FOODSERVICE CONSULTANT is the quarterly magazine for FCSI members*. It provides authoritative insight, opinion and intelligence to help foodservice professionals keep in touch with the things that matter. Featuring case study interviews with consultants and their clients at the cutting-edge of the industry, the magazine is circulated each quarter to FCSI members across the world.

* Foodservice Consultant has replaced The Consultant and The Americas Quarterly
Why you need to reach out to FCSI members

Founded in 1955, Foodservice Consultants Society International (FCSI) is a global leader in foodservice and hospitality consulting. It provides guidance and support to its worldwide membership of over 1,500, working in over 50 countries.

FCSI aims to promote professionalism in the foodservice and hospitality industry by engaging with its members on a regular basis, offering advice and giving them access and insight into the latest news, views and developments that are shaping a fast-moving sector.

FCSI members are recognised as industry experts, providing specialised knowledge and guidance to their clients based on the latest trends, standards and innovations. They offer a wide range of consulting services to clients across the foodservice and hospitality sector, helping them to achieve lasting excellence in their endeavours.
Content

The editorial content in Foodservice Consultant will appeal to the broadest range of FCSI members worldwide. Every quarter the magazine is distributed to all FCSI members, plus a wider audience of senior decision-makers in the foodservice and hospitality industry.

Regular sections in the magazine include:

The intelligence offers the latest news, reviews, opinion, insight and innovation from across each FCSI region.

Features covers a wide breadth of topics, including interviews with leading figures from the foodservice profession on subjects ranging from high-tech equipment specifications and feature design to campaigning issues like nutrition and sustainability.

Briefing is the section where detailed technical and regulatory issues are covered across the Americas, Asia Pacific and Europe, Africa and Middle East regions.

Regional editions

Each quarterly edition appears in three different versions designed to showcase the following regions:

- The Americas
- Asia Pacific
- Europe, Africa and Middle East

This format ensures that content is sharply targeted to each regional audience. Content includes detailed data on key trends in each region, as well as profiles of leading companies.

Foodservice Consultant offers advertisers the opportunity to reach and engage with an influential audience on a regional and global level across print and digital platforms.
Editorial calendar

Q1 2016 (February) issue
Features: 2016 food trends; Country focus: Chile; Russian cuisine; The Paris Bistronomie scene; Asia’s trailblazing restaurants; Kitchen confidential: the secret chef; The evolution of Michelin; Costa Rica: sustainable tourism and the eco-tourism market; Permanent pop-ups; New concept restaurants; 3D printing and food; Tim Smallwood FCSI on Design; Titans of industry: Steve Maahs of Alto-Shaam; Thomas Ricca FCSI on his career in consultancy; Gareth Sefton FCSI looks to the future; Digital dining; Student meals; Catering for the tech sector; Expats food delivery in China

Project profiles: Salem Hospital, Oregon; Chicago University; Bennelong at Sydney Opera House;
Chef Interviews: Grant Achatz; Susur Lee; Hajime Yoneda; Peter Gilmore; Hélène Darroze; Diego Guerrero; Vladimir Mukhin

Innovation: Commercial kitchen cleaning; Food safety

Events: Gulfood 2016 preview; FCSI The Americas 2016 Conference preview; Hotelex 2016 preview

Q2 2016 (May) issue
Features: The San Antonio food scene; Country focus: Mexico; Titans of industry: Georg Weber, CEO of MKN; Brian Sill FCSI reflects on his career; EPIC, Wisconsin; Andreas Caminada; Controlling food costs and maximising ROI

Q3 2016 (August) issue
TBC

Q4 2016 (October) issue
TBC

All editorial and contributors are subject to change
2016 supplement programme

Q1 2016: Titans of Industry roundtable
At Host 2015 in Milan, Italy, the heads of the world’s largest foodservice equipment manufacturers, including the CEOs and chairs of Ali Group, Middleby, Electrolux and Manitowoc, will sit together for the first time to debate the future of the foodservice industry. All previous ‘Titans of Industry’ interviewees in Foodservice Consultant, the attendees will discuss the burning issues of the day: growth and M&A, sustainability, innovation and globalism. The result will be presented in a special print edition to accompany the Q1 2016 edition of the magazine.

Q2 2016: Kitchen organisation and efficiency
An A-Z round-up of cutting-edge developments and space-saving innovation in the kitchen

Q3 2016: The future of kitchen design
From AutoCAD to BIM and from 3D modelling to Revit, we explore the latest technology and thinking in kitchen design

Q4 2016: MAS (Management Advisory Services)
An A-Z of the value and benefits MAS consultants can bring to foodservice operators globally

Supplement costs
1 x full page advert − $1,800
1 x DPS advertorial − $2,500
This can include either a 2 page advertorial (DPS) or a single ad page (inside front cover or outside back cover).

Sponsorship of the supplement − $6,000
This will include a DPS advertorial, single page ad and front cover branding.
Will be sent out with ‘Supported by ….’ on the front cover.

* Sponsorship of Titans roundtable available for non-competing brands. No advertising available. Further details provided on application.
In digital

Online
The Foodservice Consultant website foodserviceconsultant.org features exclusive extra content only available online. The website also has Twitter, Facebook, LinkedIn, Google+ and other share functions, enabling members to engage immediately with Foodservice Consultant while on the go.

Digital edition
Foodservice Consultant also has an accompanying interactive and downloadable digital version, sent to up to a further 40,000 recipients worldwide.

E-newsletter
Each month an emailed newsletter featuring a round-up of stories is sent to up to 40,000 recipients.

App
Foodservice Consultant has a fully interactive magazine app, featuring intelligence and insight for foodservice professionals around the world.

The app features:
- ‘Find a member’ function so that FCSI consultants can be located around the world
- Enhanced Profile Function - Professional and Allied members can showcase up to 10 projects/products on their own profile page. Simply select up to 10 of your best and most recent examples of work, upload a single image per project/product along with 300 words and then change and update as and when you wish. All information added to the portal will appear in the app instantly.
- Pages that are optimised for both horizontal and vertical views for tablet
- Day and night mode, allowing you to optimise your reader experience
- Searchable content
- Picture slideshows and video content
- Interactive and dynamic advertising opportunities

65% rate the user experience of the Foodservice Consultant app as excellent or very good
**Reader Research**

A total of 250 readers of *Foodservice Consultant* took part in an online survey between October and November, 2015.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>Total readership of <em>Foodservice Consultant</em></td>
<td>9k</td>
<td></td>
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<tr>
<td>Average time readers spend reading <em>Foodservice Consultant</em></td>
<td>35 minutes</td>
<td></td>
</tr>
<tr>
<td>Percentage of readers agree <em>Foodservice Consultant</em> is well written</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Percentage of readers view ‘products and innovation’ as important/essential reading</td>
<td>87%</td>
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<tr>
<td>Percentage of readers consider <em>Foodservice Consultant</em> to be a valuable part of their membership</td>
<td>76%</td>
<td></td>
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<tr>
<td>Percentage of readers believe <em>Foodservice Consultant</em> is better than other magazines in the sector</td>
<td>2/3</td>
<td></td>
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<tr>
<td>Percentage of readers have budgetary responsibility</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Percentage of readers who have been influenced by <em>Foodservice Consultant</em> into making a buying decision</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Percentage of readers visit the website at least once a month</td>
<td>1/3</td>
<td></td>
</tr>
<tr>
<td>Percentage of readers who receive the monthly <em>Foodservice Consultant</em> email newsletter and rate it as very good or good</td>
<td>3/4</td>
<td></td>
</tr>
<tr>
<td>Percentage of readers who download the app</td>
<td>1/3</td>
<td></td>
</tr>
<tr>
<td>Percentage of <em>Foodservice Consultant</em> readers are:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCSI Professional members</td>
<td>50%</td>
<td></td>
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<tr>
<td>FCSI Allied members</td>
<td>16%</td>
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<td>FCSI Affiliate members</td>
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<tr>
<td>Other global F&amp;B professionals</td>
<td>28%</td>
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“THE VIEW OF CONSULTING AND THE CONTENT IS VERY RELEVANT TO WHAT I DO. ALWAYS LOOKING FOR NEW EDUCATION AND LEARNING AND THE MAGAZINE PROVIDES IT”

“IT CONNOTES GREAT PROFESSIONALISM. IT’S A GOOD REFLECTION FOR THE SOCIETY”
Rates & deadlines

Material deadlines
Q1 (February 2016)  Copy due Jan 25
Q2 (May 2016)  Copy due April 15
Q3 (August 2016)  Copy due Jul 13
Q4 (October 2016)  Copy due Sept 28

Magazine* (USD)

<table>
<thead>
<tr>
<th>Region</th>
<th>Inside front</th>
<th>Inside Back</th>
<th>Outside back</th>
<th>Double page spread</th>
<th>Full page</th>
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<td>2,000</td>
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<td>Americas/Asia</td>
<td>6,556</td>
<td>6,286</td>
<td>6,826</td>
<td>8,240</td>
<td>5,464</td>
<td>3,332</td>
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<td>6,286</td>
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<td>6,826</td>
<td>8,240</td>
<td>5,464</td>
<td>3,332</td>
</tr>
</tbody>
</table>

E-Newsletter

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
</table>
| E-newsletter Sponsor            | 12 months  
Sole sponsor of e-newsletter | 30,000 |
| banner                          | 12 months |       | 21,000 |
| Lead MPU                        | 12 months  
Sole lead MPU advertiser for 12 months | 18,000 |
| Secondary MPU                   | 12 months  
Sole secondary MPU advertiser for 12 months | 15,000 |
| E-newsletter Sponsor per month  | 1 month |       | 3,250  |
| banner per month                | 1 month |       | 2,250  |
| Lead MPU per month              | 1 month |       | 2,250  |
| Secondary MPU per month         | 1 month |       | 1,750  |

Website**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Lead Banner</td>
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<tr>
<td>MPU</td>
<td>12 months</td>
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<tr>
<td>Lead Banner per month</td>
<td>1 month</td>
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<tr>
<td>MPU per month</td>
<td>1 month</td>
</tr>
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</table>

App

$680* for media insertion into app
*This is media cost only. POA for dynamic artwork to be created by Progressive Customer Publishing

Enhanced profile (Allied members)
$1,000 annual charge

*Discounts on volume booking (x2 = 5%, x4 = 12%). Positional guarantees for non-cover sites will incur a 10% loading. Advertisals and non-listed formats will be POA. Loose and bound-in inserts will be POA.
** Special discount for FCSI members, 16% off all above rates
### Specifications

#### Proofs
- If an accurate, validated hard copy proof is not supplied, pcp cannot be held responsible for the reproduction of advertisements.
- Digital proofs must be 100% of the final size and must be produced from the exact pdf file supplied.

#### Some points to note
- Type reproduced as solid is to be no smaller than 6pts.
- All reverse lettering should be no smaller than 10pts, avoiding fine serif fonts.
- As perfect bound publications cannot be opened out flat, there is always a certain amount of the page in the spine area that cannot be seen. Where possible avoid pictures and diagonals across spreads as the final alignment cannot be guaranteed.


#### File supply
- A bleed area of 3mm (0.12") On all four sides must be provided.
- All images should be saved at a resolution of 300dpi or over.
- Resolution of one bit images (either regular images or image masks) shall not be below 550dpi.
- No type should be placed within 10mm (0.39") Of the trim area.
- All fonts must be embedded and subset.
- All files should be set up as composite cmyk.
- Files must be flight-checked prior to submission.

#### Sizes (all sizes are height x width)

**Full page**
- Trim: 265 x 210mm (10.43" x 8.27")
- Bleed: 271 x 216mm (10.67" x 8.50")
- Type: 245 x 190mm (9.65" x 7.48")

**Double page spread**
- Trim: 265 x 420mm (10.43" x 16.54")
- Bleed: 271 x 426mm (10.67" x 16.77")
- Type: 245 x 400mm (9.65" x 15.75")

**Half-page horizontal**
- Type: 118 x 190mm (4.65" x 7.48")

All files must be accompanied by a contact name, telephone number and email address.

Files can be supplied on CD to the address overleaf (also the address for proofs), or by email to: production@progressivecp.com
or by ftp: ftp://83.244.235.61
Username: Progressivecp
Password: Gr8USA@

All files must follow the below naming convention:
Publication name_issue_dateAdvertiser_region.pdf

#### App sizes

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<thead>
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<th>portrait (px)</th>
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<td>SAMSUNG SM-T210</td>
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<td>600 x 999</td>
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<tr>
<td>GOOGLE NEXUS 7&quot;</td>
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<td>600 x 888</td>
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<tr>
<td>KINDLE FIRE (2ND GEN)</td>
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<td>600 x 936</td>
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<tr>
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<td>801 x 509</td>
<td>533 x 777</td>
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