



NEW In 2018!

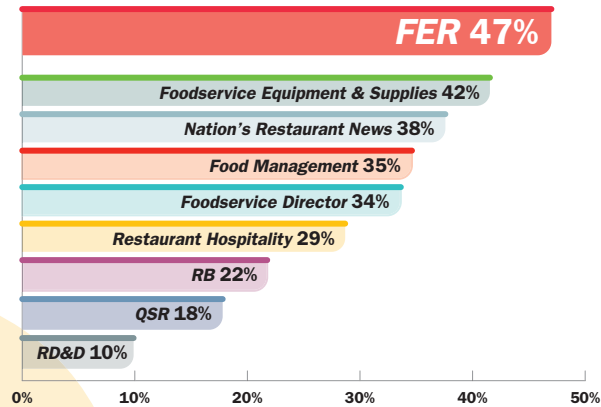
- Redesigned website and rebuilt digital platform
- 3,000 increase in distributor circulation
- More content tailored to the distribution channel
- A sponsored-content quarterly supplement targeted to buyers/specifiers of supplies, tabletop and servingware

Foodservice Equipment Reports Delivers Unmatched Value To Advertisers And Marketers

1 *FER* covers the **entire foodservice E&S specifier/buyer audience in the U.S. and Canada, with added global coverage.**

FER reaches more big operator E&S buyers and channel specifiers than any other foodservice media. *FER*'s average subscriber works for an organization buying/specifying nearly \$8.4 million in E&S products a year.

WHICH PUBLICATIONS DO YOU RECEIVE PERSONALLY ADDRESSED TO YOU?

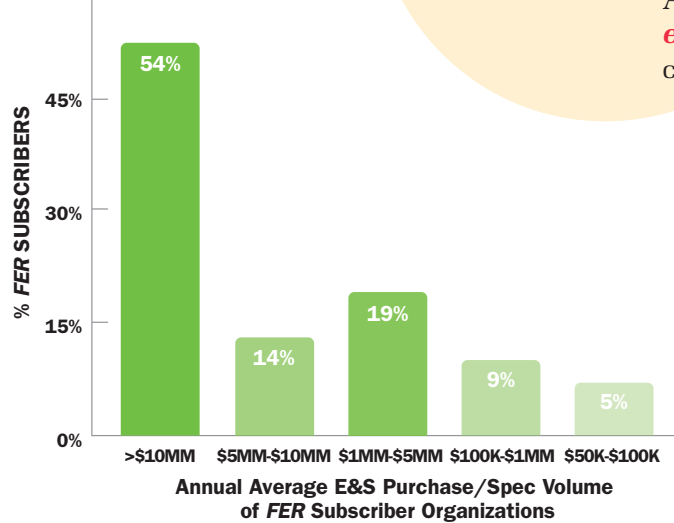


Base: Neutral lists of commercial and noncommercial operators, dealers and consultants. Source: Harvey Research, May 2015

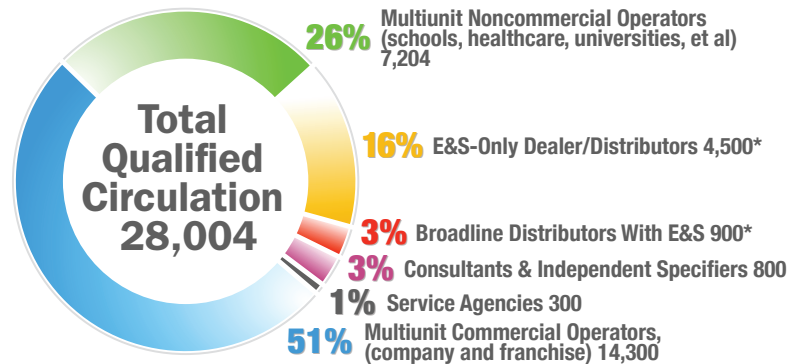
2 **Only *FER*** reaches your customers right when they're making E&S brand purchasing decisions.

As the **only foodservice trade media to identify equipment by brand name**, *FER* is the publication your customers rely on when making brand decisions.

FER SUBSCRIBERS BUY BIG

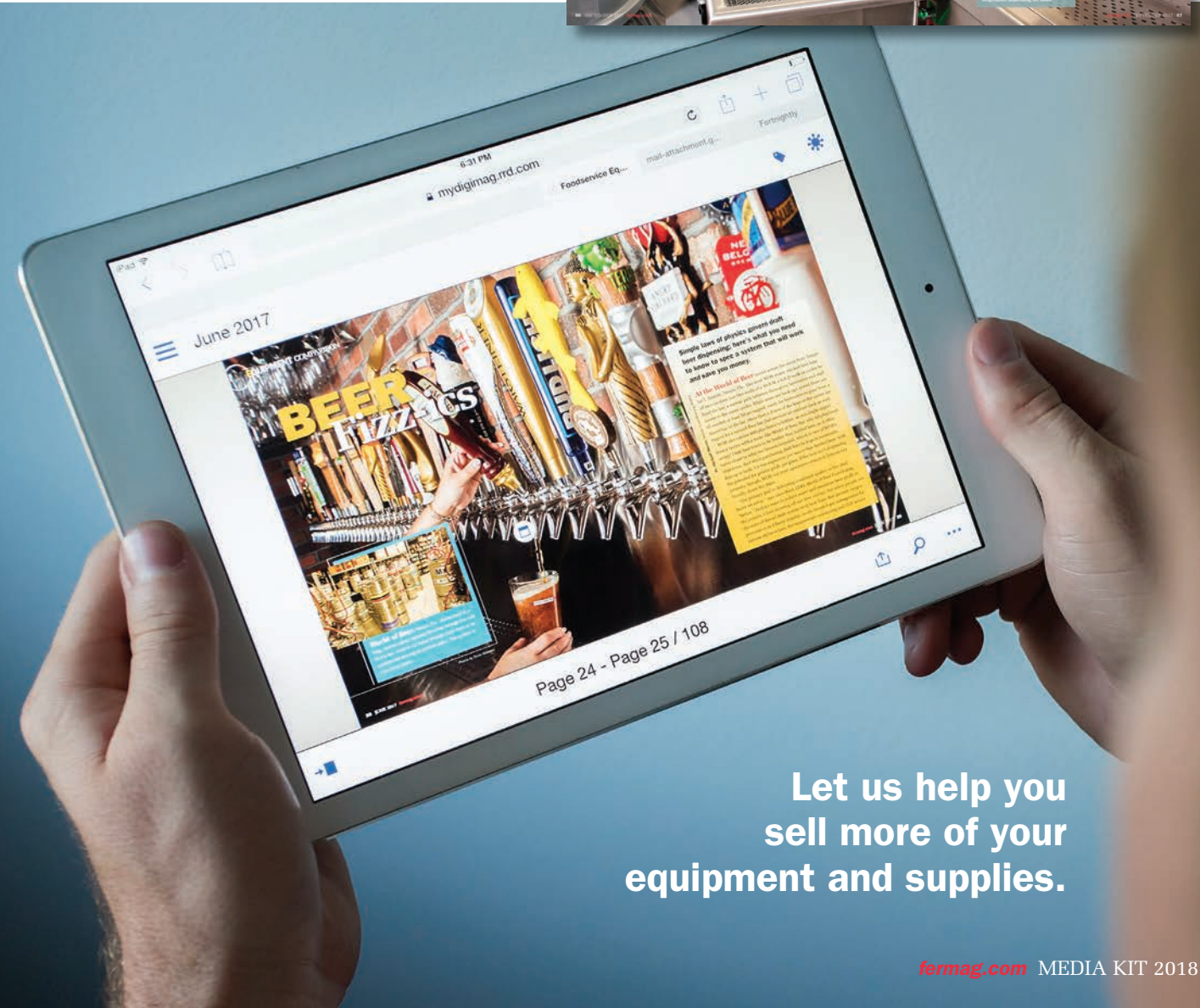


FER PRINT CIRCULATION BY BUSINESS SEGMENT



**FER* will increase dealer and broadline distributor circulation by 3,000 in early 2018. Source: BPA Worldwide Brand Report

3 **We are the Foodservice E&S Experts.** *FER*'s editors are the most experienced and knowledgeable about equipment and supplies anywhere. They make technical information accessible and educate your buyers about what to look for when they buy your E&S products. *FER*'s publisher and sales staff know more than anyone, anywhere, about how the E&S market works.



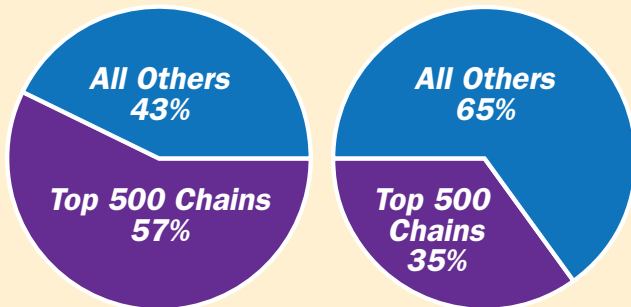
Let us help you sell more of your equipment and supplies.

We Are The E&S Market Experts: Exclusive Hard-Number Forecasts, Channel Knowledge, Trends

MULTIUNIT OPERATORS DOMINATE A FRAGMENTED MARKET

Share Of Restaurant Sales
(\$522 Billion)

Share Of Restaurant Units
(638,160)



Top 500 chains dominate the restaurant market in sales according to Technomic Inc. data.

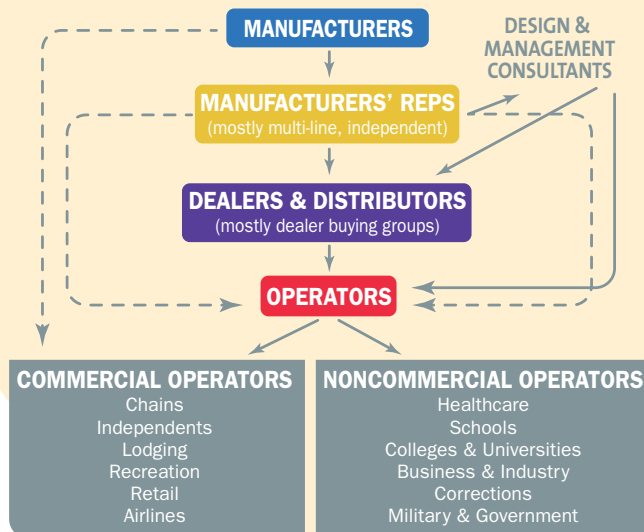
Source: Technomic 2017 Top 500 Chain Restaurant Report

A HUGE AND DIVERSE MARKET

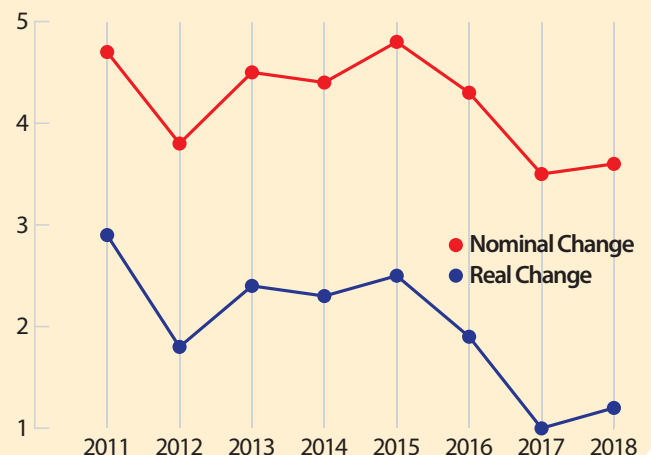
Category	2017 Mfr. Sales (\$ Millions)
Primary Cooking Equipment	\$2379.012
Refrigeration & Ice Machines	\$3040.025
Storage & Handling Equipment	\$870.894
Serving Equipment	\$1526.720
Food Preparation Equipment	\$622.101
Warewashing & Sanitation Equipment	\$1052.352
Furnishings & Custom Fabrication	\$754.070
Smallwares	\$823.402
Tabletop	\$1239.435
Total Equipment	\$10245.174
Total Supplies	\$2062.837
Total Industry	\$12308.011

Source: NAFEM "Size & Shape of the Industry," 2016;
FER 2017 Forecast.

COMPLEX BUYER/SPECIFIER/ DISTRIBUTION CHANNELS



MARKET TO GROW FOR 9TH STRAIGHT YEAR



Real and nominal percentage changes in E&S market growth 2011-2018. 2017 and 2018 numbers are forecasts. All numbers are FER estimates and forecasts.

Connect To Customers In Print

FER Media offers marketers and advertisers multiple broad and targeted media channels to connect with your specific E&S buyer/specifier customers in print media, in digital media and at face-to-face events.

Foodservice Equipment Reports has won 52 awards for editorial and design excellence, including a 2017 Jesse H. Neal Award, the business media's most prestigious editorial award, because we know how to make the technical aspects of your products and complexity of the foodservice E&S business easy to understand, accessible and visually compelling. E&S buyers and specifiers rely on us to inform their brand decisions and help them do their jobs.

1 **Foodservice Equipment Reports:**

Hitting your customers' desktops every month, this is where you begin to build your brand's exposure. Chock full of E&S product information and comparisons, trends, news, original research—these are issues customers hang on to, ready to reference when it's time to buy.

Print Circulation: 28,000; 31,000 beginning February 2018.



2 **Worldwide Buyers Guide:** The most comprehensive global directory of foodservice equipment, supplies and furnishings suppliers available, the WBG tells your customers who makes everything, everywhere in the world. But you must advertise to receive highlighted product source listings in print—and online. **Print Circulation: 31,000, plus an additional 10,000 digital circulation outside the U.S. and Canada.**



3 **Focus On Healthcare Foodservice:** Healthcare foodservice calls for a special set of foodservice equipment and supplies and FER is the resource for healthcare foodservice E&S buyers. Each quarterly issue features an equipment comparison and a design article that details an exemplary healthcare foodservice facility. **Print Circulation: 7,500 including 5,000+ beyond FER healthcare and consultant subscribers.**



4 **Focus On Specifying Supplies:** A unique sponsored-content vehicle designed to connect suppliers of cookware, kitchen tools, storage containers, tabletop, serving- and buffetware to large buyers/specifiers of these products. Advertisers work with FER editors to develop content that helps buyers/specifiers choose the right products for their operations. **Print Circulation: 28,000 in January; 31,000 beginning April 2018.**

(See enclosed: FER's June 2017 BPA Worldwide Brand Report for more details and documentation of print products' circulation.)

Will you be there when they're ready to buy?

Dwell time to shelf time. When FER readers finish each issue, they hang on to it for future reference because FER is the only foodservice publication that tells them how to specify and buy equipment and supplies and identifies equipment by brand name.

FER is the ongoing resource for busy E&S buyers across the entire industry.



CONNECT

Connect To Customers Online And Digitally

FER Media offers advertisers and marketers a uniquely valuable website, and five broad and targeted e-newsletters. We also offer a host of customized e-blasts and other digital options.

NEW THIS YEAR

FER Media completely rebuilt and redesigned its website and digital platform in 2017. The new website enhances SEO, is responsive for various digital platforms, has much more robust user-tracking and internal search capabilities, and a host of other features. During late 2017 and early 2018, **FER** will also integrate its circulation database with its digital platform, allowing more detailed demographics on users and their digital activities.

Fermag.com

Stay in front of E&S spec/buyers online and on the go with *fermag.com*; no advertising medium in foodservice is more targeted, capturing users at the exact time they're identifying suppliers and E&S channel services, and seeking in-depth product specifying content in **FER** equipment comparisons and other feature archives. The website also offers marketers' white paper, video and other lead-generation capabilities. Your **FER** sales rep can provide more details on every aspect of the website.

FER Fortnightly: This biweekly e-newsletter delivers E&S industry news, regulatory updates and economic developments that impact the entire E&S spec/buying operator community and its channel partners from reps and dealers to consultants—again, **FER** covers the entire E&S industry. **Average circulation Jan.-June 2017: 15,907.**

FER Dealer Report: Need to reach your dealers? Catch them when they're reading the "hometown newsletter," the bi-weekly e-news for dealers about dealers, their suppliers and the business that's just between the two channels, including buying group developments, personnel changes, mergers and acquisitions and more. **Average circulation Jan-June 2017: 8,719.**



FER E-Product News: Have new products you want to promote? Let **FER** get the word out in this quarterly paid product e-newsletter—it goes to a greatly expanded base of operators, dealers, consultants, service agents and manufacturers' reps. **Average circulation Jan-June 2017: 32,347.**

FER Worldwide Report: Your customers are opening units overseas. Keep up with them and in front of them with a banner ad next to key global foodservice news, including who's opening where. WWR is the world's only e-newsletter covering the global E&S market, trends and economic developments affecting foodservice abroad as well as international trade shows and more. **Average circulation Jan-June 2017: 20,733.**



FER Maintenance & Service Report: In the mature U.S. foodservice market, operators are determined to get the most from their equipment assets. This targeted monthly e-newsletter helps them understand how to maintain and maximize up-time of their equipment, and how to get it fixed when it does need service. The newsletter also features news of servicers, parts distributors and manufacturer warranty programs and practices. The audience includes **FER**'s total digital qualified operator file, plus more than 6,000 service agents and other parts buyers. **Average circulation Jan-June 2017: 24,927.**

For more detailed metrics on **FER** digital products, consult your **FER** sales rep.

FER Digital Edition: Current and archived replica, interactive editions of **FER** date back through 2013. A ready reference keeping your ads front, center and current anytime anyone researches equipment. The digital edition is also sent monthly to all qualified **FER** subscribers who have not opted out of receiving it. **Average monthly circulation Jan.-June 2017: 14,576.** (See **FER**'s June 2017 BPA Worldwide Brand Report for more details and documentation.)



"**FER**'s timely and detailed comparative reviews of equipment allow me to make informed choices when I'm considering replacements or new applications. **FER** is my 'go-to' source for equipment and design innovation."

— **Larry Jones**, V.P. Operations Integration Captain D's LLC, V.P. Grandy's

"**FER** has been a valuable tool for both our foodservice directors and executive chefs in all of our facilities. It provides the most comprehensive and up-to-date information on equipment and technology in this ever-changing industry. I especially find the *Focus On Healthcare Foodservice* to be a great resource. The layout and design sections were invaluable during the renovation of the cafeteria in one of our largest facilities. I recommend it to all of our staff."

— **Mary Ann Moser**, RD, Division Director, Food & Nutrition Services, North Texas Central Supply Chain, Parallon Supply Chain Solutions



"**FER** magazine has been extremely valuable in assisting me with writing hundreds of specifications for a National Master Standing Offer, which is used to procure all equipment for our bases, ship and field-feeding platforms across Canada. I am always eager to read the newest version and refer to past versions for guidance."

— **Louis Duchesne**, FCSI, Facilities and Equipment Analyst, Department National Defence, Government Of Canada



Leverage **FER's Unique Events** To Connect With Customers And **FER's Exclusive Research & Market Knowledge** To Enhance Your Understanding Of The E&S Market And Your Brand

For FER customers meeting certain eligibility requirements, **FER's** exclusive events offer suppliers unique one-on-one networking with the largest and most important E&S buyers/specifiers in the industry. Sponsorship opportunities provide increased visibility and attendee benefits.

FER's President's Preview E&S Market Forecast

Geared to C-suite execs and sales and marketing heads for leading E&S manufacturers, the President's Preview is the event you want to participate in to ensure informed planning and budgeting for the coming year. Publisher Robin Ashton provides hard-number forecasts and analysis of the current economy, operator trends, international trends, equipment pricing, materials pricing, top manufacturers and top dealers by sales and the E&S market. **The forecast is presented annually through a series of webinars in August.**

MUFES: Our biennial Multiunit Foodservice Equipment Symposium brings together top-tier equipment specifiers/buyers from major and emerging restaurant chains with **FER** advertising partners for three days of immersive learning and exceptional networking in a five-star setting. Ratio of operator to advertiser is one-to-one and the group is limited to fewer than 150. Content is high level, technical and focused on equipment, energy efficiency and emerging technologies. This is where connections are made with the key buyers at chains. **The next MUFES is scheduled for Jan. 27-29, 2018. You must advertise to attend.**



FER Industry Excellence Awards Gala

An exclusive event held in conjunction with The NAFEM Show, the **FER** Industry Excellence Awards Gala is the only E&S awards event where the who's who of the industry honor the best and brightest from every segment and channel—operators, dealers, manufacturers' reps, service agents and consultants. This is truly an all-industry event with exceptional sponsorship opportunities and exposure. **FER's next Industry Excellence Awards Gala is scheduled in conjunction with The NAFEM Show 2019.**

FER Knows Your Customers And The E&S Market; FER Reader Rated Brand Research Helps You Understand How Your Brand Stacks Up

No one knows more about the foodservice E&S market than **FER**. We know how large operators specify and buy products and understand the complexities of the distribution channels. We deliver the market's *only* hard-number estimates and forecast industry growth. **FER's** publisher, editors and sales staff can help you understand the market.

FER's Reader Rated brand differentiation research helps suppliers understand how our multiunit operator, dealer and consultant readers perceive your brands versus your competitors' in a nuanced and detailed way.

For pricing and to order **FER** research products or consulting services, e-mail Robin Ashton at rashton@fermag.com.

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.



For information on print features and product coverage, write or call:

Beth Lorenzini
Editor-in-Chief
blorenzini@fermag.com
847/873-0340

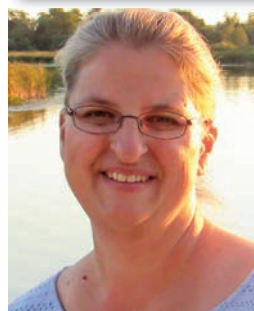


For information on print and digital news (non-product) coverage:

Jan Ashton
News Editor
jashton@fermag.com
847/224-3592



Allison Rezendes
Managing Editor
arezendes@fermag.com
224/241-8082



For information on listings in FER's Worldwide Buyers Guide and Services Guide:

Christine Palmer
Directory Editor
cpalmer@fermag.com
847/648-0059

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.

Healthcare foodservice calls for a special lineup of foodservice equipment and this quarterly *FER* supplement is *the resource* for healthcare foodservice E&S buyers. Each issue focuses on an equipment category heavily specified in the healthcare foodservice industry and a kitchen and serverly design feature that has become one of the most-used resources for foodservice directors embarking on renovations. As in *FER, Focus On Healthcare Foodservice* identifies featured suppliers by brand name.

Print Circulation: 7,500 including 5000+ that are mailed directly to healthcare foodservice professionals in addition to *FER's* healthcare and consultant subscribers. Digital Edition is included with the *FER* Digital Editions in March, June, September and December.



ISSUE Ad Close/ Materials Due	FEATURE	DESIGN
MARCH Feb. 5/ Feb. 12	Flight-Type Warewashers	Adirondack Health, Saranac Lake, N.Y.
JUNE May 4/ May 11	Tray-Makeup Equipment	TBA
SEPTEMBER Aug. 3/ Aug. 10	Ice/Water Machines	TBA
DECEMBER Nov. 2/ Nov. 9	Tilt Skillets	TBA

Print Ad Rates

Full Page Color: \$4,395

Half Page Color (H or V): \$2,845

All Rates Gross (Include 15% agency commission)

Focus On Healthcare Foodservice Print Ad Specs (Trim Size: 8-in. Wide x 10¾-in. Deep)

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Full	7	10	8¼	11	8	10¾
Half Horiz.	7	4¾	8¼	5½	8	5¼
Half. Vert.	3¾	10	4¾	11	3¾	10¾

Please keep all live copy ¼-in. from edge of FINAL ad size.
All files should be sent as high-resolution, CMYK PDF/X-1a files.
DO NOT USE Spot, Pantone, LAB, RGB or ICC color profiles.



FER's Focus On Specifying Supplies is a new supplement that directly links suppliers of smallwares, tabletop and servingware products to the largest buyers/specifiers of durable supplies in the world. They include 31,000 multiunit operator, dealer/distributor and consultant subscribers who work for the largest operator organizations in North America and the world, across all segments.

Not Just an Ad, a Content Sponsorship

Our editors will work with sponsors in each issue to develop content to help readers understand how to choose, size, determine quantities, store, clean and other information specific to the sponsor's product categories. *FER* editors and art director will be *solely responsible* for developing, writing and designing the content portion of the supplement and will rely on sponsors for background materials, guides, information and photography.

A Foodservice "Stations" Approach

Each issue of *Focus On Specifying Supplies* will take a station-by-station approach to specifying durable supplies throughout a foodservice facility. We will work our way from receiving and storage, through prep and cooking to the front-of-house, focusing on durable supplies specifically needed for each major area of a foodservice operation.



Print Ad Rates

Full Page Color: \$7,645

Half Page Color (H or V): \$4,410

All Rates Gross (Include 15% agency commission)

ISSUE Ad Close/ Materials Due	FEATURE
JANUARY Dec. 4/ Dec. 11	Receiving & Storage
APRIL March 5/ March 12	The Prep Area
JULY June 4/ June 11	The Cookline
OCTOBER Sept. 5/ Sept. 12	The Front-Of-House

A full page ad entitles advertiser to be positioned with three pages of "sponsored" content, which is DEVELOPED, WRITTEN AND DESIGNED by the editors and art director of *Foodservice Equipment Reports*. *FER* will collaborate with advertiser on content.

A half page ad entitles advertiser to be positioned with 1½ pages of "sponsored" content, which is DEVELOPED, WRITTEN AND DESIGNED by the editors and art director of *Foodservice Equipment Reports*. *FER* will collaborate with advertiser on content.

Focus On Specifying Supplies Print Ad Specs (Trim Size: 8-in. Wide x 10¼-in. Deep)

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Full	7	9¼	8¼	10½	8	10¼
Half Horiz.	7	4½	8¼	5¾	8	5¼
Half. Vert.	3½	9¼	4¼	10½	4	10¼

Please keep all live copy 3/16-in. from edge of FINAL ad size. All files should be sent as high-resolution, CMYK PDF/X-1a files. **DO NOT USE Spot, Pantone, LAB, RGB or ICC color profiles.**

FER Print Ad Rates

BLACK & WHITE

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Full	10740	10375	9360	8800	8275	7990
2/3 page	8030	7845	7170	6620	6225	5965
1/2 page island	7285	7040	6425	6130	5650	5520
1/2 page	6380	6135	5520	5210	4825	4425
1/3 page	4510	4330	4030	3605	3405	3305
1/4 page	3570	3470	3145	2900	2760	2640

FOUR COLOR

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Spread	23500	22740	20750	19595	19095	18585
Full	13190	12820	11820	11255	10735	10445
Fractional Ads	Earned black & white rate plus \$2000					

OTHER COLOR & PREMIUM CHARGES

Matched (PMS) Color	1490
Standard (AAA) Color	790
No premium for bleeds.	

COVER PREMIUMS

(Over earned 12X 4/C rate; cover positions cannot be canceled.)

Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	25%

Furnished Insert Discounts & Business Reply Cards

Inserts must be furnished complete by advertiser. Discounts apply to black & white rates for the same number of pages. Back-up charges may be applied. Space charges for business reply cards are sized proportional to full-page black & white rate at earned frequency times two. Printing and/or production for BRCs extra. All bound-in inserts and BRCs require binding stub, tipping-in or magna-stripping. Consult publisher for charges.

No. of Insert Pages	2	4	8	12	16	24
(Each face)						
Discount	15%	25%	35%	40%	50%	60%

Agency Commission & Terms

Fifteen percent (15%) of gross billing on space, position premiums and color charges only to recognized agencies. Commission rescinded if payment not received within 30 days of date of invoice. Terms: Net 30 days. Interest penalty of 2%, compounded monthly, will be added to balances due after 30 days. No cash discount. The publisher holds both advertiser and its agency jointly liable for balances due.

General Rate Policies

Cancellations and changes cannot be accepted after closing date. Publisher reserves the right to change rates with 90 days notice, though rates for advertisers with existing contracts will be honored for duration of contract. Rates are based on number of insertions during 12-month period. Advertisers will be short-rated if within 12-month period they do not place the number of insertions upon which the rate has been based. Advertisers will receive rebates or credit toward further insertions if during 12-month period they exceed number of insertions upon which the rate has been based. Written or faxed insertion orders or contracts are required for each insertion. Publisher is not liable for delays in delivery or nondelivery due to conditions beyond publisher's control.

Advertising Acceptability

Publisher reserves the right to refuse advertising material deemed unacceptable. Publisher may require that ads with copy and graphics that too closely mimic *Foodservice Equipment Reports'* editorial style prominently carry the word "Advertisement."

List Rental

The publisher rents the magazine's circulation list for direct mail and other purposes. All rentals entail a \$300 set-up charge plus a per-name charge depending on use and format. Consult publisher for quotations.



FER Print Ad Specs

Publication Trim Size: 8½-in. Wide x 10¾-in. Deep
(Specs apply to FER)

BLEED ADS MUST BE SENT AT THE BLEED AD SIZE; FILES SENT AT THE FINAL TRIM SIZE ARE NOT USABLE.
ALL BLEED ADS MUST HAVE ¼-in. BLEED BEYOND TRIM WITH APPROPRIATE CROP MARKS.
LIVE COPY MUST BE ¼-in. INSIDE THE FINAL TRIM EDGE OF ALL ADS.

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Spread	16	10	17¼	11	17	10¾
Full Page	7½	10	8¾	11	8½	10¾
⅔ Page	5	10	5¾	11	5½	10¾
½ Page Island	5	7½	5¾	8⅞	5½	7⅞
½ Page Vertical	3⅝	10	4⅞	11	4⅞	10¾
½ Page Horizontal	7½	4⅞	8¾	5½	8½	5¼
⅓ Page Vertical	2½	10	3	11	2¾	10¾
⅓ Page Square	5	4⅞	5¾	5½	5½	5¼
¼ Page	3⅝	4⅞	4⅞	5½	4⅞	5¼

DIGITAL AD FORMATS

PDF/X-1a FILES (PREFERRED)

For more information, please visit <http://www.lsc.com/prepress/prepare-for-magazine-printing>.

1) All high-resolution images and fonts must be embedded when the PDF/X-1a file is saved.

2) PDF/X-1a files MUST be CMYK with NO ICC color profiles.

3) Only use Type 1 Fonts—No TrueType fonts or Font Substitutions. **Do not use stylized text.**

If you want bold or italicized text make sure you use the proper font.

4) Do not create PDF/X-1a files by directly exporting them out of your application program.

Use a PS file with Distiller.

5) All picture boxes should have a fill of none. A fill of white is not acceptable.

6) Place all hi-res files (300 dpi) in the document BEFORE making the postscript file.

All hi-res should be set to 4-color (CMYK) and saved as a Photoshop eps or tif files. **RGB is NOT acceptable.**

7) Illustrator files should have all unused colors and brushes removed from the file. Embed all hi-res in Illustrator files. Fonts must be converted to outline in all Illustrator files.

NO A.I. Files.

8) All Photoshop files should be EPS files. Flatten all images. **NO PSD files.**

9) Do not have any spot color in the files. Change all spot colors to process colors. Be sure all files are set to CMYK. DO NOT USE ICC PROFILES.

10) Right reading, portrait mode, 100% size, NO ROTATIONS.

11) Make one PDF file per page. Do not incorporate all pages into one PDF file.

12) Check all alignments between boxes.

13) Total area density should not exceed SWOP 300% TAC.

14) Please include standard trim, bleed and center marks in all separations. No marks should be included in the "live" image area.

15) Please include a SWOP approved color proof.

ADDITIONAL SOFTWARE SUPPORTED

All files that are not sent as PDF/X-1a compliant files will be converted at a rate of \$100/hour, a minimum charge of \$100.

Software Requirements:

QuarkXpress

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Please send a SWOP colored proof for all material.

WARNING! Publisher cannot be responsible for printing quality or correctness on materials submitted without a proof.

SUBMITTING MATERIALS:

Send insertion orders and ad material to Christine Palmer, Production Manager, *Foodservice Equipment Reports*, at cpalmer@fermag.com.

For questions, call Christine at 847/648-0059.

Ad material can be uploaded to our FTP site.

If using Microsoft Explorer:

URL: [ftp.lsc.com](ftp://lsc.com)

Username: 04-gill-ac

Password: ashton,1

After logging in, go to Page -> Open FTP Site in Windows Explorer

or View -> Open FTP site in Windows Explorer

Put files into the In folder.

If accessing the FTP account from an FTP client application:

Hostname: [ftp.lsc.com/04-gill-ac/in](ftp://lsc.com/04-gill-ac/in)

Username: 04-gill-ac

Password: ashton,1

STORAGE OF MATERIALS

Files submitted via the FTP site will be stored for 6 months and then discarded.



Fermag.com Ad Rates

All rates for *fermag.com* are gross, based on quarterly or calendar year commitment. Agencies will be paid 15% commission when payment is received within 30 days.

HOME PAGE

	Quarterly	Annually
Leaderboard	\$8,652	\$32,445
First Side Skyscraper	\$7,571	\$27,038
Other Side Skyscrapers	\$6,489	\$21,630

Sponsorships include additional ads and other benefits. Please consult your *FER* sales representative for details.

SECONDARY HOME PAGES

	Quarterly	Annually
Leaderboard	\$3,245	\$9,949
First Side Skyscraper	\$2,704	\$8,652
Other Side Skyscrapers	\$2,163	\$7,030

PRODUCT/REGION SPECIFIC

	Quarterly	Annually
All Ads	\$541	\$1,512

E&S CATEGORIES

	Quarterly	Annually
All Ads	\$8,652	\$32,445

E-Newsletter Ad Rates

FER FORTNIGHTLY

All rates gross	Per Issue	Quarterly	Annually
(24 issues as available)			
Leaderboard	\$1,297	\$7,571	\$27,038
First Side Skyscraper	\$1,082	\$6,489	\$21,630
Section Headings	\$971	\$5,408	\$19,467
Other Side Skyscrapers	\$814	\$4,326	\$16,223

FER DEALER REPORT

All rates gross	Per Issue	Quarterly	Annually
(24 issues as available)			
Leaderboard	\$1,082	\$6,489	\$21,630
First Side Skyscraper	\$971	\$5,408	\$19,467
Section Headings	\$814	\$4,326	\$16,317
Other Side Skyscrapers	\$704	\$3,785	\$13,519

FER WORLDWIDE REPORT

All rates gross	Per Issue	Quarterly	Annually
(4 issues as available)			
Leaderboard	\$2,704	\$2,704	\$8,652
First Side Skyscraper	\$2,163	\$2,163	\$7,571
Section Headings	\$1,948	\$1,948	\$6,489
Other Side Skyscrapers	\$1,622	\$1,622	\$5,408

FER E-PRODUCT NEWS

All rates gross	Per Issue	Quarterly	Annually
(4 issues as available)			
Leaderboard	\$3,245	\$3,245	\$10,815
First Side Skyscraper	\$2,704	\$2,704	\$8,652
Product Items	\$2,163	\$2,163	\$7,571

FER MAINTENANCE & SERVICE REPORT

All rates gross	Per Issue	Quarterly	Annually
(12 issues as available)			
Leaderboard	\$1,575	\$4,410	\$15,750
First Side Skyscraper	\$1,313	\$3,675	\$12,600
Section Headings	\$1,155	\$3,150	\$10,500
Other Side Skyscrapers	\$840	\$2,205	\$8,400

Website & E-Newsletter Ad Specs

All ads conform to Interactive Advertising Bureau (IAB) standard sizes.

WEBSITE

Fermag.com

E-NEWSLETTERS

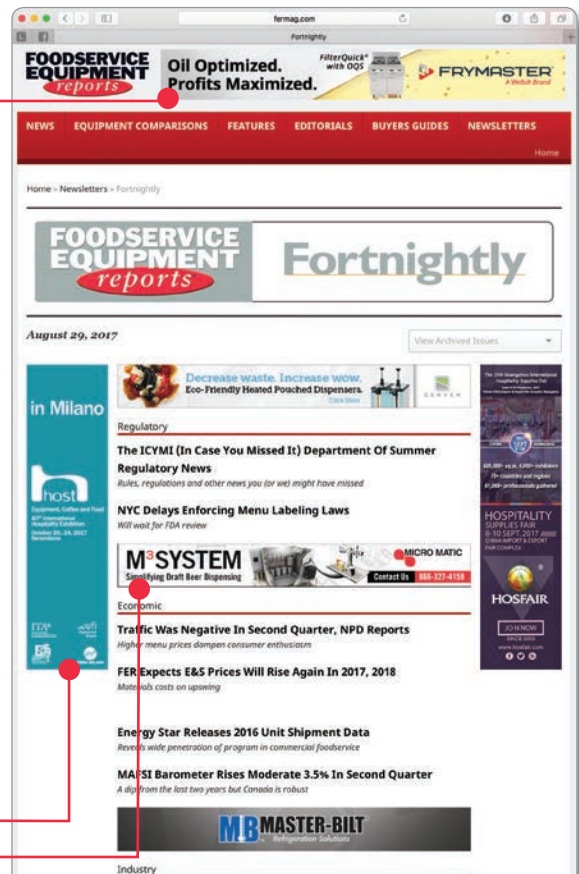
- FER Fortnightly**
- FER Dealer Report**
- FER Worldwide Report**
- FER Maintenance & Service Report**
- FER e-Product News**

WEBSITE AD SPECS

Leader Board & Footer Board: 728 points X 90 points
 Side Square: 300 points X 250 points

E-NEWSLETTER AD SPECS

Leader Board: 728 points X 90 points
 Skyscraper: 160 points X 600 points
 Section Heading: 728 points x 90 points



For more information on specifications,
 please contact Christine Palmer at
cpalmer@fermag.com.

For more information on website traffic,
 e-newsletter circulation and more,
 please contact your **FER** representative.