

# Refrigerated & Frozen Foods

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

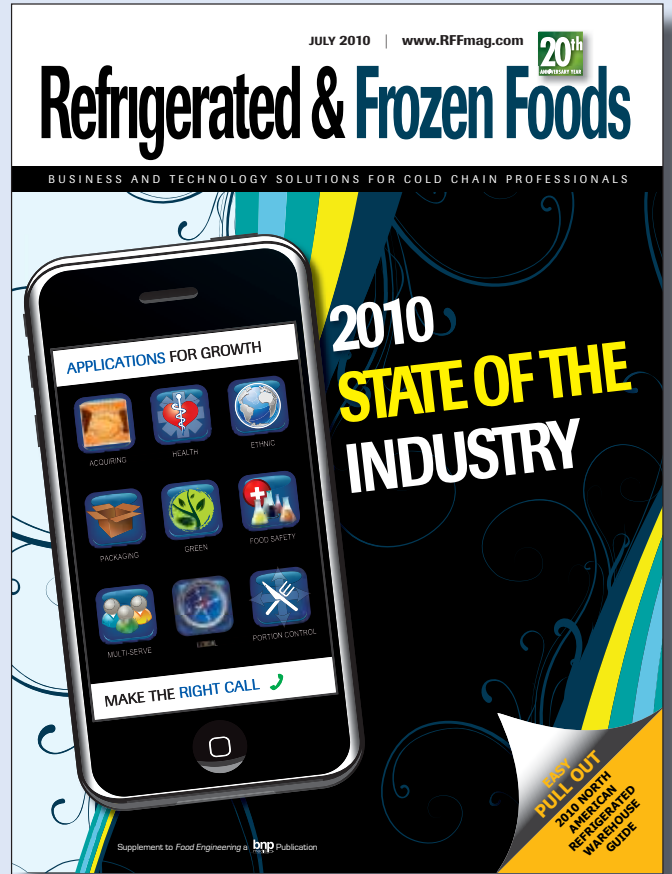
**Food Master**



**Comprehensive website**



**Monthly e-Newsletter**



## New in 2011

- ▶ Cold Logistics Executive Q & A
- ▶ Refrigerated Transportation Guide and Directory
- ▶ Separate Food Safety and Energy Management Editorial Sections

# 2011

## INTEGRATED MEDIA KIT

WWW.RFFMAG.COM

# 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 more than \$262 billion. These products, as a final step in the manufacturing process, are refrigerated, chilled or frozen.

*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 temperature-controlled 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

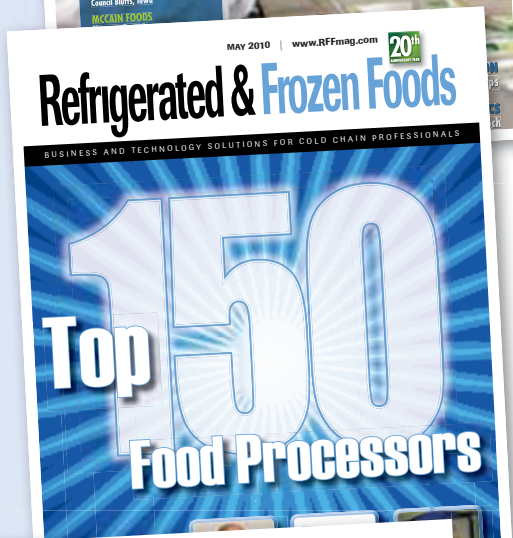
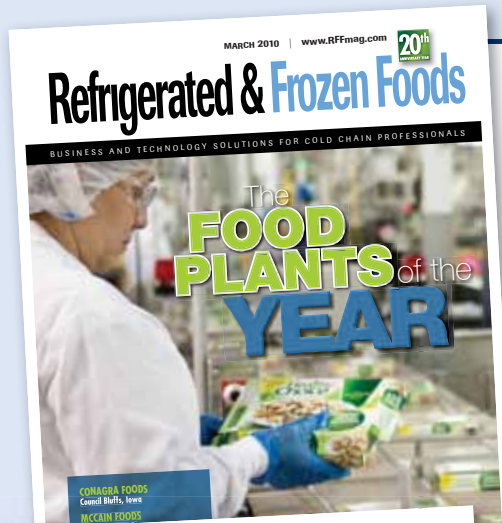
**Total Segment Sales \$262B**

Source: Publisher's Own Data, May 2010

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# AUDIENCE



*Refrigerated & Frozen Foods* reaches over 14,000 operation and production executives in the North American market. Mid to large, multi-national food processing companies involved in the manufacturing and distribution of all the major categories of value-added, convenience products including, Meals & Entrees, Further Processed Meat, Poultry & Seafood Products, Snacks/Appetizers/Sidedishes, Bakery, Dairy and Beverage Items and Further Processed Fruits & Vegetables. These companies sell branded and private label products as well as products for food service distribution. *Refrigerated & Frozen Foods* also delivers an extremely targeted reach to key decision-makers within the Cold Storage/Refrigerated warehouse section of the business.

## CIRCULATION BY SEGMENT

Meat, Poultry and Seafood Processors	4,116
Frozen Bakery and Snack Food Products	2,618
Chilled and Frozen Beverages	2,531
Frozen Food, Prepared Meals, Entrees, Sidedishes Appetizers	2,310
Frozen Dairy Products	2,223
Frozen & Refrigerated Warehouses	1,192

## BY JOB TITLE

Plant Operations	9,171
Upper Level Management/General Administration	4,144
Engineering	324
R & D	263
Purchasing	553
Marketing	154

## BY PRODUCTS BOUGHT, SPECIFIED AND RECOMMENDED\*

Processing & Liquid Handling Equipment	10,647
Packaging Machinery and Materials	10,776
Sanitation and Maintenance Equipment	8,795
Material Handling Equipment	8,221
General Plant Equipment	6,379
Refrigeration and Freezing Equipment	5,609
Plant Design and Construction Services	4,131

## PUBLISHER'S STATEMENT \*\*

\*Column does not add up to 15,000 because of multiple responses \*\* Publisher's own data, May 2010

## Your Online Connection to the Food and Beverage Manufacturing Market

Refrigerated & Frozen Foods offers a variety of ways to reach manufacturing and operations executives online. At Refrigerated & Frozen Foods online, your customers and prospects are just a click away from an unbeatable collection of timely and accurate information on food industry trends, technologies and products. With an average of 3,950 unique browsers and 16,717 page impressions per month,\* Refrigerated & Frozen Foods online can help drive traffic to your website and increase your brand and company awareness.



### Banner/Tile and Skyscraper Ads

Reinforce your print ad campaign with a sleek electronic ad on *RFFmag.com*. Ranging from traditional banner and tile ads to sophisticated skyscraper ads, premium positioning is also available.

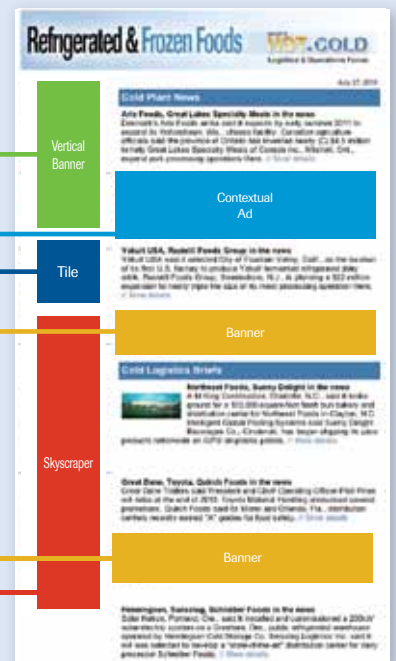
	PIXELS
Banner Ads • Home Page and ROS (Rotating)	468 x 60
Tile Ads • Home Page and ROS (Static)	125 x 125
Skyscraper • Home Page and ROS (Static)	120 x 600

\*Source: Urchin, average for January - June 2010.

## R&FF's Monthly What's HOT in COLD E-Newsletter

Sophisticated marketers utilize *What's HOT in COLD* e-newsletter for the following:

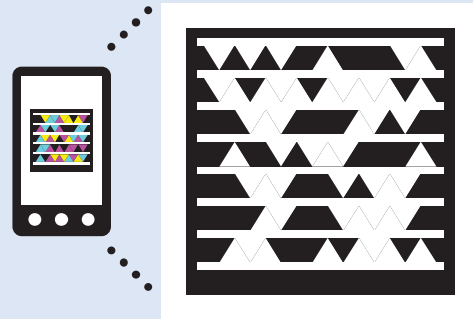
- Driving traffic to your trade show booth
- Publicizing upcoming educational events
- Building traffic on your website
- Reinforcing print ad campaigns
- Introducing a new product
- Promoting a new video



	PIXELS
Vertical Banner	120 x 240
Contextual Ad • Logo or photo 72 dpi resolution and 25-30 words of text	
Tile E-Product of the Month Ad	125 x 125
Banner ads	468 x 60
Skyscraper Ad	120 x 600

Note: Online product dimensions are subject to change.

▼ CONTACT YOUR LOCAL SALES REPRESENTATIVE FOR SPECIFIC PRICING AND SPACE AVAILABILITY. ▼



### Webcasts/Webinars

A growing number of companies have found webcasts/webinars to be an effective vehicle for providing education and generating sales leads.

### Refrigerated & Frozen Foods customized webcast includes the following:

- Ads placed in *Refrigerated & Frozen Foods* to promote the event
- E-mail promotional blasts
- Tile and banner advertising promoting the webcast appearing on *Refrigerated & Frozen Foods* website
- Webcast/Webinar archived on *Refrigerated & Frozen Foods* website for 12 months after the event.

### Add a Mobile Tag to Your Ad

Make your print ad interactive! How? We can add a mobile tag to your print ad. Subscribers will get instant access to your website on their smart phone by taking a snap shot of the mobile tag. Ask your sales representative for details and rates.

### White Papers

This library of information, listed by topic, allows searchers to find relevant information about a particular product or company.

### Follow Us on:



### SPECIFICATIONS:

www.RFFMAG.com	
<b>AD SIZES:</b>	<b>Banner ad</b> • 468 x 60 pixels <b>Tile ad</b> • 125 x 125 pixels <b>Skyscraper ad</b> • 120 x 600 pixels <b>Article Sponsor ad</b> • 300 x 250 pixels <b>Floating Ad (Under Search Bar)</b> • 468 x 60 pixels (animation stage varies) <b>Expandable Banner Ad (Top of Page)</b> • 468 x 60 pixels (468 x 400 total animation stage) <b>Expandable Skyscraper</b> • 120 x 600 pixels (300 x 600 total animation stage) <b>Expandable Wide Skyscraper</b> • 160 x 600 pixels (300 x 600 total animation stage) <b>Page Peel Ad</b> • 150 x 150 pixels (600 x 600 total animation stage) <b>Countdown Clock</b> • 125 x 125 Pixels
<b>FILE SIZE:</b>	<b>40k (40,000 bytes) or less</b>
<b>ANIMATION:</b>	<b>Within ad units:</b> 30 seconds maximum without being re-initiated by the user. If overlay content: 10 seconds maximum to reach final resting place. <b>15 seconds maximum for total animation.</b>
<b>COLORS:</b>	<b>256 colors or less</b>
<b>RESOLUTION:</b>	<b>72 dpi</b>
<b>FILE FORMATS:</b>	<b>Jpeg, GIF (static or animated) and SWF*</b> (Macromedia Flash, must include .FLA file)








E-NEWSLETTER	
<b>AD SIZES:</b>	<b>Banner ad</b> 468 x 60 pixels <b>Tile ad</b> 125 x 125 pixels <b>Skyscraper ad</b> 120 x 600 pixels
<b>FILE SIZE:</b>	<b>20k (20,000 bytes) or less</b> Banner ad, Tile ad
<b>COLORS:</b>	<b>256 colors or less</b>
<b>RESOLUTION:</b>	<b>72 dpi</b>
<b>FILE FORMATS:</b>	<b>JPG or GIF/ Animated GIF only;</b> No Flash files in eNewsletters



For more digital advertising specifications or options, go to [portfolio.bnppmedia.com](http://portfolio.bnppmedia.com).

# Refrigerated & Frozen Foods

## 2011 Editorial Calendar



	January	March	May	July
	Ad closes December 10	Ad closes February 11	Ad closes April 11	Ad closes June 10
<b>COVER STORY</b>	<b>Leading Processor Profile</b>	<b>R&amp;FF's Food Plants of the Year</b>	<b>Top 150 Food Processors</b>	<b>State of the Industry Report</b>
<b>FOOD SAFETY</b>	Cold Plant Sanitation	Future in High Pressure Processing?	In-Transit Temperature Control & Monitoring	<b>2010-2011 North American Warehouse Guide &amp; Directory</b>
<b>PACKAGING TECHNOLOGY</b>	Microwave materials	Cold Packaging Supplier Guide	Cold Tray Trends	
<b>LOGISTICS &amp; SUPPLY CHAIN</b>	Rail Transportation Update Cold Logistics Executive Q&A	Cold Warehouses go Green Cold Logistics Executive Q&A	AS/RS Update Cold Logistics Executive Q&A	
<b>ENERGY MANAGEMENT</b>	Lighting	Insulated Walls, Panels	Energy-Efficient Doors	
<b>TECHNOLOGY SHOWCASE</b>	Cold Flooring Systems/ Refrigeration Equipment	Compressors/Forming Equipment	Cold Equipment Lubricants/ Filling Equipment	
<b>TRADE SHOWS / BONUS DISTRIBUTION</b>	<ul style="list-style-type: none"> <li>• <b>AFFI-CON</b> - San Francisco, CA, February 19-23</li> </ul>  <ul style="list-style-type: none"> <li>• <b>Int'l Poultry Expo</b> - Atlanta, GA, January 26-28</li> </ul> 	<ul style="list-style-type: none"> <li>• <b>IIAR Show</b> - Orlando, FL, March 27-30</li> <li>• <b>IARW Expo</b> - New Orleans, LA, April 30-May 4</li> <li>• <b>RFA Conference</b> - Naples, FL, March 6-9</li> <li>• <b>AMI Expo</b> - Chicago, IL, April 13-16</li> </ul> 	<ul style="list-style-type: none"> <li>• <b>AFFI-IARW Food Logistics Forum</b> - Denver, CO, June 5-7</li> </ul>    	
<b>MERCHANDISING/ VALUE-ADDED SERVICES FOR 1/2 PAGE OR LARGER QUALIFIED ADVERTISERS</b>	<ul style="list-style-type: none"> <li>• Start your program in January and earn two ad placements for the price of one.</li> <li>• FREE IPE Show Preview and PACK EXPO Show Portrait section</li> </ul>	<ul style="list-style-type: none"> <li>• Bonus Distribution at all the industry shows and conventions</li> <li>• FREE video clip on RFF Website</li> <li>• FREE IARW Show Preview</li> </ul>	<ul style="list-style-type: none"> <li>• FREE Supplier Profile</li> </ul>	<ul style="list-style-type: none"> <li>• FREE video clip on RFF Website</li> <li>• FREE Warehouse Guide and Directory Company Profile</li> </ul>






	September	November	December
	Ad closes August 12	Ad closes October 11	Ad closes November 11
<b>COVER STORY</b>	<b>2011 Frozen Food Processor of the Year</b> - R&FF honors a processor for year-over-year growth and leadership involving new products, promotions, packaging and other activities.	<b>R&amp;FF's "Ones to Watch"</b> - Editor Bob Garrison profiles fast growing, up-and-coming processors in each of six product categories: meals & entrees; snacks, appetizers & sides; meat, poultry & seafood; fruit & vegetable; bakery; and dairy.	<b>2011 Refrigerated Foods Processor of the Year</b> <b>Refrigerated Transportation Guide and Directory</b>
<b>FOOD SAFETY</b>	Cold Food Safety Awards	RFA Microbiology Report	Irradiation Advances
<b>PACKAGING TECHNOLOGY</b>	Best New Cold Packages	Flexible Material Trends	Cold Packaging Goes "Green"
<b>LOGISTICS &amp; SUPPLY CHAIN</b>	RFF Logistics Leadership Award	Cold Logistics Executive Q&A	Cold Logistics Executive Q&A
<b>ENERGY MANAGEMENT</b>	Energy Control Tools & Systems	Solar Technologies	What's Next? Twelve Ideas for 2012
<b>TECHNOLOGY SHOWCASE</b>	Form/Fill/Seal Equipment, Conveyors & Belting	Coating Equipment/Cutting & Slicing Equipment	Evaporators, Condensers/Cooking Equipment
<b>TRADE SHOWS / BONUS DISTRIBUTION</b>	<ul style="list-style-type: none"> <li>• <b>Int'l Dairy Show</b> - Atlanta, GA, September 19-21</li> <li>• <b>PACK EXPO</b> - Las Vegas, NV, September 26-28</li> <li>• <b>PROCESS EXPO</b> - Chicago, IL, November 1-4</li> </ul>  		
<b>MERCHANDISING/ VALUE-ADDED SERVICES FOR 1/2 PAGE OR LARGER QUALIFIED ADVERTISERS</b>	<ul style="list-style-type: none"> <li>• FREE Fall Show Preview</li> <li>• FREE Podcast on RFF website</li> </ul>	<ul style="list-style-type: none"> <li>• FREE video clip on RFF website</li> </ul>	<ul style="list-style-type: none"> <li>• FREE Processor of the Year Supplier Profile</li> <li>• FREE Podcast on RFF website</li> </ul>

















# FOOD MASTER

**FREE BONUS WITH CATALOG PAGES**





## PRINT

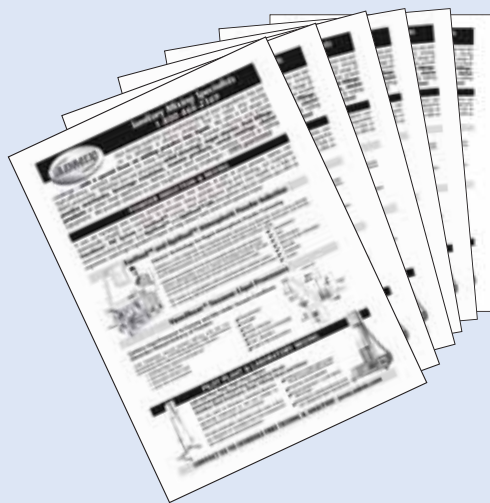
-  Unlimited boldface product listings with premium position
-  Boldface in brand/trademark listing section
-  Boldface in yellow page section
-  Discount on traffic stopper listing
-  50 FREE sales office listings in yellow page section

## ONLINE

-  **Premium Listing Includes**
-  Star designation
-  Border around your listing in large, bold font
-  Video designation on the index, which includes a link to eLearning Center video within company profile, if applicable
-  Email link from index and company profile
-  Live link to your website in company profile
-  30-word description within company profile
-  FREE brand listing
-  FREE listing in cataloger index
-  Unlimited Product Listings
-  Run one print catalog page, get one catalog page posted to FoodMaster.com for FREE
-  Run 2+ print catalog pages and post your entire product catalog on FoodMaster.com for FREE
-  1 White Paper posting
-  Catalog pages are found online in multiple ways: catalog module, catalog index and within your listing

## DIGITAL EDITION

-  Live web and email links in your catalog page and yellow page listing
-  Live web link from your company name to your website in the green product index pages
-  Live link from the page number within your product listing and company listing to your catalog page
-  **FREE** advertiser navigation index listing



## 2011 RATES

# of catalog pages in Food Master	Food Engineering/Refrigerated & Frozen Foods/Food Master Combined Frequency							
	OPEN	4X	6X	12X	18X	24X	36X	48X
1 page	\$5,305	\$5,065	\$4,875	\$4,725	\$4,475	\$4,295	\$4,115	\$2,785
2-3 pages	\$5,215	\$4,880	\$4,665	\$4,540	\$4,245	\$4,135	\$4,010	\$3,765
4-7 pages		\$4,775	\$4,550	\$4,420	\$3,845	\$3,675	\$3,575	\$3,230
8+ pages			\$4,425	\$4,355	\$3,685	\$3,605	\$3,295	\$3,115
4-color end sheet	\$8,900	\$8,570	\$7,985	\$7,795	\$7,610			

# 2011 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>

## TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (2½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

## 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

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574-935-3724

### Patrick Young

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Switzerland and Italy

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FL, GA, NC, SC, AL, Southern IL, MS, LA,  
Ontario, Quebec

### Suzanne Sarkesian

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