sessions, culinary demonstration stages and onsite networking events makes this the can't-miss show for the catering and off-premise industry.

Why Catersource?

1

The tradeshow will offer face-to-face interaction, networking, and relationship-building with over 5,400 culinary and event professionals.

2

The award-winning tradeshow floor is filled with culinary and design competitions, world-class education and delicious tastings

3

Catering sales in the United States is a \$67.8 billion industry! The professionals attending Catersource 2019 will be serious buyers looking for goods and services that will help grow their businesses

Dates: March 9-12, 2020

Location: Mandalay Bay – Las Vegas, NV

Customized Marketing Solutions | The Informa Difference



Know your buyers like we do and connect with them.

Informa and its Informa Engage custom solutions team can provide research solutions, direct and content marketing, events and lead services to marketers, based on unprecedented knowledge and research behind customer behavior surrounding content consumption.

Informa is a global business intelligence company with access to multiple markets and best practices.



Marketing Research

- State of the Market
- Brand Perception
- Social Intelligence
- Strategic Insight Research



Content Marketing

- Custom E-Newsletters
- White Papers
- Storyscape
- Market Spotlight



Direct Marketing

- Data Services
- List Rental Services



Lead Services

- Content Lead Touch
- Webinar Lead Touch

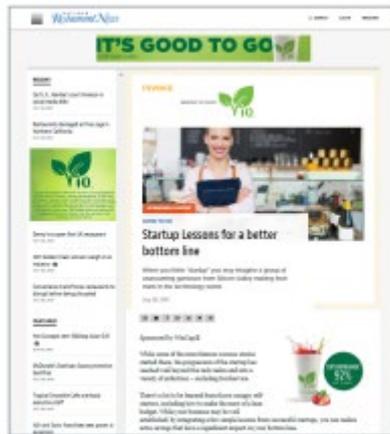
Marketing Solutions | Native Advertising

SHOWCASE YOUR EXPERTISE.

GENERATE CONVERSATIONS.

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 distributed via website, flagship eNewsletter and social media

[Contact Us](#)

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

[Contact Us](#)

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

[Contact Us](#)

Premium Native Website Distribution

- Additional distribution of native content on website

[Contact Us](#)

Direct Marketing

CUSTOM EBLAST SOLUTIONS

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.

AUDIENCE EXTENSION PROGRAMS

Extend your reach to our audience beyond our websites and e-newsletters with targeting based on 1st party data. Audience Extension helps you stay in front of those business decision-makers, keeping your brand top of mind and encouraging engagement.

Custom eBlasts (minimum of \$1,000 per send required)

CPM

Custom eBlast

\$375 (net)

Custom eBlast w/Targeting Filters

Contact Us



Audience Extension

CPM

AE Website

\$40 (net)

AE Native

\$45 (net)

AE Facebook/Instagram

\$65 (net)

AE Video Pre-Roll or AE Facebook Video

Starting at \$70 (net)

AE Account Based

Contact Us

Nation's Restaurant News

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