

FOOD ARTS is the ultimate, authoritative insider's resource for up-to-the-minute, cutting edge information. Aside from the features and departments described here, each issue will feature the signature late-breaking, controversial, or revelatory stories for which FOOD ARTS has become internationally known.

Not to be missed...

January/February: Special Double Issue

- Annual Roundup of the Year's Industry & Culinary Award Winners
- Beef 101
- "Cooking with Beer"-Tasting Notes
- Bar Biz: Winning Drinks
- Tabletop: Best Sellers of the Year
- Kitchen Spy: Equipment Feature
- Wine Report: Latin American

March: Special Bonus Distribution

Boston Seafood Show

- Special Report: Nationwide Spring/Summer Menu Previews
- Chain Reaction: Casual Segment Climbs Culinary Ladder
- Technique: Roy Yamaguchi
- Bar Biz: Cocktail Forecasts for Spring/Summer
- Tabletop: New Releases in China
- Kitchen Spy: Equipment Feature
- Wine Report: West Coast/Pacific Rim

April: Health Meets Indulgence Industry

IACP Conference

- Mystery Basket: Meat, Seafood, Poultry, Condiments, Spices, Grains & Vegetables
- Health & Nutrition Update (with F&B Directors' Input)
- Pastry Preview
- Menu of the Moment: Fish, Potato, Pork, Duck, Cheese, etc.
- Bar Biz: Flavor Patrol
- Tabletop: Glass & Silver
- Kitchen Spy: Equipment Feature
- Wine Report: Dessert Wines/Ports

May: Special Bonus Distribution

National Restaurant Association Show

- Top Chefs' Hits & Flops
- Chicago Restaurant Roundup
- Cruise Industry F&B Update
- Latin America Overview
- Drink Arts: Spicy Drinks
- Tabletop: Restaurants on Location
- Wine Report: South Africa

June: The Americana Issue

- Crucial Changes in America's Food Systems
- The Coming of Age of American Food: A 20 Year Family Saga
- Eco-Friendly/Energy Conserving Equipment
- Tabletop: American
- Wine Report: Sustainable Wine Practices in California
- **Special Advertiser Research:** Harvey Communication Study
- **Special Advertising Section:** The Green Album: Update of Responsible Steps Being Taken Throughout the Food Industry (Chains, Independents, Manufacturers, Wineries, etc.)

July/August: Special Double Issue, Special Bonus Distribution

American Culinary Federation Conference

- Special Report: Nationwide Fall/Winter Menu Previews
- Fall/Winter Pastry Update
- The Butcher Block: Chuck Roll Demo
- Drink Arts: Beer Tales
- Bar Biz: Signature Seasonal Drinks for Fall/Winter
- Tabletop: China, Glass, Silver
- Kitchen Spy: Equipment Feature
- Wine Report: West Coast Reds

September: 20th Anniversary Blockbuster Issue—Best of Food Arts

- A Salute to 20 Years of Silver Spoon Award Winners
- Mystery Basket: Meat, Seafood, Poultry, Condiments, Spices, Grains & Vegetables
- Celebratory Cakes: "20th Anniversary"
- Kitchen Design & Equipment: The Greatest Innovations of the Last 20 Years
- Tabletop: China, Glass, Silver, Hot Trends
- Wine Report: Celebration Bubbly

October: Special Bonus Distribution

WINE SPECTATOR's California Wine Experience

- Bacon, Bacon, Bacon!
- Europe's Most Beer-Friendly Dishes
- Insiders Report From Europe
- International Culinary Focus: What Professionals Should Know
- Tabletop: Europe
- Kitchen Spy: Equipment Feature
- Wine Report: European Wines
- **Special Advertising Section:** Banquets & Catering...Wine & Spirits Addendum

November: Special Bonus Distribution

International Hotel/Motel & Restaurant Show

- Women Chefs & Restaurateurs National Conference
- Special Report: Casino & Resort F&B Updates
- Top Chefs' Hits & Flops
- Tabletop: Hotel Locations
- Kitchen Spy: Hotel Kitchens
- Wine Report: Australia
- **Special Advertising Section:** Perfect Pairings: Wine, Beer, Cocktails & Food

December: The Year in Review, Booming Bar Business

- Our Annual Roundup of Trends, Hot Ingredients, Cool Looks & Milestone Happenings
- Tabletop: Hot New Trends
- Kitchen Spy: Equipment Feature
- Wine Report: New Varietals/Blends
- **Special Advertising Section:** Brand New: A Food Artist's Recipe Collection

Hot Themes for 2008...

Quality Hits the Streets

No matter how “casual” a popular-priced restaurant operation, in today’s competitive market, there’s no longer a place for the ordinary, second rate, or humdrum: quality is now the most effective sales tool wielded by successful foodservice entrepreneurs on all levels.

Flavor Patrol

Our nationwide and global searches provide fresh ammunition for the flavor arsenals of chefs, pastry chefs, and bar artists hungry for fresh ingredients & recipe ideas.

F&B Watch

Covers high volume activity in the hot resorts, casino hotels, cruise lines & banquet industries.

What Next?

News flashes from our trusted crystal ball about upcoming innovations, trends, and similar phenomena of special value to chefs, f & b directors, restaurateurs, hoteliers, purchasing agents, and banquet managers.

Appearing in every issue...

Pilot Light

Letter from the founders, Michael & Ariane Batterberry

Front Burner

Food news, culinary competitions, industry events, chefs on the move, & more

Birth Announcements

Restaurant openings across the country, with samplings from their debut menus

World Cuisines

- **Cuisines**
Global cooking styles

- **Smoke Signals**

A glimpse into the dining scene of a specific city or region

- **Traveling Stomach**

First-person accounts of exotic locales, from street food to hotel fare

- **Say Cheese**

A photo gallery of industry events & personalities

- **Bar Biz**

Spirits, beer, & business behind the bar

- **Wine Report**

Practical information about wine sales for operators, plus new releases from around the world

- **Tabletop**

Hot topics in china, silver, glassware & linen

- **Equipment**

- **Kitchen Spy**

An exclusive behind-the-scenes tour of a new kitchen, detailing equipment, food safety, hygiene, & electronics

- **My Favorite Gear**

Chefs talk in detail about their most valued pieces of equipment

- **Ask Dr. Knützenbolz**

A lively new series answering crucial equipment & kitchen queries

Appearing regularly...

“101”

Primers on essentials: flour, vanilla, etc.

Chain Reaction/R&D

An insider’s look at chains, the chain industry, chain chefs, Research & Development breakthroughs, & new menu concepts

Kindest Cuts

How chefs are using under-utilized cuts of meat

Cash Register

Make a successful operation & build profits

Pastry Pro

Following the leaders in their exploding field: dessert menus, tips, techniques, and trends

Cups & Co.

Coffee and tea news; service ideas and trends

Tech Talk

Using technology, the Internet & POS systems to build business

Banquets & Catering

How the most successful operators are profiting in the lucrative high-volume sector

Drink Arts

Drink Arts will regularly introduce exciting new recipes, ingredients, & bar wares, along with the engaging professional personalities who are using them

Menu News

- **Menu Previews**
- **Hits & Flops**
- **Menu of the Moment**
- **Menu Makeovers**
- **Mystery Basket**

2008 CLOSING DATES

January/February

Space Closing: 12/3
Materials Due: 12/5

March

Space Closing: 1/10
Materials Due: 1/15

April

Space Closing: 2/11
Materials Due: 2/14

May

Space Closing: 3/10
Materials Due: 3/13

June

Space Closing: 4/10
Materials Due: 4/15

July/August

Space Closing: 6/2
Materials Due: 6/5

September

Space Closing: 7/10
Materials Due: 7/15

October

Space Closing: 8/11
Materials Due: 8/14

November

Space Closing: 9/10
Materials Due: 9/15

December

Space Closing: 10/10
Materials Due: 10/15

WHY FOOD ARTS?

A small investment in FOOD ARTS enhances your brand image, introduces your product to decision makers unreachable elsewhere, covers the entire tableservice segment of the foodservice market, and delivers a huge return! Here's how...

FOOD ARTS READERS:

- Serve over 13 billion meals annually (MRI).
- 100% request the magazine in writing (BPA).
- 97% are interested in trying new products (MRI).
- 98% are willing to spend more for premium quality products (MRI).
- 95.2% are responsible for their establishment's food purchasing decisions (subscription qualification card).
- 94% are responsible for developing or influencing the addition of new items to their establishment's menu (Harvey).
- 85% say their menus are influenced by what they see in FOOD ARTS (MRI).

FOOD ARTS CIRCULATION:

- FOOD ARTS reaches over 55,000+ full-service restaurateurs. Executive Chefs/Chefs, F&B Directors and Presidents/Owners (BPA).
- FOOD ARTS has the largest hotel circulation by far of any foodservice publication (BPA).

FOOD ARTS EDITORIAL:

- Far higher editorial ratio than other foodservice publications. FOOD ARTS doesn't ask operators to search for information pertinent to their establishments.
- Reader friendly. Introducing or promoting a high-quality product in this editorially heavy environment means less competitor advertising clutter, even when your competitors are present in the publication.

FOOD ARTS LEADS:

- FOOD ARTS gets 3 times the leads of other trade publications worldwide (Berkshire). It receives on average far more leads than any other foodservice publication.

FOOD ARTS HARVEY RESEARCH:

- In response to the question, "If you could receive only one foodservice publication, which would you choose?", the overwhelming majority answered: FOOD ARTS.

THE FOOD ARTS READER

FOOD ARTS reaches over 55,000+ chefs, F&B directors and restaurant owners across the nation. Our readership covers the fullservice segment of the industry as no other trade publication can; our readers represent operations from Perkins to TGI Friday's to fine dining establishments; from Holiday Inn to Hyatt to Ritz Carlton.

Despite their diverse demographics, FOOD ARTS readers share some "typical" traits which are anything but typical:

- **Power in Purchasing Decisions.** 95.2% of FOOD ARTS readers are responsible for their establishment's FOOD purchasing decisions (MRI) and 98% are involved in and/or influence the Food, Beverage, Equipment and Tabletop purchasing decisions (MRI).
- **Power in Menu Decisions.** 94% are responsible for developing or influencing the addition of new items to their establishment's menus (Harvey Measurement Study).
- **Tremendous Purchasing Power.** FOOD ARTS readers serve over 13 billion meals per year (MRI).
- **Requests FOOD ARTS in Writing.** FOOD ARTS circulation is 100% written or emailed request (BPA). When other publications speak of "readers," they often mean people to whom they send their publication. When we say "readers," we mean people who have taken time to request FOOD ARTS in writing.
- **Overwhelming Response to Advertising.** FOOD ARTS receives the highest leads within the industry and this includes fractional advertising. Berkshire Processing reports that FOOD ARTS' averages between 150-300 leads per ad, with BRCs receiving an average of over 400 leads.
- **Preference for FOOD ARTS over other foodservice publications.** 96% of our readers have read the last 3 of our 4 issues and they spend an average of 54 minutes with each issue (MRI). The overwhelming majority of our readers spend more time with Food Arts than with any other foodservice publication (MRI).

FOOD ARTS EDITORIAL MISSION:

To serve the informational needs of the entire full-service segment of the restaurant industry.

Our readers rely on FOOD ARTS. Our readers—America's most successful and industry-active chefs, restaurateurs, food and beverage directors, and caterers—look to FOOD ARTS for serious food information not available elsewhere, and consider FOOD ARTS to be a trusted, reliable source (MRI).

FOOD ARTS style and graphics stand alone. Our distinctive covers draw our readers inside each issue, and our authoritative coverage of trends and industry news keeps them on the cutting edge.

No other trade magazine focuses solely on the interests and needs of the full-service segment. Ten times each year, FOOD ARTS strives to offer a balance of editorial that covers every aspect of the business, including:

- Detailed industry news coverage of the full-service industry
- Personality profiles
- Descriptions and contact information for nationwide culinary events
- The latest and hottest restaurant openings coast to coast
- Business-building tips from colleagues
- Menu and food trends
- How-to culinary demonstrations
- The latest in chain operations
- Practical wine lessons and case studies of wine programs from around the country
- Lively tasting notes
- What's new and chic in tabletop looks and equipment
- Encyclopedic clip-and-save features on ingredients and purveyor sources
- Marketing ideas to boost bar business
- New recipes from the country's hottest chefs

PRODUCTION SPECIFICATIONS

GENERAL ADVERTISING SPECIFICATIONS

In keeping with industry standards regarding digital ad delivery, M. Shanken Communications is now promoting PDF/X-1a as the preferred submission format for all advertising files. In order to streamline and improve the quality of the production process, we will no longer be accepting files formatted in their native application (such as Quark Xpress and Adobe Illustrator). By moving away from an open ended, application based ad submission policy toward a standards based submission policy, we believe that the quality of ad reproduction will be enhanced. We strongly encourage all advertisers to become familiar with the PDF/X standard. For more information regarding this file format and for a list of software vendors and service bureaus that support it, visit <http://www.pdf-x.com>

DIGITAL FILE SPECIFICATIONS

PDF/X-1A

- PDF/X1a file saved on a 100 MB Zip or CD-ROM. Only one ad per file.
- All High-resolution images and fonts must be included when the PDF/X1a file is saved
- Only use Type 1 Fonts - No TrueType fonts or Font Substitutions
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP/TR001 color environment.
- Total Area Coverage for CMYK color builds should not exceed 300%
- No RGB or JPEG Images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images
- All required image trapping must be included in the file(s)

PROOFING SPECIFICATIONS

All material submitted to M. Shanken Communications should be accompanied by at least two proofs made from the final file as submitted to M. Shanken Communications. This proof should be generated using a SWOP certified proofing system as indicated in the manufacturer's SWOP Application Data Sheet. Proofs that are not generated using a SWOP certified proofing system or that do not meet SWOP specifications will not be used as color guidance. In the event that material is submitted without a SWOP certified proof, the advertiser forfeits the right to challenge final color accuracy. For the current list of SWOP certified proofing systems and the complete SWOP specifications visit <http://www.swop.org>.

All proofs must contain color control bars in order to be considered an acceptable SWOP proof. All color control bars should have the following characteristics:

- Solid patches with tint values of 25%, 50% and 75% of each of the primary colors (CMYK) along with two-color overprints (CM, CY, MY) in the same 25%, 50% and 75% tint values are required. Additional tint value areas such as 1%, 2%, 3%, 5% and 95%, 97%, 98%, 99% are strongly recommended.
- A gray balance bar must be included on the proof designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions.
- The three-color gray balance portion of the color bar should have the following values:

BLACK	CYAN	MAGENTA	YELLOW
75%	75%	63%	63%
50%	50%	39%	39%
25%	25%	16%	16%

Production Specifications Continued ...

Color bars meeting these requirements can be downloaded for free at

<http://www.swop.org/downloads.html>

All proofing should be done on 60# No. 5 grade stock (72 TAPPI Brightness). The paper may be a coated groundwood stock or a sheet coated to simulate the appearance of such a groundwood stock.

PROOF INFORMATION

The proof should be accompanied by a cover sheet or label which includes the name, address and phone number of the prepress service supplier and, if possible, the name of the person or persons who should be contacted in case of a problem. This label should also have the name of the SWOP-certified proofing system used to generate the proof. Proofs can change over time. They should be dated and not used if it is known that a change in appearance has occurred. (e.g., exposure to light, over time, will affect the color accuracy of a proof.)

Proofs should not be stapled or otherwise damaged in any area that might interfere with the densitometer reading of the color bars.

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PUBLICATION SERVICES

All advertising must be supplied at correct size. Any ad requiring typesetting, camera, art/layout or photo work must be supplied two weeks before closing date. Charges will be quoted upon request.

Note: Any ad, less than full page size, that is not bordered, may be enclosed with a hairline or 1 point rule at the discretion of the Production Department.

SHIPPING

All production material (except inserts) should be sent to:

Production Manager

FOOD ARTS

387 Park Avenue South

New York, NY 10016.

Note: Material will be retained for one year, unless return is specifically requested. Not responsible for keeping material beyond one year.

MECHANICAL SPECIFICATIONS

AD SIZE

SINGLE PAGE

	Inches wide	Inches deep
Full Bleed	8 1/2"	11 1/4"
Trim	8 1/4"	11"
Safety	8"	10 3/4"
Full-Non Bleed	7"	10"

SPREAD (At least 1/2 total Safety in gutter)

Bleed	17"	11 1/4"
Trim	16 1/2"	11"
Safety	16"	10 3/4"
Non-Bleed	14"	10"

FRACTIONALS (Safety is 3/8" on all sides from bleed)

2/3 Vert. Non-Bleed	4 1/2"	9 3/4"
2/3 Vert. Bleed	5 1/8"	11 1/4"
1/2 pg. Vert. Bleed	4 3/8"	11 1/4"
1/2 pg. Vert. Non-bleed	3 3/4"	9 3/4"
1/2 pg. Horiz Bleed	8 1/2"	5 3/4"
1/2 pg. Horiz Non-Bleed	7 1/4"	5"
1/3 pg. Square Bleed	5 1/8"	5 1/2"
1/3 pg. Square Non-Bleed	4 1/2"	4 1/2"
1/3 pg. Vert. Bleed	3"	11 1/4"
1/3 pg. Vert. Non-Bleed	2 1/4"	9 3/4"
Island page	4 1/2"	7 1/2"