

# REACH THE BIGGEST E&S SPEC/BUYERS

## When They're Looking, Where They're Looking

The Gill Ashton Foodservice Media Group, publishers of a variety of electronic and print media including **Foodservice Equipment Reports**, efficiently targets large, multiunit E&S spec/buyers with a sophisticated E&S product focus they can't get anywhere else. That's why they come to us.

Now in its 16th year, **FER** magazine reaches 25,000 key spec/buyers at more than 6,000 multiunit operator firms, E&S dealerships, broadliners, consultancies

and service agencies.

Our cornerstone publication, **FER** offers a unique, product-based editorial focus that includes evaluations, comparisons and a uniquely high level of technical information that helps spec/buyers select brands and do their jobs better.



**We also offer:**

- **FER Worldwide Buyers Guide**, the most comprehensive database of who makes what in equipment, supplies and furnishings worldwide, in print and online
- **fermag.com**, a search-oriented website
- **Focus on Healthcare Foodservice**, a quarterly print supplement that expands **FER**'s circulation coverage of this key market.
- **FER Fortnightly**, a broad E&S market e-newsletter
- **FER Dealer Report**, a dealer-focused e-newsletter



- **Multiunit Foodservice Equipment Symposium**, a technology-oriented event for chains and their suppliers
- **Multiunit Foodservice Equipment Symposium for Noncommercial Operators**, a technology-oriented event for large noncommercial operators and their suppliers
- **Market Forecast**, annual meetings that provide in-depth E&S market forecasts
- **Custom Publishing**, a division for your custom needs, from video to Internet to traditional print/paper media.

**COMING IN 2012!**

Gill Ashton continues to invest in new products and capabilities.

- **Next Multiunit Foodservice Equipment Symposium, for chain operators and their suppliers: Jan. 28-30, Barton Creek Resort, Austin, Texas.**
- **Expanded Dealer Circulation: Continued 3,000-copy bonus dealer circulation in five print issues—January, May, June, October and December. Plus expanded coverage of dealers through our e-newsletter, FER Dealer Report.**
- **Website enrichment: Continued build out with videos, white papers and other enhancements.**

**CONTENTS**

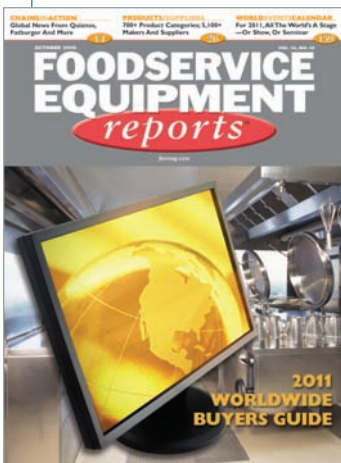
<b>Section I:</b>	<b>MARKET TOOLS YOU CAN USE</b>	
	Overview	1
	Media & Event Options	2
	E&S Market Overview	4
<b>Section II:</b>	<b>FER CIRCULATION/CONTENT</b>	
	Circulation	5
	Editorial Calendar	6
	Merchandising & Incentives	7
	Supplements, Calendar & Awards	8
<b>Section III:</b>	<b>ELECTRONIC MEDIA &amp; EVENTS</b>	
	Overview	9
	fermag.com	10
	E-newsletters	11
	Events	12
<b>Section IV:</b>	<b>FER MAGAZINE RATES, POLICIES &amp; SPECS</b>	
	Rates & Policies	13
	Specs	14
<b>Section V:</b>	<b>MARKET-SEGMENT SUPPLEMENTS</b>	
	Healthcare	15
<b>Section VI:</b>	<b>CUSTOM PUBLISHING/MARKETING SERVICES</b>	17

Each Gill Ashton product has its own strengths, but all share a core audience focus. They all go strictly to big E&S spec/buyers. Period. We don't cover food. We don't go to food buyers. We go only to E&S decision makers. LOTS of them. BIG ones.

## PRINT PRODUCTS

### Foodservice Equipment Reports

Want a great advertising value? *FER* is all equipment, supplies, furnishings and services, all the time. Which makes it indispensable for its readership—75% multiunit commercial and noncommercial operators; 25% distributors, consultants and service agents—who buy and spec E&S all the time. Product-oriented editorial—brand comparisons and detailed kitchen-design analyses—delivers buyers at the critical moment when they are ready to buy and specify.



### Directories & Guides

*FER*'s annual **Worldwide Buyers Guide**, in print and online, and the online **Services Guide** provide comprehensive, exclusive information on foodservice equipment, supplies, related products and services. The print version of the **Worldwide Buyers Guide** features 5,200 worldwide suppliers and selected listings for 735 product categories. It is the most complete in the world and is mailed to an additional 10,000 operators, distributors and consultants worldwide. Unabridged listings appear on *fermag.com*. The online **Services Guide** is a unique directory to E&S functions and services throughout North America and the Caribbean.

### Focus On Healthcare Foodservice

*FER*'s demographic print supplement tailors the magazine's product-comparison approach to this critical foodservice segment while significantly expanding circulation coverage of healthcare foodservice.



## CUSTOM PUBLISHING

Gill Ashton's Custom Publishing Division brings all the company's editorial, market and media expertise to any project you may have. From collateral material, intra-company publications and targeted print and electronic products to meetings and training projects, Gill Ashton's Custom Publishing can help. (See enclosed section for a list of clients, projects and capabilities.)

ELECTRONIC PRODUCTS



**Fermag.com**

The most powerful vertical search tool for foodservice equipment, supplies and furnishings worldwide, **fermag.com** is used by thousands of big spec/buyers each month to search for and link to product info and manufacturers worldwide, as well as to services and function providers in North America.

Other resources include video and white-paper libraries; archives of product comparisons, unit designs and other features in the magazine; e-newsletter archives; an index to regulatory changes by jurisdiction; an industry calendar; association links and more.

Advertisers can tie ads to specific product or product-category searches or buy specific sections of the website.

**E-Newsletters**

**FER Fortnightly** arrives at 15,000+ subscribers' inboxes every two weeks full of high-value information available nowhere else—on E&S and facilities regulations and certifications, market trends and other industry news. It's really three newsletters in one. In addition, a variety of e-blasts and targeted, special-edition e-newsletters create unique messaging opportunities several times a year.

**FER Dealer Report**, launched May 2010, delivers news about dealers and their suppliers for an exclusive dealer audience of more than 4,800.



EVENTS

Gill Ashton's high-value events offer suppliers unique opportunities to network with and influence the largest and fastest-growing E&S spec/buyers in the world.

Our biennial **Multiunit Foodservice Equipment Symposium** has, since 2002, delivered a technically oriented program for the world's most sophisticated chain E&S spec/buyers.

In June 2011, we extended the MUFES brand with a **Multiunit Foodservice Equipment Symposium for Noncommercial Operators**, tailoring the high-end MUFES technical program for a noncommercial and consultant audience.

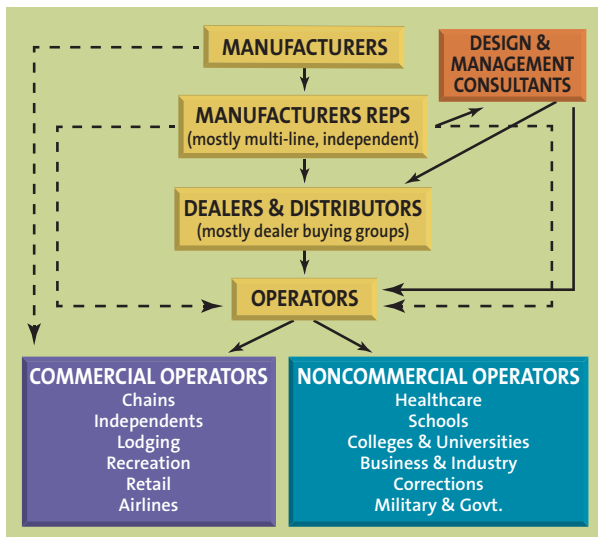


All MUFES meetings are carefully balanced for an even mix of suppliers and operators to optimize networking. Suppliers must meet customer eligibility requirements. In addition, Gill Ashton also hosts **E&S Market Forecast** meetings each year, featuring a wealth of data on the industry, including hard-number forecasts.

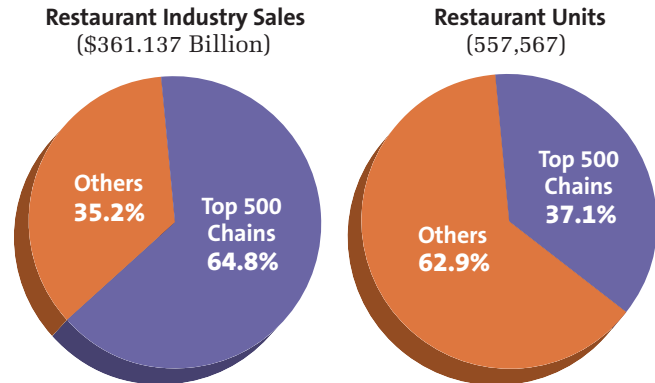


# UNPARALLELED KNOWLEDGE OF THE MARKET: FROM HARD-NUMBER FORECASTS TO INDUSTRY TRENDS AND DEVELOPMENTS

## COMPLEX BUYER/SPECIFIER/ DISTRIBUTION CHANNELS



## A FRAGMENTED MARKET DOMINATED BY MULTIUNIT OPERATORS



Chains and other multiunit operators dominate the highly fragmented foodservice market, according to Technomic Inc. data. Technomic counts more than one million potential foodservice contact points.

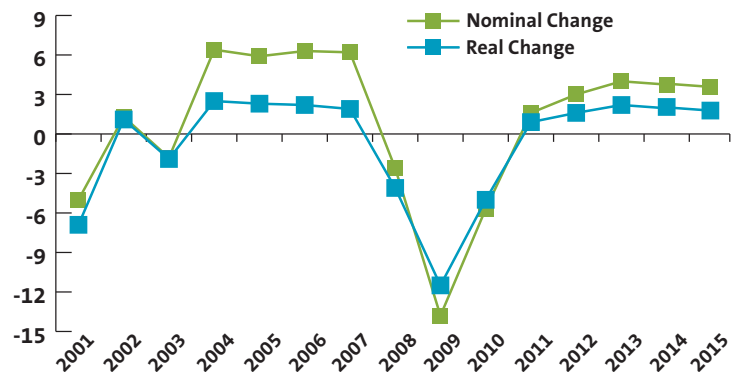
Source: Technomic Top 500 Restaurant Report, 2011

## A HUGE AND DIVERSE MARKET

Category	2012 Mfr. Sales (\$Millions)
Primary Cooking Equipment	\$1892.029
Refrigeration & Ice Machines	\$2189.585
Storage & Handling Equipment	\$434.295
Serving Equipment	\$1109.572
Food Preparation Equipment	\$226.997
Warewashing, Ventilation & Sanitation Equipment	\$745.817
Furnishings & Custom Fabrication	\$579.202
Smallwares	\$685.735
Tabletop	\$1079.725
<b>Total Equipment</b>	<b>\$7177.497</b>
<b>Total Supplies</b>	<b>\$1765.460</b>
<b>Total Industry</b>	<b>\$8942.957</b>

Source: NAFEM Size & Shape of the Industry, 2010; FER forecast.

## A RECOVERING MARKET



Real and nominal percentage changes in E&S market growth 2001-2015. 2011 through 2015 numbers are forecasts. All numbers are FER estimates.

