

# 2010 Editorial Calendar

	IPE ON-FLOOR ISSUE		IFT FOOD EXPO / FPSA'S PROCESS EXPO PRE-SHOW ISSUE	IFT FOOD EXPO / FPSA'S PROCESS EXPO ON-FLOOR ISSUE
	<b>December/ January</b> Closes Dec 11 Materials Dec 18	<b>February/ March</b> Closes Feb 12 Materials Feb 19	<b>April</b> Closes Mar 13 Materials Mar 20	<b>May</b> Closes Apr 9 Materials Apr 16
<b>Corporate Profile</b>	Profile of Leading Processor	<b>Food Plants of the Year</b>	<b>Top 150 Processors</b> 	Profile of Leading Processor
<b>Profiles of Leading Processors' Operations</b>	Tour of Plant/On-site Interviews	<b>Contract Manufacturing Guide</b>		Tour of Plant/On-site Interviews
<b>Processing Equipment</b>	Coating Equipment	Freezing Equipment	Pizza Equipment	Filling & Depositing
<b>Packaging &amp; Packaging Equipment</b>	Microwave Packaging Innovations	Steam Packaing Options	Sustainable Packaging	Reclosable Packaging
<b>Logistics</b>	Racking Systems	Lift Truck Update	Warehouse Design/Build	Insulated Doors & Panels
<b>Product Development</b>	Formulating for the Microwave	Flavor Trends	Ethnic Review/Asian	Functional Food Ingredients
<b>Suppliers Marketplace</b>	Freezing Gases	Condensers & Evaporators	Insulated Doors & Panels	Refrigeration & Freezing Equipment

**Special Issue**  
Closes Apr 9  
Materials Apr 16

**POLYBAGGED WITH THE MAY ISSUE**

**SPECIAL IFT/FPSA SUPPLEMENT**

Exhibiting at IFT/FPSA? Maximize Your Investment with this Special Issue!  
This inaugural show combining IFT and Process Expo will generate tremendous interest in the industry. Capture some of this excitement and reach the decision makers who'll be attending - before they get to the Show Floor.

<b>Bonus Distribution</b>	<ul style="list-style-type: none"> <li>• International Poultry Exhibition</li> <li>• Northwest Food Processors Convention</li> <li>• AFFI-Con</li> <li>• RFA Convention</li> </ul>		<ul style="list-style-type: none"> <li>• Intern'l Assoc Ammonia Refrigeration</li> <li>• Intern'l Assoc of Refrigerated Warehouses</li> </ul>	<ul style="list-style-type: none"> <li>• AFFI Distribution Conference</li> <li>• IFT/FPSA Convention</li> </ul>
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<b>BONUS</b>  <b>Advertiser Perks</b>	BUY ONE AD, GET ONE AD FREE	FREE TILE AD ON WWW.RFFMAG.COM	FREE LEAD ADVANTAGE PROGRAM	FREE ON-LINE SUPPLIER VIDEO ON WWW.RFFMAG.COM
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SPONSORSHIPS AVAILABLE

	June Closes May 7 Materials May 14	July Closes Jun 11 Materials Jun 18	Special Issue Closes Jun 11 Materials Jun 18	PACK EXPO PRE-SHOW ISSUE August/ September Closes Aug 7 Materials Aug 14	PACK EXPO ON-FLOOR ISSUE October Closes Sep 10 Materials Sep 17	November/ December Closes Nov 12 Materials Nov 19	
<b>Corporate Profile</b>		Profile of Leading Processor	 <b>2009 NORTH AMERICAN WAREHOUSE GUIDE &amp; SUPPLIER SHOWCASE</b> <ul style="list-style-type: none"> <li>Logistics Leadership Awards</li> <li>Executive Interviews</li> <li>Warehouse Guide</li> <li>Carrier Guide</li> <li>Industry Calendar</li> <li>Association Listings</li> </ul>	<b>Processor of the Year</b> 		Profile of Leading Processor	
<b>Profiles of Leading Processors' Operations</b>	 <b>STATE OF THE INDUSTRY</b> <ul style="list-style-type: none"> <li>Consumer Channels                             <ul style="list-style-type: none"> <li>Foodservice</li> <li>Retail Grocery</li> <li>Club Store, Mass Merchandiser</li> <li>Deli / Bakery</li> <li>Convenience Store, Vending</li> </ul> </li> <li>Critical Functions                             <ul style="list-style-type: none"> <li>Product Development</li> <li>Logistics</li> <li>Operations</li> <li>Facility Design</li> <li>Packaging</li> </ul> </li> </ul>	Tour of Plant/On-site Interviews		Cutting & Slicing Equip	 <b>2010 ANNUAL BUYERS GUIDE</b> <ul style="list-style-type: none"> <li>Association Listings</li> <li>Industry Calendar</li> <li>Product Listings</li> <li>Supplier Listings</li> </ul>	Tour of Plant/On-site Interviews	
<b>Processing Equipment</b>		Cooking Equipment		To-Go Packaging		Warehouse Automation	Conveyors/Belting
<b>Packaging &amp; Packaging Equipment</b>		Refrigerated Packaging		Ethnic Flavors/Hispanic		Spices & Seasoning Trends	Hygienic Packaging Equipment
<b>Logistics</b>				Lift Trucks		Packaging Equipment	AS/R Update
<b>Product Development</b>							Ethnic Global Trends
<b>Suppliers Marketplace</b>							Temperature Recorders
<b>Bonus Distribution</b>						<ul style="list-style-type: none"> <li>International Poultry Expo</li> <li>Northwest Food Processors Conv</li> </ul>	
<b>Advertiser Perks</b>	FREE BANNER AD ON WWW.RFFMAG.COM WITH FULL-PAGE AD IN JUNE ISSUE	FREE AD READERSHIP SURVEY	FREE AD READERSHIP SURVEY	FREE DIRECT MAIL LIST RENTAL (UP TO 1,000 TARGETED NAMES)	FREE LEAD ADVANTAGE PROGRAM	FREE TILE AD INSIDE "WHAT'S HOT IN COLD" E-NEWSLETTER	
		EXCLUSIVE RESEARCH	EXCLUSIVE RESEARCH			 RFF looks at new products and trends	

BONUS

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