

# Refrigerated & Frozen Foods

THE ONLY PUBLICATION SERVING THE \$267 BILLION FROZEN AND REFRIGERATED FOODS MARKET

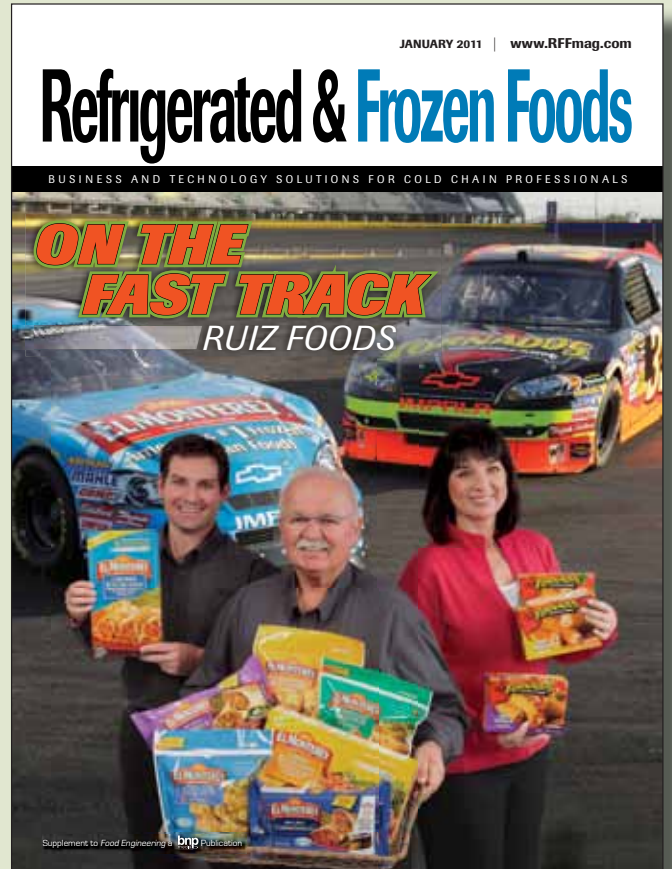
**Food Master**



**Comprehensive website**



**Monthly e-Newsletter**



# 2012

## New in 2012

- ▶ Cover Story - Sustainable Supply Chain of the Year
- ▶ Expanded Editorial Coverage on Supply Chain & Logistics

INTEGRATED  
MEDIA PLANNER

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 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 2010 was more than \$267 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 \$267 BILLION REFRIGERATED AND FROZEN FOOD MARKET

Meals and Entrees	\$87B
Meat Poultry and Seafood	\$76B
Dairy Products	\$37B
Snacks and Side Dishes	\$25B
Bakery	\$23B
Fruits and Vegetables	\$15B
Beverages	\$4.9B
<b>Total Segment Sales</b>	<b>\$267B</b>

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# AUDIENCE

*Refrigerated & Frozen Foods* reaches more than 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 foodservice distribution. *Refrigerated & Frozen Foods* also delivers an extremely targeted reach to key decision-makers within the Cold Storage/Refrigerated warehouse section of the industry.

## CIRCULATION BY SEGMENT

Meat, Poultry and Seafood Processors . . . . .	4,116
Chilled and Frozen Bakery and Snack Food Products . . . . .	2,618
Chilled and Frozen Beverages . . . . .	2,531
Frozen Food, Prepared Meals, Entrees, Sidedishes Appetizers . . . . .	2,310
Chilled and 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 2011

## 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 3,863 unique browsers and more than 10,000 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)	125 x 600

\*Source: Urchin, average for January - June 2011.

## 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	150 x 300
Contextual Ad • Logo or photo 72 dpi resolution and 25-30 words of text	
Tile Ad	150 x 150
Banner ads	468 x 60
Skyscraper Ad	150 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.



### Clear Seas Research Making The Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

Contact: **Beth Surowiec**  
P: 248-786-1619 | E: surowiecb@clearseasresearch.com  
www.clearseasresearch.com



### BNP CUSTOM MEDIA GROUP

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you --we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at [custommedia.bnpmmedia.com](http://custommedia.bnpmmedia.com) or contact us directly:  
**Chris Wilson** | (248) 244-8264 | [wilsonc@bnpmmedia.com](mailto:wilsonc@bnpmmedia.com)

### 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> • 125 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)



**R&FF's newsletter goes to 7,000 executives** in Plant Operations, Engineering, Production, Supply Chain & Logistics. Published monthly *R&FF's* "What's Hot in Cold" is deployed the middle of each month.









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

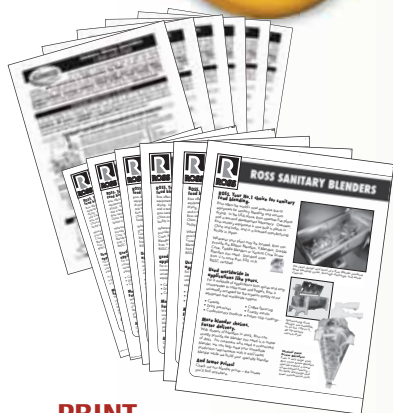
# Refrigerated & Frozen Foods

## 2012 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> - R&FF profiles an extraordinary food plant in each of six cold categories.	<b>Sustainable Supply Chain of the Year</b> - R&FF honors a cold food processor-shipper for year-over-year carbon footprint reduction.	<b>2012 State of the Industry Report</b> - Comprehensive profiles involving cold food trends, data across retail, foodservice channels.  <b>2012 North American Warehouse Guide &amp; Directory</b>
<b>FOOD SAFETY</b>	Cold Plant Sanitation	Traceability in Cold Facilities	Five New Ideas From Other Industries!	
<b>COLD PACKAGING</b>	Microwave Materials	Meal, Entrée Packaging Trends	Packaging Materials Guide	
<b>LOGISTICS &amp; SUPPLY CHAIN</b>	Supply Chain Executive Q & A AS/RS Technology Update	Supply Chain Executive Q & A Green Warehouses	Supply Chain Executive Q & A Import/Export Trends	
<b>ENERGY MANAGEMENT</b>	Lighting	Insulated Walls / Panels	Solar/Roofing Technologies	
<b>TECHNOLOGY SHOWCASE</b>	Cold Flooring/Refrigeration Equipment	Compressors/Forming Equipment	Cold Equipment Lubricants/Bagging & Weighing Equipment	
<b>TRADE SHOWS / BONUS DISTRIBUTION</b>	<ul style="list-style-type: none"> <li>• <b>Int'l Poultry Expo</b> - Atlanta, GA, January 24-26 </li> <li>• <b>AFFI-CON</b> - San Diego, CA, February 18-22 </li> <li>• <b>RFA Conference</b> - Palm Springs, CA, March 4-7 </li> </ul>	<ul style="list-style-type: none"> <li>• <b>IAR Show</b> - Milwaukee, WI, March 18-21</li> <li>• <b>IARW Expo</b> - Tucson, AZ, April 21-26</li> <li>• <b>AMI Expo</b> - Dallas, April 30-May 3 </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Food Logistics Forum</b> - New Orleans, LA, June 3-5 </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 Process 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 RFFWebsite</li> <li>• FREE IARW and AMI Show Preview</li> </ul>	<ul style="list-style-type: none"> <li>• FREE 1/2 page Corporate Profile</li> </ul>	<ul style="list-style-type: none"> <li>• FREE video clip on RFF Website</li> <li>• FREE Warehouse Guide and Directory Corporate Profile</li> </ul>

	SEPTEMBER	NOVEMBER	DECEMBER
	Ad closes August 12	Ad closes October 11	Ad closes November 11
<b>COVER STORY</b>	<b>2012 Frozen Food Processor of the Year</b> - R&FF honors a frozen processor for year-over-year growth and leadership via new products, promotions, packaging and other activities.	<b>Top 150 Frozen Food Processors</b> R&FF ranks top 25 leading processors (all channels) in each of six categories.	<b>2012 Refrigerated Foods Processor of the Year</b> R&FF honors a chilled foods processor for year-over-year growth and leadership via new products, promotions, packaging and other activities.
<b>FOOD SAFETY</b>	Safe Plant Award	RFA Microbiology Report/Update	High Pressure Pasteurization in Cold Plants
<b>COLD PACKAGING</b>	Best New Frozen Packages	Cold Packaging Goes "Green"	Best New Refrigerated Packages
<b>LOGISTICS &amp; SUPPLY CHAIN</b>	Supply Chain Executive Q & A Rail & Intermodal Trends	Supply Chain Executive Q & A Warehouse Design-Build Trends	<b>Refrigerated Transportation Guide and Directory</b>
<b>ENERGY MANAGEMENT</b>	Energy Control Tools & Systems	Energy Efficient Doors	
<b>TECHNOLOGY SHOWCASE</b>	Form-Fill-Seal Equipment / Conveyors & Belting	Coating Equipment / Cutting & Slicing Equipment	Condensers & Evaporators / Cooking Equipment
<b>TRADE SHOWS / BONUS DISTRIBUTION</b>	<ul style="list-style-type: none"> <li>• <b>PACK EXPO</b> - Chicago, IL, Oct. 28-31 </li> </ul>		
<b>MERCHANDISING/ VALUE-ADDED SERVICES FOR 1/2 PAGE OR LARGER QUALIFIED ADVERTISERS</b>	<ul style="list-style-type: none"> <li>• FREE 1/2 page PACK EXPO Show Preview</li> <li>• FREE Processor of the Year Supplier Profile</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> </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

## 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

## 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 company profile page
- Live link to your website in company profile page
- 30-word description within company profile
- 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

Ad Space Unit	Width	Depth
1 page - B&W	7"	9 7/8" Trim: 8" x 10 3/4"
Inside Front Cover	8 1/4"	11" (bleed): Trim: 8" x 10 3/4"
Foot Stopper	7 3/16"	1/2" Images must be black
Traffic Stopper	2 1/8"	5/8" Images must be black
Spine 4-color customized	varies	2"
Front Cover Tiles	1"	2"

**Published annually in November 2012**

Shipping Instructions:  
 Send all orders and advertising material to: BNP Media/Food Master  
 Suzanne Fairman, Production Manager  
 24817 43<sup>rd</sup> Avenue So., Kent, WA 98032  
 253.946.6854 • fax: 248.244.2080 • fairmans@bnpmedia.com

Food Master accepts only full-page, black & white pages.  
**BLEEDS:** Not accepted on black and white pages.  
**COLORS:** Inside front cover & inserts – color accepted.

**Closing Date for Space Reservations • July 27, 2012**  
**Ad Material Due Date • August 24, 2012**

## 2012 RATES

# of catalog pages in Food Master	Food Engineering/Food Master Combined Frequency							
	OPEN	4X	6X	12X	18X	24X	36X	48X
1 page	\$5,465	\$5,215	\$5,025	\$4,865	\$4,610	\$4,425	\$4,235	\$4,120
2-3 pages	\$5,370	\$5,025	\$4,805	\$4,675	\$4,375	\$4,250	\$4,130	\$3,875
4-7 pages		\$4,915	\$4,685	\$4,550	\$3,965	\$3,785	\$3,685	\$3,325
8+ pages			\$4,550	\$4,485	\$3,795	\$3,715	\$3,395	\$3,210
4-color end sheet	\$9,165	\$8,825	\$8,825	\$8,025	\$7,835			

# 2012 Specifications & Advertising Rates

Four Color Display Rates**	1x	3x	6x	12x	18x
Full page	\$5,215	\$4,915	\$4,655	\$4,235	\$3,830
2/3 page	\$3,800	\$3,595	\$3,420	\$3,065	\$2,770
1/2 page (island)	\$3,515	\$3,315	\$3,075	\$2,750	\$2,380
1/2 page (horizontal)	\$2,965	\$2,785	\$2,615	\$2,350	\$2,140
1/3 page (vertical)	\$2,200	\$2,025	\$1,875	\$1,665	\$1,500
1/3 page (square)	\$2,200	\$2,025	\$1,875	\$1,665	\$1,500
1/4 page (vertical)	\$1,685	\$1,575	\$1,460	\$1,265	\$1,160
1/4 page (horizontal)	\$1,685	\$1,575	\$1,460	\$1,265	\$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

### Patrick Young

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 youngp@bnpmedia.com  
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# Refrigerated & Frozen Foods