

FOOD ARTS is the ultimate, authoritative insider's resource for up-to-the-minute, cutting-edge information. Aside from the features & 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 Industry & Culinary Award Winners
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Tech Talk
- Techniques
- Recipes

March: Special Bonus Distribution

Boston Seafood Show

- Nationwide Spring/Summer Menu Previews
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Cups & Co.
- Recipes

April: F&B Trends

Special Bonus Distribution

Greystone Flavor Summit

IACP Conference

- Mystery Basket
- Bar Biz
- Wine Report
- Flavor Patrol
- Tabletop: China, Glass, Silver
- Tech Talk
- Techniques
- Recipes

May: Special Bonus Distribution

National Restaurant Association Restaurant, Hotel-Motel Show

- Top Chefs' Hits & Flops
- Chain Reaction: Pizza
- Chicago Restaurant Roundup
- Bar Biz
- Wine Report
- Tabletop: China, Glass, Silver
- Kitchen Spy: Equipment Feature
- Techniques
- Recipes

June: The Americana Issue

Harvey Communication Study

The Green Album: Update of Responsible Steps Being Taken Throughout the Food Industry (Chains, Independents, Manufacturers, Wineries, etc.)

- American Cuisine
- Flavor Summit Conference Review
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Tech Talk
- Recipes

July/August: Special Double Issue Special Bonus Distribution

American Culinary Federation Conference

- Nationwide Fall/Winter Menu Previews
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Tabletop: China, Glass, Silver
- Chain Reaction: Quality on the Menu
- Techniques
- Recipes

September: Technology in the Kitchen

- Mystery Basket
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Cups & Co.
- Tech Talk
- Recipes

October: Europe on the Menu Special Bonus Distribution

Wine Spectator's New World Wine Experience

Banquets and Catering

- International Culinary Trends
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Tabletop: China, Glass, Silver
- Techniques
- Recipes

November: Special Bonus Distribution

International Hotel/Motel & Restaurant Show

Women Chefs & Restaurateurs National Conference

- F&B Updates
- Top Chefs' Hits & Flops
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Tabletop: China, Glass, Silver
- Chain Reaction: Hotels
- Tech Talk
- Recipes

December: The Year in Review

Brand New: A Food and Drinks Recipe Collection

- Significant Top Trends, Hot Ingredients, & Milestone Happenings
- Bar Biz
- Flavor Patrol
- Wine Report
- Techniques
- Chef Cookbook Roundup
- Recipes

Hot themes for 2012

What's Next? — News flashes as to oncoming innovations, trends, and similar significant phenomena of special value to chefs, f&b directors, restaurateurs, hoteliers, purchasing agents, and banquet managers.

F&B Watch — Cover high volume activity in the hot hotel, resort, casino, cruise line, and banquet industries.

The New Business Paradigm — With the rising price of fuel, grain, and other commodities, operators are challenged more than ever to provide quality service while maintaining profits.

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 and recipe ideas.

Appearing in every issue...

Pilot Light

Letter from the founder,
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

Say Cheese

A photo gallery of industry events & personalities

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

Recipes

Chefs' picks

Wine Report

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

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 equipment
- **ASK DR. KNÜTZENBOLTZ**
A lively series answering crucial equipment & kitchen queries

Bar Biz

Spirits, beer & business behind the bar

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 & trends

Cups & Co.

Coffee & tea news; service ideas & trends

Tech Talk

Using technology, the Internet & POS systems to build business

Drink Arts

Exciting new recipes, ingredients & bar wares, along with the engaging professional personalities who are using them

Banquets & Catering

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

Tabletop

Hot topics in china, silver, glassware & linen

Menu News

- **MENU PREVIEWS**
- **HITS & FLOPS**
- **MENU OF THE MOMENT**
- **MENU MAKEOVERS**
- **MYSTERY BASKET**

Techniques

Chefs' How-Tos

2012 CLOSING DATES

JANUARY/ FEBRUARY

Space Closing: 12/5/11
Materials Due: 12/8/11

MARCH

Space Closing: 1/17/12
Materials Due: 1/20/12

APRIL

Space Closing: 2/15/12
Materials Due: 2/21/12

MAY

Space Closing: 3/15/12
Materials Due: 3/20/12

JUNE

Space Closing: 4/16/12
Materials Due: 4/19/12

JULY/AUGUST

Space Closing: 6/15/12
Materials Due: 6/18/12

SEPTEMBER

Space Closing: 7/16/12
Materials Due: 7/19/12

OCTOBER

Space Closing: 8/15/12
Materials Due: 8/20/12

NOVEMBER

Space Closing: 9/17/12
Materials Due: 9/20/12

DECEMBER

Space Closing: 10/15/12
Materials Due: 10/18/12

WHY FOOD ARTS?

FOOD ARTS is the core publication, the “must read” for the industry, with vividly presented and incisively written stories telling our readers, 55,500+ restaurateurs, chefs, and hotel F&B’s all they need to know about food, wine and spirits, equipment, tabletop, menu ideas, international news, food culture and history, and much, much more.

More restaurant owners, chefs and hotel and cruise line F&B’s personally request FOOD ARTS than any other foodservice (or beverage) publication by far (Source: BPA).

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 55,500 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:

- Constantly maintains a far higher editorial ratio than other foodservice publications. FOOD ARTS provides operators with all the 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:

- An ad in FOOD ARTS generates 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.

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

THE FOOD ARTS READER

FOOD ARTS reaches 55,500 full-service 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).

PRODUCTION SPECIFICATIONS

PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8 1/4" x 11"

DIGITAL FILE SPECIFICATIONS

PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal

<http://mshanken.SendMyAd.com>

(uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

FOR FURTHER INFORMATION

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MECHANICAL SPECIFICATIONS

	WIDTH	DEPTH
Single Page		
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"

M. SHANKEN COMMUNICATIONS, INC.

Copy and Contract Requirements

- 1.** The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
- 2.** All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
- 3.** Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
- 4.** All rates and units of space are subject to change on 30 days' notice.
- 5.** Orders for specific units of space and dates of insertions are necessary.
- 6.** Orders specifying positions are accepted on request basis only.
- 7.** The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
- 8.** Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
- 9.** Conditional orders are not accepted by the Publisher.
- 10.** Cancellation or changes in orders not accepted after closing date.
- 11.** All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
- 12.** Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
- 13.** Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- 14.** Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
- 15.** All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
- 16.** The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
- 17.** No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
- 18.** As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.