

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:

Full Top Banner	\$60,000
Half Top Banner	\$30,000
Side Skyscrapers	\$30,000

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

E&S Categories:

Category Sponsorship:	\$30,000
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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:

Top Banner	\$9,200
Side Skyscrapers	\$8,000

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:

All ads:	\$1,400
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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:
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FOODSERVICE EQUIPMENT
reports