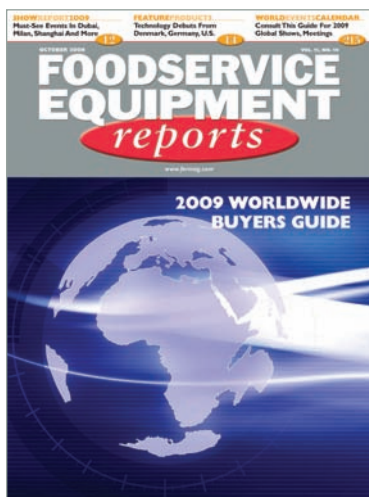


# 2010 MEDIA & EVENT OPTIONS

## FOODSERVICE EQUIPMENT REPORTS

Want a great advertising value? For portability, permanence, visuals and sheer handiness, print products win hands down. And **FER** is all equipment, supplies, furnishings and services, all the time. Which makes it ideal for its readership, which is 100% big E&S spec/buyers—mainly from multiunit commercial and noncommercial operations but also including distributors, consultants and service agents. Product-oriented editorial—heavy on brand specs, comparisons and differentiation—delivers its readers at the critical moment when they are ready to buy and specify.

(See pages 13-18 in this media kit for information on targeted supplements for healthcare and corrections markets.)



## 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 for the largest and most sophisticated spec/buyers in the world.

The print version of the **Worldwide Buyers Guide**, featuring 5,300 worldwide suppliers and selected listings for 730 product categories, is the most complete in the world. Unabridged listings appear on [www.fermag.com](http://www.fermag.com). The online **Services Guide** is an absolutely unique directory to E&S functions and services throughout North America and the Caribbean.

## WWW.FERMAG.COM

Talk about reaching spec/buyers while they're on topic and on task: [www.fermag.com](http://www.fermag.com) is an electronic "homework lab" 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. We maintain the most comprehensive such databases in the world. Other resources include archives of product brand comparisons and other features in the magazine, **FER Fortnightly** e-newsletters, an index to regulatory changes by jurisdiction, an industry calendar and much more.



## EVENTS

A media presence is crucial to your brand awareness, and ideally it paves the way for face-to-face selling opportunities. For advertisers meeting eligibility criteria, one such opportunity is an invitation to **FER** events attended by many of the biggest and fastest growing spec/buyer operators in the world. Consider our biennial **Multiunit Foodservice Equipment Symposium**, a technically oriented program for the world's most sophisticated E&S spec/buyers. MUFES is carefully balanced for an even mix of suppliers and operators to optimize networking. And, coming soon is a totally different kind of event, **FER's Innovations Exchange**. The event will provide a controlled environment for leading chain operators to define needs and suppliers to discuss technological innovations through private one-on-one meetings and supplier presentations to small groups. In addition, **FER** also hosts **E&S Market Forecast** meetings each year, featuring a wealth of data and analysis on general economic, operator, materials and E&S pricing trends.



## E-NEWSLETTERS

Want visibility right next to time-sensitive, actionable news that changes how E&S spec/buyers do their jobs? Unlike a lot of newsletters puffed up with generic, scattershot announcements, **FER Fortnightly** arrives at more than 10,000 subscribers' in-boxes every two weeks full of regulatory news impacting foodservice facilities and equipment issues. An economic section tracks trends, with analysis for foodservice and E&S, while a broader industry news section rounds out each biweekly issue. In addition, a variety of e-blasts and targeted special-edition e-newsletters creates unique messaging opportunities several times a year.



## CUSTOM PUBLISHING

How often do you have an idea for a marketing piece, educational materials or an advertorial project, only to give it up because you don't have the resources? Whatever it is—print, electronic, whatever—**Gill Ashton Foodservice Media Group's Custom Publishing Division** can help. Gill Ashton's custom publishing operation has been producing magazines and other materials for foodservice industry clients for years. (See enclosed sections for a list of clients, projects and capabilities.) We have the advantage of calling on the most experienced editors and marketers in foodservice E&S. Whatever your need, let Gill Ashton's custom publishing resources help you market and sell your products.

