

## 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.

Gill Ashton continues to invest in new products and capabilities.

COMING  
IN 2012!

- **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

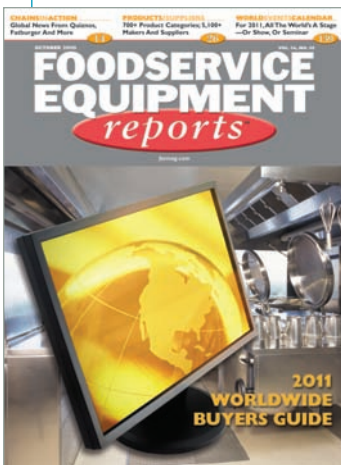
<b>Section I:</b>	<b>MARKET TOOLS YOU CAN USE</b>	
	Overview	1
	Media & Event Options	2
	E&S Market Overview	4
<b>Section II:</b>	<b>FER CIRCULATION/CONTENT</b>	
	Circulation	5
	Editorial Calendar	6
	Merchandising & Incentives	7
	Supplements, Calendar & Awards	8
<b>Section III:</b>	<b>ELECTRONIC MEDIA &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.

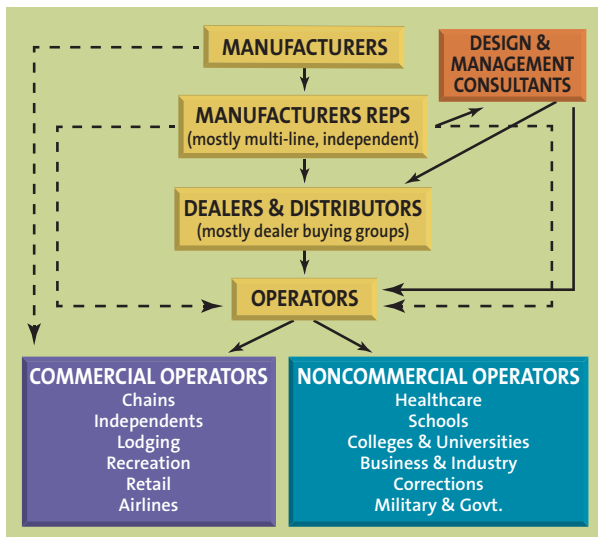


All MUFES meetings are carefully balanced for an even mix of suppliers and operators to optimize networking. Suppliers must meet customer eligibility requirements. In addition, Gill Ashton also hosts **E&S Market Forecast** meetings each year, featuring a wealth of data on the industry, including hard-number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

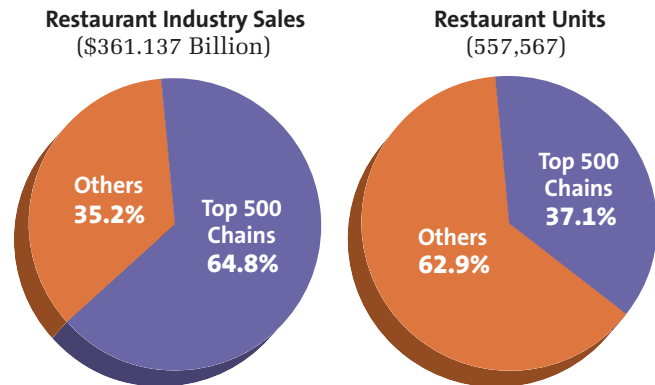


# UNPARALLELED KNOWLEDGE OF THE MARKET: FROM HARD-NUMBER FORECASTS TO INDUSTRY TRENDS AND DEVELOPMENTS

## 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.

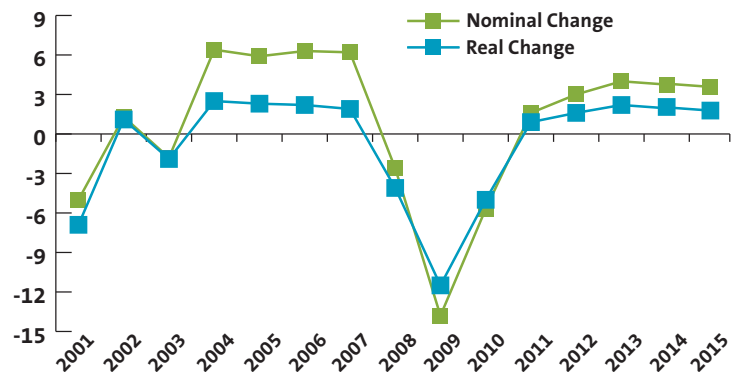
Source: Technomic Top 500 Restaurant Report, 2011

## 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.



## TARGETED CIRCULATION, MASSIVE BUYING POWER

*Foodservice Equipment Reports* circulation is all about efficiency and leverage: We focus only on equipment and supplies brand decision makers at multiunit commercial and noncommercial operations, dealerships, design/ops consulting firms and service agencies. The average recipient works for an organization that specs/buys more than \$2 million of E&S a year.

**The result:** Your message goes straight to the decision makers who buy the majority of product in the market—and it covers you with the distribution channel and consulting specifiers who cover the independent markets. Big coverage. Big efficiency.

### Supplements & E-Newsletters

We expand on the core circulation of *FER* with our demographic supplements and e-newsletters. In addition to approximately 1,900 healthcare operators and 800 consultants who receive *FER* monthly, *Focus on Healthcare Foodservice* is distributed to another 5,000 smaller healthcare operators on a rotated basis.

### Worldwide Buyers Guide

Our annual *Worldwide Buyers Guide*, mailed each October, reaches the regular *FER* circulation of 25,000 plus an additional 10,000 operators, E&S distributors and consultants throughout the world. A breakdown of geographical distribution is available in the December 2010 BPA Worldwide audit statement.

### Bonus Dealer Circulation

In addition to our regular circulation to dealers and distributors, *FER* will expand circulation to dealer sales and staff personnel on select issues in 2012: January Industry Forecast issue; May NRA At-Show; June *FER* Top 50 Dealers; October Worldwide Buyers Guide; December NAFEM Pre-Show issue.

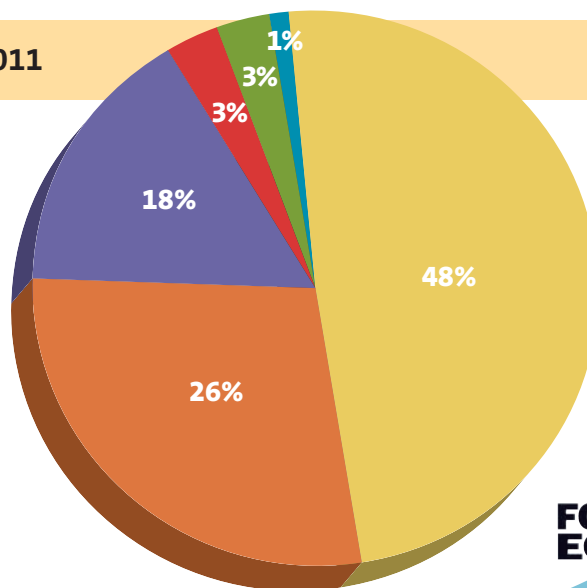
### Who's Who—By The Numbers

We encourage you to examine the BPA Worldwide Audit statement included with this media kit—we're proud that our per-reader E&S purchasing clout is second to none. In the meantime, here's a quick-glance summary:

### BPA WORLDWIDE AUDIT STATEMENT, June 2011

- Multiunit Commercial Operators 12,100 (company and franchise)
- Multiunit Noncommercial Operators 6,436 (schools, healthcare, universities, et al.)
- E&S-Only Dealer/Distributors 4,578
- Consultants & Independent Specifiers 800
- Broadline Distributors With E&S 800
- Service Agencies 286

**TOTAL QUALIFIED CIRCULATION: 25,000**



**FOODSERVICE  
EQUIPMENT**  
*reports*

## 2012 FER EDITORIAL CALENDAR

Select list of key features slated for the year. Also watch for additional late-breaking topics.

ISSUE (Ad close/ material close)	COVER FEATURES	OTHER FEATURES/ SHORT REPORTS	SHOW COVERAGE
<b>JANUARY</b> (Dec. 5/ Dec. 12, 2011)	<ul style="list-style-type: none"> <li>• 2012 Industry Forecast</li> </ul>	<ul style="list-style-type: none"> <li>• Operator Perspectives '12</li> <li>• Unit Design</li> <li>• Ventilation Tips &amp; Tricks</li> </ul>	<ul style="list-style-type: none"> <li>• Host Milan Post-Show</li> </ul>
<b>FEBRUARY</b> (Jan. 2/ Jan. 9, 2012)	<ul style="list-style-type: none"> <li>• Coolest Tech In New Blast Chillers</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Design</li> <li>• Lighting Update—Tech &amp; Regs</li> <li>• Special Supplies-Only Products Section</li> </ul>	
<b>MARCH</b> (Jan. 30/ Feb. 6)	<ul style="list-style-type: none"> <li>• <b>Special Issue: Equipment Innovations—</b> <i>Award Winning Products From NRA &amp; Other Major Innovation Competitions</i></li> </ul>		
<b>APRIL</b> (Feb. 24/ Mar. 2)	<ul style="list-style-type: none"> <li>• Latest In Beer Dispensing Tech</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Design</li> <li>• Maintenance: Refrigeration</li> </ul>	<ul style="list-style-type: none"> <li>• NRA Pre-Show</li> </ul>
<b>MAY</b> (Mar. 19/ Mar. 26)	<ul style="list-style-type: none"> <li>• What's New In Mixers</li> </ul>	<ul style="list-style-type: none"> <li>• MUFES '12</li> <li>• Unit Design</li> </ul>	<ul style="list-style-type: none"> <li>• NRA At-Show</li> <li>• Non-Commercial Meetings Previews</li> </ul>
<b>JUNE</b> (Apr. 30/ May 7)	<ul style="list-style-type: none"> <li>• Update: High Speed Microwaves-Plus</li> </ul>	<ul style="list-style-type: none"> <li>• FER Top Dealers</li> <li>• Unit Design</li> </ul>	<ul style="list-style-type: none"> <li>• Internorga Post-Show</li> </ul>
<b>JULY</b> (Jun. 4/ Jun. 11)	<ul style="list-style-type: none"> <li>• Waste-Heat Recovery In Hoods, Warewashing, More</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Design</li> </ul>	<ul style="list-style-type: none"> <li>• NRA Post-Show</li> <li>• Hotelex Shanghai Post-Show</li> </ul>
<b>AUGUST</b> (Jul. 2/ Jul. 9)	<ul style="list-style-type: none"> <li>• What's New In Range Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Design</li> <li>• LEED: Which Points Mean Paybacks</li> </ul>	<ul style="list-style-type: none"> <li>• Western Expo At-Show</li> </ul>
<b>SEPTEMBER</b> (Jul. 30/ Aug. 6)	<ul style="list-style-type: none"> <li>• Latest &amp; Best In Reach-In Refrigeration</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Design</li> <li>• Maintenance: Fryers</li> </ul>	
<b>OCTOBER</b> (Aug. 29/ Sep. 5)	<ul style="list-style-type: none"> <li>• <b>Special Issue: 2013 Worldwide Buyers Guide</b> <i>(Listing sources for equipment, supplies &amp; furnishings worldwide.)</i></li> </ul>		<ul style="list-style-type: none"> <li>• 2013 Events Calendar</li> </ul>
<b>NOVEMBER</b> (Oct. 1/ Oct. 8)	<ul style="list-style-type: none"> <li>• What's Hot In Smallwares</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Design</li> <li>• Maintenance: Combis &amp; Steamers</li> </ul>	<ul style="list-style-type: none"> <li>• Int'l. N.Y. Hotel/Motel &amp; Restaurant Show At-Show</li> </ul>
<b>DECEMBER</b> (Nov. 2/ Nov. 9)	<ul style="list-style-type: none"> <li>• Update: Blenders</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Design</li> <li>• Building The High-Efficiency QSR</li> <li>• Water Filtration For Cooking &amp; Refrigeration</li> </ul>	<ul style="list-style-type: none"> <li>• NAFEM Pre-Show</li> </ul>

## 2012 MERCHANDISING PROGRAMS

- JANUARY** *Special FER Fortnightly Product Promotion:* Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter. **Bonus dealer circulation.**
- FEBRUARY** *Show Issues Bonus:* ½-pg. or more advertisers receive FREE ¼-pg. “Advertiser Showcase” ad in later show issue. Advertisers in both February and March issues receive two ads.
- MARCH** *Show Issues Bonus:* ½-pg. or more advertisers receive FREE ¼-pg. “Advertiser Showcase” ad in later show issue. Advertisers in both February and March issues receive two ads. Advertisers allowed adjacency to product-relevant articles on first-come, first-served basis.
- APRIL** *Special Pre-NRA Show Publisher’s Mailing* of your 4-pg. brochure to 100 large Midwest operators. Advertisers’ booth numbers and websites highlighted in special section. *NRA Show Video Bonus:* Advertisers in both April and May NRA Show issues receive \$1,000 product video on *fermag.com*.
- MAY** *“NRA Show Product Guide” outsert:* All advertisers receive FREE product item in outsert and discounts on additional items. *NRA Show Video Bonus:* Advertisers in both April and May NRA Show issues receive \$1,000 product video on *fermag.com*. **Bonus dealer circulation.**
- JUNE** *Special Publisher’s Mailing:* Advertisers receive publisher’s mailing of 4-pg. brochure to Top 50 dealers. **Bonus dealer circulation.**
- JULY** *Buyers Guide Bonus:* Advertisers in July and 2013 Worldwide Buyers Guide receive FREE ¼-pg. ad in Buyers Guide.
- AUGUST** *Western Expo Special:* FREE 500-name direct mail list of your choice. Advertisers’ Western Expo booth numbers and websites highlighted in special section.
- SEPTEMBER** *Special FER Fortnightly Product Promotion:* Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter.
- OCTOBER** *Special Worldwide Buyers Guide Advertiser’s Benefits Package:* Includes Product Sources listings, highlighted listing in Manufacturers section, website ad discounts and more. See your representative for details. **Bonus dealer circulation.**
- NOVEMBER** *New York Show Special:* Advertisers get a FREE 500-name commercial operator direct mail list and their booth numbers and websites highlighted in a special section.
- DECEMBER** *Special NAFEM Show FER Fortnightly Product Promotion:* Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter. **Bonus dealer circulation.**

# HEALTHCARE SUPPLEMENT CALENDAR

See enclosed sheets for circulation & other information.

ISSUE (Ad close/ material close)	FEATURES
<b>SPRING/MARCH</b> (Jan. 30/ Feb. 6)	<ul style="list-style-type: none"> <li>• Meal-Order Technologies</li> <li>• Unit Design: Williamsport Retirement Village, Williamsport, Md.</li> </ul>
<b>SUMMER/JUNE</b> (Apr. 30/ May 7)	<ul style="list-style-type: none"> <li>• Plate Warming Systems</li> <li>• Unit Design: Legacy Emanuel and Children's Health Center, Portland, Ore.</li> </ul>
<b>FALL/SEPTEMBER</b> (Jul. 30/ Aug. 6)	<ul style="list-style-type: none"> <li>• Equipment For Small Spaces</li> <li>• Unit Design: Wishard Health Services, Indianapolis</li> </ul>
<b>WINTER/DECEMBER</b> (Nov. 2/ Nov. 9)	<ul style="list-style-type: none"> <li>• On-Demand Ventilation</li> <li>• Unit Design: TBA</li> </ul>



## Award-Winning Content Builds Our Credibility—And Yours.

Hitch your message to ours, and benefit from an E&S editorial environment that's won numerous awards since our launch in late 1996:



THE AMERICAN BUSINESS MEDIA  
JESSE H. NEAL NATIONAL BUSINESS  
JOURNALISM AWARDS

- 2002 FINALIST  
Energy Battle Series
- 2000 FINALIST  
1999 Chain Construction Forecast
- 1999 FINALIST  
Tech Report Series
- 1998 SEMI-FINALIST  
September 1997 Issue
- 1998 CERTIFICATE OF MERIT  
Kitchen/Unit Design Department



FOLIO: AWARDS FOR  
MAGAZINE EVENTS

- 2007 BRONZE AWARD  
Best Conference



AMERICAN SOCIETY OF BUSINESS  
PUBLICATION EDITORS

- 2008-2009  
GOLD AWARD MIDWEST REGION  
Liquid Assets
- 2007-2008  
BRONZE AWARD MIDWEST REGION  
Maintenance Tips
- 2004-2005  
SILVER AWARD MIDWEST REGION  
Publication Redesign
- 1998-1999  
GOLD AWARD MIDWEST REGION  
Consistency Is Key At Donatos

- 1997-1998 ASBPE  
REGIONAL AWARD WINNER
- 2nd PLACE MIDWEST REGION  
Best New Publication Design
- 3rd PLACE MIDWEST REGION  
Best Contents Page Design
- 2nd PLACE MIDWEST REGION  
Drawer Warmers Bench Test
- 3rd PLACE MIDWEST REGION  
Kitchen/Unit Design Series
- 3rd PLACE MIDWEST REGION  
Kiosks How-To



TRADE, ASSOCIATION  
AND BUSINESS  
PUBLICATIONS INT'L.

- 2009 TABBIES HONORABLE MENTION  
Liquid Assets
- 2008 TABBIES HONORABLE MENTION  
Power Play
- 2004 TABBIES SILVER  
Antimicrobials Feature
- 2004 TABBIES BRONZE  
Lifecycle Cost Projection How-To



## A FULLY DYNAMIC STABLE OF WEBSITE, E-NEWSLETTER AND EVENT OPTIONS

As the media world changes rapidly, Gill Ashton has continued to invest in new and expanded products and capabilities that help you access big equipment and supplies spec/buyers.

In 2010, we completely redesigned and upgraded **fermag.com**. It still gives users more access to more E&S product information, more supplier websites and more unique product comparison data than any website in the world.

But now there's even more: Spec/buyers can watch product-demo, show and seminar videos (with registration and lead-generation capabilities). They can read and download white papers, and they can do product-category and keyword searches of all the content of our magazines, e-newsletters and databases.

In addition to placing ads against specific product-category searches in the online **Worldwide Buyers Guide** and function searches in the **Services Guide**, marketers can also buy broad product-category "channels," allowing them to "own" all content on the site tied to specific product categories.

Other attractions at **fermag.com**: archives of product evaluations and other features appearing in the magazine, back issues of our **FER Fortnightly** and **FER Dealer Report** e-newsletters, an index of regulatory rulings and changes by state, the most complete E&S-related meeting and show calendar and association listings in the world, and more.

No advertising medium in foodservice is more targeted, capturing users at the point of research. Your **FER** sales rep or the publisher can provide more details on every aspect of the site.

### 2012 WEBSITE AD RATES, ANNUAL

All rates for *fermag.com* are gross, based on a calendar-year commitment. Agencies will be paid 15% commission when payment is received within 30 days.

#### Home-Page Sponsorships:

<b>Full Top Banner</b>	<b>\$60,000</b>
<b>Half Top Banner</b>	<b>\$30,000</b>
<b>Side Skyscrapers</b>	<b>\$30,000</b>

Sponsorships include additional ads and other benefits. Please consult your *FER* sales representative for details.

#### E&S Categories:

<b>Category Sponsorship:</b>	<b>\$30,000</b>
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Advertisers can purchase all the relevant content in a major product category. Searches of that category will bring up all the features, news and other content on the site (except for the Worldwide Buyers Guide) applicable to that category. Sponsor ads and only sponsor ads will appear against all such content.

Available categories include heavy cooking equipment, light cooking equipment, refrigeration & ice, storage & handling, serving equipment, prep equipment, warewashing & sanitation, ventilation & custom fab, smallwares & tabletop and furnishings & components.

#### Secondary Home-Page Ads:

<b>Top Banner</b>	<b>\$9,200</b>
<b>Side Skyscrapers</b>	<b>\$8,000</b>

All secondary home pages are available. Examples include the Buyers Guide, Services Guide, News, Media Library, Feature Archives, Industry Calendar and Industry Associations pages.

#### Product- Or Region-Specific Ads:

<b>All ads:</b>	<b>\$1,400</b>
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*(Multiple insertion discounts available.)*

Product-specific ads appear against the listings after a search for a particular product category in the Worldwide Buyers Guide. Ads appear against listings on regional searches in the Services Guide and against provider listings in nonregional categories.

See *Web & E-Newsletter Ad Specifications* on page 10.



## A BRIEF GUIDE TO THE NEW *fermag.com*

The new *fermag.com* adds many new capabilities to the most powerful search-oriented website for foodservice equipment and supplies in the world.

- **Media Library:** Full video capability for advertiser-provided product demos, editor-created show-report and meeting videos as well as white papers and other media. Full registration and lead generation are available.
- **News:** A much more robust news function is part of the site, picking up items for and from our e-newsletters and other products.
- **Worldwide Buyers and Services Guides:** Our comprehensive, searchable databases, with links to thousands of suppliers, remain the core of this search-oriented site.
- **E&S Categories:** Users can search, and advertisers can “own,” all the site’s content in major E&S product categories.
- **Features/Evaluations:** The site archives our past product comparison features, as well as selected unit designs and other features.
- **E-Newsletters:** Archives and indexes to **FER Fortnightly** and **FER Dealer Report**.

- **Industry Calendar & Associations:** We continue to maintain the most comprehensive, linked databases of E&S-oriented shows, meetings and associations worldwide.
- **Larger Ad Sizes:** Larger, deeper skyscrapers and leaderboard banners, including for product-specific **Buyers Guide** searches, give advertisers more visibility.



### WEB & E-NEWSLETTER AD SPECIFICATIONS

All ads, except homepage top half banners, conform to Interactive Advertising Bureau (IAB) standard sizes.

**Homepage Top Half Banner:**

468 points wide x 60 points deep  
File Size: 25K or less

**Leaderboard Banner:**

(Top banners on all other pages, plus FER Fortnightly and FER Dealer Report horizontal ads.)  
728 points wide x 90 points deep  
File Size: 30K or less

**Side Skyscraper:**

(All skyscraper ads on website, including product- and region-specific ads, as well as *FER Fortnightly* and *FER Dealer Report*.)  
160 points wide x 600 points deep  
File Size: 35K or less

### *fermag.com* STATS IN BRIEF

The majority of *fermag.com* users visit the Buyers Guide and/or Services Guide to search for suppliers and product information and to link to suppliers’ websites for more information. The site’s a (re)search tool. This accounts for a high ratio of visitors to unique visitors (visitors return to continue their searches) and for high page views per visitor.

	Average Monthly Statistics January to July, 2011	Annual Statistics 2010
Unique Visitors:	8,375	84,821
Number of Visits:	25,878	295,174
Page Views:	427,362	3,991,690
Pages Per Visit:	16.5	13.5

**Micro Bar:**

88 points wide x 31 points deep  
File Size: 25K or less

**OTHER SPECIFICATIONS**

**Loop Limit:** 5 Loop Limit

**Formats:** Animated GIF, GIF, JPG or Flash (if sending FLASH, please make sure link is embedded and send a static graphic to be used if FLASH is not available.)

**Alt Text:** Cannot exceed 70 characters

## FER FORTNIGHTLY

When we say our biweekly *FER Fortnightly* e-newsletter covers topics no one else in foodservice covers, we can prove it. And this unique, “must-read” material makes it a powerful advertising vehicle.

**Section I, Regulatory Report**, keeps spec/buyers notified on regulatory and certification changes happening around the country and the world. Especially useful for those who do business across multiple jurisdictions, Regulatory Report covers everything from holding-temp requirements in Kansas City to fats/oils/grease legislation in Florida and certification standards in Belgium and Beijing. No one else, and we mean no one, reports on this particular arena.

**Section II, Economic Report**, is where *FER* Publisher Robin Ashton keeps readers updated on economic forces impacting the equipment and supplies market. From copper prices to consumer confidence and exclusive *FER* industry forecasting, anything impacting E&S industry economics is tracked in this section.

**Section III, Industry Report**, rounds out each biweekly issue with broader industry news specific to E&S.

### FER FORTNIGHTLY CIRCULATION

*FER Fortnightly* circulation is a subset of *FER*'s print circulation, but also expands on it by mailing to more than 1,650 newsletter-only subscribers.

**Total circulation** (less advertisers), July 25, 2011: **15,406**

### FER FORTNIGHTLY RATES (Gross)

Leaderboard Banner, annual (26 issues):	\$25,000
First Side Skyscraper, annual (26 issues):	\$20,000
Section Sponsorships, annual (26 issues):	\$20,000
Second Side Skyscraper, annual (26 issues):	\$15,000
Individual Ads, biweekly (as available):	\$1,000

For more information, please contact your *FER* representative.

### FER FORTNIGHTLY AD SPECS

**Leaderboard Banner and Section Sponsorships:**  
728 points wide x 90 points deep  
File Size: 30K or less

### Side Skyscraper:

160 points wide x 600 points deep  
File Size: 35K or less

## FER DEALER REPORT

Our *FER Dealer Report* e-newsletter was launched in May 2010 to provide dealers and advertisers with a targeted, dealer-only news vehicle. The newsletter also significantly expands our circulation coverage of dealer sales and staff personnel.

*FER Dealer Report* is “news for dealers, about dealers and their suppliers.” The dealer- (and supplier-) only circulation allows for coverage of sensitive issues such as buying groups, manufacturer-dealer issues, training opportunities and other topics of interest to dealers and their staffs.

Items range from dealer expansions, personnel changes, and customer shows to supplier personnel and merger and acquisition news, buying-group meetings, activities and awards.

*FER Dealer Report* appears biweekly on Tuesdays on the opposite cycle from *FER Fortnightly*.

### FER DEALER REPORT CIRCULATION

*FER Dealer Report* circulation expands *FER*'s coverage of dealer sales and staff personnel.

**Total circulation** (less advertisers), July 25, 2011: **4,825**

### FER DEALER REPORT RATES (Gross)

Leaderboard Banner annual (26 issues):	\$15,000
First Skyscrapers, annual (26 issues):	\$15,000
Second Skyscrapers, annual (26 issues):	\$12,500
Individual Ads (as available):	\$650

For more information, please contact your *FER* representative.

### FER DEALER REPORT AD SPECS

**Leaderboard Banner:**  
728 points wide x 90 points deep  
File Size: 30K or less

### Side Skyscraper:

160 points wide x 600 points deep  
File Size: 35K or less

Material should be sent and questions addressed to:  
**Christine Palmer**  
Directory & Internet Editor  
cpalmer@fermag.com

**FOODSERVICE EQUIPMENT**  
reports

## TARGETED FACE TO FACE EVENTS

Looking for opportunities to get face-to-face with your biggest customers and prospects? For advertisers meeting eligibility criteria, **FER** events are great opportunities to network with many of the biggest and fastest-growing spec/buyer operators in the world.

Our biennial **Multiunit Foodservice Equipment Symposium** was launched in 2002 with a unique idea in the foodservice E&S market—to do a technical, spec-oriented program for the most sophisticated spec/buyers in the world. In addition, we wanted to size MUFES to be a great networking environment. So, we limited attendance to no more than 150, and we kept a 50-50 mix of suppliers and operators. The inaugural event was a huge hit, with suppliers and operators alike saying they'd made new contacts that had led to significant business relationships. Since then,

2012



**MULTIUNIT FOODSERVICE EQUIPMENT SYMPOSIUM**

Texas, Jan. 28-30, 2012.

In 2011, we launched a new meeting, **MUFES for Noncommercial Operators**. **MUFES/NCO** tailored the technical, spec-oriented MUFES-style program specifically for larger noncommercial foodservice operators across the segments and their consultants. Full “scholarships” were awarded through a special contest designed to attract operators planning major projects and to guarantee a segment-balanced attendance of operators. Once again, we limited supplier attendance to maintain our traditional MUFES one-to-one operator-to-supplier ratio and ensure maximum networking opportunities. **MUFES/NCO** will be held again in June, 2013.

In 2006, we added another event, the **E&S Market Forecast/President's Preview**, geared primarily for E&S suppliers planning their annual budgets. Now an annual event, **President's Preview** provides detailed analysis of economic and operator trends, materials and E&S pricing, **FER**'s exclusive ranking of Top

each successive **MUFES**

has grown but retained its intimacy and balance. **MUFES '12**

will return to the Barton Creek Resort in Austin,

We Invite You To Join **FER**

And The Most Powerful E&S Specifiers In The World

For The Next **Multiunit Foodservice Equipment Symposium**

Since **MUFES** first appeared on the scene in 2002, it has become a premier biennial event, with an advanced technology curriculum and a networking friendly environment unlike any other meeting anywhere.

- It's created specifically for the most experienced foodservice equipment and supplies professionals in the world. People just like you.
- Attendance is limited to multiunit operators and is targeted to those with facilities, engineering and purchasing responsibilities.
- Supplier attendance, too, is limited\* so we create an intimate one-to-one environment that allows maximum interaction among operators and suppliers.

SAVE THE DATES

**MUFES 2012**  
Jan. 28-30, 2012  
Barton Creek Resort,  
Austin, Texas

Can you name these past **MUFES** attendees?



For further information, past programs and registration materials, go to [fermag.com/event-calendar/mufes.html](http://fermag.com/event-calendar/mufes.html), e-mail [mufes@fermag.com](mailto:mufes@fermag.com) or call Robin Ashton at 800/986-9616.

\*Attendance at MUFES is limited to multiunit operators and to suppliers who are significant customers of the magazine. For supplier requirements, call Robin Ashton.

Manufacturers and Top Dealers, as well as hard-number forecasts of the E&S market. This year the meeting will be held Aug. 1, 2012, at a site near Chicago.

### Supplier Sponsorship & Attendance Opportunities

All **FER** events offer suppliers opportunities for increased visibility and benefits through sponsorships and attendance. Sponsorships at **MUFES** meetings are traditionally limited by the number of meal and foodservice periods. In addition to gaining increased visibility at the meeting, in promotion for the meeting and in coverage in the magazine, sponsors are the only suppliers allowed to have multiple attendees and also receive other merchandising benefits.

To be invited to **MUFES** meetings, suppliers must be customers of Gill Ashton Foodservice Media Group. To find out more about sponsorship opportunities and attendance requirements, please contact your **FER** sales representative.

**FOODSERVICE EQUIPMENT reports**

## 2012 AD RATES & POLICIES

Effective With The January 2012 Issue

### BLACK & WHITE

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Full Page	9640	9310	8405	7900	7430	7175
2/3 Page	7210	7040	6440	5945	5590	5355
1/2 Page Island	6545	6320	5770	5505	5075	4955
1/2 Page	5730	5510	4955	4675	4330	3970
1/3 Page	4050	3890	3620	3240	3060	2970
1/4 Page	3205	3115	2825	2600	2480	2370

### FOUR COLOR

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Spread	21095	20415	18630	17595	16685	16170
Full Page	11845	11510	10610	10105	9635	9380
Fractional Ads	Earned black & white rate plus \$2000					

#### Other Color & Premium Charges

**Matched (PMS) Color** 1490

**Standard (AAA) Color** 790

No premium for bleeds.

#### Cover Premiums

(Over earned 12X 4/C rate; cover positions are noncancelable.)

**Inside Front Cover** 15%

**Inside Back Cover** 10%

**Back Cover** 25%

#### Furnished Insert Discounts & Business Reply Cards

Inserts must be furnished complete by advertiser. Discounts apply to black & white rates for the same number of pages. Back-up charges may be applied. Space charges for business reply cards are size proportional to full-page black & white rate at earned frequency times two. Printing and/or production for BRCs extra. All bound-in inserts and BRCs require binding stub, tipping-in or magna-stripping. Consult publisher for charges.

No. of Insert Pages (Each face)	2	4	8	12	16	24
<b>Discount</b>	15%	25%	35%	40%	50%	60%

#### Agency Commission & Terms

Fifteen percent (15%) of gross billing on space, position premiums and color charges only to recognized agencies. Commission rescinded if payment not received within 30 days of date of invoice. Terms: Net 30 days. Interest penalty of 2%, compounded monthly, will be added to balances due

after 30 days. No cash discount. The publisher holds both advertiser and its agency jointly liable for balances due.

#### General Rate Policies

Cancellations and changes cannot be accepted after closing date. Publisher reserves the right to change rates with 90 days notice, though rates for advertisers with existing contracts will be honored for duration of contract. Rates are based on number of insertions during 12-month period. Advertisers will be short-rated if within 12-month period they do not place the number of insertions upon which the rate has been based. Advertisers will receive rebates or credit toward further insertions if during 12-month period they exceed number of insertions upon which the rate has been based. Written or faxed insertion orders or contracts are required for each insertion. Publisher is not liable for delays in delivery or nondelivery due to conditions beyond publisher's control.

#### Advertising Acceptability

Publisher reserves the right to refuse advertising material deemed unacceptable. Publisher may require that ads with copy and graphics that too closely mimic *FER*'s editorial style prominently carry word "Advertisement."

#### List Rental

The publisher rents the magazine's circulation list for direct mail and other purposes. All rentals entail a \$300 set-up charge plus a per-name charge depending on use and format. Consult publisher for quotations.

**FOODSERVICE  
EQUIPMENT**  
reports

## MECHANICAL SPECS

Effective With The January 2012 Issue

### DIMENSION SPECIFICATIONS

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width-Inches	Depth-Inches	Width-Inches	Depth-Inches	Width-Inches	Depth-Inches
Spread (gutter bleed)	15	10	16 1/4	11	16	10 3/4
Full Page	7	10	8 1/4	11	8	10 3/4
2/3 Page	4 1/2	10	5 1/4	11	5	10 3/4
1/2 Page Island	4 1/2	7 1/2	5 1/4	8 1/8	5	7 7/8
1/2 Page Vertical	3 3/8	10	4 1/8	11	3 7/8	10 3/4
1/2 Page Horizontal	7	4 7/8	8 1/4	5 1/2	8	5 1/4
1/3 Page Vertical	2 1/4	10	2 3/4	11	2 1/2	10 3/4
1/3 Page Square	4 1/2	4 7/8	5 1/4	5 1/2	5	5 1/4
1/4 Page	3 3/8	4 7/8	4 1/8	5 1/2	3 7/8	5 1/4

(All Measurements In Inches, Maximum Image Area)

Live copy must be 3/16" inside the trim edge of ALL ads.

### DIGITAL AD FORMATS

#### PDF/X-1a FILES (PREFERRED)

For more information, please visit the R.R. Donnelley website at <http://pontiacdatacenter.rrd.com>, click on "Making a PDF" under Customer Tools

- 1) All high-resolution images and fonts must be embedded when the PDF/X-1a file is saved.
- 2) PDF/X-1a files MUST be CMYK with NO ICC color profiles.
- 3) Only use Type 1 Fonts—No TrueType fonts or Font Substitutions. **Do not use stylized text.**  
If you want bold or italicized text make sure you use the proper font.
- 4) Do not create PDF/X-1a files by directly exporting them out of your application program.  
Use a PS file with Distiller.
- 5) All picture boxes should have a fill of none. A fill of white is not acceptable.
- 6) Place all hi-res files (300 dpi) in the document BEFORE making the postscript file.  
All hi-res should be set to 4-color (CMYK) and saved as a Photoshop eps or tif files. **RGB is NOT acceptable.**
- 7) Illustrator files should have all unused colors and brushes removed from the file. Embed all hi-res in Illustrator files. Fonts must be converted to outline in all Illustrator files.  
**NO A.I. Files.**
- 8) All Photoshop files should be EPS files. Flatten all images.  
**NO PSD files.**
- 9) Do not have any spot color in the files. Change all spot colors to process colors. Be sure all files are set to CMYK. **DO NOT USE ICC PROFILES.**
- 10) Right reading, portrait mode, 100% size, NO ROTATIONS.
- 11) Make one PDF file per page. Do not incorporate all pages into one PDF file.
- 12) Check all alignments between boxes.
- 13) Total area density should not exceed SWOP 300% TAC.
- 14) Please include standard trim, bleed and center marks in all separations. No marks should be included in the "live" image area.
- 15) Please include a SWOP approved color proof.

#### ADDITIONAL SOFTWARE SUPPORTED

All files that are not sent as PDF/X-1a compliant files will be converted at a rate of \$100/hour, a minimum charge of \$100.

Software Requirements:

QuarkXpress  
Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator

Please send a SWOP colored proof for all material.

**WARNING!** Publisher cannot be responsible for printing quality or correctness on materials submitted without a proof.

#### SHIPPING INSTRUCTIONS

All insertion orders and printing material should be sent to:

Christine Palmer, Production Manager

Foodservice Equipment Reports

2094 Lawson Blvd.

Gurnee, IL 60031

847/336-2049 or

Ad files can be directly uploaded to our FTP site.

If using Microsoft Explorer:

URL: <ftp://ftp.rrd.com>

Username: 04-gill-ac

Password: ashton,1

After logging in, go to Page -> Open FTP Site in Windows Explorer

or View -> Open FTP site in Windows Explorer

Put files into the In folder.

If accessing the FTP account from an FTP client application:

Hostname: <ftp.rrd.com/04-gill-ac/in>

Username: 04-gill-ac

Password: ashton,1

#### STORAGE OF PRINT MATERIALS

Discs and files will be stored for 12 months, then destroyed unless otherwise instructed by the advertiser or agency. Files submitted via the FTP site will be stored for 6 months and then discarded.

**FOODSERVICE  
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## INDUSTRY EXPERTISE

No one knows more about the worldwide foodservice equipment and supplies industry than **Foodservice Equipment Reports**...and no one is closer to the major buyers of E&S. Tap into the expertise at **FER** and you access more than 100 years of combined E&S experience and knowledge. We know your business and we know how to get your message across.

### GILL ASHTON PUBLISHING EXCELS AT PRODUCING:

- Segment-specific supplements
- Industry-association magazines and mailings
- Brochures
- Customer testimonials
- Case studies
- Direct-mail publications
- How-to publications
- Customer surveys and more...

### SERVICES:

- Compelling, original editorial content
- Award-winning art design
- Photography
- Printing
- Mailing
- List access to channel partners and end-users

### FORMATS:

- Print
- Electronic

Let us help you target your messages efficiently and effectively to industry audiences you need to reach.

### PUBLICATIONS:

#### Focus On Healthcare Foodservice

- Mails March, June, September, December

#### FCSI The Americas Quarterly

- Mails February, May, August, November



**CLIENT SAMPLING:****North American Association of Food Equipment Manufacturers**

- *NAFEM in print* magazine
- *NAFEM for operators* tabloid newsletter

**National Restaurant Association Educational Foundation**

- *Food Safety Illustrated* magazine

**National Restaurant Association**

- Nutrition & Dining booklet

**Illinois Restaurant Association**

- *Seasonings* magazine

**Cambro Manufacturing**

- Customer testimonials for the website

**Pitco Frialator Inc.**

- *Pitco Profiles* case study direct mailers

**CONTACTS:*****Foodservice Equipment Reports***  
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