

2019 EDITORIAL CALENDAR & SPECIAL ADVERTISING OFFERS

DECEMBER 2018

(Ad Close [11/02/18](#)/Material Close [11/09/18](#))

FER

Equipment Comparisons: Floor Mixers; Microwaves

Exclusives: Sponsored Anniversary Issue;
FER 2019 Young Lion Awards

Feature: Maintenance: Carbonated Beverage
Dispensers

Event: The NAFEM Show Pre-Show

○ **The NAFEM Pre-Show Issue and FER e-Products News Special Edition:** Advertisers receive a product item (a \$1,840 value) in a special edition of the FER e-Product News e-newsletter geared specifically to The NAFEM Show, mailing Dec. 13. Advertisers also receive highlighted booth numbers and websites in their ads. Print issue of FER will mail early December and have bonus distribution at The NAFEM Show. Product item must be received by Nov. 19.

● Also in December, **Focus On Healthcare Foodservice**
Feature: Tilt Skillets

JANUARY 2019

(Ad Close [12/04/18](#)/Material Close [12/11/18](#))

FER

Equipment Comparison: Water Filtration

Exclusives: Industry Forecast; Operator
Perspectives; FER Management
Excellence Awards

Dealer Focus: Equipping For A Sports Bar

Event: The NAFEM Show At-Show

○ **The NAFEM Show At-Show Issue, "FER Exhibitor & Product Guide to The NAFEM Show".** Advertisers get a guaranteed product item and enhanced exhibitor listing including logo in a pull-out "Exhibitor & Product Guide To The NAFEM Show." Advertisers also receive highlighted booth numbers and websites. Print issue of FER will mail early January and have bonus distribution at The NAFEM Show. PLUS, advertisers in all three show issues receive a free second ad of similar size in January and have the additional option of buying a two-minute video interview produced by FER editors to promote their new products for \$2,500. (\$4,500 if advertiser does not buy all three of The NAFEM Show issues). Videos, limited to first eight companies to sign up, will be broadcast on FER social media platforms and *fermag.com*. Product item and logo must be received by Dec. 7.

FEBRUARY

(Ad Close [01/08/19](#)/Material Close [01/15/19](#))

FER

Equipment Comparisons: Electric Cutters/Choppers;
Fast Ovens

Exclusive: FER Industry Service Awards

Feature: Anatomy Of A Pastry Station

Events: The NAFEM Show Late-Breaking

○ **The NAFEM Show Late-Breaking Show Issue:** For last-chance The NAFEM Show promotion, this issue will mail early February and be distributed at the show. Advertisers receive a product item (a \$1,840 value) in a special edition of the FER e-Product News e-newsletter geared specifically to The NAFEM Show, mailing Jan. 31, 2019. Product item must be received by Jan. 14. PLUS Advertiser ad bonus: ½-pg.-or-more advertisers receive a FREE ¼-pg. "Advertiser Showcase" ad in a later show issue. Advertisers in both the February and March issues receive TWO ¼-pg. ads.

MARCH

(Ad Close [02/05/19](#)/Material Close [02/12/19](#))

FER

Equipment Comparison: Fryers

Exclusive: Best Practices For Fats, Oils, Grease

Features: Fabrication; Maintenance: Reach-ins

Dealer Focus: Top 5 Spec Tips For Fryers

○ **Advertiser Ad Bonus:** ½-pg.-or-more advertisers receive a FREE ¼-pg. "Advertiser Showcase" ad in a later show issue. Advertisers in both the February and March issues receive TWO ¼-pg. ads.

● Also in March, **Focus On Healthcare Foodservice**
Feature: Refrigerated Bases

TESTIMONIAL

ROGER McCLENDON

Yum! Brands (recently retired)

"FER is a great resource for the latest trends and emerging issues for the restaurant industry across the value chain. They have been instrumental in facilitating important topics such as engineering, equipment manufacturing and innovative technologies related to operations and supply-chain trends. They are a valuable partner and dedicated to providing value to our industry."



APRIL

(Ad Close 03/05/19/Material Close 03/12/19)

FER

Equipment Comparisons: Bar Systems; Sous Vide
Exclusive: Guide To Warranties
Feature: Maintenance: Waffle Makers
Event: NRA Pre-Show

○ **Special NRA Show Publisher's Mailing:** 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.

● Also in April, **Focus On Specifying Supplies – Back-Of-House**

MAY

(Ad Close 04/03/19/Material Close 04/10/19)

FER

Equipment Comparisons: Mobile Hot Cabinets;
Waste Disposers
Exclusive: Outfitting Patio Dining
w/Product Gallery
Feature: Anatomy Of A Wok Station
Dealer Focus: Equipping For Chicken Concept
Event: NRA At-Show/KI Awards

○ **Special NRA Show Promotion Package:** 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 early May. Advertisers' booth numbers and websites highlighted. Bonus distribution at the NRA Show.

JUNE

(Ad Close 05/02/19/Material Close 05/09/19)

FER

Equipment Comparisons: Walk-Ins;
Waterless Hot Wells
Exclusives: FER Top Dealers Report
Feature: Maintenance: Broilers
Dealer Focus: Top 5 Spec Tips For Walk-Ins
Event: Noncommercial Conference Overview

○ **Special Publisher's Mailing And Email List:** Advertisers receive publisher's mailing of supplied 4-pg. brochure to FER Top Dealers. PLUS: FREE 500-name noncommercial operator email list.

● Also in June, **Focus On Healthcare Foodservice**
Feature: Plate Dispensers & Heaters

JULY

(Ad Close 06/05/19/Material Close 06/12/19)

FER

Equipment Comparison: Ice Machines
Exclusive: FER Industry Awards Recap
Feature: Anatomy Of A Burger Makeup Station

○ **Worldwide Buyers Guide Bonus:** Advertisers in July and the 2020 Worldwide Buyers Guide receive a FREE ¼-pg. ad in the buyers guide.

● Also in July, **Focus On Specifying Supplies – Bar Supplies**

AUGUST

(Ad Close 07/05/19/Material Close 07/12/19)

FER

Equipment Comparisons: Warewashing;
Hot Holding Merchandisers
Exclusive: Energy Star Roundup/Energy Efficiency
Feature: Maintenance: Hot Water Tanks
Dealer Focus: Equipping For An Asian/
Noodle Concept

○ **Special FER e-Product News Video Product Promotion:** Advertisers receive FREE product item in special video edition of FER e-Product News. Supplied video can run on FER's fermag.com website and/or link to site of advertisers' choice.

SEPTEMBER

(Ad Close 08/02/19/Material Close 08/09/19)

FER

Equipment Comparisons: The Pizza Issue:
Prep Tables; Hearth Ovens
Exclusive: Adapting For Delivery
Feature: Sheeters/Rounders

○ **Direct Mail List and Special Brand Research Opportunity:** FREE 500-name direct mail list of your choice.

● Also in September, **Focus On Healthcare Foodservice**
Feature: Retherm Systems

2019 EDITORIAL CALENDAR & SPECIAL ADVERTISING OFFERS

OCTOBER

(Ad Close 09/04/19/Material Close 09/11/19)

FER

Equipment Comparison: Ventilation, Makeup Air Design

Features: Anatomy Of A Scrapping Station, Maintenance

Event: HX: The Hotel Experience At-Show

HX Show Special: Advertisers get a FREE 500-name headline distributor or operator direct-mail or email list of their choice. Advertisers' HX booth numbers and websites highlighted.

• Also in October, **Focus On Specifying Supplies – Front-Of-House**

NOVEMBER

(Ad Close 10/08/19/Material Close 10/15/19)

FER

2020 Worldwide Buyers Guide

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, 13,000+ worldwide digital bonus circulation. Total circulation: 44,000+.

DECEMBER

(Ad Close 11/06/19/Material Close 11/13/19)

FER

Equipment Comparisons: Combis; Prerinse Sprayers

Exclusive: Sponsored Anniversary Issue

Feature: Maintenance

Dealer Focus: Top 5 Spec Tips For Combis

FER Anniversary Special Section: Companies celebrating anniversaries in 2019 or 2020 can promote the event in a special FER Anniversary Section. For the price of a full-page ad and editorial fee, FER editors will interview and write a short history of the company. Reprints and digital copies of article plus ad will be available.

• Also in December, **Focus On Healthcare Foodservice Feature:** Meal-Delivery Carts

FER SPECIAL SUPPLEMENTS

FER's Focus On Healthcare Foodservice:

Healthcare foodservice calls for a special lineup of foodservice equipment and this quarterly FER supplement is the resource for healthcare foodservice E&S buyers.



FER's Focus On Specifying Supplies

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.

