

The Only Publication Serving the \$290 Billion Refrigerated and Frozen Foods Market

Refrigerated & Frozen Foods

BUSINESS AND TECHNOLOGY SOLUTIONS FOR COLD CHAIN PROFESSIONALS



Monthly eNewsletter



Comprehensive website



Food Master



North American Refrigerated Warehouse Guide



2014

INTEGRATED MEDIA PLANNER

WWW.RFFMAG.COM

REACHING 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. Our niche is to provide information on new trends and technologies in packaging, food safety, energy management and supply chain and logistics. The wholesale value of shipments of this market in 2013 will be over \$290 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 \$290 BILLION REFRIGERATED AND FROZEN FOOD MARKET*

Meals & Entrées	\$92B
Meat, Poultry & Seafood	\$81B
Dairy Products	\$43B
Snacks & Side Dishes	\$27B
Bakery	\$25B
Fruits & Vegetables	\$17B
Beverages	\$5B
Total Segment Sales	\$290B

*US Government Census Data

REFRIGERATED & FROZEN FOODS REACHES LEADING PROCESSORS

Kraft Foods Group	Chiquita North America
Reser's Fine Foods	HJ Heinz
Tyson Foods, Inc	Pinnacle Foods
JBS USA	JR Simplot
Smithfield Foods	McCain Foods USA
Dean Foods	Rich Products
Land O'Lakes, Inc	The Kroger Co.
Nestlé Beverage	Blount Fine Foods
Hillshire Brands	Sandridge Food Corp
ConAgra Foods	Earthbound Farm
Saputo, Inc	Keystone Foods
General Mills	Northeast Foods
Nestlé Prepared Foods	The Schwan Food Co

AUDIENCE

Refrigerated & Frozen Foods reaches 15,000 operation, packaging, production and supply chain executives in the North American market, including mid to large, multi-national food processors involved in the manufacturing and distribution of all the major categories of value-added, convenience products such as Meals & Entrées, further-processed Meat, Poultry & Seafood products, Snacks, Appetizers & Side Dishes, 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 & Seafood Processors	3,956
Beverages	2,203
Dairy Products	1,920
Bakery & Snack Food Products	1,804
Frozen Foods, Prepared Meals, Entrées, Side Dishes, Appetizers	1,015
Warehousing, Distribution & Logistics	.821

BY JOB TITLE

Plant Operations, Production & QA/QC	6,533
Corporate Management & Administration	4,040
Engineering	1,717
Warehousing, Distribution & Logistics	.954
R&D Product Development	.794
Purchasing	.448

BY PRODUCTS BOUGHT, SPECIFIED AND RECOMMENDED*

Packaging Machinery & Machinery	9,766
Process Equipment & Pumps	9,157
Sanitation & Maintenance	8,812
Refrigeration & Freezing Equipment	7,830
General Plant Equipment	7,580
Material Handling Equipment	7,550
Instrument & Process Control Systems	7,360
Plant & Security QA/QC Instrumentation	6,077
Plant Design & Construction	5,428
Warehousing & Distribution	4,651




Topics of Most Interest to the Readers of *Refrigerated & Frozen Foods*⁺


Food Safety	91%
Packaging Innovation	69%
Processing Innovation	65%
Logistics & Supply Chain Issues	65%
Energy Conservation	57%



PUBLISHER'S STATEMENT **

*Column does not add up to 15,000 because of multiple responses ** Publisher's own data, June 2013 +Publishers Own Data, 2012 *Refrigerated & Frozen Foods* Reader Profile

	JANUARY Ad closes Dec. 9, 2013	MARCH Ad closes Feb. 13, 2014	MAY Ad closes April 11, 2014	JULY Ad closes June 12, 2014
COVER STORY	2014 Refrigerated Foods Processor of the Year - R&FF honors a chilled foods processor for year-over-year growth and leadership in promotions, packaging, new products, plant expansions, etc.	Top 150 Frozen Food Processors - A ranking of the Top 25 frozen food processors in each of the six major product categories.	2014 Sustainable Supply Chain of the Year - R&FF honors a cold food processor/shipper for year-over-year carbon footprint reduction.	2014 State of the Industry Report - An extensive report covering everything from trends and analysis to product performance and packaging initiatives.
SUB-COVER	Top 25 Refrigerated Foods Processors - A ranking of Top 5 refrigerated foods processors in each of the six categories.			2014 North American Warehouse Guide & Directory - A guide to leading refrigerated and frozen food warehousing and logistics companies.
NEW RETAIL PRODUCTS	Appetizers, Sides & Fruit & Vegetables	Dairy Products	Beverages	
FOOD SAFETY	Microbiology Update	How to Conduct Supplier Food Safety & Mock Recalls	Plant Sanitation Solutions	Impact of Social Media on Food Safety & Food Defense
PACKAGING EQUIPMENT	Vertical Form-Fill-Seal (VFFS) Equipment	Fillers & Depositors	Bagging, Weighing & Case Packing Equipment	Modified Atmosphere Packaging (MAP) & Tray Sealing Equipment
PACKAGING MATERIALS	Resealable Bags & Pouches	Cartons & Containers	Films & Lids	Cold Packaging Materials Guide
SUPPLY CHAIN & LOGISTICS	Supply Chain Executive Q&A + Security Solutions	Supply Chain Executive Q&A + AS/RS Trends	Supply Chain Executive Q&A + Lift Trucks & Charging Stations	Supply Chain Executive Q&A + Logistics, Warehouse & Order Fulfillment Software
ENERGY MANAGEMENT	Lighting	How to Save Money in the Engine Room	Solar & Roofing Systems	
TECHNOLOGY SHOWCASE	Cooking & Frying Equipment	Lubricants & Cold Flooring Solutions	Freezing & Chilling Equipment	Refrigeration Equipment
TRADESHOWS & SHOW DISTRIBUTION	IPPE Jan. 28-30, Atlanta, GA  AFFI-CON Feb. 22-26, San Diego, CA RFA Conference March 5-8, Orlando, FL MODEX March 17-20, Atlanta, GA	IAR Conference March 23-26, Nashville, TN FA&M Conference April 6-9, Ft. Lauderdale, FL  IARW-WFLO Conference April 26-30, San Diego, CA	Food Logistics Forum June 1-3, Lake Tahoe, CA 	
MERCHANDISING / VALUE-ADDED*	<ul style="list-style-type: none"> • FREE IPPE Show Previews • FREE BONUS DISTRIBUTION AT IPPE SHOW • Start Your Program in January and earn Two Placements for the price of one 	<ul style="list-style-type: none"> • Bonus Distribution at the IAR and IARW Shows • FREE IARW and IAR Show Previews 	<ul style="list-style-type: none"> • FREE Corporate Profile • FREE Video Clip on the R&FF Website for full-page advertisers • FREE Bonus Distribution at Food Logistics Forum 	<ul style="list-style-type: none"> • FREE Video Clip on the R&FF Website for full-page advertisers • FREE Warehouse Guide/Directory Corporate Profile

	SEPTEMBER Ad closes Aug. 12, 2014	NOVEMBER Ad closes Oct. 13, 2014	DECEMBER Ad closes Nov. 12, 2014
COVER STORY	2014 Ones to Watch - R&FF profiles a processor in each of the six categories that exemplifies food safety, environmental initiatives, plant expansions, etc.	Plants of the Future - R&FF will uncover the latest trends and technologies in green construction for cold storage distribution and processing plants.	2014 Frozen Foods Processor of the Year - R&FF honors a frozen foods processor for year-over-year growth and leadership in promotions, packaging, new products, plant expansions, etc.
SUB-COVER	2014 Cold Storage Construction Guide & Directory - A guide to the leading suppliers in cold storage construction.		
NEW RETAIL PRODUCTS	Meat, Poultry & Seafood	Baking & Snacks	Meals & Entrées
FOOD SAFETY	High-Pressure Pasteurization & Other Sterilization Solutions	Preventative Controls & Risk-Source Attribution	FSMA Update
PACKAGING EQUIPMENT	Palletizers & Warehousing Equipment	Belts & Conveyors	Horizontal Form-Fill-Seal (HFFS) Equipment
PACKAGING MATERIALS	Dual Ovenable Trays & Containers	RFID Tags, Labels & Liners	Sustainable Materials
SUPPLY CHAIN & LOGISTICS	Supply Chain Executive Q&A + How to Identify Supply Chain Vulnerabilities	Supply Chain Executive Q&A + Rail & Intermodal Trends	Supply Chain Executive Q&A + Transportation Management & Optimization
ENERGY MANAGEMENT		How to Build a LEED-Certified Plant	Temperature-Controlled Tools & Systems
TECHNOLOGY SHOWCASE	X-ray, Metal Detection & Vision Inspection Systems	Clean-in-Place (CIP) & Clean-out-of-Place (COP) Equipment	Coating, Cutting & Slicing Equipment
TRADESHOWS & SHOW DISTRIBUTION	PACK EXPO Int'l November 2-5, Chicago, IL 		
MERCHANDISING / VALUE-ADDED*	<ul style="list-style-type: none"> • FREE PACK EXPO Int'l Show Previews • FREE Bonus Distribution at PACK EXPO Int'l 	<ul style="list-style-type: none"> • FREE Video Clip on R&FF Website for full-page advertisers 	<ul style="list-style-type: none"> • FREE Corporate Profile to Suppliers to the Frozen Food Plant of the Year

*Value-Added Merchandising Services for 1/2 page or larger qualified advertisers.

FOOD MASTER



Why Place Catalog Space in the 2015 Food Master?

The *Food Master* is the industry's only database listing equipment suppliers to the food and beverage industry. Buyers and specifiers reach for the *Food Master* when they are searching for potential suppliers. Catalog space guarantees year-round exposure at 12,000 food and beverage manufacturing locations, and ensures your company and products will be considered at the all important time of need.

Your customers start their buying process by referencing the *Food Master*.

- The *Food Master* is distributed to 27,000+ of your key customers and prospects, which ensures universal access to your important product information.
- The *Food Master* provides the most comprehensive supplier & product listings, guaranteeing that your customers can always reference all the products you sell.
- The *Food Master* is the only hardbound directory, which ensures your product catalog data is kept and easily retrieved when the buying process begins.
- Your customers have been successfully referencing products and suppliers in the *Food Master* for over 30 years.

What are buyers and specifiers doing after they refer to the *Food Master*?

TAKING ACTION

- 83% go to supplier's website*
- 57% call a company*
- 36% e-mail a company*

*Publisher's Own Data, August 2013.

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"

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

See 2015 Food Master Media Kit for complete details.

Contact Your Local Sales Representative for Print and Online Advertising Rates



Published annually in November 2014

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

Closing Date for Space Reservations • **July 28, 2014**
 Ad Material Due Date • **August 1, 2014**

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 www.RFFmag.com, 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 over 9,000 unique browsers and more than 22,000 page impressions per month,* Refrigerated & Frozen Foods online can help drive traffic to your website and increase your brand and company awareness.

www.RFFmag.com

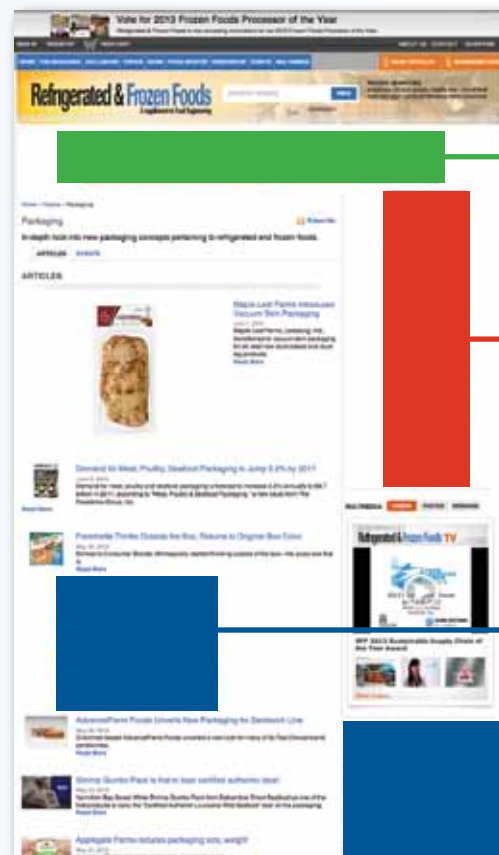
Website Ads

Reinforce your print ad campaign with a sleek electronic ad on RFFmag.com. Traditional leaderboard and box ads along with sophisticated rich media options are available.



	PIXELS
Leaderboard (ROS)	728 x 90
Medium Rectangle (ROS)	300 x 250
Rectangle (Home page only)	180 x 150
Skyscraper	160 x 600

Target your electronic ad message on a specific section of our site such as Food Safety, Logistics & Supply Chain or Packaging Equipment. Contact your representative for more details on sub page and ROS advertising options.



Website Metrics: January - June 2013*

Average Monthly Visitors - 10,795
Mean Visit Duration - 1:20
Page Views Per Visit - 2.05

*Source: Google Analytics

▼ CONTACT YOUR LOCAL SALES REPRESENTATIVE FOR SPECIFIC PRICING AND SPACE AVAILABILITY. ▼

Refrigerated & Frozen Foods' What's HOT in COLD Monthly eNewsletter

Sophisticated marketers utilize *What's HOT in COLD* eNewsletter 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



Refrigerated & Frozen Foods' newsletter goes to 9,000+ executives in Plant Operations, Engineering, Production, Supply Chain & Logistics. Published monthly, *What's Hot in Cold* is deployed the middle of each month.

Note: Online product dimensions are subject to change.

eNews Ad Sizes

Leaderboard - 728 x 90

Skyscraper - 160 x 600

Medium Rectangle - 300 x 250

Banner - 468 x 60

Vertical Banner - 160 x 240



Refrigerated & Frozen Foods Custom eNewsletter

Refrigerated & Frozen Foods can help you create a custom eNewsletter devoted exclusively to your company and products. The electronic message will be sent to your targeted audience of opt-in subscribers. Many companies have used this medium to introduce a new product or drive traffic to their booth at an upcoming show. See your Refrigerated & Frozen Foods sales person for more details.

Webinars

A growing number of companies have found webinars to be an effective vehicle for providing education and generating sales leads.

Refrigerated & Frozen Foods' customized webinars include the following:

- Ads placed in *Refrigerated & Frozen Foods* to promote the event
- E-mail promotional blasts
- Advertising promoting the webcast appearing on *Refrigerated & Frozen Foods'* website
- Webinars archived on *Refrigerated & Frozen Foods'* website for 12 months after the event.



For more advertising options such as List Rentals, Social Media, Virtual Events, Webinars, Podcasts, Digital Editions and Videos, go to portfolio.bnpmmedia.com

The screenshot shows the eNewsletter layout with several ad placements:

- Leaderboard:** Located at the top right of the newsletter content area.
- Banner:** Located below the Supply Chain & Logistics section.
- Skyscraper:** Located on the right side of the newsletter, spanning multiple sections.
- Banner:** Located below the Packaging section.
- Vertical Banner:** Located on the right side of the newsletter, below the Skyscraper.
- Medium Rectangle:** Located at the bottom of the newsletter content area.



orangeTap

CONTENT MARKETING SERVICES

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media

to help capture the attention of your customers. From content development to media design and publishing services... we've got you covered.

Contact your Refrigerated & Frozen Foods' Sales Person for more details on our custom publishing capabilities.

2014 Print and Digital Advertising Specifications

www.RFFMAG.com

AD SIZES:	Leaderboard – 728 x 90 pixels Medium Rectangle – 300 x 250 pixels Rectangle – 180 x 150 pixels Skyscraper – 160 x 600 pixels Expandable Leaderboard – 728 x 90 pixels (728 x 250 maximum size) Floating Ad – Variable sizes (800 x 600 maximum size) Expandable Skyscraper – 160 x 600 pixels (320 x 600 maximum size) Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage) Countdown Clock – Variable sizes
FILE SIZE:	40k (40,000 bytes) or less
ANIMATION:	Within ad units: 30 seconds maximum without being re-initiated by the user. If overlay content: 10 seconds maximum to reach final resting place. 15 seconds maximum for total animation.
COLORS:	256 colors or less
RESOLUTION:	72 dpi
FILE FORMATS:	Jpeg, GIF (static or animated) and SWF* (Macromedia Flash, must include .FLA file)

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 – Saddle Stitched

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, 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.

Contact Your Local Sales Representative for Print and Online Advertising Rates

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