







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

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