FOODSERVICE CONSULTANT is the quarterly print magazine, website, app and weekly e-newsletter for members of Foodservice Consultants Society International (FCSI). The portfolio provides insight, opinion and intelligence for professionals in the foodservice industry globally.
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 60 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 shaping this 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 innovation. 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 appeals to the broadest range of FCSI members worldwide. Each quarter the magazine is distributed to all 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 design to campaigning issues such as nutrition, food waste and sustainability. The section also looks at consultant-led projects across a variety of sectors.

**Briefing** addresses technical/regulatory issues across the Americas, Asia Pacific and Europe, Africa & Middle East.

**Regional editions**

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

- **The Americas**
- **Asia Pacific**
- **Europe, Africa & Middle East**

This format ensures content is targeted to each regional audience. Content includes data on key trends in each region, as well as profiles of leading operators and consultancies. *Foodservice Consultant* offers advertisers the opportunity to engage with an influential audience on a regional and global level across print and digital platforms.

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**TRUE GENTLEMAN**

Chef Thomas Keller has been in the business for four decades and this year celebrates 25 years at flagship restaurant The French Laundry. He tells Tina Nielsen that his love for the profession and a sense of duty mean it will be some time before he hangs up his apron.
Q1 2020

Features:

The big picture; Around the world; The Secret Chef; Talkback; FCSI Educational Foundation update; Titans of Industry (TBC); The FCSI Interview: Jim Petersen FCSI; City focus: New York City; Dark kitchens; Operator profile (TBC); Innovation: the connected kitchen; Americas legal and regulatory update; Consultancy focus; Briefing: labour shortages; Briefing: Sushi singularity 3D printing

Project profiles:

De La Mer (The Mick Companies, LLC); Clevenger Associates project: a mixed-use building with collaborative office space, full service restaurant, chocolate shop, and wine and spirits store; Lefay Resort, Dolomites, Italy (Alexander Hofer FCSI, H44.Team)

Interviews:

Restaurateur, chef, activist and founder of Mission Chinese Food, Anthony Myint; Carolina Bazán, Ambrosia Bistro and Latin America’s Best Female Chef 2019; My Kitchen: Patrick Callarec, executive chef, Ayana Resort, Bali

All editorial and contributors are subject to change
Supplements:
Q4 2019 / Q1 2020

Q4 2019:
2019: A year in review

Q1 2020:
Made in Germany (in German and English)
Case-studies and profiles of leading German foodservice equipment manufacturers.

FCSI The Americas 2020 Conference
A comprehensive preview of the ‘Camp FCSI’ 2020 Conference in Austin, Texas, 30 April - 2 May 2020.

Q2 2020:
Warewashing
The latest innovation, products, processes and regulatory developments in dishwash, glasswash and warewash equipment.

Q3 2020:
In focus: technology
From advances in artificial intelligence (AI) and virtual reality (VR) to robotics, an in-depth look at the tech shaping the future of F&B

Coldside/Hotside innovation
Game-changing products and thinking in cooking technology, plus new launches and cutting-edge insight in cold-side equipment.

Q4 2020:
Sustainability
Energy efficient products, tackling food waste and those leading the way in sustainable foodservice.

2020: A year in review
Key people, products and projects in 2020.

All editorial and contributors are subject to change
The website

**84,764**

8,398 active unique users per month (January 2019)
04:32 avg. session duration (January 2019)

**Online**
The relaunched FCSI website, fcsi.org, contains a wealth of information for FCSI members and non-members as well as an extensive array of extra content only available online.

The content is categorised by region for relevance and features interviews with FCSI members, operators and industry analysts on a wide range of topics concerning the global foodservice sector. The site features blogs, news and in-depth articles on compelling subjects such as food waste, operator growth and M&A and industry innovation.

The website is supported by Twitter, Facebook, LinkedIn, Google+ and other share functions, enabling members to engage immediately with content while on the go.

Advertising positions on the website include banners and MPUs, while full take-overs of the site are also available.

**Digital edition of Foodservice Consultant magazine**
Foodservice Consultant also has an accompanying interactive and downloadable digital version.

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**Total users**
8,398 active unique users per month (January 2019)
04:32 avg. session duration (January 2019)
Teads in article video

**Gives the best ROI** – The ~1% click thru rate (CTR) is more than five times better than the standard units running on the website. The additional benefit of the format is the ability to understand where users stopped watching, we can break this down into 25% segments.

- Autoplay within the editorial text
- High engagement
- 30-second video run of site
- 6,000 views with 25% watching the full video
- Approx. 1% click thru rate
- Campaign duration is monthly
- Approx 13% completion rate
The e-newsletter

19,159
Number of email opens
21.6% open rate
60.5% increase in opens*

Digital e-newsletter
Every week an emailed newsletter, featuring collated stories from the fcsi.org website, is sent to senior decision-makers in international foodservice, including every FCSI professional member.

The e-newsletter rounds up the latest, most interesting stories featured on the site, including news, views and analysis of trends in the sector.

Impactful advertising opportunities
The e-newsletter features a number of advertising positions, including banners and MPUs as well as sponsored content opportunities.

*Average per quarter, 2019
The app

$0
Free to download for all users

On iTunes and Google Play

FCSI’s Foodservice Consultant magazine app is completely free to download on iTunes and Google Play. The app collates highlights from each edition of the magazine, while the latest editions are all presented in a fresh new, easy to navigate layout. It’s a much-improved user experience, while still retaining key features, such as the ‘Find a member’ search function.
Roundtable sponsorship

- Held during major, international industry shows, in a meeting room/hotel conference room. Closed door event (i.e. not open to the public)
- Industry specialists, including leading consultants, operators, end-users (and representatives present from sponsor)
- Chaired by the editorial director of Foodservice Consultant
- Topics based on key industry challenges
- Write-up in the following issue – 5/6 pages of coverage, with sponsor’s advert alongside it
- Digital advertising within the e-newsletter and on the website to support the magazine activity
- All material, print, photography and video can be used by the sponsor for their own marketing purposes once published by FCSI
- Can be made into a bespoke supplement to use as marketing material, if desired
Panel discussion sponsorship

This is a great way of promoting instant brand engagement with an audience, more informal than a roundtable can be, and will help drive traffic to the booth.

- Location: during an event at the sponsor’s booth
- Consultant-led
- Chaired by the editorial team of Foodservice Consultant
- Topics based on key industry challenges, e.g. energy saving and sustainability, innovation and new trends
- Perceived endorsement as hosted at the sponsor’s booth
- Includes video and editing, which the sponsor will be given for use across their own channels
- Promotion is purely online – FCSI website and social media
Podcast sponsorship

FCSI's new podcast series

Three episodes, one per month across three months, industry topics, FCSI consultants interviewed by Foodservice Consultant editorial team. The sponsor will get a mention at the beginning and at the end of each episode with wording such as "this episode in the series was brought to you by our friends at sponsor name".

This a great way of getting closer to the FCSI consultants, having the brand associated with important industry topics and reaching a digital audience in a very digestible format, at only 10-15 mins per episode. Podcasts are a very popular medium with people able to listen and be informed on the move.

New series name

Supported by

Your logo here
Rates and deadlines

Copy/materials deadlines
Q4 (2019 Year in Review supplement – December 2019)
Copy/materials due 21 November 2019
Q1 (February 2020)*
Copy/materials due 8 January 2020
Q2 (February 2020)*
Copy/materials due 8 April 2020
Q3 (August 2020)*
Copy/materials due 8 July 2020
Q4 (October 2020)*
Copy/materials due 7 October 2020

Supplement costs
1 x full page advert – $2,200
1 x DPS advertorial – $2,970
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 – $7,920
This will include a DPS advertorial, single page ad and front cover branding.

Magazine* (all figures in USD)

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<th>Inside Back</th>
<th>Outside back</th>
<th>Double page spread</th>
<th>Full page</th>
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E-newsletter

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Website**

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<td>Double MPU 1 month</td>
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*Discounts on volume booking (x2 = 5%, x4 = 12%). Positional guarantees for non-cover sites will incur a 10% loading. Advertorials 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.
** FCSI discount does not apply when booked through agency.
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.

Full guidelines, in English, can be downloaded from http://www.fcsi.org/foodservice-consultant/about-foodservice-consultant/contact/

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 dps files must be supplied as single page elements. There must only be one page to each pdf file. Each page must be supplied with an allowance of 2mm (0.079”) Either side of the gutter.

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”)

Digital adverts
Files should be supplied in jpg or gif format and no larger than 200kb. Animation is permitted.
Please provide a valid URL for all adverts.

Website
Leaderboard: 728pixels x 90 pixels (width x height)
MPU: 300pixels x 250 pixels (width x height)

E-newsletter
Leaderboard: 728pixels x 90 pixels (width x height)
Double MPU: 728pixels x 300 pixels (width x height)
MPU: 300pixels x 250 pixels (width x height)
Sponsored: 636pixels x 334 pixels (width x height), 400-800 words

All files must be accompanied by a contact name, telephone number and email address.
Files can be emailed to: production@progressivecontent.com
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