Celebrating 70 years of creating original content for the E&S foodservice professional
About FE&S

Foodservice Equipment & Supplies (FE&S) is the authority of the nearly $11.4 billion equipment and supplies industry, which includes equipment, smallwares, tabletop products, furnishings and custom fabrication. Our commitment to being an original content creation company offers our readers the most authentic information. Through our print and digital channels, along with our industry-leading events, FE&S has the power to connect your company with the foodservice E&S industry like no other media outlet.

Our Audience

Subscriber Base 27,556

- Commercial Foodservice Operators 38.5%
- Non-Commercial Foodservice Operators 23.1%
- Dealers 23.4%
- Foodservice Facilities Consultants 7.4%
- Broadline Distributors 5.3%
- Service Agencies and Others Allied to Field 2.3%

June 2017 BPA Statement
Purchasing Power

The decision-makers you want to reach subscribe to FE&S. Specifically, the equipment they approve or authorize to purchase, recommend, sell or specify, include:

93.38% purchase, recommend, sell or specify at least one product

Market Share

FE&S magazine continues to be the industry standard for news in the foodservice E&S community. And the manufacturers recognize that fact as they choose to promote their brands within our publication year after year.

Source: Readex Research, combined September 2016 and February 2017 results

Source: MediaRadar, August 2017
Editorial Mission: Original & Authentic Content

For the past 70 years, FE&S has stuck to its editorial mission of delivering the most authentic and original foodservice E&S insight. Each issue brings readers in-depth knowledge of the latest trends, innovations, best practices and solutions to develop and maintain cutting-edge and successful foodservice operations. This philosophy built a strong foundation of trust and created an industry bond. FE&S features real-world applications presented not only by our award-winning editors, but also by the people on the front line.

Columns & Departments

Rotating articles offering comprehensive and functional content, case studies and viewpoints for sustained success:

- DSR of the Month
- Operator’s Opinion
- Trends
- Facility Design Project of the Month
- Consultant’s Viewpoint
- A Pro You Should Know
- Market Spotlight
- Chain Profile
- On-Site Profile
- People & Events
- Products
- Parting Shot

DSR of the Month – A monthly profile of one of the industry’s most accomplished dealer sales reps

Facility Design Project of the Month – A comprehensive exploration of one of the best and newest completed foodservice operations

Market Spotlight – A close-up look at different operator segments and the factors impacting their businesses, plus an overview of the purchasing considerations operators should weigh when buying specific E&S items

Products – These come directly from you, the manufacturer. Submit your product for consideration to our editorial team.
Why Do You Read FE&S?

It’s always interesting to read the different perspectives by members within the foodservice equipment community.

– Scott Reitano, Reitano Design Group

FE&S is an important tool in my arsenal for competing in today’s environment. It is the one publication I read cover to cover each month.

– Brad Pierce, Restaurant Equipment World

FE&S inspires forward thinking; helping a multitasker stay on top of restaurant trends, creative design alternatives and equipment evolutions through articles, webcasts and industry events.

– Beth Kuczero, Equipment Dynamics Inc.

My staff and I read FE&S every month. The content you provide is awesome for both new employees and long-time ones as well.

– Gene Clark, Clark Associates, Inc.

FE&S keeps me on the front lines of what’s going on in the business — from equipment, design and operator issues.

– Gawain Guy, C&T Design and Equipment

Awards

Many publications may state they are the best, but only FE&S can accurately make that claim – as recognized with its 30 national and regional awards* for editorial and design since 2012. All other competitors combined have only 23. When our readers pick up the magazine, they can be assured the best content within the industry.

In addition to having the magazine win some of the most prestigious and competitive awards in the B2B publishing industry, both our Publisher and Editorial Director have been recognized with some of the highest honors, as well.

Maureen Slocum, Publisher, Top Women in Media, Entrepreneur, 2014, Folio
Joe Carbonara, Editorial Director, Editor of the Year, 2017 Finalist (winner announced in October), Folio

Awards Won Since 2012

| All other competitors combined: 23 awards | FE&S 30 national and regional awards |

*Does not include Honorable Mentions or Finalist designations
Research and Special Coverage

Research and data have become significantly more prevalent in today’s world. Data is only meaningful, though, when analysis and interpretation complement it, which is what FE&S delivers to buyers and decision-makers. FE&S is at the forefront of supplying, examining, and explaining original industry research to arm its readers with the most thorough information throughout the year. Accompanied with special coverage of major topics within the industry, FE&S delivers an all-encompassing look at the whole foodservice E&S community.

March
Performance in Tabletop Awards
FE&S celebrates some of the industry’s best tabletop installations in this yearly awards feature. Foodservice operators, dealers, manufacturers and reps are invited to submit entries recognizing a tabletop installation, meaning the way all the products work together. Enter by going to FESmag.com/2018tabletop then talk to your sales rep about getting extra brand messages into the issue focusing on everything tabletop.

April
Distribution Giants
This annual listing of the top 100 foodservice equipment and supplies dealers by sales volume is the industry’s original and most comprehensive look at the dealer community’s performance. It helps dealers benchmark their progress against that of their peers, provides operators and consultants a context to view supply chain partners, and serves as a key indicator of the E&S industry’s general economic health.

May
Dealer of the Year
In conjunction with FE&S’ annual Dealer of the Year and Industry Awards Gala, our cover story will feature the annual Dealer of the Year, the most time-honored and prestigious award a foodservice equipment and supplies dealer can receive. May also features the winner of FE&S’ Facility Design Project of the Year. Conveniently paired with the NRA Show, this issue is one every player within the E&S community should be in.

July
C&U Foodservice
Break out your school colors. It’s time to go back to college! Well, looking at trends in college and university foodservice operations, at least.

Leading C&U dining administrators and consultants provide insights on what’s happening today and what’s ahead in three key topic areas: culinary trends, how college dining spaces are changing to better meet the needs of students, and technological advances. There is a lot everyone in the industry can learn from C&U foodservice operators, which is why we dedicate so much coverage in this issue and why it will reach all key NACUFS members.
August

**Healthcare Foodservice**

Healthcare foodservice remains one of the most complex operator sets in the foodservice industry. Today’s healthcare foodservice can’t simply serve a quality, better-for-you plate of food.

Whether you have a primary focus on this market or are just delving into healthcare, this issue is one you should have a presence in.

September

**2019 Industry Forecast**

Research conducted across FE&S operator and dealer subscribers examines industry challenges and projects the effects of those challenges on purchasing and the supply chain.

Also included in the study: operator and dealer sales projections, planned E&S purchases by product category and other data to help the industry plan for the year ahead.

October

**Best in Class**

For more than 15 years FE&S’ Best in Class research has asked foodservice operators, dealers and consultants to cast their votes for the best of the best among foodservice E&S manufacturers. The readers of FE&S evaluate manufacturers in more than 45 product categories on 7 key criteria.

December

**2019 E&S Directory**

When decision-makers who buy, recommend and specify foodservice equipment and supplies are looking for information, they turn to FE&S’ Directory. Ensure you are one of the approximately 1,800 suppliers across more than 700 categories in this special issue. The online directory is the most-established equipment and supplies directory available today.

[FESmag.com/products/e-s-directory](http://FESmag.com/products/e-s-directory)

**The FE&S NAFEM Show Planning Guide**

Readers looking for an inspirational starting point when planning for The NAFEM Show turn to FE&S’ Planning Guide. We offer an insider’s view on practically everything NAFEM Show related. Polybagged with the December E&S Directory issue, this is a can’t miss opportunity to get your brand and booth promos in front of our readers.
Special Advertising Sections

Advertisers are always seeking ways to stand out from the crowd with unique, high-impact opportunities. FE&S offers just that, with a way to tell your story to our readers in an editorial environment in print and online. Choose from a variety of trending topics and work with our talented copywriters to develop a combination editorial and advertisement that aligns with your marketing strategy.

**February: Senior Living**
*Special Ad Close: November 21 | Special Material Close: December 12*
A decade ago, residents of senior living communities were solely focused on dining convenience, but today expectations have significantly increased and become more challenging to meet. Rather than traditional cafeterias, many operations feature extensive dining service programs that include full-service restaurants, bistro and coffee shops. With this changing dynamic, advertisers can showcase how they equip the senior living segment with solutions to meet the broadening customer demands.

**March: In the Drink**
*Special Ad Close: December 22 | Special Material Close: January 16*
There’s so much content in the beverage equipment category that we had an entire year-long series on it in 2017. This year, it’s your turn! No matter what type of drinks you focus on – coffee, tea, carbonated beverages, beer, wine, smoothies, frozen drinks, and everything else in between – showcase your product and equipment solutions to help provide our readers with information on expanding their beverage program.

**June: Equipment Time Savers**
*Special Ad Close: March 23 | Special Material Close: April 16*
Everyone wants to save time. In the foodservice industry, it’s all about improving efficiency – in prep, in cooking, in serving, etc. Every minute and second counts toward satisfying the customer while still offering them the highest quality product. Does your equipment help operators save time in the kitchen? Then this is the section for you.

**October: Unique Uses for Equipment**
*Special Ad Close: July 27 | Special Material Close: August 17*
Sure each piece of equipment has a common use that everyone knows about when they purchase. But what if there’s another use that few operators know about? What if instead of buying a separate piece of equipment – potentially from your competitor – an operator could use your product to produce similar (if not better) results? Now is the time to spill the secrets to our readers about some of the unique ways they can utilize your equipment.

**November: Catering**
*Special Ad Close: August 27 | Special Material Close: September 17*
According to Catersource, catering revenues are at an all-time high, with the industry totaling $49.2 billion. With so much stiff competition, how do operators stand out? What are ways to step up their game? This is a section where you can present your case studies of helping an operators’ catering business take off to new heights.
Rates

- One-Page Combo: half-page ad / half-page advertorial = $6,995 gross
- Two-Page Spread: full-page ad / full-page advertorial = $9,995 gross

Both print opportunities include an online version of the article hosted on FESmag.com. These special rates are for advertisers within the special advertising sections only.
## 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE: 11/29/17</td>
<td>AD CLOSE: 1/2/18</td>
<td>AD CLOSE: 1/31/18</td>
<td>AD CLOSE: 2/28/18</td>
<td>AD CLOSE: 3/29/18</td>
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<tr>
<td>MATERIALS: 12/6/17</td>
<td>MATERIALS: 1/9/18</td>
<td>MATERIALS: 2/7/18</td>
<td>MATERIALS: 3/7/18</td>
<td>MATERIALS: 4/5/18</td>
</tr>
</tbody>
</table>

### Feature 1
- Future Foodservice Leaders

### Feature 2
- Designing & Equipping for Smaller Footprints

### Feature 3
- Training Best Practices

### Market Spotlight
- Breakfast/Lunch
- Food Processor
- Griddles
- Juicers
- Toasters

### Special Series: Functional by Design
- Dry and Cold Storage

### Waste Management
- State of Waste Management in Foodservice

### Special Advertising Section
(see pages 8-9 for more details)
- Senior Living
- In the Drink

### Quarterly Product Knowledge Guide
(see pages 12-13 for more details)
- The Pizza Supplement
  - Conveyor Ovens
  - Deck Ovens
  - Dough Mixers
  - Ice Machines
  - Pizza Prep Tables
  - Portion Scales
  - Warewashers
- Bar Design
  - Back Bar
  - Refrigeration
  - Blenders
  - Bottle Coolers
  - Draft Beer Systems
  - Glassware
  - Undercounter
  - Dishmachines

### Webcasts
- Renovation Best Practices
- Bar Design
- Dealer of the Year May 19

### FE&S Events

### Added Value
- Ad Readership Study
- Sales Lead Program
- International Restaurant & Foodservice Show
- NRA Show

### Bonus Distribution
- Foodservice Equipment & Supplies
- Special Series:
- 12-13
- Added Value
- Events for Webcasts
- more details)
- Features
- Face-to-Face
- Policies
- Practices
- Practices
- Practices
- Practices
- Practices
- Practices
- Practices
- Practices
- Practices
- Practices
### JUN
- **AD CLOSE:** 4/27/18
- **MATERIALS:** 5/4/18
- **Flexible Foodservice Design**
- **Operator Purchasing Study**
- **Warm Up to Wood-Fired Equipment**
- **Sports Bars**
  - Back Bar Refrigeration
  - Draft Beer Systems
  - Fryers
  - Walk-ins
- **Salad Bars**
- **Treatment and Disposal**
- **Equipment Timesavers**
- **Consultants’ Roundtable**
- **Sales Lead Program**
  - NACUS
  - SNA
  - Tour the Design Trends

### JUL
- **AD CLOSE:** 5/31/18
- **MATERIALS:** 6/7/18
- **College & University Foodservice**
- **Noodles/Asian**
  - Freezers
  - Hibachi Grills
  - Rice Cookers
  - Wok Ranges
- **Teaching Kitchens**
- **Monitoring Progress Through Data and KPIs**
- **Prep Areas**
  - Blast Chillers
  - Food Processors
  - Prep Sinks
  - Slicers
  - Tiltling Skillets
  - Walk-ins
  - Work Tables
- **Prepare Areas**
  - Blast Chillers
  - Food Processors
  - Prep Sinks
  - Slicers
  - Tiltling Skillets
  - Walk-ins
  - Work Tables
- **AHF Western Foodservice & Hospitality Show**
- **NACUS**
- **HX/BDNY Show**

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**Note:** Information on the editorial calendar is subject to change.
The Quarterly

Product knowledge is the lifeblood of any foodservice professional. Understanding the ins and outs of each product category becomes essential to writing a spec or making an informed buying decision.

The Quarterly Product Knowledge guide, produced by FE&S, fills that need. In 2018 we introduce theme issues, which will focus on a particular set of equipment and the innovations, applications and tips and tricks of each and so much more. If you manufacture a product within these categories, advertising in the Quarterly will secure a place for your brand and marketing message in this critical reference tool for E&S decision-makers.

How Do You Read The Quarterly?

50.3% Read Specific Categories

44.2% Keep in Product Reference Library

27.2% Read Entirely

10.9% Referenced when needing product info

Source: Readex Research, combined September 2016 and February 2017

Editorial Calendar

<table>
<thead>
<tr>
<th>Quarterly Issue</th>
<th>Theme</th>
<th>Product Categories</th>
<th>Advertiser Bonus</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>Pizza</td>
<td>● Conveyor Ovens ● Deck Ovens ● Dough Mixers ● Ice Machines ● Pizza Prep Tables ● Portion Scales ● Warewashers</td>
<td>Ad Readership Study</td>
</tr>
<tr>
<td>May</td>
<td>Bars</td>
<td>● Back Bar Refrigeration ● Blenders ● Bottle Coolers ● Draft Beer Systems ● Glassware ● Undercounter Dishmachines</td>
<td>NRA Show</td>
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<tr>
<td>August</td>
<td>Prep Areas</td>
<td>● Blast Chiller ● Food Processors ● Prep Sinks ● Slicers ● Tilting Skillets ● Walk-Ins ● Work Tables</td>
<td>AHF Western Foodservice &amp; Hospitality Expo</td>
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<tr>
<td>November</td>
<td>Cooklines</td>
<td>● Braising Pans ● Combi Ovens ● Convection Ovens ● Fryers ● Ranges ● Refrigerated Chef’s Bases ● Ventilation</td>
<td>HX/BDNY Show</td>
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### Advertising Opportunities

- **Full page ad, includes product listing**
- **½ page horizontal ad, includes product listing**
- **½ page paid product listing**

### Rates (Gross)

<table>
<thead>
<tr>
<th>Program</th>
<th>Full-Page Rate in The Quarterly</th>
<th>Half-Page Rate in The Quarterly</th>
<th>Paid Listing in Product Showcase</th>
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<tbody>
<tr>
<td>12x Program in FE&amp;S</td>
<td>$5,760</td>
<td>$3,865</td>
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<tr>
<td>9x Program in FE&amp;S</td>
<td>$6,715</td>
<td>$4,510</td>
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<td>6x Program in FE&amp;S</td>
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<td>$4,830</td>
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<td>3x Program in FE&amp;S</td>
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<tr>
<td>1x Rate</td>
<td>$9,595</td>
<td>$6,440</td>
<td>$2,350</td>
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</tbody>
</table>

### Actions Taken After Seeing Product Information or Ads

- Visited advertiser’s website: 55.8%
- Filed for future use: 41.5%
- Discussed with others: 41.5%
- Recommended a product/service: 34.7%
- Passed along to others: 26.5%
- Purchased/ordered a product/service: 22.4%
- Contacted dealer, supplier, or rep.: 15.6%
- Contacted advertiser directly: 10.2%

*Source: Readex Research, combined September 2016 and February 2017 data*
Print Rates & Specs

Four-Color Print (Gross)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>12x</th>
<th>9x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
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<tbody>
<tr>
<td>Spread</td>
<td>$16,310</td>
<td>$16,900</td>
<td>$17,315</td>
<td>$17,670</td>
<td>$18,020</td>
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<td>Page</td>
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<td>$9,945</td>
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<td>½ Page Island</td>
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<td>$6,440</td>
<td>$6,570</td>
<td>$6,815</td>
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<tr>
<td>½ Page</td>
<td>$5,350</td>
<td>$5,475</td>
<td>$5,600</td>
<td>$5,780</td>
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<td>¼ page</td>
<td>$3,655</td>
<td>$3,890</td>
<td>$4,135</td>
<td>$4,300</td>
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Cover Rates (Gross)

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<th>1x</th>
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<tbody>
<tr>
<td>Outside Back</td>
<td>$11,995</td>
<td>$12,430</td>
<td>$12,730</td>
<td>$12,995</td>
<td>$13,250</td>
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<tr>
<td>Inside Front</td>
<td>$11,515</td>
<td>$11,935</td>
<td>$12,220</td>
<td>$12,475</td>
<td>$12,720</td>
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<tr>
<td>Inside Back</td>
<td>$11,035</td>
<td>$11,435</td>
<td>$11,715</td>
<td>$11,955</td>
<td>$12,190</td>
</tr>
</tbody>
</table>

Inserts

Contact your FE&S sales rep for details.

Insert Shipping Instructions: Send all inserts, with month of issue indicated to:

Foodservice Equipment & Supplies
c/o Publishers Press
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218
Phone: 800.627.5801

Add $315 for 2/c matched rates

Supplied Inserts: Contact Publisher

Back-Up Charge: $675 per page; $980 per spread

Size Requirements

Trim Size: 8 ¾" x 10 ¾" (width x height)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non-Bleed Trim Size (set crops at these specs for ads with margins)</th>
<th>Bleed Trim Size (set crops at these specs, extend bleed areas ⅛&quot; beyond crops, keep all text and logos ⅛&quot; within trim size)</th>
<th>Bleed Area (includes trim and bleed, ⅛&quot; along outer edge will be trimmed off by printer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (gutter bleed)</td>
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<td>16 ⅛&quot; x 10 ⅛&quot;</td>
<td>17&quot; x 11 ¾&quot;</td>
</tr>
<tr>
<td>Page</td>
<td>7&quot; x 10&quot;</td>
<td>8 ⅞&quot; x 10 ⅞&quot;</td>
<td>8 ⅞&quot; x 11 ⅛&quot;</td>
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<tr>
<td>½ Page Island</td>
<td>4 ½&quot; x 7 ½&quot;</td>
<td>5 ⅞&quot; x 7 ⅞&quot;</td>
<td>5 ⅞&quot; x 8 ⅞&quot;</td>
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<tr>
<td>½ Page Vertical</td>
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<td>4&quot; x 10 ¼&quot;</td>
<td>4 ¼&quot; x 11 ½&quot;</td>
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<td>7&quot; x 4 ¾&quot;</td>
<td>8 ⅞&quot; x 5 ¼&quot;</td>
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<td>2 ⅞&quot; x 10 ⅛&quot;</td>
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<tr>
<td>½ Page Square</td>
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<td>5 ⅞&quot; x 5 ⅞&quot;</td>
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<tr>
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<td>4&quot; x 5 ¼&quot;</td>
<td>4 ¼&quot; x 5 ½&quot;</td>
</tr>
</tbody>
</table>

Ad Submission: Email advertising files to: FES_AdProduction@zoombagroup.com. Subject line should specify issue date, i.e. February 2018 FE&S

Production Questions? Contact Anne LoCascio, Production Manager, at anne@zoombagroup.com or 800.630.4168 x115
PDF File Preparation
- PDF X-1A version 1.3 (Adobe 4) mandatory
- Convert all color space to CMYK
- Embed all fonts to outlines
- All images should be 300 dpi, embedded in your file
- Flatten layers/transparencies
- Proofs are no longer required

Download ad templates to aid your design team at:
www.zoombagroup.com/ad-templates
FESmag.com

Website Stats & Advertising
In addition to being the print leader, FE&S is the authority when it comes to the online audience as well. Whether in the office or on-the-go, FESmag.com is the resource the E&S industry turns toward for relevant and original content, breaking news stories and expert advice. With visitor rates increasing each year – a 193% increase in traffic since 2011 – FESmag.com attracts the foodservice professionals you want to reach.

• Nearly 55,000 page views per month*
• 33,000+ visits per month*
• 23,500 unique visitors per month*

Online Rates & Specs

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Target</th>
<th>Specs/Max File Size</th>
<th>Gross Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Run-of-Site</td>
<td>728 x 90 pixels (80k)</td>
<td>$1,725</td>
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<td>Top Button</td>
<td>Run-of-Site</td>
<td>205 x 90 pixels (80k)</td>
<td>$545</td>
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<tr>
<td>Rectangle #1</td>
<td>Run-of-Site</td>
<td>300 x 250 pixels (80k)</td>
<td>$1,610</td>
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<tr>
<td>Rectangle #2</td>
<td>Run-of-Site</td>
<td>300 x 250 pixels (80k)</td>
<td>$1,495</td>
</tr>
<tr>
<td>Rectangle #3</td>
<td>Run-of-Site</td>
<td>300 x 250 pixels (80k)</td>
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<td>Skyscraper</td>
<td>Home Page</td>
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<td>$660</td>
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<td>Sponsored Text #1</td>
<td>Run-of-Site</td>
<td>Up to 175 characters</td>
<td>$1,840</td>
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<td>Sponsored Text #2</td>
<td>Run-of-Site</td>
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<td>Full Banner</td>
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<td>$745</td>
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<tr>
<td>Interstitial</td>
<td>Site Entry</td>
<td>640 x 480 pixels (80k)</td>
<td>$1,380/week</td>
</tr>
</tbody>
</table>

* Average figures between January and August 2017

Submit your ad files to:
FESonline@zoombagroup.com
All files are due five business days prior to launch.

The following applies to all digital display ad files:
• All Flash ads require the SWF file saved in Flash v10.1 or lower using ActionScript v1.0 or 2.0
• Max file size is 1MB
• Set Flash ads “wmode” attribute set to either “opaque” or “transparent”
• 30-second max animation loop is allowed
• All SWF files must be submitted with an invisible button as the topmost layer and use the (actionscript 1.0 or 2.0): on (release) {getURL (clickTAG,”_blank”)} click-tag
• Interaction or audio with the ad only takes place if user clicks within the ad
• Banners that require/install plug-ins are unacceptable
• Ads are accepted from third-party vendors including PointRoll, Eyeblaster, Atlas and others
Other FESmag.com Opportunities

**FESFlix**
Post your videos on a site where people go each day to find information strictly about foodservice E&S. FESFlix provides 24/7 on-demand access to your videos – whether training, promotional or educational. *FE&S* creates your own video channel and will promote to our E&S audience.

- Channel with 5 videos @ $5,500 net/year
- Channel with 3 videos @ $3,800 net/year
- Channel with 1 video @ $1,750 net/year

**E&S Directory**
When decision-makers who buy, recommend or specify foodservice equipment and supplies are looking for information, they turn to *FE&S*’s Directory. Ensure you are one of the approximately 1,800 suppliers across more than 700 categories. The online directory is the most established equipment and supplies directory available today.

FESmag.com/products/e-s-directory

**Make sure your company stands out from the crowd**

<table>
<thead>
<tr>
<th>Listing Description</th>
<th>Cost (advertiser)</th>
<th>Cost (non-advertiser)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold Listing (print)</td>
<td>$100 each</td>
<td>$300 each</td>
</tr>
<tr>
<td>Logo Added (both print &amp; online)</td>
<td>$495 each</td>
<td>$600 each</td>
</tr>
<tr>
<td>Online enhanced listing</td>
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<td>$300 each</td>
</tr>
<tr>
<td>Online category leaderboard ad</td>
<td>$995</td>
<td>—</td>
</tr>
</tbody>
</table>
FlashNews

The on-the-go foodservice E&S professional always seeks relevant content at their fingertips. With nearly 40% of emails opened on a mobile platform, FE&S is rolling out its new mobile-friendly version of FlashNews.

Containing the content that our 26,000+ subscribers have come to know and love, FlashNews is the weekly news source for foodservice professionals. It features breaking news and commentary covering people, events, operations and trends in the industry. Align your brand message with the only weekly newsletter covering the E&S community.

Rates & Specs (Gross)

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Size</th>
<th>12x</th>
<th>4x</th>
<th>1x</th>
<th>Spec Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
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<td>$1,950</td>
<td>$2,170</td>
<td></td>
</tr>
<tr>
<td>Rectangle #1</td>
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<td>$1,600</td>
<td>$1,910</td>
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<td>Rectangle #2</td>
<td>300 x 250</td>
<td>$1,400</td>
<td>$1,680</td>
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<tr>
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<td>$1,190</td>
<td>$1,430</td>
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<td>$955</td>
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<tr>
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<td>$1,600</td>
<td>$1,910</td>
<td>$2,125</td>
<td>JPG, GIF or PNG files accepted; 72 dpi, 80KB max file size</td>
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<tr>
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<td></td>
<td>$1,190</td>
<td>$1,430</td>
<td>$1,590</td>
<td>Up to 7-word headline; body text up to 40 words; one image of 100 x 100; JPG, GIF or PNG files accepted; provide linking URL</td>
</tr>
</tbody>
</table>

Ad submissions:
Send to FEOnline@zoombagroup.com
Materials due: All files are due five business days prior to launch.
The Specifier

FE&S keeps foodservice design consultants, equipment buyers and specifiers knowledgeable about equipment with a series of project-based articles, product overviews and more.

Rates & Specs (Gross)

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<tr>
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<td>$1,495</td>
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</table>

Ad submissions: Send to FESonline@zoombagroup.com

Materials due: All files are due five business days prior to launch.
eMarketplace

Foodservice E&S professionals are constantly seeking the hottest products to specify for their operations. With FE&S’ eMarketplace, you, the manufacturer, get to put your innovative products in front of 33,000 operators and decision-makers.

Introduce your latest product, or keep an existing one at the forefront of the industry, with a spot in the newsletter. Each product feature displays an image with an overview of its features and benefits for the foodservice equipment and supplies professionals.

Rates & Specs

<table>
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<th>Ad Position</th>
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<th>Spec Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-come, first-served</td>
<td>$1,995</td>
<td>Up to 7-word headline; body text up to 300 characters; one product image of 310x200; JPG, GIF or PNG files accepted; provide linking URL; company logo (EPS file preferred); contact name and email to receive online form submissions</td>
</tr>
</tbody>
</table>
Video Library eNewsletter

You’ve just produced this cool new video that will benefit the foodservice industry professional. But how do you maximize its reach? Send it to more than 33,000 pairs of eyes – all of which are the decision-makers for either purchasing, recommending or specifying equipment and supplies.

Have a new How-To video? Introducing a new product to the market? Capture that perfect case study on video?

Whatever your message, FE&S’ special Video Library eNewsletter is the perfect vehicle. The best part is we’ll take readers to wherever your video is housed: your website, YouTube channel, or even if you’d rather, have it housed on our website. The choice is yours!

Choose a deployment date: February, June or October

32,000+ subscribers

Spec Notes:
- Up to 7-word headline
- Body text to describe the video of up to 300 characters
- One image of 310 x 200 in JPG, GIF or PNG file format
- Provide linking URL to video

Rate: $1,995 gross

Ad submissions:
Send to FESonline@zoombagroup.com
All files are due five business days prior to launch.
Tabletop Trends eNewsletter

A great restaurant experience doesn’t just mean great food anymore. The rise of social media has customers constantly snapping pictures of their meal, making presentation and cohesiveness of the tabletop that much more important.

This new eNewsletter mirrors the eMarketplace newsletter, but will exclusively feature the hottest products and latest trends on the table. Ensure your placement as a top trending product in this targeted email.

28,000+ subscribers

Rates & Specs (Gross)

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</tr>
</tbody>
</table>

Ad submissions: Send to FESonline@zoombagroup.com
All files are due five business days prior to launch.
Custom eNewsletters

Looking for an exclusive, high-leverage way to promote your brand? Reach the loyal E&S professionals who actively read FE&S eNewsletters with one or a series of blasts. Work with FE&S’ award-winning editorial team to put together custom articles along with company product information, news, events, etc. The possibilities are endless!

Target a specific portion of our list, blast it out to the entire audience, or send to a listing of your clients: the choice is yours. We’ll work with you to ensure your brand message gets out to the right people at the right time, complete with your branding. Price upon request.

Choose from 36,000+ E&S professionals

17.5% average open rate
Webcasts

Looking for a combination of branding and sales leads? FE&S’ webcasts produce hundreds of live registrants plus the ability for hundreds more to register and watch on-demand. FE&S produces four webcasts per year, each focusing on a specific topic. This year, our webcast topics include Renovation Best Practices, Bar Design, Consultants’ Roundtable, and Food Safety. These powerful educational tools provide CEU credits for FCSI and other foodservice organizations.

Nearly 500 registrants on average

56:30 average minutes spent on webcasts

Sponsorship Deliverables

- Logo placement and sponsorship recognition in all FE&S promotions (magazine, eNewsletters, online ads, webcast registration page)
- Voice-over “ad” during webcast, plus logo and link displayed on webcast screens
- Detailed registrant information for post-event marketing
- Continued sponsorship recognition during 12-month on-demand period online

Rate: $7,995 gross (limit 5 sponsors per webcast)

Webcast Schedule

FEBRUARY  Renovation Best Practices
There are numerous facets to keep in mind when a restaurant renovation decision is made. And the employees in both the front of the house and back of the house will be affected. With our unique set of readers, we bring our FE&S audience and our sister publications’, restaurant development + design, subscribers together to discuss the importance of communication between the two and other best practices to consider when renovating.

APRIL  Bar Design
Which factors make for great bar design? Key points include tailoring the space and equipment to its purpose, announcing the intent and expertise of the beverage program, and encouraging social interaction and flow. We’ll dive deep into the junction between equipment needed, design and function when developing and designing the bar space.

JUNE  Consultants’ Roundtable
For the second consecutive year, we will bring a panel of foodservice consultants together to discuss some of the significant trends and challenges shaping kitchen design today. They’ll share insights and inspiration from years of experience and address bridging technology and design, common kitchen design missteps, and more.

SEPTEMBER  Food Safety
Once again, FE&S will host an annual Food Safety webcast. This always-popular forum ties into the National Restaurant Association’s National Food Safety Education Month, which has been held each September for more than 20 years. The specific topic will be identified further into 2018 but will focus on a key area of food safety education.
Web Exclusive
Sponsored Content

FE&S is built on original content. Our readers crave it. Now it’s your turn to reach the decision-makers of the foodservice equipment and supplies industry with custom-curated content.

Already have content?
Supply the images and copy to FE&S and we’ll add it to the Sponsored Content section on FESmag.com. We’ll even include it in a special bi-monthly eNewsletter, promoting your content and generating clicks.

Need help with the content?
No problem! We’ll match you with one of our award-winning editors. This mutually agreed upon topic is your opportunity to tell a story that aligns with your marketing strategy and our readers’ needs.

Whether you’d like an interview-style piece with one of your Chefs or Service Agents, or a case study that shows how your product has helped their operations, or any other article format, we’ll work with you to provide a high-quality story that our readers want to dig into.

Benefits
- Appears alongside like editorial content on website
- Housed within Sponsored Content tab on FESmag.com for one full year
- Featured in special bi-monthly eNewsletter
- Special add-ons within other FE&S eNewsletters available

Price upon request.
Connect with your regional sales representative to come up with a plan that works for you.
Dealer of the Year & Industry Awards Gala

What: The Dealer of the Year and Industry Awards Gala, presented annually by Foodservice Equipment & Supplies magazine — often called “The Golden Globes of Ovens and Stoves” — honors the best and brightest across the industry, including dealers, dealer sales reps, consultants, manufacturers’ reps and service agents. In 2018, we will not only be honoring our Dealer of the Year, but will have special programming to celebrate FE&S’ 70th anniversary.

When: Saturday, May 19, 2018
Where: The Four Seasons Hotel Chicago
Who: 350+ industry titans attend

For sponsorship information, please contact Maureen Slocum at maureen@zoombagroup.com.

Check out the videos and pictures of past events at FESDealerOfTheYear.com.
Foodservice Equipment & Design
Global Thought Leadership Summit

September 10-12, 2018
Radisson Blu Aqua Hotel | Chicago

Zoomba Group is in a unique position where we communicate every day with just about every realm of the foodservice industry. Our readers range from commercial and non-commercial operators and hoteliers to the designers and architects who have built those operations to the equipment dealers, distributors, service agents and consultants.

And we are committed to bringing all these very important foodservice industry experts together. Thus, 2018 brings the second installment of the FED Global Thought Leadership Summit.

From September 10-12, we bring all these executives and thought leaders together for a true cross-channel, cross-function event. These are the contacts and decision-makers you, the supplier, are looking to connect with. At the invitation-only FED Summit, you’ll have two full days to network with contacts from every corner of the foodservice and design industries all while discovering their needs and concerns for the future.

Sponsorships are extremely limited, so don’t miss this every-other-year inspirational opportunity to be in front of the right people at the right time in the right environment.

www.FEDThoughtLeadership.com
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