

FOOD & BEVERAGE MAGAZINE



MEDIA KIT 2023

**FOOD & BEVERAGE
MAGAZINE CELEBRATES
20 YEARS AS THE LEADING
SOURCE OF BUSINESS
INTELLIGENCE
IN THE INDUSTRY**

Contact Michael@FB101.com
888-959-7260 for Inquiries



WE WROTE THE BOOK ON RESTAURANT SUCCESS

THE INDUSTRY THOUGHT-LEADER

Published by WILEY,
implemented in University
curriculum nationwide.

A complete how-to
guide including all
you need to know in
order to open and run
a successful restaurant.



READERSHIP

OUR READERS ARE THE MOST INFLUENTIAL INDUSTRY DECISION MAKERS

- Multi-Unit Owners
- Owner/Operator
- Procurement Buyers
- Food & Beverage Directors
- Wine Directors
- Independent Restaurant Owners
- Executive Chefs
- C-Level Decision Makers
- Institutional food service that provide meals institutions including schools, colleges and universities, and hospitals, as well as correctional facilities, public and private cafeterias, nursing homes, and day-care and senior centres.

- Gateway To Connecting With **High-Level Decision-Makers**
Hungry For New Products

- **Direct Exposure** To A Qualified Audience Of Buyers
- Engage With More Prospects The Energy Of An Expo
- Showcase Products

- **Drive Sales**

- Share Knowledge
- Buyers And Prospects W/ Budgets
- **Tools And Tips** Needed For Success
- Innovators Showcase

WHY F&B MAGAZINE?



AUDIENCE AND READERSHIP



EMAIL NEWSLETTERS

249,000+

Newsletters Delivered Per Week

DIGITAL ISSUES

249,000+

SUBSCRIBERS

147,267+

IMPRESSIONS (PER MONTH)

14:37

READ TIME (PER VISITOR)

WEBSITE STATS

8,485,074

VISITORS
(LAST 30 DAYS)

2,351,812

UNIQUE PAGE VIEWS
(LAST 30 DAYS)

233,596

NEW VISITORS
(LAST 30 DAYS)

00:13:52

SESSION DURATION
(LAST 30 DAYS)

MORE THAN A DESKTOP EXPERIENCE:

Mobile Visitors Are Highly Engaged And Banner Ads Typically Experience As Good Or Better Click-Thru Rates As Desktop Browsers.

The Food & Beverage Magazine audience includes operators who are on the go and wired for success. We know this because in our studies we find that more than 87% go online for news and information, 67% participate in social media, and we now receive about 38% of our visits from a smartphone or tablet device.

ONLINE READERS FIND AWARD-WINNING CONTENT INCLUDING:

- Headline news for the restaurant industry
- Searchable content
- Special features every week
- A robust database of industry vendors

Savvy marketers recognize the **importance** of using **multiple media platforms** to reach their markets.

Food & Beverage Magazine has **developed strategies** in order to adapt to any marketing plan.



WEBSITE

With expanded banner options and our editorial programs, you'll be sure to attract attention from the buyers you want. Plus, we have cost-free options of testing multiple banner designs to find the one with the highest response rates. Connect with operators online, whether they visit via desktop, smartphone, or tablet. Food & Beverage Magazine has a variety of banner choices to ensure you make the greatest impact.

PROGRAMMATIC

Are you utilizing any PMPs for your programmatic budgets? We are able to customize deal packages through our integration with the Rubicon Project and would love to make our inventory available to your programmatic buying team. If this is something you'd be interested in, we just need to know which DSP you are using and your seat ID to get set up!

**EXPANDED
BANNER
OPTIONS AND
OUR EDITORIAL
PROGRAMS,
YOU'LL BE
SURE TO
ATTRACT
ATTENTION
FROM THE
BUYERS YOU
WANT**



CONTINUOUS PLATFORM EXPOSURE 300DPI

LEADERBOARD
1,000,000
Monthly Impressions

SIDE LANE
1,000,000
Monthly Impressions

COVER FEATURE
14,000,000
Monthly Impressions

Our Editors Search and Discover the **Trending Recipes in Foodservice**
Sent to F&B **Subscriber Database**
Monthly **Deployment** / Most **Cost Effective** Point of Entry

Package Options Available



NEWSLETTER

249,000+

NEWSLETTERS
DELIVERED PER WEEK

36.25%

OPEN RATE
INDUSTRY BENCHMARK

4.6%

CLICK RATE

15.1%

CTR = OPEN RATE

2.4%

CTR

Emailed each week the newsletter delivers editorial content to our curated subscriber database directly from the Food & Beverage Magazine's editors and writers. This is the most timely, effective vehicle to deliver your marketing message directly to the in-box of restaurant owners, operators, and executives who drive purchasing decisions.

SPECIAL FEATURES

- Ads link directly back to your site
- The latest industry headline news
- Featured Editorial Content
- Select content from Food & Beverage Magazine
- Our most popular stories
- Web exclusives



WE ARE AN INDUSTRY CONTENT NEWS PROVIDER

Categorized as a news outlet and recognized by other media outlets for the importance of our news in the industry. All editorial posted on the web site is automatically populated into the weekly e-newsletter and picked up by hundreds of news outlets as content news feeds . Our editorial content is also available via Amazon News, Google News, Yahoo News , Apple News and many more, in real time, as each editorial is launched.

**TOP WEEKLY HIGHLIGHTS SENT
TO OPT-IN SUBSCRIBERS**

NATIVE EDITORIAL

CUSTOM BRANDED CONTENT



Food & Beverage Magazine **creates valuable content** by combining the **expert journalism** of our editorial team with the knowledge that comes from companies who serve the restaurant industry: building this content into a format that highlights your customers and **seeds your brand organically within the article** and link the name directly to the website.

This enables and **activates our combined news feeds and social media channels to propagate the brands**. The end result is a dynamic and original media product that is distributed in unique ways. While at the same time, **giving back to your customers with articles about them in the premier trade magazine**.



**THE END
RESULT IS A
DYNAMIC AND
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UNIQUE WAYS.**

NUMEROUS STUDIES HIGHLIGHT THE VALUE OF CUSTOM CONTENT

Better Decisions: Two-thirds of consumers say custom media helps them make better purchase decisions.

Lift in Sales: 26% lift in conversion rates when users interacted with custom media online.

Strengthens Brand: 60% say they know more and feel better about a company after reading custom media.

DEDICATED EMAIL

We have a subscriber list of hospitality and institutional foodservice professionals who have an interest in hearing from third-parties with offers of products or services that offer strategic and product purchasing benefits. Simply provide us with html code for your message.

Specs Clients must provide html code with absolute path names. Code should be supplied at least one week prior to the blast date-otherwise we cannot guarantee email will be sent as scheduled. Client's physical address must be included.

Terms and Conditions Available dates are limited. A client may purchase no more than one email per month. We reserve the right to reject or alter any message content, including subject line, we deem to violate CAN-SPAM regulations or email marketing best practices. Time of day for email deployment is solely at the publisher's discretion. We will provide a test email at least 48 hours prior to the blast date. Clients may provide up to 3 email addresses to receive the test email. Email will be deployed only to those contacts in our opt-in database. Clients may not supply additional email addresses, or a separate opt-out list or link.



CUSTOMIZE YOUR MEDIA PLAN

Web: Food & Beverage Magazine is a noted destination for the hospitality industry.

Mobile: FB101.com is designed for smartphones everywhere and delivers the news on the go. Mobile visitors are highly engaged, with banner ads typically experiencing even better click-thru rates than their desktop counterparts.

Digital Platform: Driving user engagement with an immersive reading experience on all major mobile platforms with native iOS, Android and Windows apps.

Newsletter: Food & Beverage Magazine E-Newsletter directly reaches buyers.

Social Media: Facebook, Instagram, Twitter and news feeds are engaged daily.

Buyer's Guide: Comprehensive brand profile connecting brands with industry buyers. Partnered with **RANGE.me**

Custom Branded Content: Seeding editorial content lets you tell your product story through your customers.

Custom: Cover: Branded Cover image and feature article<

Trade Show / Expo / Event opportunities



LAUREN KANE
*Director of Operations,
Editor-in-Chief*



TERRY HART
Director of CPG Partnerships



SUSAN GOLD
Senior Account Manager

That's just the beginning. With a growing list of products, you can make Food & Beverage Magazine your media partner when targeting the hospitality industry. We represent a \$285 billion market and we definitely have it covered.

DRIVING CPG SALES AND PRODUCT DISCOVERY

100 Million Mobile Devices

Sector Pointcast System offers the scale, reach, and expertise to run highly targeted media-with the most precise and accurate location context-- providing the most strategic and natural campaigns. Pointcast leverages first-party location data-- with the added layer of our proprietary location-scoring technology-- to ensure precise targeting, unmatched campaign results . and reliable analytics.

Whether you are planning a local campaign for a national brand or helping a regional brand go national, our omni-channel platform to better activate consumers, drive foot traffic, and increase sales is a necessity. **Sector Pointcast System delivers your Message in the Moment of Truth Inspire millions of consumers at the precise moment they are making purchase decisions.**

@Home | @Path | @Store | @Hand

Reach customer in the moments that matter. Precisely, when and where they are making purchase decisions - Home, Path, Store, and Hand .

Acquisition Funnel

Our solutions are built to target every stage of the acquisition funnel. all the way from brand awareness right down to reaching the buyer at the point of decision. Precisely identify customer's path to purchase using the most timely. accurate, and actionable data available .

Sector Pointcast System Audiences

Reach people who are most likely to buy your product across mobile, desktop, social, and video. Build segments based on places people visit both online and offline. Three Winks proprietary Post-Visit Data; reach customers where they have been.

Out-of-Store: Predicting Store Visits

Through Sector Pointcast System perceptivity predictive cross-channel solution. we have the ability to predict when shopper are "due" for their next store visit, deploying creative across mobile and desktop at the perfect moments when individual shoppers were most receptive.

Perceptivity drives huge ROI because it eliminates wasted impressions that occur after a store visit when a shopper is unreceptive.



100% 1st Party, Permission based
GDPR, CCPA, & HIPAA compliant
location data

Pointcast Audiences

Combine location targeting down to the block-level with consumer demographics, behaviors, interests, and more.

Sector Fencing

Reach people at specific points of interest, such as your stores, your competitor's stores, or other locations in real-time.

Pointcast Retargeting

Target consumers based on recent or frequent past store visits to re-engage lapsed customers, build brand loyalty, and steal market share.

Three Winks Flashpoint

Only Three Winks gives you exclusive access to Flashpoint, our real-time advertising, which performs more than 6.5x higher than industry benchmark.

These exclusive mobile ads are delivered to consumers at the exact moment they walk through the door.

Unrivalled Accuracy & Precision GPS
+ indoor location signals, including

Always On Location Data

Hyper-Accurate real-time product scanning, provides the most accurate & precise location detection

Being best-in-class means providing our customers with access to the most accurate and precise, permission-based location data available. It also means creating breakthrough experiences via hyper-relevant, timely messages in the moments that matter, providing transformational 360-degree measurement and delivering consumer intelligence that makes advertisers smarter with every interaction.

AD SPECIFICATIONS

Ad Unit Description	Ad Size / Ad Type	File Types	Maximum File Size			Maximum Animation
			Recommended	Initial	Subload	

Digital Publication (Food & Beverage Magazine) | Starting at \$6,000 per insertion

Full Page	8.5 In x 11In (3672 x 4752)	TIFF, PDF, PNG. JPG (HI-Res)	300dpi	500dpi	N/A	N/A
2 Page Spread	17in x 11in	TIFF, PDF, PNG. JPG (HI-Res)	300dpi	500dpi	N/A	N/A
Cover Feature & Featured Article	8.5 In x 11In & Multi-Page Spread	TIFF, PDF, PNG. JPG (HI-Res)	300dpi	500dpi	N/A	N/A

Digizine Turn Around Time: Please submit your assets no later than the **17th of the month** prior to month of publication for layout and final QA processing

Website ROS (FB101.com) | All Sizes @ \$7,500 per 30-day run

Leaderboard	728 x 90 Standard	GIF (Static or Animated), JPEG, PNG, HTML5	105KB	150KB	300KB	15SEC
Medium Rectangle	300 x 250 Standard	GIF (Static or Animated), JPEG, PNG, HTML5	105KB	150KB	300KB	15SEC
Half Page	300 x 600 Standard	GIF (Static or Animated), JPEG, PNG, HTML5	105KB	150KB	300KB	15SEC
Mobile Banner	320 x 50	GIF (Static or Animated), JPEG, PNG, HTML5	35KB	50KB	100KB	15SEC

Note: Banner ads with white background require borders to distinguish the ad from surrounding content

Website Turn Around Time: Please submit your assets no later than 5 Business Days prior to the start of the month for QA purposes

Buyer's Guide Profile | Standard Profile Starting at \$15,000

Dedicated Profile Page	Custom	TIFF, PDF, PNG. JPG (HI-Res)	105KB	150KB	N/A	N/A
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Contact Terry Hart at Terry@fbmagazine.com for more information

Weekly Newsletter eBlast Banner | Starting at \$4,500 per month

Banner (728x90)	728 X 90 Standard	GIF (Static or Animated), JPEG, PNG, HTML5	105KB	150KB	300KB	15SEC
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Note: Banner ads with white background require borders to distinguish the ad from surrounding content

Newsletter turn around time: Please submit your assets no later than 10 days prior to eBlast send of date

Monthly Newsletter eBlast Banner | Starting at \$2,000 per month

Banner (728x90)	728 x 90 Standard	GIF (Static or Animated), JPEG, PNG, HTML5	300dpi	500dpi	N/A	15SEC
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Note: Banner ads with white background require borders to distinguish the ad from surrounding content

Turn around time: Please submit your asset no later than the 5th of the month of insertion

Dedicated eBlast (Custom) | Starting at \$4,500 per month

Full Page Email Blast	HTML Code with Absolute Path Names	Fully hosted HTML index file	105KB	150KB	N/A	N/A
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Dedicated eBLAST TURN AROUND TIME: Please submit your HTML Code no later than 10 business days prior to eBlast date for QA/Testing purposes

SUBMIT ALL ASSETS TO:

Assets@fbmagazine.com
(Please also cc your Food & Beverage
Sales Representative when submitting)

QUESTIONS?

Please contact your F&B representative or
you may reach our DOO at
Lauren.Kane@fbmagazine.com