SERVING THE $300 BILLION REFRIGERATED AND FROZEN FOODS MARKET

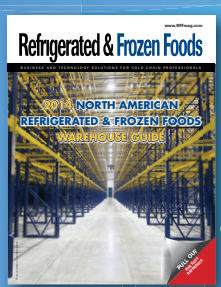
Refrigerated & Frozen Foods

www.RFFmag.com

Comprehensive Website

Monthly eNewsletter

Custom Content Deployments



North American Refrigerated & Frozen Foods Warehouse Guide

2015 INTEGRATED MEDIA PLANNER

Supplement to Food Engineering

REACHING THE LARGEST VALUE-ADDED SEGMENT IN 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 goal 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 2014 will be over $300 billion.

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.

^ Publisher's Own Data

THE $300 BILLION REFRIGERATED AND FROZEN FOOD MARKET*

Meals & Entrées	$95B
Meat, Poultry & Seafood	$81B
Dairy Products	$46B
Snacks, Apps & Sides	$28B
Bakery	$26B
Fruits & Vegetables	$18B
Beverages	$6B
Total Segment Sales	**$300B**

*US Government Census Data

REFRIGERATED & FROZEN FOODS REACHES LEADING PROCESSORS & 3RD-PARTY LOGISTIC PROVIDERS

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

AUDIENCE

Refrigerate & Frozen Foods reaches 14,500 subscribers, targeting operation, packaging, production and supply chain executives in the North American market involved in the manufacturing and distribution of all the major categories of value-added, convenience products. These products are 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.*

BY JOB TITLE**

Plant Operations, Production, QA/QC, Warehousing, Distribution, Logistics	7,165
Corporate Management & Administration	4,124
Engineering	1,853
R&D, Product Development	946
Purchasing	412

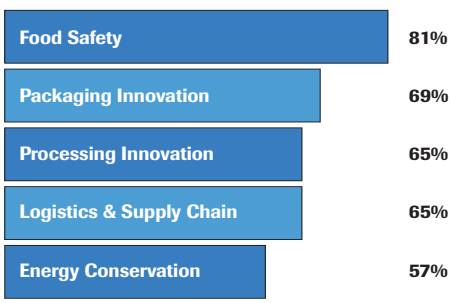
CIRCULATION BY SEGMENT**

Meat, Poultry & Seafood	3,940
Dairy Products	1,896
Beverages	1,741
Bakery & Snacks	1,685
Prepared Specialties and Fruits & Vegetables	1,486
Prepared Foods/Meals/Side Dishes	1,012
Machinery/Equipment for Food Processing and/or Packaging	520
Warehousing, Distribution & Logistics	487
Engineering, Design, Architecture & Construction Services	327

BY PRODUCTS BOUGHT, SPECIFIED AND RECOMMENDED*

Process Equipment/Packaging Machinery/Packaging Materials	10,750
Instruments/Process Control Systems/Software	7,360
Sanitation/Food Safety & Plant Maintenance Equipment	7,500
Plant Security & QA/QC Instrumentation/Software	6,750
General Plant Equipment	6,450
Material Handling Equipment/Trucking & Distribution Vehicles	6,150
Refrigeration, Freezing & Chilling Equipment	5,700
Plant Design/Construction/Site Selection	4,650

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



*Publisher's Own Data. Column does not add up to 15,000 because of multiple responses.
**December 2014 BPA Brand Report. Total Qualified: 14,500
Circulation by Segment excludes Cereal & Grain-Based Products, Candy and Confectionery Products, Manufacturer of Ingredient/Nutritional Ingredients & Specialty Nutritional Products, and Co-Packer/Contract Manufacturer categories totalling 1,406 copies.
+2012 Refrigerated & Frozen Foods Reader Profile (topics rated: useful/very useful).

2015 Editorial Calendar

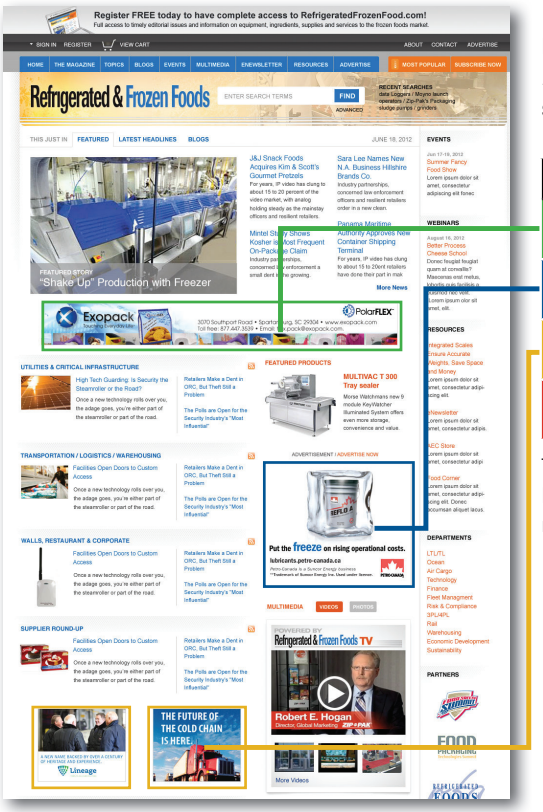
	JANUARY Ad closes Dec. 9, 2014	**MARCH** Ad closes Feb. 13, 2015	**MAY** Ad closes Apr. 10, 2015
COVER STORY	**2015 Refrigerated Foods Processor of the Year**—*R&FF* honors a chilled foods processor for year-over-year growth and leadership in promotions, packaging, new products, plant expansions, etc.	**Top 150 Frozen Food Prococessors**—A ranking of the Top 25 frozen food processors in each of the six major product categories.	**2015 Sustainable Supply Chain of the Year**—*R&FF* honors a cold food processor/shipper for year-over-year carbon footprint reduction.
SUB-COVER	**Top 25 Refrigerated Foods Processors**—A ranking of Top 5 refrigerated foods processors in each of the six categories.		
NEW RETAIL PRODUCTS	Meat, Poultry & Seafood	Snacks, Appetizers & Sides	Beverages
FOOD SAFETY	How to Keep Food Safe During Natural Disasters	How to Combat Food Fraud	High-Pressure Pasteurization (HPP) Technologies
PACKAGING EQUIPMENT	Form-Fill-Seal Equipment	Filling & Depositing Equipment	Bagging, Weighing & Case Packing Equipment
PACKAGING MATERIALS	Resealable Bags & Pouches	Cartons & Containers	Films, Lids, Liners & Seals
SUPPLY CHAIN & LOGISTICS	Supply Chain Executive Q&A + Trucking Industry Trends	Supply Chain Executive Q&A + AS/RS Trends	Supply Chain Executive Q&A + Logistics, Warehouse & Order Fulfillment Software
ENERGY MANAGEMENT	Lighting Solutions	Cold Storage Building Materials (Doors, Walls & Panels)	How to Prevent Ammonia Leaks
TECHNOLOGY SHOWCASE	Coating, Cutting & Slicing Equipment	Insulation & Cold Flooring Solutions	X-ray, Metal Detection & Vision Inspection Systems
TRADESHOWS & SHOW DISTRIBUTION	**IPPE 2015** Jan. 27-29, Atlanta **AFFI-CON 2015** Feb. 21-25, Anaheim **RFA Conference 2015** March 1-4, San Diego	**IIAR Conference 2015** March 22-25, San Diego **ProMat 2015** March 23-26, Chicago **FA&M Conference 2015** April 12-15, Clearwater Beach, FL **IARW-WFLO Conference 2015** April 25-29, Orlando	**Food Logistics Forum 2015** May 31-June 2
MERCHANDISING / VALUE-ADDED* *Value-Added Merchandising Services for 1/2 page or larger qualified advertisers.	• **FREE** IPPE Show Previews • **FREE** Bonus Distribution at IPPE Show • Start Your Program in January and earn two placements for the price of one • **FREE** Refrigerated Foods Processor of the Year Suppler Profile	• Bonus Distribution at FA&M Conference and IIAR and IARW Shows • **FREE** IARW and IIAR Show Previews	• **FREE** Corporate Profile • **FREE** Video Clip on the *R&FF* Website for full-page advertisers • **FREE** Bonus Distribution at Food Logistics Forum

JULY Ad closes June 12, 2015	**SEPTEMBER** Ad closes Aug. 12, 2015	**NOVEMBER** Ad closes Oct. 13, 2015	**DECEMBER** Ad closes Nov. 11, 2015
2015 State of the Industry Report—An extensive report covering everything from trends and analysis to product performance and packaging initiatives.	**2015 Processors to Watch**—*R&FF* profiles a processor in each of the six categories that exemplifies food safety, environmental initiatives, plant expansions, etc.	**2015 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.	**Plants of the Future**—*R&FF* uncovers the latest trends and technologies in green construction for cold storage distribution and processing plants.
2015 North American Refrigerated & Frozen Foods Warehouse Guide & Directory—A guide to leading refrigerated and frozen food warehousing and logistics companies.	**2015 Cold Storage Construction Guide & Directory**—A guide to the leading suppliers in cold storage construction.		
	Dairy Products	Meals & Entrées	Bakery Products
	Promoting Food Safety Through Hygienic Design	Sanitary Transportation for Frozen Foods	FSMA 101: Did you Meet the Deadline?
Palletizers & Warehousing Equipment	Packaging Trends Update — Equipment & Materials	Modified Atmosphere Packaging (MAP) & Tray Sealing Equipment	Shrink Sleeve, Vacuum Packaging & Flow Wrapping Equipment
Dual Ovenable Trays & Containers		Flexible Packaging Materials	Sustainable Packaging Materials
Supply Chain Executive Q&A + Lift Trucks & Racking Systems	Supply Chain Executive Q&A + How to Mitigate Supply Chain Vulnerabilities	Supply Chain Executive Q&A + Rail & Intermodal Trends	Supply Chain Executive Q&A + Security Solutions
	How to Convert Fleet to Natural Gas	Engine Room Equipment	How to Build a LEED-Certified Plant
Refrigeration Controls & Equipment	Freezing & Chilling Equipment	Clean-in-Place (CIP) & Clean-out-of-Place (COP) Equipment	Cooking & Frying Equipment
	PROCESS EXPO 2015 Sept. 15-18, Chicago **PACK EXPO Las Vegas** Sept. 28-30, Las Vegas	**IACSC Conference & Expo** Nov. 5-7, Las Vegas	
• **FREE** Video Clip on the *R&FF* Website for full-page advertisers • **FREE** Warehouse Guide/ Directory Corporate Profile	• **FREE** PROCESS EXPO & PACK EXPO Las Vegas Show Previews • **FREE** Bonus Distribution at PROCESS EXPO & PACK EXPO Las Vegas	• **FREE** Video Clip on *R&FF* Website for full-page advertisers • **FREE** Frozen Foods Processor of the Year Supplier Profile	

ONLINE

Your Online Connection to the Chilled and Frozen Food 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 more than 7,000 unique browsers and more than 15,000 page impressions per month,* *Refrigerated & Frozen Foods* online can help drive traffic to your website and increase your brand and company awareness.



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.

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 315 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)

Website Metrics* *(Monthly Averages)*

Page Impressions: 22,342
User Sessions: 12,687
Unique Browsers: 10,938
Unique Browser Frequency: 1.16
Page Duration: 1:47
User Session Duration: 1:21

December 2014 BPA Brand Report.

CUSTOM DIGITAL & ENEWS PRODUCTS

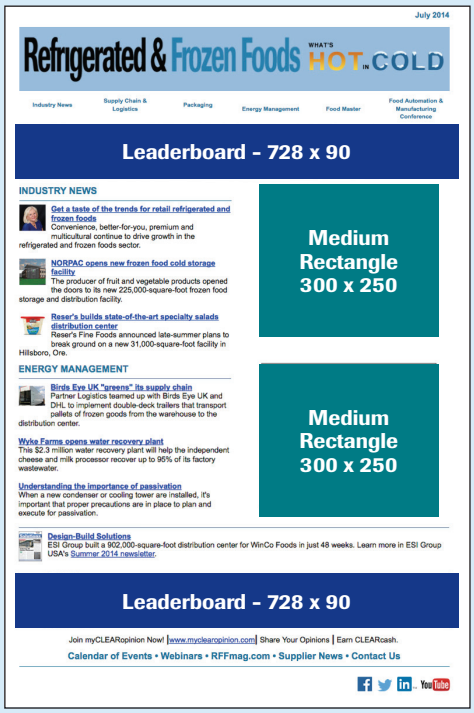
Refrigerated & Frozen Foods' What's *HOT in COLD* Monthly eNewsletter^

Distributed to an average of 9,331* recipients. *Refrigerated & Frozen Foods* What's Hot in Cold enewsletter reaches executives in in Plant Operations, Engineering, Production, Supply Chain & Logistics. Published monthly, *What's Hot in Cold* is deployed the middle of each month.^

Sophisticated marketers utilize *What's HOT in COLD* eNewsletter for the following^:

- Drive traffic to your tradeshow booth
- Publicize upcoming educational events
- Build traffic on your website
- Reinforce print ad campaigns
- Introduce a new product

*December 2014 BPA Brand Report
^Publisher's Own Data



Note: Online product dimensions are subject to change.

Content Marketing Services

Orangetap equips your brand with the editorial and publishing resources of *Refrigerated & Frozen Foods* to help market and capture the attention of your customers.

orangetap
www.bnporangetap.com

Strategies to Connect with our Readers & Give your Message Greater Impact

Custom Content Deployments

Refrigerated & Frozen Foods can help you create custom content 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, promote a white paper, share industry reports or archive webinars.

Trade Education

A 4- to 8-page print and digital piece that is distributed to subscribers of *Refrigerated & Frozen Foods*. This high-impact unit provides a platform to educate your customers and prospects on the latest products, technologies and solutions.

Interactive Product Spotlight (IPS)

An IPS is a microsite that exclusively details and describes your new product. The custom-built microsite allows customers and prospects to explore your new product through a clean and dynamic multi-media experience. The IPS is sent out via e-mail to a select audience, allowing you to capture contact information through the custom-designed links.

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

New look offers optimal viewing on mobile devices!

For more advertising options such as List Rentals, Social Media, Podcasts, Digital Editions and Videos, go to **portfolio.bnpmedia.com**

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

2015 Rates & Specifications

Four Color Display Net Rates**	1x	3x	6x	12x	18x
Full Page	$5,710	$5,380	$5,090	$4,630	$4,190
2/3 Page	$4,160	$3,935	$3,740	$3,355	$3,030
1/2 Page Island	$3,850	$3,625	$3,365	$3,010	$2,605
1/2 Page Horizontal	$3,245	$3,050	$2,860	$2,575	$2,345
1/3 Page Vertical or Square	$2,410	$2,220	$2,055	$1,825	$1,645
1/4 Page Vertical or Horizontal	$1,850	$1,725	$1,600	$1,385	$1,270
Back Cover	$7,670	$7,380	$7,155		
Inside Back Cover	$7,390	$7,135	$6,865		
Inside Front Cover	$7,515	$7,270	$6,970		

*** 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-commisionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Net Per Inch	$170	$150	$140	$130

SPECIAL PREMIUM POSITION RATES – Positions specified by advertiser or agency are 10% above 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**
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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)

	Width	Depth
Spread	14	10
1 Page	7¾	10
2/3 Page	4½	10
1/2 Page Vertical	3⅜	10
1/2 Page Horizontal	7	4⅞
1/2 Island	4½	7½
1/2 Page Diagonal	*For specs, contact publisher*	
1/3 Page	2⅛	10
1/3 Square	4½	4⅞
1/4 Page	3⅜	4⅞

RUN OF BOOK – BLEED (INCHES)

	Width	Depth
Spread	16	10⅞
1 Page	8	10⅞
2/3 Page	5⅛	10⅞
1/2 Page Vertical	4	10⅞
1/2 Page Horizontal	8⅛	5⅜
1/2 Island	5⅛	8¼
1/2 Page Diagonal	13⅜	10⅞
1/3 Page	2½	10⅞
1/3 Square	5⅛	5⅜
1/4 Page	4	5⅜

**Publisher cannot accept responsibility if digital specs are not followed.*

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