

A SPECIAL OPPORTUNITY FOR SUPPLIERS OF EQUIPMENT, SYSTEMS AND SUPPLIES TO HEALTHCARE FOODSERVICE

The healthcare foodservice market has unique equipment needs and healthcare operators have few credible sources of information on such equipment. Since no magazine knows more about foodservice equipment than **FER**, we've created a special supplement directed just to healthcare operators and leading consultants who design their facilities.

Published quarterly, **Focus On Healthcare Foodservice** features comparative coverage of healthcare-specific equipment and systems and exemplary healthcare facility designs. Issues are mailed in March, June, September and December 2012.

Focus On Healthcare Foodservice is distributed to more than 8,000 healthcare operators and facilities and management consultants. This includes:

- More than 2,000 healthcare operators and chains and more than 825 facilities and management consultants on **FER**'s current circulation file. The supplement is polybagged with the regular issue.
- The supplement also mails to 5,000 additional healthcare operators in smaller hospitals, nursing homes and other medical facilities on a rotated circulation.

SPECIAL ADVERTISER BONUS:

Only advertisers will receive exclusive coverage in the supplement's **Product Showcase** in each issue.

Please see reverse side for all ad rates, editorial content and sales contact information.



**FOODSERVICE
EQUIPMENT**
reports

**Foodservice Equipment Reports
Focus On Healthcare Foodservice**

2012 ADVERTISING RATES:

All Rates Gross (Include 15% agency commission)

Full-Page Four Color \$4,195

Half-Page Four Color \$2,710

Ads will be available in full and half-page horizontal configurations only.

Mechanical specifications are the same as for *FER* and are available at fermag.com/mediakit/Specs_2012pdf.

To Advertise, Call:

Rich Chrampanis
732/842-8725 (Northeast/Southeast)

Pat Elliott
847/842-9946
(Midwest/Far West) or

Robin Ashton
800/986-9616 for more details.

2012 EDITORIAL CALENDAR

March 2012: *Product Showcase Materials Due: Jan. 23*
Feature: Meal-Order Technologies *Ad Close: Jan. 30*
Design: Williamsport Retirement Village, Williamsport, Md. *Ad Materials Due: Feb. 6*

June 2012: *Product Showcase Materials Due: Apr. 23*
Feature: Plate Warming Systems *Ad Close: Apr. 30*
Design: Texas Children's Hospital, Houston, Texas *Ad Materials Due: May 7*

September 2012: *Product Showcase Materials Due: Jul. 23*
Feature: Equipment For Small Spaces *Ad Close: Jul. 30*
Design: Wishard Health Services, Indianapolis *Ad Materials Due: Aug. 6*

December 2012: *Product Showcase Materials Due: Oct. 26*
Feature: On-Demand Ventilation *Ad Close: Nov. 2*
Design: TBA *Ad Materials Due: Nov. 9*

SPECIAL ADVERTISER BONUS:

For advertising in *Focus On Healthcare Foodservice*, you receive a free product placement in our **Product Showcase**.

Deliver a 70-word product writeup of your choice and accompanying hi-res (300 dpi) digital photo to Beth Lorenzini. You may e-mail both the writeup and photo to blorenzini@fermag.com.

All Ad Materials for *Focus On Healthcare Foodservice* should be delivered to:

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