

INTEGRATED MEDIA 2008 PLANNER

refrigeratedfrozenfood.com



New For 2008! Integrated Media Programs

PLUS:

- Convenience Foods Insider E-Newsletter
- New Monthly Editorial Features:
 - > Energy Efficiencies
 - > IT Solutions in the Food Industry
- Sustainability Initiatives Profiled
- Redesigned Website with the Latest in Banner Ad Graphics and Execution



The Only Magazine Totally Devoted to Refrigerated and Frozen Foods Processors

Focused Editorial Coverage

The Market

In \$ Billions

Meals & Entrees	\$85.8
Prepared Meat & Poultry	\$74.1
Dairy/Beverage	\$25.2
Fruits & Vegetables	\$14.3
Bakery Products	\$21.5
Snacks, Appetizers & Side Dishes	\$24.2
Total Value-Added Product Sales:	\$245.1

The Buyers

- Ingredients
- Processing Equipment
- Packaging Equipment
- Packaging Materials
- QA/QC, Sanitation & Maintenance
- Information Systems/Technology
- Plant Construction & Design
- Warehousing, Distribution & Logistics
- Material Handling

Source: Publisher's Own Data, Oct. 2007



R&FF covers the entire chilled and frozen food market. Each month R&FF brings the reader an in-depth corporate and plant feature on leading refrigerated and frozen food processors. Interviews include all levels of management and disciplines within these organizations. Our editors explore current trends in retail, foodservice, processing, packaging, new product development, food safety and logistics. R&FF's approach surrounds the entire buying team and reaches hidden buying influences within these organizations.

Market Trends

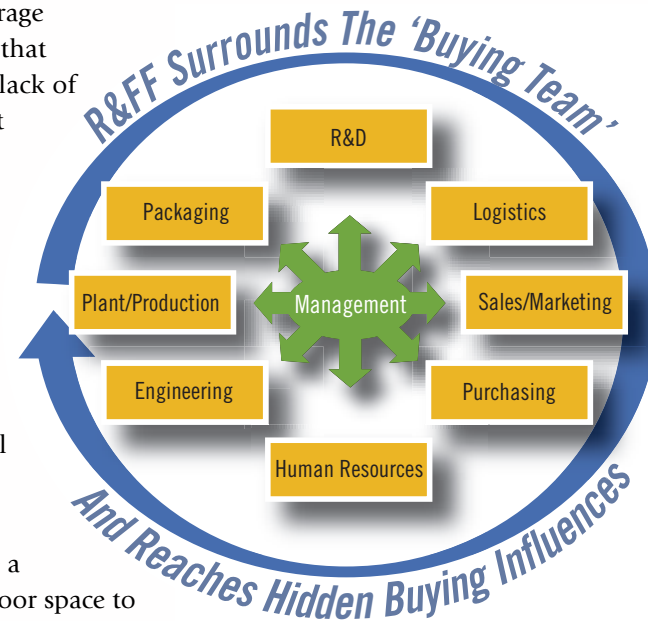
Increasingly, consumers are looking for convenience food and beverage products. Market dynamics that include less available time, lack of cooking knowledge and fast paced, on-the-go schedules are driving today's households to seek healthy and good-tasting products. Refrigerated and frozen food processors are responding with a record number of new product introductions for both retail and foodservice channels.

Retailers continue to devote a greater percentage of their floor space to convenience products, both refrigerated and frozen. Consumers at the retail level continue to look to frozen and chilled foods as solutions to their meal decisions. Convenience foods continue to evolve as retailers turn to chilled and frozen foods to provide consumers with options for the office as well as at home.

This category is expected to achieve an annual growth rate of 12% between now and 2009 and reach a total market size of \$264 billion.*

Foodservice continues to turn to refrigerated and frozen foods (98% of all foodservice operations utilize refrigerated and frozen foods*) for solutions to product consistency, labor costs, portion control, quality, ease of storage and food safety.

With the explosive growth of refrigerated and frozen foods in the retail and foodservice arenas, the opportunity for suppliers has never been greater. We look



forward to helping you develop an all-encompassing marketing communications program targeting this dynamic segment.

* Source: Publisher's Own Data, Oct. 2007

Exclusive Targeted Reach!

Dairy Processing Magazines

Strictly Dairy Editorial and Circulation

Horizontal Food Processing Magazines

Only 20% Circulation and Limited Editorial to R&FF Processors

Material Handling & Logistics Magazines

Only 10% Circulation and Editorial to R&FF Processors

R&FF is the only magazine totally devoted to the \$245.1 billion refrigerated and frozen food processing industry.

Supermarket Magazines:

Primarily Retail Editorial and Circulation

Meat & Poultry Processing Magazines

Strictly Meat & Poultry Editorial & Circulation

Food Ingredients Magazines

Limited Reach to the Buying Team of Marketing, Management, Sales, Etc.

Refrigerated & Frozen Foods
R&FF
BEST PRACTICES FOR VALUE-ADDED PROCESSORS
100% EDITORIAL AND CIRCULATION TO REFRIGERATED AND FROZEN FOOD PROFESSIONALS.

Source: Publisher's Own Data



Recent Corporate and Plant Features:

- | | | |
|-------------------|----------------------|-----------------------|
| Nestlé Foods | Tyson | Pillsbury |
| Tyson Foods | Heinz Frozen Foods | Oscar Mayer |
| Kraft Foods | Reser's | Amy's Kitchen |
| Schwan's Food Co. | Ruiz Foods | Birds Eye |
| Pinnacle Foods | Gorton's Seafood | Kahiki |
| McGain Snack | Sara Lee | |
| General Mills | ConAgra Frozen Foods | And Many More! |

	JANUARY CLOSES DEC 3	FEBRUARY CLOSES JAN 2	MARCH CLOSES FEB 1	APRIL CLOSES MAR 3	MAY CLOSES APR 1	JUNE CLOSES MAY 1	JULY CLOSES JUNE 2	SPECIAL ISSUE CLOSES JUNE 2	AUGUST CLOSES JULY 1	SEPTEMBER CLOSES AUG 1	OCTOBER CLOSES SEPT 2	NOVEMBER CLOSES OCT 1	DECEMBER CLOSES NOV 3
Corporate Profile	Interview with Management Team of Leading Processor involved in: Appetizer Category	Interview with Management Team of Leading Processor involved in: Meal & Entrée Category	TOP 150	FOOD PLANTS OF THE YEAR <ul style="list-style-type: none"> • Meals & Entrees • Prepared Meat, Poultry, Seafood • Dairy/Beverage • Fruits & Vegetables • Bakery Products • Snacks, Appetizers & Sidedishes 	Interview with Management Team of Leading Processor involved in: Fruit & Vegetable Category	STATE OF THE INDUSTRY REPORT	Interview with Management Team of Leading Processor involved in: Bakery Processor Category	2008 North American Warehouse Guide & Supplier Showcase	Interview with Management Team of Leading Processor involved in: Prepared Meat Category	PROCESSOR OF THE YEAR	Ones to Watch <small>RFF profiles several highly innovative and progressive mid-tier companies</small>	2008 BUYERS GUIDE	Poultry Processor of the Year
Inside the Plant	Interviews with Operations/ Production Team	Interviews with Operations/ Production Team			Interviews with Operations/ Production Team		Interviews with Operations/ Production Team		Interviews with Operations/ Production Team				
Energy Efficiencies	Processing Equipment	Lighting	Motors & Drives	Solar	Doors & Panels		Refrigeration Controls		Material Handling				
EQUIPMENT SPOTLIGHT	Freezing Equipment		Pizza Processing		Coating Equipment				Filling & Depositing				
IT IN THE FOOD INDUSTRY		Product Traceability		Using IT in HR			Monitoring Productivity			Enterprise Resource Planning (ERP)			
Product Development Trends	Handheld	Wellness	Organic	Ethnic	Functional		Meatless		Product Development: Concept to Completion	Flavor Trends	Microwave Products		Sauces, Gravies, Marinades
Packaging	Steam Packaging	Microwave Packaging	Sustainable Packaging	Vacuum Packaging	"Green" Packaging		Recloseable Packaging		Flexible Packaging	"To-Go" Packaging	Multi-Pack Packaging		Shelf-life Extension
Food Safety	Sanitary Design	Pathogen Detection/Testing	CIP & Plant Sanitation	Clothing	Contaminant Detection		Pest Management		Water/Wastewater Treatment	Personnel Hygiene	Traceability		Plant Safety
Logistics	3rd Party Audit Services	Security in the Supply Chain	Refrigeration Controls	Lift Truck Update	Door & Panel Improvements		Condensor & Evaporator Update		Resources for Efficient Delivery & Routing	In-Transit Monitoring Equipment	Warehouse Automation		The Report on Racking Systems
Suppliers Marketplace (New Equipment & Services)	Freezing Gases	Refrigeration & Freezing Equipment	Conveyors & Belting	Temperture Recorders & Data Loggers	Cooking Equipment		Cutting & Slicing Equipment		Packaging Equipment	Lift Trucks	Doors & Panels		
Bonus Distribution	AFFI Frozen Foods Conv., NA Material Handling	IIAR, Refrigerated Foods Assn, Food Safety & Security Summit	IARW, NRA, FMI	IARW Convention	AFFI Distribution & Logistics, IDDBA, IFT					NFRA, Productivity Conference, AMI, Pack Expo/FPME		<ul style="list-style-type: none"> • Association Listings • Industry Calendar • Product Listings • Supplier Listings 	NWFPA, Poultry Show
VALUE-ADD	Start your program in January and earn two ads for the price of one.	Free Supplier Capabilities Spotlight – equivalent space for 1/2 page or larger ads.	Free brochure distribution to TOP 150 Refrigerated & Frozen Foods Processors – 1/2 page or larger ads.	Free direct mail list rental (up to 1,000 names).	Free Website Showcase for all advertisers. Free Lead Advantage Program.	Free Supplier Profile in online section for a full month – 1/2 page or larger ads.	Free Ad Readership Study – 1/2 page or larger ads.		Free 1/2 page IFT Post-Show Portraits to all August advertisers (1/2 page or larger).	Free Website Showcase. Free Lead Advantage program.	Special "Double Exposure Issue – Free equivalent ad space for 1/2 page or larger ads.	Enhanced Identity Package – Free Traffic Stopper ad, bold and enhanced listings and hotlink for advertisers of 1/2 page or larger.	Free Supplier Booth Preview and ad lamination for Poultry Show AND Northwest Food Processors Show - 1/2 page or larger.

Integrated Marketing Packages

The 2008 Integrated Media Planner includes a full range of solutions from brand advertising to integrated direct response e-media programs and relationship-building face-to-face events. Our editorial, sales and e-media teams offer you expertise and experience, develop custom programs to reach your marketing goals, enhance new product initiatives and get results!

Contact your sales rep for pricing and custom program information. To view samples of the online products listed, please visit — portfolio.bnppmedia.com.

COMPONENT	DESCRIPTION
Print	<ul style="list-style-type: none"> The foundation of any successful integrated media program
Web Ads	<ul style="list-style-type: none"> Generate brand awareness Promote new products and events Drive new traffic to your website or online store Maximize your marketing message throughout the website
Video (under 2 min.)	<ul style="list-style-type: none"> Video clips offer an opportunity for companies to introduce their latest products and services, recap trade show exhibits, provide demonstrations or educational information on technical advancements.
Showroom/Microsites	<ul style="list-style-type: none"> Detailed product information to qualified buyers at the moment of decision Increase Brand Awareness with industry professionals Strengthen your search engine optimization with more external links to your website
Products	<ul style="list-style-type: none"> Position your ad to appear in current archived articles that pertain to your product or service. Ads link to your website to drive customers while they have your product information in their thoughts.
eNews	<ul style="list-style-type: none"> Thousands of e-subscribers receive up-to-the-minute information on market conditions, technology developments and industry practices.
Sponsored/Custom E-Newsletter	<ul style="list-style-type: none"> A fully customized e-newsletter to subscribers of your choice to launch a new product, promote brand awareness, etc.
Webinar	<ul style="list-style-type: none"> A web seminar sponsorship allows for unique ways to introduce new products, services, or technologies directed at your target audience.
White Papers	<ul style="list-style-type: none"> Crawled by our Google-powered search, the white papers reach the widest possible audience with our BNP Media search engine. Sponsorships are available if you would like to be seen on all the pages in this section.
Lists	<ul style="list-style-type: none"> Reach the right markets and professionals looking for your products and services.
Online Directory	<ul style="list-style-type: none"> Makes it easier and more effective for buyers to find you and for your marketing message to stand out — online.
Additional Options	<ul style="list-style-type: none"> Virtual Trade Shows Live Event Sponsorships Linx Blogs/Bulletin Boards (Communities) Custom E-Mags

Refrigerated & Frozen Foods 2008 Advertising Rates & Specifications



B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 4860	\$ 4590	\$ 4350	\$ 3950	\$ 3680	\$ 3470
2/3 page	3550	3360	3190	2870	2660	2520
1/2 page (island)	3280	3100	2880	2570	2290	2170
1/2 page	2770	2600	2440	2200	2060	1970
1/3 page	2060	1900	1750	1560	1440	1370
1/4 page	1580	1475	1370	1180	1120	1060
Cover 2*		6610	6390	6130		
Cover 3*		6500	6270	6040		
Cover 4*		6740	6490	6290		

*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 3270	\$ 3100

Color Rates

4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page.....	\$ 1610
Per Spread.....	\$ 2710
Per 1/2 page.....	\$ 1080

Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page.....	\$ 800
Per Spread.....	\$ 1200
Per 1/2 page.....	\$ 630

Special Color

Rate is for any special color and black.

Per Page.....	\$ 1340
Per Spread.....	\$ 2480
Per 1/2 page.....	\$ 990

Metallic Color

Rate is for simulated metallic colors.

Per Page.....	\$ 1340
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Insert Rates

Contact Publisher for more Information.

Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x	12x
Per Inch	\$ 150	\$ 130	\$ 120	\$ 110

All classified ads are payable with copy and are non-commissionable.

Production Information

SWOP Specifications Apply.

Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. Advertisers must provide a go-by for identification purposes.

Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

Production Charges

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

Material Storage

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media
Refrigerated & Frozen Foods Production Manager
155 Pfingsten Road, Suite 205
Deerfield, IL 60015

Mechanical Information

Trim Size	8" X 10-3/4"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
Paper Stock	Covers 80 lb Coated Stock Body 40 lb Coated Stock

Advertising Space Sizes

NON-BLEED (width x depth)	INCHES	BLEED (width x depth)	INCHES
Full Page.....	7" x 10"	Full Page Bleed.....	8-1/4" x 11"
2/3 Page.....	4-1/2" x 10"	2/3 Page Bleed.....	5-3/16" x 11"
1/2 Page (vert.).....	3-3/8" x 10"	1/2 Page (vert.) Bleed.....	4" x 11"
1/2 Page (horiz.).....	7" x 4-7/8"	1/2 Page (horiz.) Bleed.....	8-1/4" x 5-3/8"
1/2 Page (island).....	4-1/2" x 7-1/2"		
1/3 Page (vert.).....	2-1/4" x 10"	Spread Bleed.....	16-1/4" x 11"
1/3 Page (square)....	4-1/2" x 4-7/8"		
1/3 Page (horiz.).....	7" x 3-3/8"	Above sizes allow for 1/8" bleed	on all sides.
1/4 Page (square)....	3-3/8" x 4-7/8"		
1/4 Page (horiz.).....	7" x 2-3/8"	Gutter bleed only – each side	7-5/8" X 10".

Trim size is 8" X 10-3/4". Vital advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

Custom Media

The **BNP Custom Media Group** creates custom media solutions that use rich content and innovative media to build relationships and create results. Every project is turn-key, and mapped to your marketing goals and budget. BNP Custom Media combines the power of 17 media brands, extensive vertical market readership, expert editorial, and award winning design into one powerful media package.

Trade Education

Create 4 to 8 page custom media that suggests new business opportunities, showcases your expertise, or introduces new products or programs. BNP Media provides the editorial, design, and distribution via our leading magazines.

Custom Magazines

Take the lead in your business segment by publishing your own magazine. BNP Media provides the editorial, design, and distribution horsepower. You provide the direction. A magazine allows you to go beyond an expensive catalog, to showcase your leadership.

Commemorative Publications

Celebrate anniversaries and milestones with custom publications that tell your story in a rich, colorful way. BNP Media has extensive experience with commemorative books and publications.

Integrated Media

All BNP Custom Media can be formatted for the web. In addition, web-only content and features are available.

For More Information, Contact: Pierce Hollingsworth
Tel: (847) 405-4101 • hollingsworthp@bnpmedia.com



Custom Media Group



Custom Research

Dedicated to providing results-oriented market research and insightful analyses with a focus on understanding your business.



For more information contact:
Sarah Corp Tel: 248-786-1625 or corps@clearseasresearch.com

Searching for ways to better position your company in the market?

Seeking new ideas on how to improve product acceptance?

Venturing into new markets and not sure which path to take?

Get the vital data you need with Clear Seas Research - charting your company's future with effective research solutions.

For More Information Contact:

Jeff Plaster

Publisher
plasterj@bnpmedia.com
Ph: 847-405-4042
Fax: 847-405-4100

Tom Jones

Associate Publisher
jonest@bnpmedia.com
Ph: 630-231-1239
Fax: 630-231-1382

Lorraine Smith

Classified Sales Manager
smithlj@bnpmedia.com
Ph: 847-405-4078
Fax: 847-405-4100

Also Publishers of

