

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 consultants who receive *FER* monthly, *Focus on Healthcare Foodservice* is distributed to an additional 5,000 smaller healthcare operators on a rotated basis. In addition to approximately 1,100 corrections operators and consultants receiving *FER*, *Focus on*

Corrections Foodservice is distributed to an additional 4,000 corrections operators.

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 2011. Issues with expanded coverage will include January NAFEM At-Show, May NRA At-Show, June Top 50 Dealers, October Worldwide Buyers Guide and December Maintenance Tips Guide.

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 2010

- Multiunit Commercial Operators 12,300 (company and franchise)
- Multiunit Noncommercial Operators 7,000 (schools, healthcare, universities, et al.)
- E&S-Only Dealer/Distributors 3,907
- Consultants & Independent Specifiers 826
- Broadline Distributors With E&S 750
- Service Agencies 217

TOTAL QUALIFIED CIRCULATION: 25,000

