

A SPECIAL OPPORTUNITY FOR SUPPLIERS OF EQUIPMENT, SYSTEMS AND SUPPLIES TO HEALTHCARE FOODSERVICE

From the Publisher of
**FOODSERVICE
EQUIPMENT**
reports

FOCUS ON

HEALTHCARE *foodservice*

The healthcare foodservice market has unique equipment needs and healthcare operators have few credible sources of information on such equipment. Since no magazine knows more about foodservice equipment than *FER*, we've created a special supplement directed just to healthcare operators and leading consultants who design their facilities.

Published quarterly, **Focus On Healthcare Foodservice** features comparative coverage of healthcare-specific equipment and systems and exemplary healthcare facilities designs. Issues are mailed in March, June, September and December 2010.

Focus On Healthcare Foodservice is distributed to more than 8,000 healthcare operators and facilities and management consultants. This includes:

- More than 2,000 large healthcare operators and chains and more than 850 facilities and management consultants on *FER*'s current circulation file. The supplement is polybagged with the regular issue.
- The supplement also mails to 5,000 additional healthcare operators in smaller hospitals, nursing homes and other medical facilities on a rotated circulation.

Special Advertiser Bonus:

Only advertisers will receive exclusive coverage in the supplement's **Product Showcase** in each issue.

Please see reverse side for all ad rates, editorial content and sales contact information.



Foodservice Equipment Reports
Focus On Healthcare Foodservice
2010 Advertising Rates

All Rates Gross (Include 15% agency commission)

Full-Page Four Color \$3,995

Half-Page Four Color \$2,580

Ads will be available in full and half-page horizontal configurations only.

Mechanical specifications are the same as for *FER* and are available at

www.fermag.com/mediakit/Specs_2010pdf.

To Advertise, Call:

Rich Chrampanis
732/842-8725
(Northeast/Southeast)

Pat Elliott
847/842-9946
(Midwest/Far West) or

Robin Ashton
800/986-9616 for more details.

2010 Editorial Calendar:

Spring/March:

Product Showcase Materials Due: January 25

Feature: Open-Air Refrigerators For Patient Tray Makeup

Ad Close: January 29

For fast and efficient patient tray assembly, you need cases designed to hold cold foods cold and accessible behind a strong air curtain. These models deliver.

Ad Materials Due: February 5

Unit Design

Summer/June:

Product Showcase Materials Due: April 22

Feature: Trends In Tray Displays

Ad Close: April 28

The latest in tray sizes, styles, colors, materials, dishes and beverage ware. Check out what the best-dressed trays are sporting this year.

Ad Materials Due: May 5

Unit Design

Fall/September:

Product Showcase Materials Due: July 22

Feature: Anatomy Of A POD System

Ad Close: July 29

Why POD tray assembly stations make so much sense and the equipment that helps POD employees work at peak ergonomic efficiency.

Ad Materials Due: August 5

Unit Design

Winter/December:

Product Showcase Materials Due: October 29

Feature: Mobile Food Cart Concepts

Ad Close: November 4

As healthcare campuses expand, it makes sense to catch customers where they are when they can't come to you. Revenue-generating mobile food stations play up sandwiches and sundries, baked goods, coffees, specialty beverages and more to their best advantage.

Ad Materials Due: November 11

Unit Design

Special Advertiser Bonus

For advertising in **Focus On Healthcare Foodservice**, you receive a free product placement in our **Product Showcase**.

Deliver a 70-word product writeup of your choice and accompanying hi-res (300 dpi) digital photo to Beth Lorenzini. You may e-mail both the writeup and photo to blorenzini@fermag.com.

All Ad Materials for Focus On Healthcare Foodservice should be delivered to:

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