

## 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.

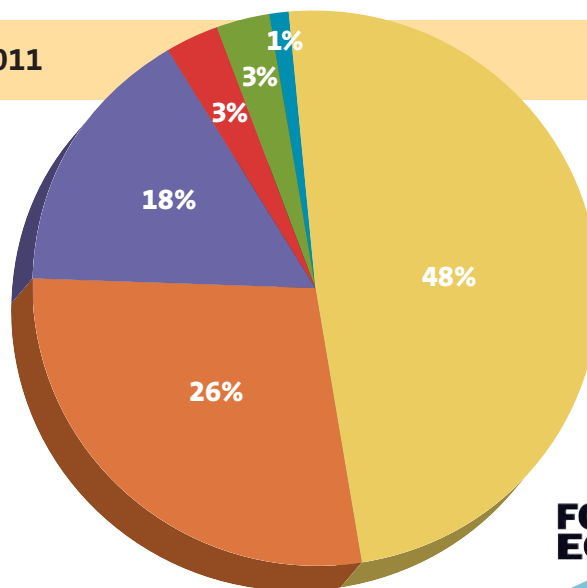
### Who's Who—By The Numbers

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*