

FER Provides Effective, Unique Editorial Environments And Opportunities To Promote And Advertise Your Products

Because FER focuses on in-depth product information, naming specific brands in equipment comparisons, design articles and other features, it offers manufacturers many opportunities to work with FER's knowledgeable editors. Its on-going coverage of a wide range of E&S products offers many product-specific opportunities to promote and advertise your brand.

Contact FER's editors anytime to understand how best to work with them and ensure your brand and products receive coverage. Because of FER's unique product comparison and brand specific format, they are dedicated to providing fair and equal coverage of all suppliers.



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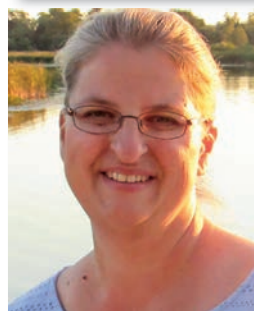


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ISSUE Ad Close/ Materials Close	EQUIPMENT COMPARISONS	EXCLUSIVES	SECONDARY FEATURES	DEALER FOCUS	SHOW COVERAGE	Focus On Healthcare Foodservice	Focus On Specifying Supplies
DECEMBER '17 Nov. 3/ Nov. 10, 2017	Reach-in Refrigerators (BOH)	Special Sponsored Anniversary Issue	Report: Food-Safety Products; Maintenance: Double-Sided Griddles			Blast Chillers	
JANUARY Dec. 4/ Dec. 11, 2017	Slicers	Industry Forecast, Operator Perspectives	Report: How To Spec Carts	Top Trends In Tabletop			Receiving & Storage
FEBRUARY Jan. 8/ Jan. 15, 2018	Combi Ovens	The Impact Of Delivery On Kitchens & Equipment	Report: Food Processors; Anatomy Of A Beverage Station	Top 5 Spec Tips For Combi Ovens			
MARCH Feb. 5/ Feb. 12	Walk-Ins	How To Vet A Consultant	Report: Modular Warmers/Holding Cubbies; Maintenance: Ventilation	Starter Package: Dessert Concept	HOST Milan Recap	Flight-Type Warewashers	
APRIL March 5/ March 12	Oil Management Systems	Multiunit Foodservice Equipment Symposium Recap	Report: Produce-Washing Sinks; Maintenance: Cutlery Care & Storage	Equipping For A Food Trend: Ethnic Cuisines	NRA Preview		Prep Area
MAY April 2/ April 9	Serving Counters	Kitchens In Crisis: The Labor Shortage	Report: Panini Grills; Anatomy Of A Breakfast Station	Top 5 Spec Tips For Serving Counters	NRA KI Awards		
JUNE May 4/ May 11	Conveyor Toasters	FER Top Dealers Report	Report: FOG, Disposer Regulations Update; Maintenance: Rotisseries	Starter Package: Mexican Concept	Noncommercial Meetings Overview	Tray-Makeup Equipment	
JULY June 4/ June 11	Ice Machines	Equipping For Foodservice Off The Grid	Report: How To Spec Planchas; Report: Color-Splashed Products	Top 5 Spec Tips For Ice Machines	HOTELEX Shanghai Recap		Cookline
AUGUST July 2/ July 9	Door-Style Warewashers	MUFES Session Highlight: Lean Design	Report: Shelving For Dry Storage; Maintenance: Blast Chillers	Repair or Replace?	Western Foodservice & Hospitality Expo Preview		
SEPTEMBER Aug. 3/ Aug. 10	Pizza Ovens	How To Vet A Dealer	Report: Refrigerants Update; Anatomy Of A Pizza Station	Equipping For A Food Trend: Charcuterie		Ice/Water Machines	
OCTOBER Sept. 5/ Sept. 12	Temperature Monitoring Systems	FER Smallwares & Tabletop Awards; Scaling Up: Growing Your Chain From 3-4 Units To 10+	Report: Choosing Ranges; Maintenance: Fryers	Starter Package: Hot Dog Concept	HX: The Hotel Experience Preview		Front-Of-House
NOVEMBER Oct. 4/ Oct. 12	2019 Worldwide Buyers Guide	Special Section: Advertiser Products			2019 Industry Events Master Calendar		
DECEMBER Nov. 2/ Nov. 9	Floor Mixers	FER 2019 Young Lion Awards	Report: How To Spec Microwaves, Maintenance: Carbonated Beverage Dispensers	Sizing And Accessorizing Mixers For Specific Apps	The NAFEM Show Preview	Tilt Skillets	

DECEMBER 2017: Special Sponsored Anniversary Issue: E&S Legacies and Special Brand Research Opportunity:

Advertisers celebrating an anniversary can promote the milestone with purchase of a full-page ad at special pricing in the supplement. *FER* editors will write the history. **Plus:** Manufacturers of reach-in refrigeration equipment (BOH) can participate in *FER* Reader Rated brand research. Advertisers in either regular issue or supplement receive FREE 500-name dealer list.

JANUARY: Advertiser Ad Bonus and Special Brand Research Opportunity:

1/2-pg.-or-more advertisers receive a FREE 1/4-pg. "Advertiser Showcase" ad in a later show issue. Advertisers placing two ads in January, February and/or March issues receive TWO 1/4-pg. ads. **Plus:** Manufacturers of slicers can participate in *FER* Reader Rated brand research.

FEBRUARY: Advertiser Ad Bonus and Special Brand Research Opportunity:

1/2-pg.-or-more advertisers receive a FREE 1/4-pg. "Advertiser Showcase" ad in a later show issue. Advertisers placing two ads in January, February and/or March issues receive TWO 1/4-pg. ads. Advertisers in February receive 50% discount on a product item in *FER*'s e-Product News e-newsletter mailing February. **Plus:** Manufacturers of combi ovens can participate in *FER* Reader Rated brand research.

MARCH: Advertiser Ad Bonus and Special Brand Research Opportunity:

1/2-pg.-or-more advertisers receive a FREE 1/4-pg. "Advertiser Showcase" ad in a later show issue. Advertisers placing two ads in January, February and/or March issues receive TWO 1/4-pg. ads. **Plus:** Manufacturers of walk-in refrigeration can participate in *FER* Reader Rated brand research.

APRIL: Special NRA Show Publisher's Mailing and Special Brand Research Opportunity:

Advertisers receive publisher's mailing of supplied 4-pg. brochure to 200 NRA Show registrants. Advertisers' booth numbers and websites highlighted. Bonus distribution at the NRA Show. **Plus:** Manufacturers of oil-management systems can participate in *FER* Reader Rated brand research.

MAY: Special NRA Show Promotion Package and Special Brand Research Opportunity:

Advertisers receive a FREE 500-name operator email list of their choice. Advertisers in May receive 50% discount on a product item in *FER*'s e-Product News e-newsletter mailing May before the NRA Show. Advertisers' booth numbers and websites highlighted. Bonus distribution at the NRA Show. **Plus:** Manufacturers of serving counters can participate in *FER* Reader Rated brand research.

JUNE: Special Publisher's Mailing, Email List, and Special Brand Research Opportunity: Advertisers receive publisher's mailing of supplied 4-pg. brochure to *FER* Top Dealers. **PLUS:** FREE 500-name noncommercial operator email list. **Plus:** Manufacturers of conveyor toasters can participate in *FER* Reader Rated brand research.

JULY: Worldwide Buyers Guide Bonus and Special Brand Research Opportunity: Advertisers in July and the Worldwide Buyers Guide in November receive a FREE 1/4-pg. ad in buyers guide. **Plus:** Manufacturers of ice machines can participate in *FER* Reader Rated brand research.

AUGUST: Special FER e-Product News Promotion and Special Brand Research Opportunity: Advertisers receive FREE product item in *FER* e-Product News. Supplied video can run on *FER*'s *fermag.com* website and/or link to site of advertisers' choice. **Plus:** Manufacturers of door-style warewashers can participate in *FER* Reader Rated brand research.

SEPTEMBER: Direct Mail List and Special Brand Research Opportunity: FREE 500-name direct mail list of your choice. **Plus:** Manufacturers of pizza ovens can participate in *FER* Reader Rated brand research.

OCTOBER: Smallwares and Tabletop Awards, HX Show Special and Special Brand Research Opportunity: Advertisers get a FREE 500-name broadline distributor or operator direct-mail or email list of their choice. Advertisers' HX booth numbers and websites highlighted. **Plus:** Manufacturers of temperature control monitoring systems can participate in *FER* Reader Rated brand research.

NOVEMBER: Special Worldwide Buyers Guide Advertiser's Benefits Package. Includes your company's products listed in Product Sources section, highlighted company listing and logo in Manufacturers section and more. **PLUS,** a free online product category ad in the online Worldwide Buyers Guide for a full year, a \$1,400 value. Contact your representative for details. 10,000 worldwide bonus digital circulation. Total circulation: 38,000+.

DECEMBER: NAFEM 2019 Pre-Show Issue, NAFEM Show FER e-Product News Special Edition and Special Brand Research Opportunity: Advertisers receive a FREE product item in the special NAFEM Show edition of *FER* e-Products News, to mail mid-December. Advertisers' booth numbers and websites will be highlighted. Print issue of *FER* will mail early December and have bonus distribution at The NAFEM Show. **Plus:** Manufacturers of floor mixers can participate in *FER* Reader Rated brand research.