



Foodservice

equipment & supplies

||||| 2019 MEDIA KIT |||||

FESmag.com

PUBLISHED BY



zoomba group

WHO IS FE&S?



Foodservice Equipment & Supplies (FE&S) is the longest-running publication to inform the nearly \$11.4 billion E&S industry. As the recognized industry leader, we strive to enhance the reader and advertiser experience.

The dedication to our craft keeps *FE&S* the leading media authority devoted to covering the foodservice E&S industry. In addition to the print magazine, we deliver content across a multitude of channels to reach readers in every way they consume industry information.

By producing high-quality, daily digital content, upgrading to mobile-friendly email newsletters in 2018 for an easier read, plus hosting industry leading events, *FE&S* has the power to connect your company with the foodservice E&S industry like no other media outlet.

Award-Winning Editorial and Design

Only *FE&S* can accurately claim to be the best and back it up with its 39 national and regional awards* for editorial and design since 2012. All other competitors combined have only 32. When our readers pick up the magazine, they can be assured that they are reading the best content that the industry has to offer.

In addition to having the magazine win some of the most prestigious and competitive awards in the B2B publishing industry, our publisher, editorial director and art & production assistant 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 Top 5 Winner, Folio

Eric Uhl, Art & Production Assistant
Rising Star 2018, Folio

Awards Won* Since 2012

FE&S

39

All other competitors combined

32

*Does not include Honorable Mentions or Finalist designations.

ORIGINAL & AUTHENTIC

FE&S continues to stick 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 businesses. Whether an operator, dealer, manufacturers' rep, service agency, consultant, or any other professional who supports the foodservice industry, *FE&S* is the must read industry book.

This philosophy extends the strong foundation of trust *FE&S* writers maintain with readers. That bond translates easily into feature stories that share real-world applications, strategies and examples.

Columns & Departments

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

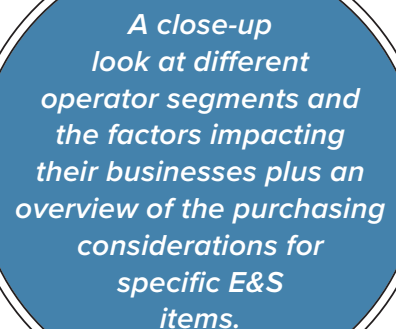
- DSR of the Month
- Consultant's Viewpoint
- A Pro You Should Know
- Facility Design Project of the Month
- Chain Profile
- Operator's Opinion
- On-Site Profile
- Market Spotlight
- Trends
- Products



A monthly profile of one of the industry's most accomplished dealer sales reps



FE&S' comprehensive exploration of one of the best and newest completed foodservice operations



A close-up look at different operator segments and the factors impacting their businesses plus an overview of the purchasing considerations for specific E&S items.



These come directly from you, the manufacturer. Submit your product for consideration to our editorial team.

AUDIENCE PROFILE

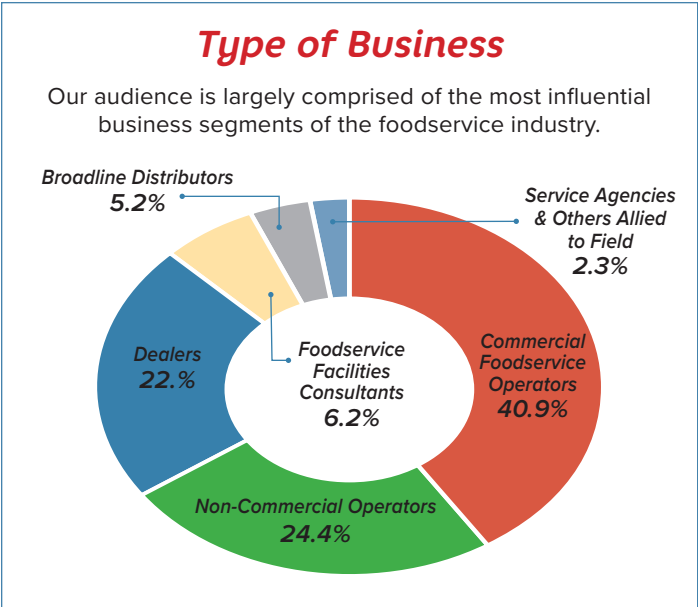
27,547 subscribers

who purchase, recommend, sell or specify foodservice equipment and/or supplies.

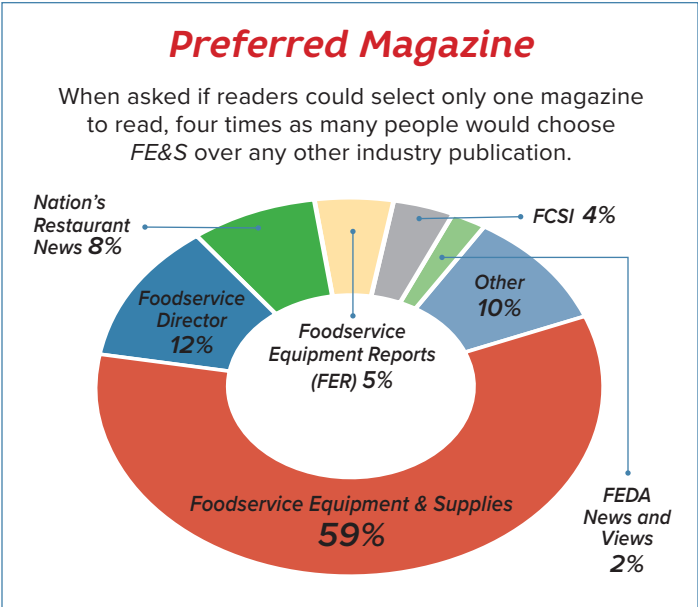
Source: June 2018 BPA Statement

Pass-along readership: 82,641

Source: Readership study conducted by Readex Research 2018 Statement



Source: June 2018 BPA Statement



Source: Readership study conducted by Readex Research 2018

Purchasing Power

The decision-makers you want to reach are subscribing to FE&S.

94.24% purchase, recommend, sell or specify at least one product

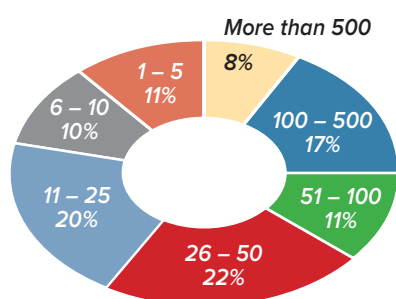
85.4% Food Preparation Equipment	65.8% Food Safety Products
81.3% Refrigeration	58.2% Custom Fabrication
78.0% Light Cooking Equipment	50.2% Supplies & Disposables
77.0% Heavy Duty Cooking Equipment	48.6% Tabletop Products
74.5% Food Storage Products	40.1% Janitorial Products
70.6% Sanitation, Warewashing, Waste Disposal Products	39.0% Technology Equipment
66.7% Serving and Dispensing Products & Equipment	

Source: Readership study conducted by Readex Research 2018

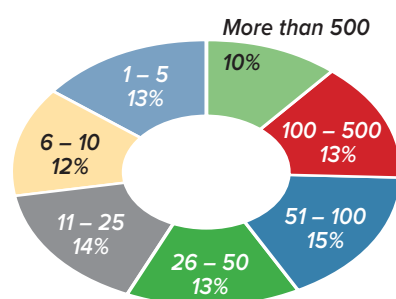
Operations Represented

The foodservice dealers, consultants and service agents who read *FE&S* work with and influence the buying of numerous operations.

Number of foodservice customer/projects worked within last 12 months



Number of foodservice outlets where you influence the purchase or spec of E&S



Source: Readership study conducted by Readex Research 2018

Preferred Ways to Read Industry News

Analysts have long predicted the demise of print, but it is alive and well in this community.



Source: Readership study conducted by Readex Research 2018

Operator Purchasing Habits

FE&S' commercial and non-commercial operator readers purchase equipment and supplies in a similar fashion, and *FE&S*' subscriber base reaches every channel that supports the foodservice industry.

Equipment Purchases by Channel

Channel	Commercial Operator	Non-Commercial Operator
Traditional Dealer	49.5%	49.0%
Broadline Distributor	14.8%	19.6%
Direct from Manufacturer	13.1%	2.8%
Online Store	10.7%	10.0%
Specialty Distributor	6.6%	8.6%
Buying Group	4.1%	7.5%
Foodservice Cash and Carry Store	1.1%	0.7%
Club Store	0.1%	1.0%

Supplies Purchases by Channel

Channel	Commercial Operator	Non-Commercial Operator
Broadline Distributor	36.7%	35.2%
Traditional Dealer	25.0%	28.3%
Specialty Distributor	15.7%	6.2%
Online Store	12.3%	10.4%
Direct from Manufacturer	6.5%	1.4%
Club Stores	1.5%	1.1%
Foodservice Cash and Carry Store	1.2%	2.3%
Buying Group	1.0%	12.1%

Source: Operator Purchasing Study conducted June 2018

RESEARCH & 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 the competition by going to FESmag.com/tabletop2019 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 37th 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 is a must to be in for every player within the E&S community.



July

C&U Foodservice

Break out your school colors, it's time to go back to college! Well, looking at the trends in the college & 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: how equipment supports culinary trends, how college dining spaces are changing to better meet the needs of students, and technological advances. Now a must-follow segment, C&U foodservice operators earn the extended coverage in this issue as the one everyone watches.



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. Rather, they must serve high-quality food across a variety of different venues while often educating the communities they serve about the benefits of healthy eating and how to incorporate better-for-you foods into their everyday lives. Much of our August issue centers on the issues, trends and innovations within the healthcare segment. Whether you have a primary focus on this market or are just delving into healthcare, you'll want a presence in this issue.



October

Best in Class

A revamped Best In Class study will be presented in 2019. FE&S' updated research study asks our readership to cast their votes for the best of the best among foodservice E&S manufacturers.

September

2020 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.

December

2020 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](https://fesmag.com/products/e-s-directory)



SPECIAL ADVERTISING SECTIONS

Special interest advertising sections in *FE&S* give you an opportunity to tell your story to our readers in an ASBPE conforming editorial environment both in print and online. Choose from a variety of trending topics and work with our award-winning editorial and design teams to develop a combination editorial and advertisement that aligns with your marketing strategy.

March: *Onsite Dining: Non-Commercial Operators' Equipment Necessities*

Special Ad Close: December 21 Special Material Close: January 18

Much has changed in the non-commercial foodservice world. These operations have gone from a place where people felt compelled to eat, to attractive destinations with inviting atmosphere and great food options. High-performing equipment plays a vital role in this transformation. Is your equipment a part of this story? If so, this section allows you to present to the industry the specific ways that equipment meets the rigid performance standards required in the non-commercial foodservice space.

June: *Beverages*

Special Ad Close: March 22 Special Material Close: April 19

Beverages mean big business for foodservice operators from all industry segments. A high-margin area, operators continue to find new ways to offer specialty and unique menu items helping to build customer loyalty and generate repeat business.

Success in the beverage arena does not come by accident. It requires thoughtful planning, design and equipment selection to facilitate high-quality guest experiences. Use this special section to showcase your beverage equipment and supplies – whether that means coffee, cocktails, craft soda or anything in between – and how those solutions can expand an operation's beverage program.

October: *Smart Technology*

Special Ad Close: July 26 Special Material Close: August 16

Smart technology is no longer the future; it's the present. Programmable equipment now turns itself on and apps and sensors allow for tracking and monitoring production in real-time. Tell the industry how equipment improvements in technology have provided a more efficient, convenient, personalized, approach to the foodservice industry.

November: *Serve It Up*

Special Ad Close: August 26 Special Material Close: September 16

Participation and efficiency are the two most important factors in a serving line. Your equipment is created to provide that, no matter where in the serving line customers interact with it. In this section we'll go down the line – from the custom fabrication, the cook-and-hold inserts, wells, induction, dispensers, kiosks and everything in-between. How has your product improved the overall appearance or effectiveness of a serving line? Here is your chance to showcase exactly how you can help others improve.



[illegible][illegible]

NOTE: *FE&S* follows ASBPE guidelines to protect the integrity of our regular editorial content with advertorial pages identified as sponsored content.

Rates

(These special rates are for advertisers within the special ad sections only.)

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

2019 EDITORIAL CALENDAR

	JAN	FEB	MAR	APR	MAY
	AD CLOSE: 11/28/18 MATERIALS: 12/5/18	AD CLOSE: 12/28/18 MATERIALS: 1/4/19	AD CLOSE: 1/30/19 MATERIALS: 2/6/19	AD CLOSE: 2/28/19 MATERIALS: 3/7/19	AD CLOSE: 3/29/19 MATERIALS: 4/5/19
Feature 1	Restaurant of the Future	5 Chain Innovators	Tabletop Awards	Hall of Fame	Dealer of the Year
Feature 2	High-Volume Kitchen Design for Non-Commercial Operators	Plating/Food Presentations for Social Media	Equipping Kosher Kitchens	Top Achievers	Facility Design Project of the Year
Feature 3	Which Comes First: Concept or Menu Development?	Virtual Reality and Foodservice Design	Bar Design	Distribution Giants	Tiny Kitchens
Market Spotlight	Brew Pubs	Mexican Restaurants	Ice Cream	Coffee to Cocktails Concepts	Healthy Eating
Special Series: Functional by Design	Deli Stations	Grab and Go	Prep Kitchens	Pastry Kitchens	Dishrooms
Special Ad Sections (see pages 8-9 for more details)			Onsite Dining: Non-Commercial Operators' Equipment Necessities		
Quarterly Product Knowledge Guide (see pages 12-13 for more details)		The Pizza Supplement Blenders Dough Mixers Pizza Ovens Portion Scales Proofing Cabinets Reach-In Refrigeration Refrigerated Prep Tables			Cafés Coffee Brewers Frozen Dessert Equipment High Speed Ovens Microwave Ovens Panini Presses Refrigerated Display Cases Toasters
Webcasts			Open Kitchens		
Added Value		Ad Readership Study	Sales Lead Program		
Bonus Distribution	NAFEM	NAFEM Pizza Expo	Int'l Rest Show Nightclub & Bar Show		NRA Show

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

E&S DIRECTORY

JUN	JUL	AUG	SEP	OCT	NOV	DEC
AD CLOSE: 4/29/19 MATERIALS: 5/6/19	AD CLOSE: 5/31/19 MATERIALS: 6/7/19	AD CLOSE: 6/27/19 MATERIALS: 7/3/19	AD CLOSE: 7/31/19 MATERIALS: 8/7/19	AD CLOSE: 8/30/19 MATERIALS: 9/6/19	AD CLOSE: 9/30/19 MATERIALS: 10/7/19	AD CLOSE: 10/30/19 MATERIALS: 11/6/19
Consultants Roundtable	10 Factors Fueling the Future of College Foodservice	The State of Room Service in Healthcare	2020 Forecast	Equipping for Menu Authenticity	Pop-Up Kitchens	
Go with the Flow (Secrets to Optimizing Workflow in Kitchens)	Truths and Myths Surrounding Zero Waste Foodservice Operations	Cannabis Kitchens	DSR of the Year	Retail Best Practices for Non-Commercial Operators	ADA Compliance	
Right Sizing Kitchens	Ventless Equipment	5 Trends in Senior Living Foodservice	Food Safety: Sanitation Best Practices	Best in Class	Open Kitchens Revisited	
School Foodservice	Vegetarian Restaurants	Mediterranean	Family Dining	Barbecue	Burgers	
Action Stations	Delivery and Takeout	Traylines	Drive-Thru Stations	Pizza Prep Areas	Service Bars	
Beverages				Smart Technology	Serve It Up	
		Catering Blast Chillers Buffetware Cook-N-Hold Drop-In Wells Induction Ranges Outdoor Grills & Rotisseries Storage / Shelving			Casinos Beverage Systems Combi Ovens Dishwashers Fryers Ranges Ventilation Systems Walk-In Refrigeration	
Consultants' Roundtable			Food Safety		Operator Roundtable	
Sales Lead Program			Ad Readership Study	Sales Lead Program		
Tour the Design Trends SNA	NACUFS	AHF Western FS Show	SHFM	NACS HOST Milano	HX/BDNY	

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. Theme issues focus on a particular set of equipment and the innovations, applications and tips and tricks of each.

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.



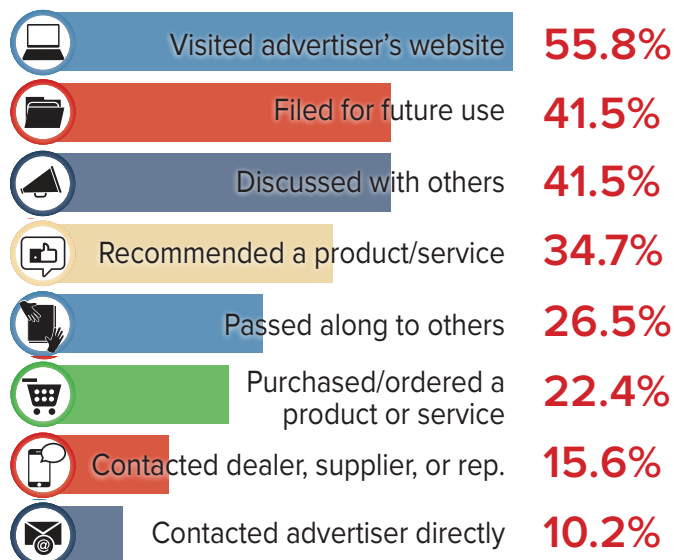
How Do You Read The Quarterly?

Read Specific Categories **50.3%**

Keep in Product Reference Library **44.2%**

Referenced When Needing Product Info **10.9%**

Actions Taken After Seeing Product Information or Ads



Advertising Opportunities



- Full page ad, includes product listing



- 1/3 page paid product listing



- 1/2 page horizontal ad, includes product listing

Product Listing Specifications

- Up to 100 words that describe the products' features and benefits
- Hi-res image that is 300 dpi when sized at 4" x 6"
- File format of JPG, PNG, TIFF or EPS
- Due on the ad close date of each issue

Program	Full-Page Rate in The Quarterly	Half-Page Rate in The Quarterly	Paid Listing in Product Showcase
12x Program in <i>FE&S</i>	\$5,760 gross	\$3,865 gross	\$2,350 gross
9x Program in <i>FE&S</i>	\$6,715 gross	\$4,510 gross	
6x Program in <i>FE&S</i>	\$7,195 gross	\$4,830 gross	
3x Program in <i>FE&S</i>	\$7,870 gross	\$5,280 gross	
1x Rate	\$9,595 gross	\$6,440 gross	

Quarterly Issue	Theme	Product Categories	Advertiser Bonus
FEBRUARY Ad Close: 12/28/18 Materials: 1/4/19	The Pizza Supplement	Blenders, Dough Mixers, Pizza Ovens, Portion Scales, Proofing Cabinets, Reach-In Refrigeration, Refrigerated Prep Tables	NAFEM, Pizza Expo, Ad Readership Study
MAY Ad Close: 3/29/18 Materials: 4/5/19	Cafés	Coffee Brewers, Frozen Dessert Equipment, High Speed Ovens, Microwave Ovens, Panini Presses, Refrigerated Display Cases, Toasters	NRA Show
AUGUST Ad Close: 6/27/19 Materials: 7/3/19	Catering	Blast Chillers, Buffetware, Cook-N-Hold, Drop-In Wells, Induction Ranges, Outdoor Grills & Rotisseries, Storage/Shelving	AHF, Western Foodservice Show
NOVEMBER Ad Close: 9/30/19 Materials: 10/7/19	Casinos	Beverage Systems, Combi Ovens, Dishwashers, Fryers, Ranges, Ventilation Systems, Walk-In Refrigeration	HX/BDNY

PRINT RATES & SPECS

Four-Color Print (Gross)

Ad Size	12x	9x	6x	3x	1x
Spread	\$16,310	\$16,900	\$17,315	\$17,670	\$18,020
Page	\$9,595	\$9,945	\$10,185	\$10,395	\$10,600
½ Page Island	\$7,295	\$7,425	\$7,545	\$7,855	\$8,115
½ Page	\$6,440	\$6,570	\$6,815	\$7,120	\$7,375
⅓ Page	\$5,350	\$5,475	\$5,600	\$5,780	\$5,895
¼ Page	\$3,655	\$3,890	\$4,135	\$4,300	\$4,420

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 LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218
Phone: 800.627.5801

Cover Rates (Gross)

	12x	9x	6x	3x	1x
Outside	\$11,995	\$12,430	\$12,730	\$12,995	\$13,250
Back	\$11,515	\$11,935	\$12,220	\$12,475	\$12,720
Inside Front	\$11,035	\$11,435	\$11,715	\$11,955	\$12,190

Add \$315 for 2/c matched rates
Supplied Inserts: Contact Publisher
Back-Up Charge: \$675 per page;
\$980 per spread

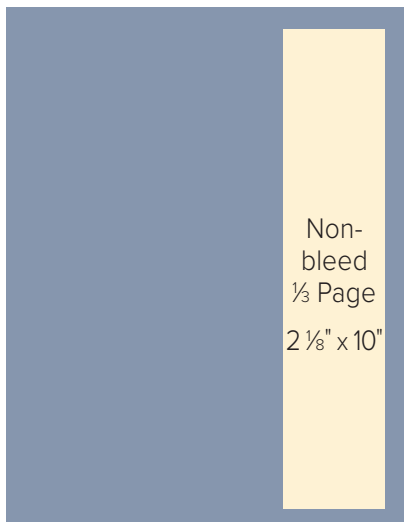
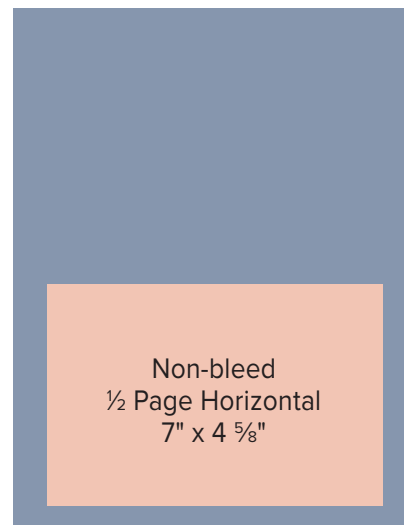
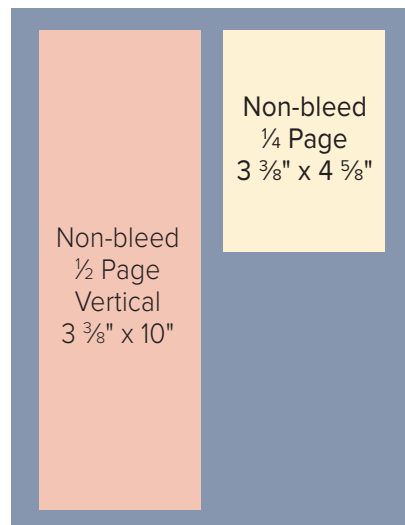
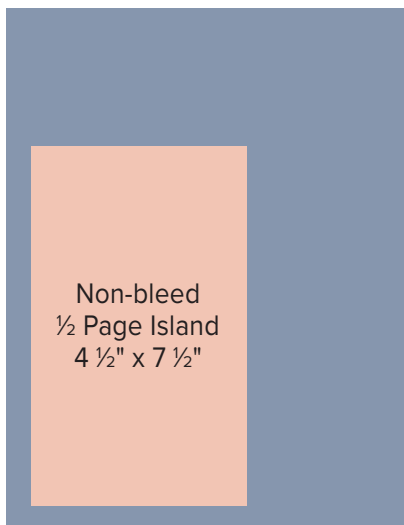
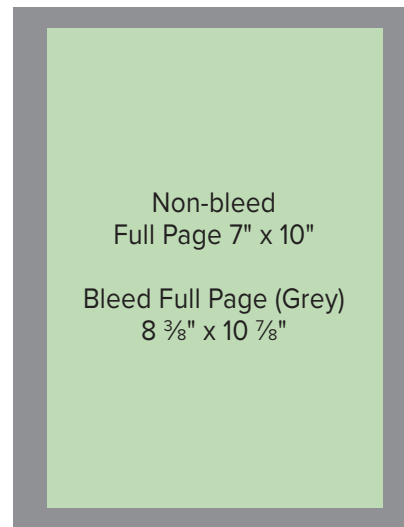
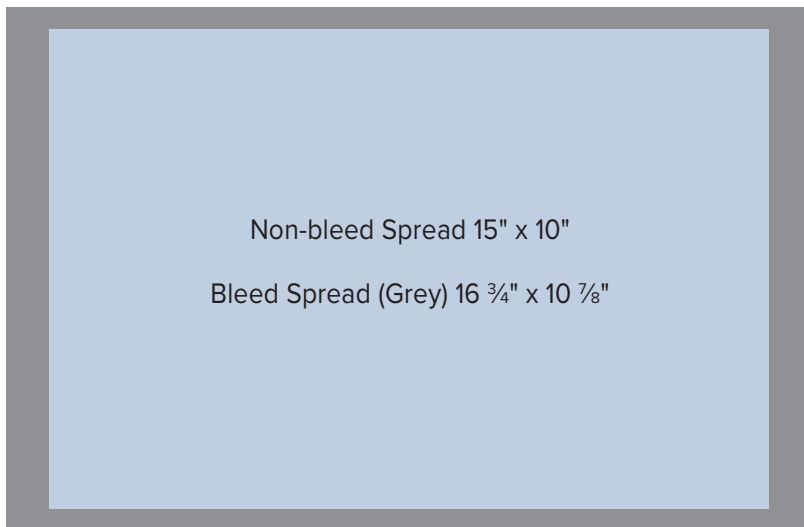
Size Requirements

Trim Size: 8 ⅜" x 10 ⅞" (width x height)

Ad Size	Non-Bleed (within margins)	Live Area (set crop marks at these dimensions)	Bleed Specs
Spread (gutter bleed)	15" x 10"	16 ¾" x 10 ⅞"	17" x 11 ⅛"
Page	7" x 10"	8 ⅜" x 10 ⅞"	8 ⅝" x 11 ⅛"
½ Page Island	4 ½" x 7 ½"	5 ⅛" x 7 ⅞"	5 ⅜" x 8 ⅛"
½ Page Vertical	3 ⅜" x 10"	4" x 10 ⅞"	4 ¼" x 11 ⅛"
½ Page Horizontal	7" x 4 ⅝"	8 ⅜" x 5 ¼"	8 ⅝" x 5 ½"
⅓ Page Vertical	2 ⅞" x 10"	2 ⅜" x 10 ⅞"	3 ⅛" x 11 ⅛"
¼ Page	3 ⅜" x 4 ⅝"	4" x 5 ¼"	4 ¼" x 5 ½"

Ad Submission: Email advertising files to:
production@zoombagroup.com. Subject line should specify
issue date, i.e. February 2019 *FE&S*

Production Questions? Contact Anne LoCascio,
Production Manager, at anne@zoombagroup.com
or 800.630.4168



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

Website Stats & Advertising

In addition to being the print leaders, *FE&S* is the authority when it comes to the online audience. 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.

As the leading news and media source for the foodservice industry, **FESmag.com** attracts the foodservice professionals you want to reach.

52,500+ pageviews
per month*

33,000+ visits per
month*

22,000+ unique visitors
per month*

*Average figures between January and August 2018

Online Rates & Specs

Ad Type	Ad Target	Specs/ Max File Size	Gross Rate
Leaderboard	Run-of-Site	728 x 90 pixels (80k)	\$1,725
Top Button	Run-of-Site	205 x 90 pixels (80k)	\$545
Rectangle #1	Run-of-Site	300 x 250 pixels (80k)	\$1,610
Rectangle #2	Run-of-Site	300 x 250 pixels (80k)	\$1,495
Rectangle #3	Run-of-Site	300 x 250 pixels (80k)	\$1,090
Skyscraper	Home Page	160 x 600 pixels (80k)	\$660
Sponsored Text #1	Run-of-Site	Up to 175 characters	\$1,840
Sponsored Text #2	Run-of-Site	Up to 175 characters	\$1,840
Full Banner	Run-of-Site	468 x 180 pixels (80k)	\$745
Interstitial	Site Entry	640 x 480 pixels (80k)	\$1,380/ week

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:

- 30-second max animation loop is allowed
- 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 most third-party ad servers. Contact your sales representative for details.

Top Button

Leaderboard

Rectangle #1

FESFlix
Video Player

Rectangle #2

Sponsored
Text Ad #1

Sponsored
Text Ad #2

Skyscraper

Rectangle #3

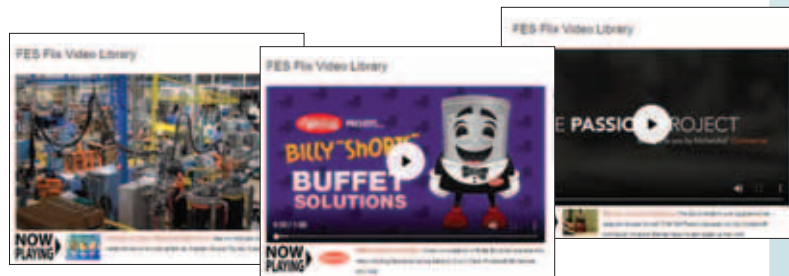
Full Banner

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 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. 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

Listing Description	Cost (advertiser)	Cost (non-advertiser)
Bold Listing (print)	\$100 each	\$300 each
Logo Added (both print & online)	\$495 each	\$600 each
Online enhanced listing	\$100 each	\$300 each
Online category leaderboard ad	\$995	—

FlashNEWS

Containing the content that our 25,000+ 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.

With the new mobile-friendly versions the overall click-through rate increased by 2.4% with average ad clicks increasing by 25% compared to 2017. Now more than ever is the time to put your brand message in FlashNews.

Rates & Specs (Gross)

Ad Position	Size	10x	5x	1x	Spec Notes
Leaderboard	728 x 90	\$1,845	\$1,950	\$2,170	JPG, GIF or PNG files accepted; up to 300 dpi, 80KB max file size
Rectangle #1	300 x 250	\$1,805	\$1,910	\$2,125	
Rectangle #2	300 x 250	\$1,585	\$1,680	\$1,865	
Rectangle #3	300 x 250	\$1,350	\$1,430	\$1,590	
Rectangle #4	300 x 250	\$900	\$955	\$1,060	
Text Ad #1		\$1,805	\$1,910	\$2,125	Up to 7-word headline; body text up to 40 words; one image of 100x100; JPG, GIF or PNG files accepted; provide a linking URL
Text Ad #2		\$1,350	\$1,430	\$1,590	

Ad submissions:

Send to FESonline@zoombagroup.com
Materials due: All files are due five
business days prior to launch.



Distributed every Wednesday

23,000+ subscribers

22% open rate

[illegible]

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 29,000 operators and decision-makers.

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

Distributed monthly
(final Thursday except in December)

29,000+ subscribers

17.2% open rate

Rates & Specs (Gross)

Ad Position	Rate	Spec Notes
Text Ad	\$1,995	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; contact name and email to receive online form submissions

Ad submissions:

Send to FESonline@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 knowledge of equipment sharp with a series of project-based articles, product overviews and more.

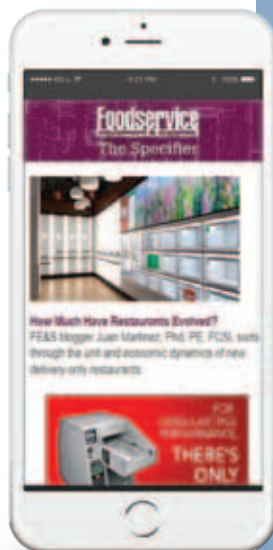
Rates & Specs (Gross)

Ad Position	Size	Rate	Spec Notes
Leaderboard	728 x 90	\$1,780	JPG, GIF or PNG files accepted; up to 300 dpi, 80KB max file size
Rectangle #1	300 x 250	\$1,705	
Rectangle #2	300 x 250	\$1,370	
Rectangle #3	300 x 250	\$1,280	
Rectangle #4	300 x 250	\$1,150	
Text Ad #1		\$1,500	Up to 7-word headline; body text up to 40 words; one image of 100x100; JPG, GIF or PNG files accepted; provide a linking URL
Text Ad #2		\$1,495	

Ad submissions:

Send to FESonline@zoombagroup.com

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



Distributed monthly (3rd Thursday)

20,000+ subscribers

18.1% open rate

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 29,000 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: **March, July or November**

Spec Notes:

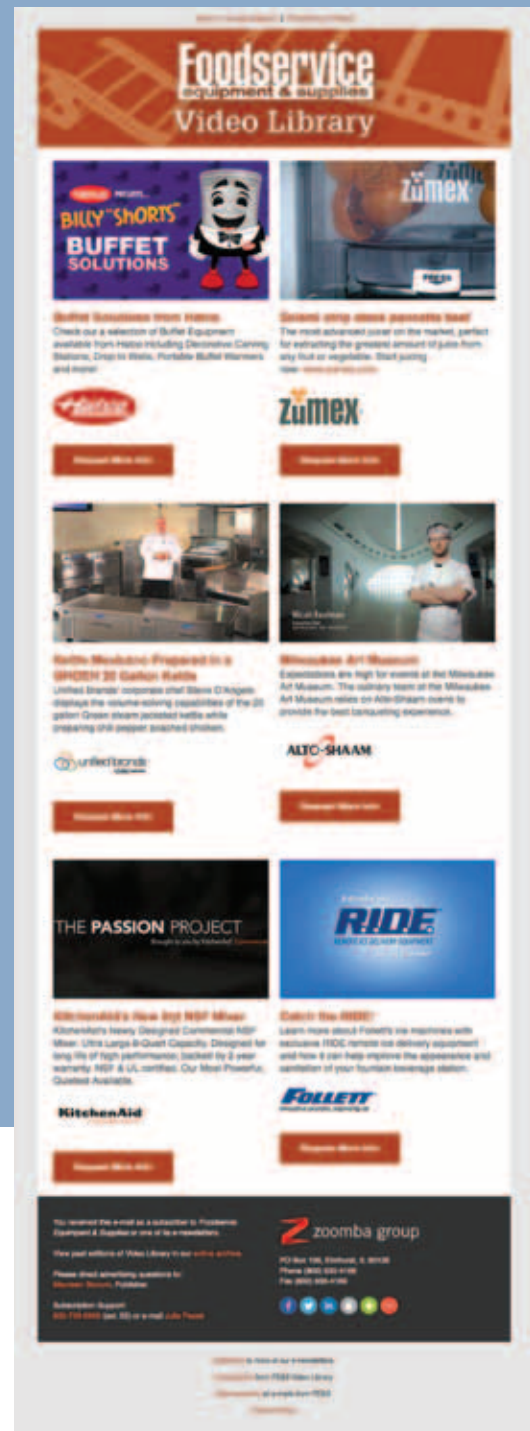
- Up to 7-word headline
- Body text to describe the video of up to 300 characters
- One image of 310 x 200 in JPG, GIF or PNG file format
- Provide linking URL to video or place view in FESFlix

Rate: \$1,995 gross

Ad submissions:

Send to FESonline@zoombagroup.com
Materials due: All files are due five business days prior to launch.

29,000+ subscribers



WEB EXCLUSIVE SPONSORED CONTENT

Do you have great content but you're unsure of where to place it? Or have you been looking to produce more content for the foodservice E&S industry? *FE&S* has you covered.

As the leading media outlet with the most robust web content, we offer the best option to present your story to our online readership. We'll also promote your content to generate clicks within our special bi-monthly eNewsletter. If you already have the content, you may simply supply us with the images and copy. If you need help with your content, 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 it's an interview-style piece, a case study, or any other article format, we'll work with you to provide a high-quality story that readers want.

Benefits

- Appears alongside editorial content on website
- Housed within "Sponsored Content" tab on FESmag.com for one full year
- Featured in special bi-monthly eNewsletter (February, April, June, August, October, December)
- Special add-ons within other *FE&S* eNewsletters available to promote your content
- Enhanced SEO

Specs for full content on FESmag.com

- Content piece of no more than 750 words
- 2-4 images in a JPG, GIF or PNG file at any size with a 10-15-word caption

Specs for teaser promo in the bi-monthly Sponsored Content eNewsletter

- One image set at 310x200 pixels in a JPG, PNG or GIF file format
- Up to 7-word headline
- Content of no more than 300 characters
- Logo image in JPG, PNG or GIF file

Connect with your regional sales representative to come up with a plan that works for you.



CUSTOM ENEWSLETTERS

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.

Choose from
35,000+ E&S professionals

17.5% open rate

1.89% average CTR



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. Four annual webcasts each focus on a specific topic. Webcast topics for 2019 include **Open Kitchens**, **Consultants' Roundtable**, **Food Safety** and **Operator Roundtable**. These powerful educational tools also offer CEU credits for FCSI and other foodservice organizations.

Webcast Schedule

March: *Open Kitchens*

Aesthetics are just as important as functionality when it comes to designing open kitchen concepts. What the diner will and won't see makes all the difference, as does the look of the equipment and how it relates to front-of-the-house design. It's truly a collaborative work between foodservice consultants, dealers, designers and manufacturers. Readers from both *FE&S* and our sister publication, *restaurant development + design*, will tackle the latest trends and ideas together.

June: *Consultants' Roundtable*

For the third 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*

FE&S' always popular annual Food Safety webcast ties into the National Restaurant Association's National Food Safety Education Month, held each September for more than 20 years. The topic will focus on a key area of food safety education.

November: *Operator Roundtable*

What do you get when you bring in both commercial and non-commercial operators together? An inspiring webcast that will offer discussions on the unique challenges of each format and how each solve issues within their segment. The panel will break down trends in the various operating segments and offer ideas that can benefit any segment.

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



Nearly **300** average
unique attendees

56:30 average time
spent on webcasts

Rate

\$8,000 gross per sponsor
(limit 5 sponsors per webcast)

DEALER OF THE YEAR AND INDUSTRY AWARDS GALA

What: The Dealer of the Year and Industry Awards Gala, presented annually by *Foodservice Equipment & Supplies* magazine — aptly nicknamed “*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.

When: Saturday, May 18, 2019

Where: The Four Seasons Hotel Chicago

For sponsorship information, please contact Maureen Slocum at maureen@zoombagroup.com. Check out the videos and pictures of the 2018 event at FESDealerOfTheYear.com.

Dealer of the Year AND INDUSTRY AWARDS



Left:
Dealer of the Year - Eric Boelter, President of the Boelter Companies, with Zoomba Group CEO and Publisher, Maureen Slocum

Below: **Top Achiever, Dealer** - Joe Schmitt, president, Rapids Wholesale and Affiliates



Right: **Top Achiever, Manufacturer Rep** - Dave Kuelpman, President, KLH Marketing



Left:
Hall of Fame Inductee - Kathleen Seelye, CEO, Ricca Design Studios

Below:
Top Achiever, Consultant - Christine Guyott, principal, Rippe Associates with Joe Carbonara, *FE&S* Editorial Director



Above: **Top Achiever, Service Agent** - Glenn Clark Jr., president and CEO, Clark Service Group Inc.



Above: **Top Achiever, Operator** - Mary Angela Miller, administrative director, Ohio State University Wexner Medical Center



Above: **DSR of the Year** – Eric Harrison, director of key accounts, Supplies On the Fly



Not pictured: **Facility Design Project of the Year** – Microsoft Café 36

FED GLOBAL THOUGHT LEADERSHIP SUMMIT

September 2020 | Chicago

Zoomba Group is in the unique position of communicating everyday with just about every realm of the foodservice industry. Our readers range from the 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 brought the second installment of the FED Global Thought Leadership Summit.

We are already in the works planning for 2020 when we will once again bring together executives and thought leaders 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 limited and it's never too early to commit. It's an 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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It's easy to connect with *FE&S*



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