

20th
ANNIVERSARY YEAR

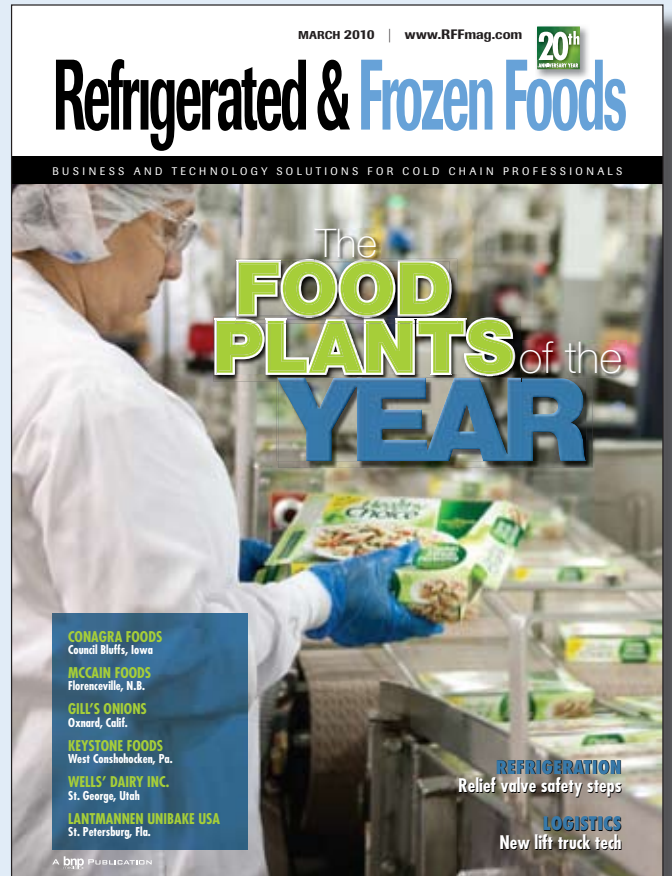
Refrigerated & Frozen Foods

THE ONLY PUBLICATION SERVING THE \$262 BILLION FROZEN AND REFRIGERATED FOODS MARKET

Comprehensive website
www.RFFmag.com



Bi-monthly e-Newsletter
What's Hot in Cold



New in 2010

- ▶ Separate Food Safety and Energy Management Editorial Sections
- ▶ Expanded Editorial Coverage in Logistics and Supply Chain
- ▶ October 20th Anniversary Issue

2010

MEDIA KIT

WWW.RFFMAG.COM

Refrigerated & Frozen Foods

DELIVERING
ONE OF
THE FASTEST
GROWING SEGMENTS
OF THE FOOD AND BEVERAGE
MANUFACTURING MARKET

Refrigerated & Frozen Foods is the only publication dedicated to serving the fastest growing segment of the food and beverage manufacturing market - the value-added convenience chilled and frozen foods channel. The wholesale value of shipments of this market in 2009 was over \$262 billion. These products, as a final step in the manufacturing process, are refrigerated, chilled or frozen. The *Refrigerated & Frozen Foods* editorial focus is on all aspects of the chilled, refrigerated and frozen food segment-specifically on the business issues and challenges facing the frozen food channel. *Refrigerated & Frozen Foods* also delivers an extremely targeted reach to key decision makers within the cold storage/logistics sector of the business. *Refrigerated & Frozen Foods* editorial niche is unique simply because we deliver information on how to process, package and distribute temperature sensitive products.



THE \$262 BILLION REFRIGERATED AND FROZEN FOOD MARKET

Frozen Meals and Entrees	\$87B
Prepared Meat, Poultry & Seafood Products	\$75B
Chilled and Frozen Dairy Products	\$34B
Frozen Snacks, Appetizers & Side Dishes	\$25B
Frozen Bakery Products	\$23B
Frozen Fruits and Vegetables	\$15B
Chilled and Frozen Beverages	\$3B
Total Segment Sales	\$262B

Source: Publisher's Own Data, May 2010

UNIQUE MARKET POSITION

Refrigerated and Frozen Foods circulation reaches **ONLY** refrigerated and frozen food industry professionals. We span the entire cold chain channel that includes all six major categories including:

Meat, Poultry and Seafood Products	4,116
Bakery and Snack Food Products	2,628
Chilled and Frozen Beverages	2,531
Frozen Food & Prepared Meals/Entrees	2,310
Dairy Products	2,223
Warehousing and Distribution Centers	1,192


Total Circulation

15,000

Source: Publisher's Own Data, May 2010

Refrigerated & Frozen Foods

2010 Editorial Calendar

	April/May	June/July	August/September	October/November	December
	Ad closes April 8	Ad closes June 12	Ad closes August 11	Ad closes October 14	Ad closes November 10
COVER STORY	Top 150 Food Processors Industry-exclusive list of the leading 25 processors in each of six refrigerated and frozen food categories. Processors ranked by annual product sales (all categories). Feature includes profiles of leading companies in each sector.	State of the Industry Report Critical reviews & data for retail and foodservice products in each of six refrigerated and frozen food categories: Meals & Entrees; Snacks, Appetizers & Sides; Meat, Poultry & Seafood; Dairy; Fruit & Vegetable; and Bakery.	2010 Frozen Food Processor of the Year Refrigerated & Frozen Foods honors a processor for year-over-year growth and leadership involving new products, promotions, packaging and other activities.	20th Anniversary Issue Founding Editor Bob Garrison looks at the technologies, trends, people and companies shaping refrigerated and frozen foods.	2010 Refrigerated Food Processor of the Year New this year, we will honor a refrigerated foods processor for year-over-year growth and leadership involving new products, promotion, packaging and other activities.
FOOD SAFETY	RFA Microbiological Report	Imported Ingredients/How to Evaluate Suppliers and Systems	What We Learned From High Profile Recalls-Nestle, Banquet and Maple Leaf Foods	Strategies: Bridging the Gap Between Sanitation and Equipment Design	Raw Product Microwave Safety
PACKAGING TECHNOLOGY	Reclosable Packaging	Award Winning New Packages	Sustainable Packaging Materials	Microwaveable Materials	New Flexible Bags, Pouches
LOGISTICS & SUPPLY CHAIN	Warehouse/Supply Chain Key Performance Indicators	2010-2011 North American Warehouse Guide & Directory Processor resource to North American cold storage logistics providers serving the refrigerated and frozen food markets.	Refrigerated & Frozen Foods Logistics Leadership Award Cold storage providers, carriers and logistics experts recognize a food processor shipper for year-over-year achievement.	Storage System & Pallet Trends	Refrigerated Transportation Guide and Directory Processor resource guide to refrigerated carriers, transporters and others serving the refrigerated and frozen food markets. Best Practices in Warehouse Automation and Systems
ENERGY MANAGEMENT	10 Energy-Saving Steps in Food Plants		10 Energy-Saving Steps For Your Warehouse	Energy Conservation Tools & Systems	Best Practices in Cold Chain Carbon Reduction
TECHNOLOGY SHOWCASE	Insulated Panels/Cold Storage Doors & Freezing Equipment	Refrigeration Equipment/Cutting and Slicing Equipment	Conveyors and Conveying Belting/Cooking Equipment	Form, Fill and Seal Equipment/Temperature Monitoring Devices	Evaporators/Condensers/Flooring Systems
TRADE SHOWS / BONUS DISTRIBUTION	AFFI Food Logistics Forum	PROCESS EXPO Show IBIE Show -Las Vegas, NV IDFA Show -Dallas, TX Interbev -Orlando, FL	PACK EXPO -Chicago, IL 		IPE Show -Atlanta, GA  Supplier Profile Issue

2010 Specifications & Advertising Rates

Four Color Display Rates**	1x	3x	6x	12x	18x
Full page	\$5,050	\$4,770	\$4,520	\$4,110	\$3,830
2/3 page	\$3,690	\$3,490	\$3,320	\$2,980	\$2,770
1/2 page (island)	\$3,410	\$3,220	\$2,990	\$2,670	\$2,380
1/2 page (horizontal)	\$2,880	\$2,700	\$2,540	\$2,290	\$2,140
1/3 page (vertical)	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/3 page (square)	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/4 page (vertical)	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
1/4 page (horizontal)	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
Inside Front Cover*	\$6,870	\$6,650	\$6,370		
Inside Back Cover*	\$6,760	\$6,520	\$6,280		
Back Cover*	\$7,010	\$6,750	\$6,540		

** All rates include bleed and color and are agency commissionable

Insert Rates

Contact Publisher for more Information.

Classified Rates

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$155	\$135	\$125	\$115

SPECIAL PREMIUM POSITION RATES — Positions specified by advertiser or agency are 10% above black and white earned rate.

INSERT RATES — Contact publisher for rates, quantity required and shipping instructions.

COMBINATION RATES — Advertisers in *Refrigerated & Frozen Foods* may combine space in ALL BNP Media titles to earn the highest frequency rate.

AGENCY COMMISSION — 15% of gross billing is allowed to recognized agencies on space, color and position. Back-up charges, printing of inserts and binding charges are non-commissionable.

MECHANICAL REQUIREMENTS

Trim Size — 7 7/8" x 10 1/2"

Method of Printing — Body and covers printed web offset

Type of Binding — Perfect

PROOFS — A color proof MUST accompany your submitted material.

SHIPPING INSTRUCTIONS

Send all insertion orders and advertising materials to:

Suzanne Fairman Production Manager

Refrigerated & Frozen Foods • BNP Media

24817 43rd Ave. So. Kent, WA 98032

Phone: 253-946-6854 • Fax: 248-244-2080

Email: fairmans@bnpmedia.com

FTP site: http://upload.bnpmedia.com

DIGITAL AD SPECIFICATIONS

Preferred method for advertising material submission.

Platforms: Files are Macintosh Platform

Media Accepted: CD, DVD, or FTP uploads

Supported Applications: InDesign, Quark, Photoshop, Illustrator

PDF: A PDF may be used, as long as the original InDesign, or Quark document—with the fonts and images—is included separately. If no original material is sent with the PDF, we will not be able to accept the ad.

Raster File Resolution (Photos): 300 dpi saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW.

Color: Color images should be saved in cmyk format unless a matched spot color/pantone color has been purchased. If a spot color is used, please note the color on your laser proof and make sure process color separations are not chosen.

DO NOT enlarge photos/images more than 115% in InDesign or Quark. This makes the image under 240 dpi, which is considered low resolution.

Graphics: Include all placed graphics on disk. Do not imbed images in your file.

Ad Size: Crop marks for page size should be at trim size. Bleed ads extend beyond trim by 1/8 inch.

Fonts: Include all printer and screen fonts on disk. Please use Type 1 fonts only. True type fonts are not acceptable, and will be replaced if sent. If possible, do not use Multiple Master fonts.

Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad, or to return a disk.

RUN OF BOOK — NON-BLEED (INCHES)			RUN OF BOOK — BLEED (INCHES)		
	Width	Depth		Width	Depth
Spread	14	10	Spread	16	10%
1 Page	7%	10	1 Page	8	10%
2/3 Page	4½	10	2/3 Page	5%	10%
1/2 Page Vertical	3%	10	1/2 Page Vertical	4	10%
1/2 Page Horizontal	7	4%	1/2 Page Horizontal	8%	5%
1/2 Island	4½	7%	1/2 Island	5%	8%
1/2 Page Diagonal	For specs, contact publisher		1/2 Page Diagonal	13%	10%
1/3 Page	2%	10	1/3 Page	2½	10%
1/3 Square	4½	4%	1/3 Square	5%	5%
1/4 Page	3%	4%	1/4 Page	4	5%

*Publisher cannot accept responsibility if digital specs are not followed.

EDITORIAL & SALES CONTACTS

Bob Garrison

Editor-In-Chief
garrisonr@bnpmedia.com
574-935-3724

Patrick Young

Publisher & District Sales Manager
youngp@bnpmedia.com
Tel: 610-436-4220, ext. 8520
Mid-Atlantic Territory: CT, Eastern PA, NJ, NYC and LI, VA, MD, DE, Washington DC
Europe other than Germany, Austria, Switzerland and Italy

Paul Kelly

District Sales Manager
kellyp@bnpmedia.com
Tel: 630-694-4336
Midwest, N.E. and S.W. Territory:
Northern IL, WI, MN, IA, KS, MO, SD, ND, CO, WY, NE, TX, OK, NM, AR, NH, VT, MA, RI, ME, Saskatchewan

Wayne Wiggins, Jr.

District Sales Manager
wwiggins@wigginscompany.com
Tel: 415-387-7784
West Coast Territory:
AZ, CA, OR, WA, AK, UT, ID, HI, British Columbia

Brian Gronowski

District Sales Manager
gronowskib@bnpmedia.com
Tel: 440-564-5732
Midwest and S.E. Territory:
OH, IN, WV, KY, TN, MI, NY, Western PA, FL, GA, NC, SC, AL, Southern IL, MS, LA, Ontario, Quebec

Suzanne Sarkesian

Classified Sales Manager
248-786-1692
sarkesians@bnpmedia.com