FOODSERVICE CONSULTANT

MEDIA PACK 2023
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ABOUT 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.
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.
Every edition of FCSI’s *Foodservice Consultant* includes a number of regular features for which topics and interviewees are planned around the time of production to ensure they are pertinent and timely. These include:

**Company spotlight:** From the world of foodservice equipment manufacturing, we focus on a leading brand, considering their journey to success, key innovations and how they have thrived.

**Operator profile:** From Firehouse Subs to Uber Eats this is a feature that puts the spotlight on global successful foodservice operators. We hear from key decision-makers on the evolution of their company, main challenges and the secret to their success.

**Project focus:** Showcasing the great work of FCSI foodservice consultants globally. Each edition carries a section with a focus on the design and management of commercial kitchen projects, including all three regions: The Americas, Asia Pacific; and Europe, Africa and Middle East.

**My kitchen:** A feature that shows all the many different kinds of commercial kitchens. In this first-person article, we hear from chefs who speak about their working environment and the challenges particular to their kitchen—previous interviews have featured everything from a tempura restaurant in Tokyo to a prison kitchen in the UK.

**The Secret Chef:** Our long-time regular columnist has remained anonymous since the start of their ‘Kitchen Confidential’ column. They share fascinating insights and searing viewpoints from the kitchen frontline as they document the travails of running a restaurant today.

**Partnerships:** Collaboration is at the core of the foodservice sector. In this new regular feature we hear from two people from different parts of the industry who have worked together on a business, project or initiative.

**Chef interview:** Interviews with the best and most exciting profiles from the gastronomy world. Previous interviewees include Thomas Keller, Rasmus Kofoed, Ana Ros and Mauro Colagreco.

**The FCSI interview:** Speaking to leading FCSI consultants from around the world who tell us about their career highlights and trajectory.
Special supplements

While some supplements previewing major industry events (such as NAFEM and HostMilano) are printed and mailed separately to FCSI members, most themed supplements are integrated into the main magazine in an ‘Innovation’ section, as well as being published separately as standalone digital supplements on fcsi.org.

2023 topics:

Q1
Cold-side innovation

A focus on the refrigeration and cold-side innovations, dealing with the challenges of the foodservice sector and making smooth operations and processes easier to manage.

Q2
Doing more with less

Considering how new products, concepts and processes can help foodservice operators in challenging times.

Q3
Hot-side innovation

New technologies and innovations on the hot-side of foodservice.

Q4
Sustainability

A focus on different angles of the sustainability debate.
## EDITORIAL CALENDAR 2023

<table>
<thead>
<tr>
<th>Q1 - 15 March</th>
<th>Q2 - 21 June</th>
<th>Q3 - 25 September</th>
<th>Q4 - 15 December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Special edition</strong></td>
<td><strong>Cover story</strong></td>
<td><strong>Cover story</strong></td>
<td><strong>Cover story</strong></td>
</tr>
<tr>
<td>✪ 10 years of Foodservice Consultant</td>
<td>Learning to fail – or failing to learn</td>
<td>Focus on management consultancy</td>
<td>Foodservice with a heart</td>
</tr>
<tr>
<td>As we pass a decade of publishing FCSI’s Foodservice Consultant magazine, we look back at highlights and developments in the wider foodservice and hospitality sector. The special edition will collate the outstanding projects, people and products featured in the magazine as we look ahead to what the future may hold for the industry.</td>
<td>Lessons and experiences of failure in foodservice, speaking to operators, consultants, manufacturers and chefs about the importance of failing and how to deal with it when you do. To include case studies and interviews with those who have failed and comeback from it.</td>
<td>Managing change and navigating challenging times. Looking at how management consultants work with design consultants and establishing smooth work processes. To feature interviews with operators, consultants as well as academic experts on management and collaboration.</td>
<td>There is a sense of generosity and goodwill in the foodservice sector that is not as evident in many other sectors. This feature will focus on the people and organisations making the – from Cook for Ukraine and World Central Kitchen to working to help reformed criminals and homeless people back into employment.</td>
</tr>
<tr>
<td><strong>Innovation report</strong></td>
<td><strong>Innovation report</strong></td>
<td><strong>Innovation report</strong></td>
<td><strong>Innovation report</strong></td>
</tr>
<tr>
<td>Cold-side innovation</td>
<td>Doing more with less</td>
<td>Hot-side innovation</td>
<td>Sustainability</td>
</tr>
<tr>
<td>A focus on refrigeration and cold side innovation, dealing with the challenges of the foodservice sector and making smooth operations and processes easier to manage. This will include interviews with consultants, manufacturers and operators.</td>
<td>Considering how new products, concepts and processes can help foodservice operators in challenging times. To include equipment innovation as well as technology and other new trends.</td>
<td>New technologies and innovations in the hot-side of foodservice – we speak to manufacturers, operators and consultants about the trends and challenges in the back of house section.</td>
<td>A focus on different angles of the sustainability debate and including comments from companies, consultants and operators on how sustainability is evolving and foodservice can contribute to a better world through best practice.</td>
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### Regular sections include:

- **Intelligence:** news and events from around the world
- **Briefing:** updates on the trends shaping the foodservice sector around the world; analysis and regulatory news
- **Projects:** Highlighting foodservice projects led by FCSI consultants from all three regions

*All editorial and contributors are subject to change.*
Sponsored content editorial pages offer a great opportunity for manufacturers and service providers to give readers a deeper dive into their company, its team, or its cutting-edge products.

The award-winning Foodservice Consultant design team will create engaging and eye-catching pages that expertly showcase special companies doing innovative things that demand to be read by an FCSI Professional member audience.
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.
Video is run-of site across FCSI.org and plays automatically as you scroll down the article.

**TEADS IN-ARTICLE VIDEO**

1% approx. click thru rate

30s duration of video run of site

6,000 views with 25% watching the full video

13% approx. completion rate

**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
Digital e-newsletter

30% average open rate

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.
Sponsored whitepaper

Comprehensive analysis of a burning industry issue, showcasing sponsors' expertise to existing and prospective clients. Hosted on the sponsor website. Promoted through FCSI website story, e-newsletter and social. Can also be printed and handed out as sales material.

Lead generation opportunities

The whitepaper is hosted on the sponsor site. Sign-up for the webinar is gated so sponsors are able to collect contact details for all interested parties.

The whitepaper is the sponsor’s intellectual property. It is also possible to promote the whitepaper through other publications.

Striking the right balance in educational foodservice

Deitra Leckl, MS, PE, LEED AP, senior engineer for Frontier Energy Inc., a professional consulting firm specializing in energy efficiency and advanced energy solutions in the San Francisco, California, believes precision holding is important to operations. “Because normal there is a strong emphasis on food quality, food holding is high on a culinary operations’ priority,” says Leckl. “In a precision way, we can hold the product for a period of time, but it has to be ready to be served.”

**To be precise:**

Precision is, therefore, a key word for an industry that needs to deliver more meeting outcomes with each passing year. “In my work, precision is relevant to information, conditions and cooking technology,” explains Leckl. “It’s all about consistency and close control of variables.”

Young says he has seen precision technology evolve “dramatically” over the past five years. “It’s still evolving, especially during a crisis in our industry such as Covid-19,” he adds.
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.

Location
Major, international industry shows, in a meeting room. Closed-door event (i.e. not open to the public)

Industry specialists
Including leading consultants, operators, end-users (and representatives present from the sponsor)

Chairs
Roundtables are hosted by the award-winning Foodservice Consultant editorial team

Topics
Key industry challenges, e.g. energy saving and sustainability, innovation and new trends

Write-up
Featured in the subsequent magazine issue – five or six pages of coverage, with sponsor’s advert alongside

Digital advertising
Within the e-newsletter and on the website to bolster and support the print magazine activity

Marketing materials
Print, photography and video can be used by the sponsor for their own marketing purposes once published by FCSI

Bespoke supplements
The roundtable can also be made into a bespoke supplement to use as marketing material, if desired

Networking opportunity
Each roundtable provides a great opportunity to network with FCSI Professional member consultants
Panel discussion sponsorship

This is a great way of promoting instant brand engagement with an audience in a perhaps more informal and relaxed setting than a roundtable can be, also helping drive traffic to the sponsor’s booth.

Location
Hosted at the sponsor’s booth during an industry event

Consultant-led
Featuring FCSI Professional members

Chairs
The Foodservice Consultant editorial team

Topics
Key industry challenges, e.g. energy saving and sustainability, innovation and new trends

Video included
Which the sponsor will be given for use across their own channels

Online promotion
Promotion is purely online – across the FCSI website, social media and via the weekly e-newsletter

Virtual panel discussions are available for sponsorship. Check out the Foodservice Consultant YouTube channel for examples.
FCSI's Presidents’ Panel is a unique opportunity to hear from some of the world’s most experienced and decorated foodservice consultants. A panel of FCSI’s Worldwide Presidents from the past decade, from across the globe, will meet for a specially convened virtual roundtable to debate the current state of the industry and where it must go next.

Chaired by FCSI’s Foodservice Consultant team, the videoed roundtable will see current Worldwide President, Mario Sequeira FCSI, address the following topics with Past Presidents William Caruso FFCSI, Ian Hopper FCSI, Edwin Norman FFCSI, James Petersen FCSI, William Taunton FCSI and Martin Rahmann FCSI (TBC):

- A discussion of the new thinking, products and processes that will ensure the industry emerges from the crisis
- How lessons from the past can help shape the future
- Steps for foodservice businesses to become future-fit
- Why sustainability must be at the forefront of all future thinking – for the good of the planet and the bottom line
- Opportunities that currently exist – and in the future – for foodservice operators, manufacturers and consultants alike, sector by sector and across each major territory

Rates available on request
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.

How it works

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.
ADDITIONAL PODCAST SERIES

**FCSI's Disruption Discourse**
A sponsored series of interviews with the operators, manufacturers and foodservice professionals who are questioning the status quo and changing how the sector works for the better.

**FCSI's The Gamechangers**
Consultants and operators discuss the ideas, equipment and people that have changed how they work. Sponsored series.

**FCSI's The Energy Challenge**
Sponsored series focusing on global electrification of kitchens/energy efficiency.

**FCSI's Projects**
Conversations with FCSI consultants about a recently completed project, outlining challenges and lessons learned as well as technical information about the design and specification process. This might also involve another stakeholder, such as an operator, chef or restaurateur.

**FCSI's Partnerships**
We speak to two people from different parts of the sector (for example, a chef and an investor, or a school and a charity, or two restaurants working together) and who have collaborated on a business, project or initiative. Interviewees will come from all parts of foodservice, and beyond and will focus on the dynamic between them in the partnership as well as roles and responsibilities and the rewards of working together.
TED TALK-STYLE SERIES

FCSI Presents...

A sponsored video series, FCSI Presents... sees leading FCSI Professional member consultants making to-camera presentations to viewers on burning issues of the day. That might be a short, sharp primer on 'Project management 101’ or an extended presentation on ‘Evolving design trends in hospitality’.

The result will be an edited mixture of pre-recorded video of the consultants talking alongside engaging slides and video taken from their presentation. The sponsor logo will appear in intro and outro of the video, as well as being plugged throughout digital and social media promotion, as well as an additional ‘View from the sponsor’ in the online write-up on fcsi.org.

Rates available on request
### Print

**Magazine***

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<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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<tbody>
<tr>
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<td>$12,000</td>
</tr>
<tr>
<td>Full page</td>
<td>$7,500</td>
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<tr>
<td>Half page</td>
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</tr>
<tr>
<td>Inside front cover</td>
<td>$8,750</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$8,750</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$9,250</td>
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<td>Front half</td>
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<tr>
<td>First 10 pages</td>
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<tr>
<td>Specific regional section</td>
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<tr>
<td>Sponsored content</td>
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**Supplement**

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### Digital

**E-newsletter**

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**Virtual roundtables**

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<td>1</td>
<td>$6,000</td>
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**Live roundtables and panel discussions**

Rates available on request

### Website**

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<tbody>
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<tr>
<td>Skin</td>
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<tr>
<td>Video</td>
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### Podcast

<table>
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<tr>
<td>10+</td>
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<td>3</td>
<td>$11,340</td>
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<td>2</td>
<td>$8,400</td>
<td>$4,200</td>
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</tbody>
</table>

**Discounts on volume bookings:**
- x2 issues of the magazine = 5% discount
- x3 issues of the magazine = 12% discount

**Discounts on volume bookings available on request**

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*All rates are in USD $*

*Special discount available for FCSI members*

*FCSI member discount does not apply when booked through an agency*
<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Magazine</strong></td>
<td></td>
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</tbody>
</table>
| Q1 (March 2023)*  
Copy/materials due February 16, 2023 |
| Q2 (June 2023)*  
Copy/materials due May 24, 2023 |
| Q3 (September 2023)*  
Copy/materials due August 29, 2023 |
| Q4 (December 2023)*  
Copy/materials due November 20, 2023 |
| **E-newsletter** |
| • The e-newsletter runs every Thursday. |
| • The e-newsletter ads are due the Monday before. |
| **Website** |
| • The website ads run on a monthly basis from the 1st of the month. |
| • The website ads are due 3 days before the start of the month. |

The 'Innovation' section within the magazine has the same dates as above.
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

• All files must be submitted as pdf/x-1a:2001 as per the pass4press guidelines.

• 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)

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”) |

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”) |

Half-page horizontal

| Type: 118 x 190mm (4.65” x 7.48”) |

Full guidelines, in English, can be downloaded here.
**DIGITAL SPECIFICATIONS**

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<td></td>
</tr>
</tbody>
</table>

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

Files can be emailed to: production@progressivecontent.com