

Refrigerated & Frozen Foods

RFF

BEST PRACTICES FOR VALUE-ADDED PROCESSORS

The only
publication
targeted
exclusively to
processors of
value-added,
convenience
foods!

New in 2010!

- Each Issue Goes Green with a Digital Edition
- www.RFFMAG.com Improved and Newly Designed Website
- Special IFT/FPFA Pre-Show Supplement

2010 INTEGRATED MEDIA PLANNER

Online Media Services:

Web Ads • Videos • Podcasts • Webinars • White Papers
E-newsletters • Digital Issues • Industry Directory



www.RFFMAG.com

Delivering the Fastest Growing Segment Of The Food Industry – Convenience Foods

Today's food and beverage consumer is faced with a world that continues to move at lightening speed. As a result there's a greater need than ever for delicious, healthy and quality meals that can be prepared quickly - refrigerated & frozen convenience foods!!

Add to this the fact that 80-90% of all product coming to food service operators is refrigerated & frozen and you can see why this unique segment of the industry continues to enjoy the largest growth of any other.

Now is the time to get your products and/or services in front of food and beverage processors and their temperature controlled warehousing and distribution partners.

THE \$221 BILLION MARKET

Meals & Entrees	\$86.1
Prepared Meat & Poultry	\$74.4
Snacks, Appetizers & Sidedishes	\$24.9
Bakery Products	\$21.7
Fruits & Vegetables	\$14.3

Total Value-Added Product Sales: \$221.4 Billion

Source: Publisher's Own Data, July, 2009



UNIQUE MARKET POSITION

Refrigerated & Frozen Foods is the **ONLY** publication exclusively serving this fast-growth market with circulation and editorial dedicated to creating, manufacturing, warehousing and distributing refrigerated and frozen foods through retail and foodservice channels.

FOCUSED REFRIGERATED & FROZEN COVERAGE

Refrigerated & Frozen Foods circulation reaches **ONLY** refrigerated and frozen food industry professionals. It spans the entire industry to include all five major categories including:

- Meals & Entrees
- Further Prepared Meat & Poultry
- Bakery
- Snacks, Appetizers & Sidedishes
- Further Prepared Fruits & Vegetables

82% of readers surveyed have taken action as a result of seeing an ad in *R&FF*.** Including visiting a website, purchasing or recommending a purchase, requesting information from a company, and more!

The Power of Exclusivity

Only *REFRIGERATED & FROZEN FOODS* Delivers:

- **MORE** refrigerated and frozen food processing executives
- **MORE** refrigerated and frozen food plant operations management personnel
- **MORE** R&D Management personnel responsible for creating value-added products –this group develops the most newest products and buys the most ingredients
- **MORE** executives and operation management personnel within the cold storage and logistics industry

...MORE

**Source: AD Score Advertising Readership Study, September 2008

The Ad Page Leader SPECIFICALLY For The Refrigerated And Frozen Food Processing Market!

Reaching Your Past, Present & Future Customers Just Got Easier!

INTEGRATE YOUR ADVERTISING FOR MAXIMUM EXPOSURE.

PRINT & DIGITAL



R&FF's 15,000* subscribers include decision-makers involved in each of five major food categories:

- Meals & Entrees
- Further Prepared Meat & Poultry
- Bakery
- Snacks, Appetizers & Sidedishes
- Prepared Fruits & Vegetables

R&FF IS #1 IN READERSHIP**

Refrigerated and frozen food executives understand that *Refrigerated & Frozen Foods* is an important resource for critical industry insight and information.

“Which of the following trade publications do you read regularly, that is, 3 out of 4 issues?”

REFRIGERATED & FROZEN FOOD - 41%

Food Processing - 26%

Food Product Design - 21%

Food Technology - 18%

**Source: AD Score Advertising Readership Study, July 2008.

E-NEWSLETTER

WHAT'S HOT IN COLD



BI-MONTHLY E-NEWSLETTER

Delivered into subscribers inboxes, WHAT'S HOT IN COLD gives readers the latest updates in refrigerated & frozen foods between issues! Make sure your ad is included along with the latest industry information.

ON THE WEB

www.RFFMAG.com



NEWLY REDESIGNED WEBSITE

The latest technical articles, industry news, and product information at your fingertips!



**CONNECT ONLINE!
CHECK OUT OUR INTEGRATED MEDIA ON PAGE 5.**

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
	December/ January Closes Dec 11 Materials Dec 18	February/ March Closes Feb 12 Materials Feb 19	April Closes Mar 13 Materials Mar 20	May Closes Apr 9 Materials Apr 16
Corporate Profile	Profile of Leading Processor	Food Plants of the Year	Top 150 Processors 	Profile of Leading Processor
Profiles of Leading Processors' Operations	Tour of Plant/On-site Interviews	Contract Manufacturing Guide		Tour of Plant/On-site Interviews
Processing Equipment	Coating Equipment	Freezing Equipment	Pizza Equipment	Filling & Depositing
Packaging & Packaging Equipment	Microwave Packaging Innovations	Steam Packaing Options	Sustainable Packaging	Reclosable Packaging
Logistics	Racking Systems	Lift Truck Update	Warehouse Design/Build	Insulated Doors & Panels
Product Development	Formulating for the Microwave	Flavor Trends	Ethnic Review/Asian	Functional Food Ingredients
Suppliers Marketplace	Freezing Gases	Condensors & 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.

Bonus Distribution	<ul style="list-style-type: none"> • International Poultry Exhibition • Northwest Food Processors Convention • AFFI-Con • RFA Convention 		<ul style="list-style-type: none"> • Intern'l Assoc Ammonia Refrigeration • Intern'l Assoc of Refrigerated Warehouses 	<ul style="list-style-type: none"> • AFFI Distribution Conference • IFT/FPSA Convention
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BONUS Advertiser Perks	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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Advertiser perks are for 1/2 page or larger display advertisers in that specific issue unless otherwise noted.



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

Corporate Profile

Profiles of Leading Processors' Operations

Processing Equipment

Packaging & Packaging Equipment

Logistics

Product Development

Suppliers Marketplace

Bonus Distribution

BONUS

Advertiser Perks



Profile of Leading Processor

Tour of Plant/On-site Interviews

Cooking Equipment

Refrigerated Packaging

Ethnic Flavors/Hispanic

Lift Trucks

STATE OF THE INDUSTRY

Consumer Channels

- Foodservice
- Retail Grocery
- Club Store, Mass Merchandiser
- Deli / Bakery
- Convenience Store, Vending

Critical Functions

- Product Development
- Logistics
- Operations
- Facility Design
- Packaging

FREE BANNER AD ON WWW.RFFMAG.COM WITH FULL-PAGE AD IN JUNE ISSUE

FREE AD READERSHIP SURVEY

POLYBAGGED WITH THE JULY ISSUE

2009 NORTH AMERICAN WAREHOUSE GUIDE & SUPPLIER SHOWCASE

- Logistics Leadership Awards
- Executive Interviews
- Warehouse Guide
- Carrier Guide
- Industry Calendar
- Association Listings

FREE AD READERSHIP SURVEY

Processor of the Year



Cutting & Slicing Equip

To-Go Packaging

Warehouse Automation

Spices & Seasoning Trends

Packaging Equipment

• Pack Expo

FREE DIRECT MAIL LIST RENTAL (UP TO 1,000 TARGETED NAMES)



CATEGORY SPONSORSHIPS AVAILABLE

2010 ANNUAL BUYERS GUIDE

- Association Listings
- Industry Calendar
- Product Listings
- Supplier Listings

Profile of Leading Processor

Tour of Plant/On-site Interviews

Conveyors/Belting

Hygienic Packaging Equipment

AS/R Update

Ethnic Global Trends

Temperature Recorders

- International Poultry Expo
- Northwest Food Processors Conv

FREE TILE AD INSIDE "WHAT'S HOT IN COLD" E-NEWSLETTER



EXCLUSIVE RESEARCH

EXCLUSIVE RESEARCH

Advertiser perks are for 1/2 page or larger display advertisers in that specific issue unless otherwise noted.

INTEGRATED MEDIA



E-newsletter

Top Banner
468x60 pixels

Skyscraper
120x600 pixels

Tile/Button
120x60 pixels



Website

Top Banner
468x60 pixels

Skyscraper
120x600 pixels

Tile/Button
120x60 pixels

Article Sponsorship
300x250 pixels

WEBSITE & E-NEWSLETTERS

Generate brand awareness, promote products and events, drive traffic to your site, and more.

Website & E-newsletter Ads

	1x	3x	6x	12x
Banner Ad	\$1,200	\$1,000	\$850	\$700
Tile Ad	\$900	\$750	\$600	\$450
Sponsor Button	\$800	\$650	\$500	\$400
Skyscraper Ad	\$1,000	\$900	\$800	\$700
Article Sponsorship	\$950	\$800	\$650	\$500

WEBINARS

Educate Customers • Build Brands • Generate Sales Opportunities

In 2009, BNP Media Events produced approximately more than 90 Webinars that generated an average of 400 lead opportunities per event*. Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor, all you have to do is sit back and enjoy the benefits. Contact your sales rep to learn how you can schedule your customized Webinar program.

MICROSITE

A specialized microsite, which resides within the *R&FF* website, showcases your company and its products while driving highly qualified traffic back to your company website. A great way to develop new leads!

CUSTOM E-MAIL BLAST

Get your personalized message out to our subscribers! Launch a new product or promote your brand in a customized e-mail blast.

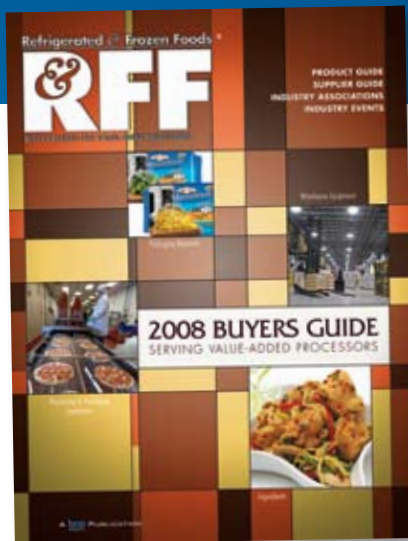
VIDEOS

Position your company as a cutting-edge provider of industry-leading information with video! A video clip, hosted on our Website and promoted in our e-Newsletter, will showcase your latest products and services.

www.RFFMAG.com



* Publisher's Data



BUYERS GUIDE NOVEMBER 2011

List your company for year long exposure to your audience in print and online. Attract buyers to your company with advertising and enhancements to suit every budget including new online options like video and even R.F.P. sales leads. You can even update your listing online throughout the year!



2010 FOOD SAFETY SUMMIT

Mark your calendars for the 2010 Food Safety Summit, the largest and most established food safety and security exposition in North America. This year's event takes place April 12-14 at the Washington DC Convention Center. The Summit provides two days of intensive education covering the technical, practical and emerging topics of concern along with a resource-rich Exhibition Hall with over 200 exhibitors. For additional information, please visit www.foodsafetysummit.com.



Personalized Media Solutions

Is your organization thinking about starting its own magazine, website, or e-Newsletter? How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Our Custom Media Group combines our media staff experts with **R&FF's** readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

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<http://custommedia.bnpmedia.com>

MAKING THE COMPLEX CLEAR

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools we help your business grow and succeed in today's marketplace.



For more information contact:
Sarah Corp
P: 248-786-1625
E: corps@clearseasresearch.com
www.clearseasresearch.com

Our diverse and expansive portfolio of food, beverage and packaging magazines gives you an unmatched resource to reach decision-makers in all areas of these industries. Consider these other BNP Media publications as part of your advertising opportunities.

- Beverage Industry
- Brand Packaging
- Candy Industry
- Contract Manufacturing & Packaging
- Dairy Foods
- Flexible Packaging
- Food & Beverage Packaging
- Food Engineering
- Food Master
- Independent Provisioner
- Industria Alimenticia
- Independent Processor
- Meat & Deli Retailer
- Prepared Foods
- Private Label Buyer
- Refrigerated & Frozen Foods Retailer
- Snack Food & Wholesale Bakery



2010 Specifications & Advertising Rates

Bleed Specifications:

Full-page bleed size 8.25" x 11"
 Full-page trim size 8" x 10.75"
 Spread size, full bleed 16.25" x 11"
 Spread trim size 16" x 10.75"
 Keep all live matter .375" from trim.
 Fractional ads should match sizes published in media kit.

Digital Ad Requirements

Platforms: MAC format preferred. (IBM-compatible accepted, fonts will be replaced by MAC versions).

Preferred File Formats: InDesign, Photoshop and Illustrator files accepted. PDFs are accepted; please call the production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used must be CMYK, unless a spot color has been purchased.

Electronic Submission:

RFF recommends submitting your files via FTP or email. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

FTP Login Information:

Go to <http://dfupload.bnpmmedia.com> and choose Refrigerated and Frozen Foods from the drop down menu and follow on screen directions.

Proofs Required: A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 8" x 10.75". Bleed ads should extend beyond trim crop marks by .125" on each side. Vital matter must be kept at least .375" away from trim edges. Fractional ads should match sizes published in media kit.

Ship Materials, Insert Samples, Insertion Orders, etc. to:
 BNP Media, 155 N Pflingsten Road, Suite 205, Deerfield, IL 60015
 Attn: Roz Gilman, E: gilmanr@bnpmmedia.com, P: 847.405.4039

TERMS & CONDITIONS

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1 1/2% per month service charge thereafter (1/2% 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.

Copy & Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.

Refrigerated & Frozen Foods

2401 W Big Beaver Rd Ste 700
 Troy MI 48084

COLOR DISPLAY RATES	Width x Height	1x	3x	6x	12x	18x
Full page	8" x 10.75"	\$5,050	\$4,770	\$4,520	\$4,110	\$3,830
2/3 page	4.5" x 10"	\$3,690	\$3,490	\$3,320	\$2,980	\$2,770
1/2 page (island)	4.5" x 7.5"	\$3,410	\$3,220	\$2,990	\$2,670	\$2,380
1/2 page (horizontal)	7" x 4.875"	\$2,880	\$2,700	\$2,540	\$2,290	\$2,140
1/3 page (vertical)	2.25" x 10"	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/3 page (square)	4.5" x 4.875"	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/4 page (vertical)	3.375" x 4.875"	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
1/4 page (horizontal)	7" x 2.375"	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
Inside Front Cover*	8" x 10.75"	\$6,870	\$6,650	\$6,370		
Inside Back Cover*	8" x 10.75"	\$6,760	\$6,520	\$6,280		
Back Cover*	8" x 10.75"	\$7,010	\$6,750	\$6,540		

*Includes Bleed and Color

Special Color

Special Color

Additional charge for any special color and black.

Per Page	\$1,390
Per Spread	\$2,580
Per 1/2 page	\$1,030

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



Contact Us

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