

Reach The **BIGGEST E&S SPEC/BUYERS.**
When They're Looking. Where They're Looking.

You're paid to build profits. That means building brand awareness—name recognition, familiarity, expectations and trust. And these days, you have to pick your shots. You can't be everywhere.



For most of you, reaching the biggest equipment and supplies brand decision makers is the first order of business. And the real bonus is getting your message in front of them while they're actively seeking E&S information and open to your message.

That's What We Do

That's what we do, and

we do it like nobody else. We reach the biggest E&S spec/buyers in the world with an E&S product focus they can't get anywhere else. That's why they come to us.

Now in its fourteenth year covering the foodservice market, **Foodservice Equipment Reports** magazine reaches 25,000 key spec/buyers (ask your FER sales representative for the latest BPA audit statement) at more than 6,000 multiunit operator firms, E&S dealers, broadliners, consultants and service agencies. Our cornerstone publication, **FER** offers a unique product-based editorial focus that includes evaluations, comparisons and a uniquely high level of technical information that helps spec/buyers select brands and do their jobs better.

We also offer:

- **FER Worldwide Buyers Guide**
- **www.fermag.com**, a research-oriented Web site
- **FER Fortnightly**, an e-newsletter
- **Multiuunit Foodservice Equipment Symposium**, a technology-oriented event
- **FER Innovations Exchange**, our one-on-one operator-supplier event
- **Market Forecast**, our annual meetings
- **Custom Publishing**, a division for your custom needs, from video to Internet to traditional print/paper media.



On the pages that follow, a closer look.

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