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 recognized as industry experts, providing specialized 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 endeavors.
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.
Editorial calendar

Q4 2020

Features: The Big Picture; Around the World; The Secret Chef; FCSI Educational Foundation update; Talkback; Company Spotlight: Salvajor; City focus: San Francisco; Operator profile: German Doner Kebab; Foodservice checklist for 2021; Americas legal and regulatory update; Briefing: low and no alcohol beverage programmes; Briefing: Covid-19 lessons for foodservice design

Project profiles: Americas; Bottles & Bones, GA (Joey Navarro);

Interviews: Masaki Sugisaki, executive chef of Dinings SW3, London, UK

All editorial and contributors are subject to change
Q4 2020 print supplements:

**Q4 2020:**

**Sustainability**
Energy efficient products and processes; cutting-edge technology for leaner, greener equipment for commercial kitchens; how to measure, manage and reduce food waste; and those professionals leading the way in sustainable foodservice. This supplement will explore a raft of sustainable solutions for foodservice operators – and the consultants advising them – in a post-pandemic world.

*All editorial and contributors are subject to change*
The website

19,000
page views in August 2020
10,100 unique users in August 2020
04:00 average session duration in August 2020

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.
Teads in article video

Video is run of site across FCSI.org and plays automatically as you scroll down the article.

Teads 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

New York was the first city to require a sodium warning label on menus in 2012 with the same rules, and began issuing fines in March 2014. A few weeks ago there was controversy by the city in 2019. Both New York and Philadelphia require chains to post a downward triangle-shaped sodium warning icon along with their menus that clearly states to the consumer the sodium content of the meal and it's calories.
The e-newsletter

**23.4%** Average open rate: an 8% increase

**Digital e-newsletter**
Every Thursday 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.

As well as the regular weekly e-newsletter, special themed e-newsletters are also mailed on an ad hoc basis. Focusing on subjects such as ‘Sustainability’, ‘Technology’ and ‘Covid-19’ these special e-newsletters also contain sponsorship and advertising opportunities.
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.
Virtual panel discussion sponsorship

Offering high-level insight and debate from a hand-picked attendee list, roundtables allow sponsors the opportunity to get close to an expert audience of industry leaders.

- Panel consists of industry specialists, including leading consultants, operators, end-users (and representative from sponsor if desired)
- Chaired by the Foodservice Consultant editorial team
- Topics based on key industry challenges, e.g. energy saving and sustainability, innovation and new trends
- Includes video and editing, which the sponsor will be given for use across their own channels
- Promotion is purely online – FCSI website, weekly e-newsletter and social media

We hope to recommence panel discussions and roundtables at live events in 2021.

Please get in touch for rates and to discuss topic and timings.
Podcast sponsorship

FCSI’s podcast series
In 2019 FCSI launched its highly successful ‘Dynamic Design’ audio podcast series, which is back for a second season in 2020. This year, it also launched its three-part ‘Future Customer’ series and a new ‘Sustainability Lowdown’ podcast series. All three series feature one-on-one interviews with leading FCSI Professional members.

Audio podcasts are the perfect way to present compelling stories in a very digestible format, at only 10-20 mins per episode. Podcasts are a very popular medium with people able to listen and be informed on the move.

Sponsors can option three episodes, one per month across three months. FCSI Professional members are interviewed by the Foodservice Consultant editorial team. The sponsor will get a promotional plug at the beginning and end of each episode, highlighting that the series has been brought to you in association with the sponsor. Promotion is through the weekly e-newsletter, the FCSI website and the FCSI social channels.

These are a great way of getting closer to FCSI consultants, having the brand associated with important industry topics and reaching a digital audience.

For more information view the Dynamic Design podcast series case study here: https://secureviewer.zmags.com/publication/f81ea038#/f81ea038/1

Please get in touch for rates and to discuss topic and timings.
2019 reader research

- 69% of respondents said the design of the FCSI website was either high/very high quality.
- 75% of people said the editorial content on the FCSI website was either high/very high quality.
- 8/10 either agreed or strongly agreed that the FCSI website met their needs.
- 30mins The average time spent reading Foodservice Consultant magazine is 29 minutes.
- 95% of respondents say Foodservice Consultant magazine is well designed.
- 90% of respondents say the editorial content on Foodservice Consultant magazine is either high or very high quality.
- 1/2 over 1/2 say magazine is better than other industry publications.
- 81% of respondents say Foodservice Consultant magazine is a valued part of their FCSI membership.
Rates and deadlines

Copy/materials deadlines
Q4 (December 2020)
copy/materials due 26th November 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.

**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.

** * FCSI discount does not apply when booked through agency

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### Magazine* (all figures in 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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### E-newsletter

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### Website**

<table>
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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)
Double MPU: 300pixels x 600 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: 636 pixels 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