

FOODSERVICE CONSULTANT

MEDIA PACK 2023



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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

**FOODSERVICE
CONSULTANT**

1955
year founded

1,500
number of memberships

60
countries

10
years of Foodservice Consultant

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.



MAGAZINE CONTENT

FOODSERVICE
CONSULTANT

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:

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.

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.



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 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

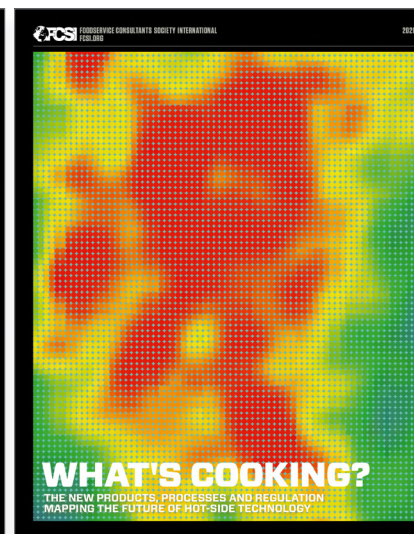
Hot-side innovation

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

Q4

Sustainability

A focus on different angles of the sustainability debate.



Q1 - 15 March	Q2 - 21 June	Q3 - 25 September	Q4 - 15 December
<p>* Special edition * 10 years of <i>Foodservice Consultant</i></p> <p>As we pass a decade of publishing FCSI's <i>Foodservice Consultant</i> 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.</p>	<p>Cover story Learning to fail – or failing to learn</p> <p>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.</p>	<p>Cover story Focus on management consultancy</p> <p>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.</p>	<p>Cover story Foodservice with a heart</p> <p>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.</p>
<p>Innovation report Cold-side innovation</p> <p>A focus on refrigeration and cold side innovation, dealing with the challenges of the the foodservice sector and making smooth operations and processes easier to manage. This will include interviews with consultants, manufacturers and operators.</p>	<p>Innovation report Doing more with less</p> <p>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.</p>	<p>Innovation report Hot-side innovation</p> <p>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.</p>	<p>Innovation report Sustainability</p> <p>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.</p>
<p>Regular sections include:</p> <ul style="list-style-type: none"> • 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 			

Sponsored content in print

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.

SPONSORED CONTENT

DUKE MANUFACTURING

Your solutions partner

Offering vast experience and vast capacity, "The Duke Difference" can otherwise be stated as: We listen. We understand. We solve

Duke's customized solutions also enhance and improve workflow from start to finish

Duke Manufacturing is a global foodservice equipment manufacturer, headquartered in St. Louis, Missouri. For more than 60 years, as one of the largest full-line privately owned foodservice equipment manufacturers in the industry, Duke Manufacturing has been providing innovative foodservice solutions. Duke offers customized solutions that, not only address the unique challenges of your foodservice operation, but also optimize and integrate all phases of workflow in your specific space from start to finish. Our dedicated 7000,000 sq ft of manufacturing space and global sales and distribution facilities are ready to work on your unique challenge. We always look at problems from your perspective and then work with your team to create

MARRA FORNI

As the foodservice industry redefines the rulebook based on learnings from the pandemic, one thing has become obvious - success depends upon our ability to adapt and diversify the business model. We can no longer rely solely on dine-in business; creativity is required in how to best reach and serve our customers. In the new landscape of the industry operators must pay attention to the "social safety" of employees and customers, dine-in vs. take-out, additional food-safety concerns, sustainability/environmental impact and mobile vs brick-and-mortar investment. As operators recover from the pandemic, they're rethinking how they use space and integrating technology into their businesses. The line between back of house and front of house has continued to blur, and food safety

A Marra Forni oven is a piece of "functional art" enhancing customer, and staff, engagement

continues to be a customer concern. Marra Forni is finding new ways to make the old new again. Its Due Bocche (two mouth) Brick Oven is a pass-thru solution that bridges the back and front of house with a high production display cooking solution that allows guests to see the process of food production and service. It also allows the operator to share labor between kitchen and service personnel. As service spaces are being re-defined, this oven also allows expansion between barriers that separate guest spaces, opening the kitchen to other areas of the restaurant. The pass-thru feature allows service expansion without additional space or significant investment. And, as "functional-art" in the dining or service space, these brick ovens enhance the dining experience and increase both staff and guest engagement, driving potential sales growth.

Flexible, functional and attractive

Automation of product management has been standardized in the Rotator oven series, which features a bidirectional rotating deck that can be set to the second, providing consistent food quality, increased production and reduced food waste, all in a simple platform. User-friendly features include a simple touchscreen digital control interface and

a recessed table front mantle for easy cleaning and maintenance. Marra Forni also offers turnkey ventilation solutions for all its brick ovens that are UL Certified for wood-fired, gas-fired and electric ovens, at a fraction of the cost of traditional hoods, fire-suppression and ductwork systems. These direct ventilation solutions are custom-designed and guarantee optimal performance. All Marra Forni's brick ovens are customizable. The exterior oven design can match the interior design and décor concept or "pop" in the space as an engagement piece. This can depict the menu, history or culture. Investment requires a return, so menu versatility and production flexibility are important. Brick ovens offer a great range of operating temperatures. Common uses include high-temperature sous vide finishing, the center of the plate proteins, specialty seafood items, vegetables, sides and even desserts. Brick ovens offer flexibility to adjust menus, space and production while being attractive, functional and customizable to any kitchen's needs. ■

Further information
marraforni.com

THE WEBSITE

FOODSERVICE
CONSULTANT

17,500

average monthly page views

7,500

average monthly unique users

02:25

average session duration

2.2

average pages per session

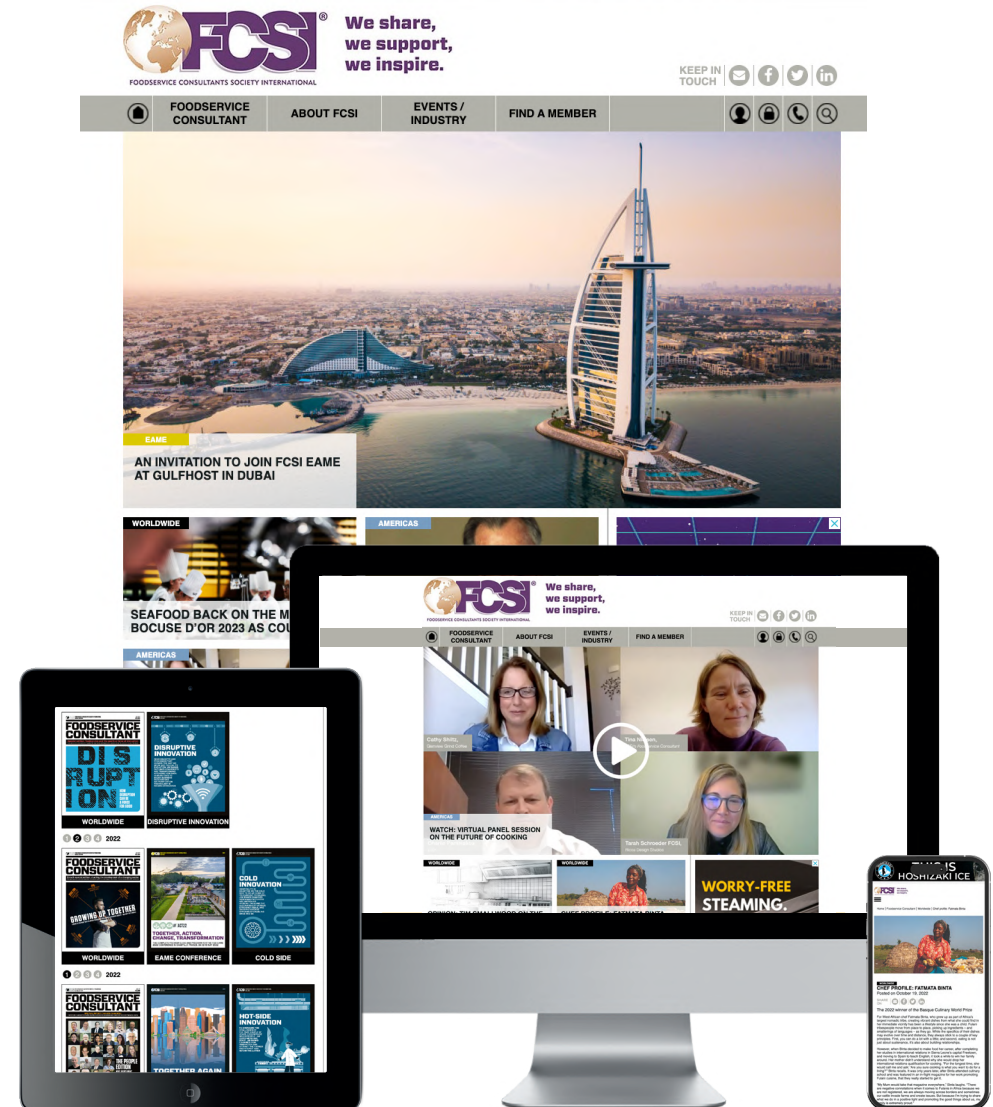
The FCSI website, fcsi.org, contains a wealth of information for FCSI members and non-members as well as an extensive array of extra content only available online.

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](#).



TEADS IN-ARTICLE VIDEO

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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

Video is run-of site across [FCSI.org](https://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



THE E-NEWSLETTER

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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.

Discover the world of cooking with a range of full range of professional cooking equipment complete with full range of page design.

FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
FOODSERVICE CONSULTANT

Innovation as an enabler

At the Commercial Kitchen show in London earlier this month my colleague Tina Nielsen hosted an in-person entry in FCSI's *Optimize for Success* roundtable series, supported by MKN, joining Tina were leading FCSI UK & Ireland consultants, Julian Edwards FCSI and Matthew Merritt-Harrison FCSI, along with Wayne Bennett, regional vice president, sales and marketing UK & Ireland of MKN, to discuss how operators are having to do 'more with less' in their commercial kitchen spaces.

From soaring energy costs and supply chain snafus to the labor crisis that continues to plague the industry, the roundtable also covers the intrinsic value a Professional member consultant brings to a foodservice project and why collaboration with other stakeholders is the key to success – plus how innovation is moving the dial. It's also an intriguing record of how commercial foodservice equipment is evolving – from analogue to digital – in lockstep with new challenges being presented by the kitchen.

On the subject of how technology is impacting positively, this week we also hear from guest columnist Nicole Lesile of Ontrisp on how *restaurants can utilize technology and turn profit with inflation on the rise*. Lesile cogently argues how front- and back-of-house technology has the ability to increase value while reducing overall errors in hospitality.

Finally, regular contributor Alan Ridgell offers some considerations for when *reopening a hotel for a new season*. In this case it's the human touch, and more than a little common sense, that can be the deciding factor for success. Depending on how you look at it, foodservice and hospitality is either a complex, multifaceted industry, or a deceptively simple one – where basic human needs are answered with the primary principles of great food, served with a smile. Is your operation optimized for success? It might be that just focusing on the little things – and doing more with less – can help.

Michael Jones, editorial director, Foodservice Consultant
@MichaelJones77

WORLDWIDE

Watch: FCSI's *Optimize for Success* roundtable on 'Doing more with less' Episode four addresses how operators, consultants and manufacturers alike are adapting to the changing foodservice landscape and 'doing more with less'.

WORLDWIDE

How restaurants can utilize tech for profit with inflation on the rise Front- and back-of-house technology can increase value while reducing overall errors, according to Nicole Lesile, VP of Product Marketing, Ontrisp.

SPONSORED

Reopening your hotel for a new season: what to check Outsourcing expert Alan Ridgell offers some considerations to take into account when reopening a hotel.

"The idea to create the thought behind the Modbar". Modbar is a conversation starter aiding people to connect in everyday life through a passion for coffee.

Keeping Food Safe

MURRI-CHEF has food safety covered!

- ✓ HACCP constant recording
- ✓ Limiting bacterial growth
- ✓ Extending safe shelf life

American Panel

More from FCSI.ORG

Future-tech roundtable: stadia foodservice
Spotlight on Parks for Equus Hotel
Kitchen confidential: The Secret Chef on discussion in hospitality
Opinion: hotel interior design and creating spaces guests will love

LATEST MAGAZINE

Click here to read the Q3 2022 edition of Foodservice Consultant

FOODSERVICE CONSULTANT

Discover the world of cooking with a range of full range of professional cooking equipment complete with full range of page design.

Leaderboard (top)

Sponsored content

Double MPU

Leaderboard (bottom)

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.



**We share,
we support,
we inspire.**

EDUCATIONAL FOODSERVICE
FCSI.ORG

SUPPORTED BY
 ATLAS METAL

FCSI WHITEPAPERS



Striking the right balance in educational foodservice

PRECISION HOLDING TECHNOLOGY FCSI.ORG

Precision holding technology continues to advance, with cutting-edge equipment now able to safely hold hot food to exact temperatures and moisture content for days. The benefits for operators are abundant

INTRODUCTION

It has long been considered a key ambition for many commercial foodservice operators: equipment that can hold food at precisely the temperature and humidity required. But precision holding cabinets, built to maintain the quality of food within a tightly controlled environment, are very much a technology of today, rather than the future.

Indeed, this technological leap forward is now being embraced by foodservice operators ranging from fine-dining restaurants to institutional caterers. "Precision holding is maintaining the temperature of cooked food in a manner that ensures the product is safe to serve while maintaining its moisture and crispiness," explains Stuart Powell, CEO of Cookshack, Inc. in Ponca City, Oklahoma.

As consumers have demanded quicker service and more consistently high-quality food, chefs have worked to find ways to meet their needs. "One way to do this is to pre-cook food and hold it until the customer is ready to eat," says Powell. "This has led equipment manufacturers to find better ways to hold food."

Denis Livchak, MS, PE, LEED AP, senior engineer for Frontier Energy Inc., a professional consulting firm specializing in energy efficiency and advanced energy solutions in San Ramon, California, believes precision holding is important to operators, "because nowadays there is a strong emphasis on fresh food. But oftentimes the customer volume is high with a narrow window of serving, so prep cooking is required. You need to use precision holding to keep that prepped food fresh until it is ready to be served."

TO BE PRECISE

Precision is, of course, a key word for an industry that needs to deliver to more exacting customers with each passing year. "In my world, 'precision' [is relevant to] information, analytics and control technology," explains foodservice consultant Stephen Young FCSI, managing member and executive principal of YoungCaruso in Denver, Colorado. "Precision farming, precision menu planning, precision equipment controls and precision trouble shooting."

Young says he has seen precision technology evolve "exponentially" over the past few years. "And it is still evolving, especially during a crisis in our industry such as Covid-19," he adds.



"(Precision technology) is still evolving, especially during a crisis in our industry such as Covid-19"
Stephen Young FCSI

Precision holding can keep prepped food fresh until it is ready to be served

2

ROUNDTABLE SPONSORSHIP

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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)



Topics

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



Marketing materials

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



Industry specialists

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



Write-up

Featured in the subsequent magazine issue – five or six pages of coverage, with sponsor's advert alongside



Bespoke supplements

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



Chairs

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



Digital advertising

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



Networking opportunity

Each roundtable provides a great opportunity to network with FCSI Professional member consultants



PANEL DISCUSSION SPONSORSHIP

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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.



PRESIDENTS' PANEL

NEW
2022

FOODSERVICE
CONSULTANT

Sponsored roundtable and whitepaper

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

PODCAST SPONSORSHIP

FOODSERVICE
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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.



Listen to the series [here](#).

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.



New series name

Supported by



Your logo here

ADDITIONAL PODCAST SERIES

NEW
2023

FOODSERVICE
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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

NEW
2023

FOODSERVICE
CONSULTANT

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

- All rates are in USD \$
- Special discount available for FCSI members
- FCSI member discount does not apply when booked through an agency

Print

Magazine*

Type	Rate
Double page spread	\$12,000
Full page	\$7,500
Half page	\$4,500
Inside front cover	\$8,750
Inside back cover	\$8,750
Outside back cover	\$9,250
Front half	10%
First 10 pages	15%
Specific regional section	10%
Sponsored content	10%

Supplement

Type	Rate
Sponsorship	\$9,000
Double page spread	\$3,500
Full page	\$2,500
Outside back cover	\$2,750
Sponsored content	10%

Digital

E-newsletter**

Type	Duration	Rate
Takeover	Weekly	\$7,000
Sponsored content	Weekly	\$2,500
Double MPU	Weekly	\$2,250
Top/bottom leaderboard	Weekly	\$2,250

Virtual roundtables

Volume	Rate per series	Rate per episode
10+	\$31,900	\$3,190
6	\$21,240	\$3,540
5	\$19,700	\$3,940
4	\$17,500	\$4,375
3	\$14,580	\$4,860
2	\$10,800	\$5,400
1	\$6,000	\$6,000

Live roundtables and panel discussions

Rates available on request

Website**

Type	Duration	Rate
Website takeover	Daily	\$1,200
Skin	1 month	\$4,500
Video	1 month	\$5,400
Leaderboard	1 month	\$3,350
Double MPU	1 month	\$3,350

Podcast

Volume	Rate per series	Rate per episode
10+	\$24,800	\$2,480
6	\$16,530	\$2,755
5	\$15,300	\$3,060
4	\$13,600	\$3,400
3	\$11,340	\$3,780
2	\$8,400	\$4,200

*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

Print

Magazine

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

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

Digital

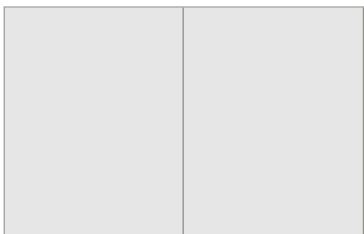
E-newsletter

- 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.

Sizes (all sizes are height x width)



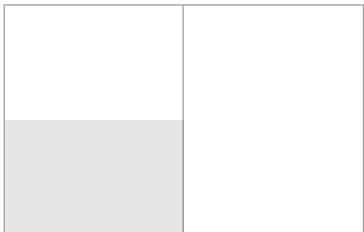
Double page spread

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")

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 [here](#).

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

Files can be emailed to: production@progressivecontent.com

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.

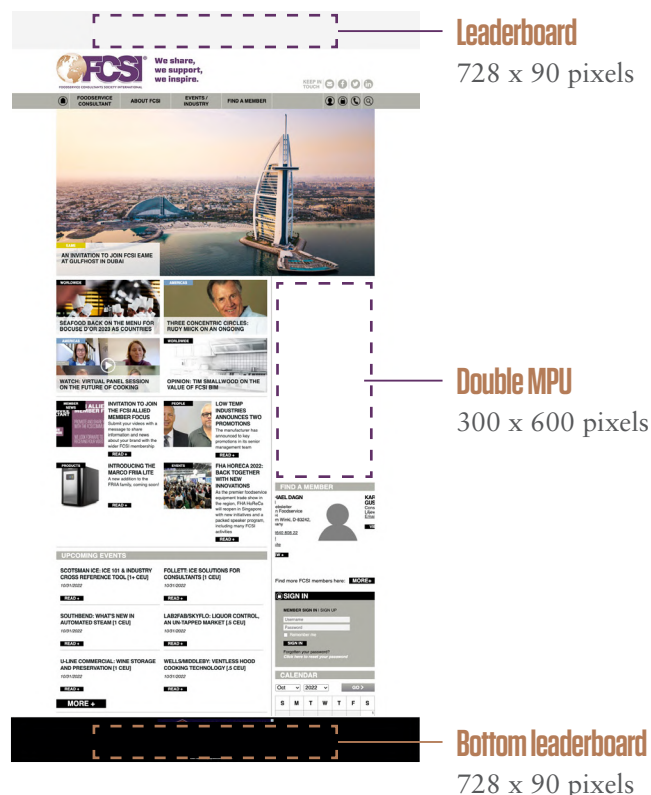
- No type should be placed within 10mm (0.39") Of the trim area.

- 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.

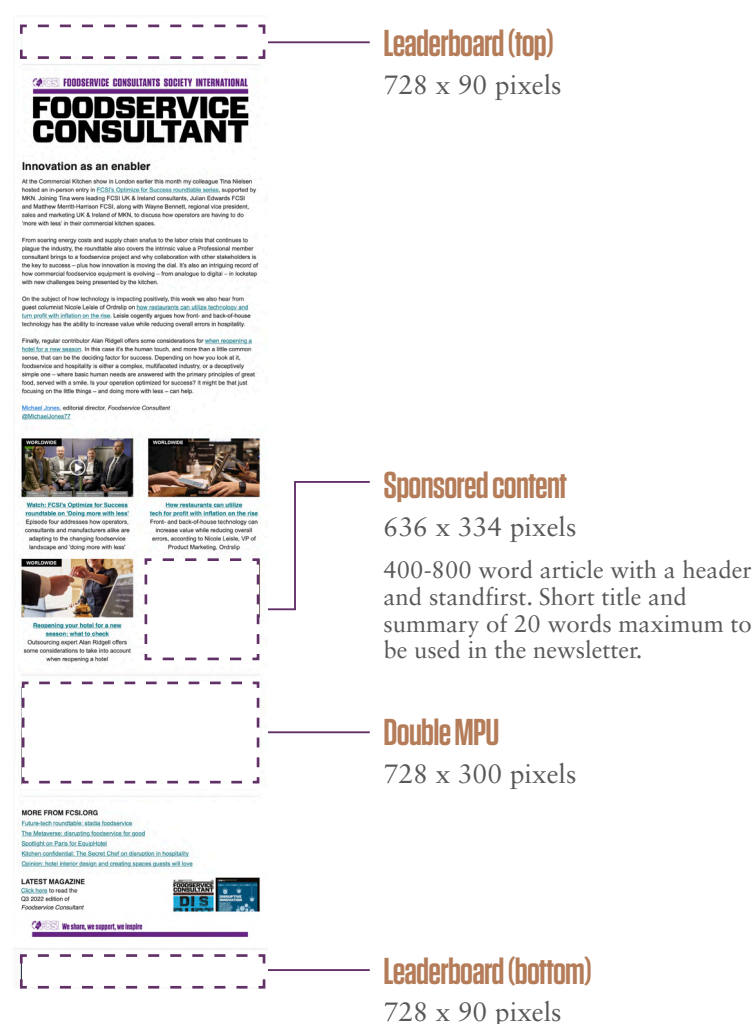
DIGITAL SPECIFICATIONS

**FOODSERVICE
CONSULTANT**

Website (all sizes are width x height)



E-newsletter (all sizes are width x height)



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.

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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