









# 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>