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 offering the latest news, reviews, opinion, insight and innovation from across each FCSI region.

Features covering 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 addressing technical/regulatory issues across the Americas, Asia Pacific and Europe, Africa & Middle East.

Regional content

Each quarterly global edition includes clearly delineated regional sections, reflecting the three FCSI divisions:

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

This format ensures content is focused on each regional audience while informing readers of trends and developments in other regions. Content includes data on key trends, 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.
For 2022 each edition of FCSI's Foodservice Consultant will explore all elements of a central theme. This follows the Sustainability edition in Q3 2021 and the Innovation edition in Q4 2021

**Q1 2022 - The people edition**

Focusing on the most important aspect of the foodservice industry – before projects and products come people. This edition will focus on the leaders taking the industry forward against a backdrop of the aftermath of a global pandemic.

**Q2 2022 - The growth edition**

Foodservice Consultant will laser in on every aspect of growth within the industry – from expanding into new countries or different market segments to dealing with new clients and growing a company by adding clients, staff members or product lines.

**Q3 2022 - The disruption edition**

This edition will focus on the factors that are turning the industry on its head – and driving it forward. We will hone in on the forces that are changing foodservice: new technology, other sectors, the labor market, global pandemics; and outline the leaders who are setting the bar for new solutions to these challenges.

**Q4 2022 - The future edition**

As we approach the end of the year, we look at the likely direction of travel in the foodservice and hospitality sector and who is driving the trends. Where is foodservice consulting heading and what are the trends, the people and what people to look out for in 2023 and beyond.

*All editorial and contributors are subject to change*
2022 supplements:

**Q1 2022**
FCSI The Americas Annual Conference 2022: preview guide
FCSI EAME Conference: preview guide

**Q3 2022**
FHA 2022
Comprehensive coverage of the FHA Show taking place in Singapore 25th October - 28th October 2022 including interviews with organizers and speakers behind the event.
- Copy/materials due 26 September 2022

**Q4 2022**
A year in review 2022
A celebration of the people, projects and products that shaped the year.

**NAFEM 2023 and FCSI The Americas Symposium 2023: preview guide**
A comprehensive guide to the 2023 Symposium from FCSI TAD, taking place in Orlando, Florida. Featuring interviews with Symposium speakers and the event organisers, a full conference program and a wrap-up of how to spend down time in Orlando, this is a must-have for conference attendees.
- Copy/materials due 6 December 2022

Digital supplements
Special supplements are integrated into the magazine and published separately as standalone digital supplements. Special innovation reports, planned for 2022 include hot side/cold side technology; refrigeration; charcoal and open fire cooking; sustainable technologies.

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

17,500

Average monthly page views in 2021
14,150 average monthly unique users in 2021
02:50 average session duration in 2021

The 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.

*Foodservice Consultant* magazine also has an accompanying downloadable digital version. https://www.fcsi.org/foodservice-consultant/past-editions/
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

consultant on their team? Tim Smallwood FCSI gives his opinion

I have been asked over the years if a design consultancy and their clients benefit from having a management advisory services (MAS) consultant on the team, or if specialist design teams can be stronger without the need to collaborate with MAS consultants.

There are of course some practices that are genuinely hybrid, but I’m not talking about those, except wondering if they work separately or together on projects.

No, the questioner is really asking, “can a design consultancy achieve better results by having a MAS consultant on their team?” At this point others might logically also raise the question whether an MAS consultancy can benefit from having a design consultant on their team.

The answer in some way might go to the point of who we are as FCSI consultants. Currently we qualify for membership by rising through levels of experience rather than proven competency. In many cases a member’s competency is demonstrated through educational qualifications but is not mandated in FCSI membership as in other professions.

But then other professions do not accept the qualifications of practitioners from jurisdictions other than their own and so are not global organisations such as FCSI – and there are very few global tertiary courses directly focused on the design of commercial kitchens that can be mandated for full global membership.

Developing experience in the field

From the MAS perspective, I believe completing a degree followed by an MBA from a well-known university does not qualify you as a “consultant”. It takes the experience of working as part of a team on a range of projects over time to develop the necessary experience to give valuable advice to clients.
The e-newsletter

30% Average open rate

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 leaderboards, a double MPU and 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 'Innovation' these special e-newsletters also contain sponsorship and advertising opportunities.

The e-newsletter is a highly impactful way to promote other digital initiatives such as podcasts or a series of virtual panel discussions, supported by the brand.
**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

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.

- 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 Foodservice Consultant editorial team
- Topics based on key industry challenges
- Write-up in the following issue – five or six 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

Virtual roundtables are available for sponsorship. Check out the Foodservice Consultant YouTube channel for examples. https://www.youtube.com/channel/UCZVuZW_jxtO6uJoJObDv0zg/videos
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

We hope to recommence panel discussions at live events in 2022. In the meantime, virtual panel discussions are available for sponsorship. Check out the Foodservice Consultant YouTube channel for examples. https://www.youtube.com/channel/UCZVuZW_jxtO6uJoJObDv0zg/videos
Podcast sponsorship

FCSI’s podcast series
In 2019 FCSI launched its highly successful ‘Dynamic Design’ audio podcast series, which was back for a second season in 2020 and was nominated for a 2020 International Content Marketing Association award. It also launched a three-part ‘Future Customer’ series and a new ‘Sustainability Lowdown’ podcast series, which is back for a second series in 2021. All three series feature one-on-one interviews with leading FCSI Professional members.

The latest addition is the ‘Sustainability Stars’ podcast, which features interviews with individuals whose pioneering sustainability initiatives are changing the industry for the better.

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.

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

Listen to the series here:
https://soundcloud.com/user-184048058
https://soundcloud.com/fcsi-dynamic-design
https://soundcloud.com/sustainabilitystars

Get in touch to find out more
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

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

Q1 (March 2022)*
Copy/materials due February 9, 2022

Q2 (June 2022)*
Copy/materials due May 11, 2022

Q3 (October 2022)*
Copy/materials due August 10, 2022

Q4 (December 2022)*
Copy/materials due November 9, 2022

Supplement costs

1 x full page advert − $2,266
1 x DPS advertorial − $3,059
This can include either a two-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>
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E-newsletter

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Website**

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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
• All files must be submitted as pdf/x-1a:2001 as per the pass4press guidelines. http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/
• 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 content: 636 pixels x 334 pixels (width x height), 400-800 word article with a header and standfirst. Short title and summary of 20 words maximum to be used in the newsletter.
In print, digital and via events, FCSI’s portfolio helps your brand reach every Professional member consultant, worldwide.