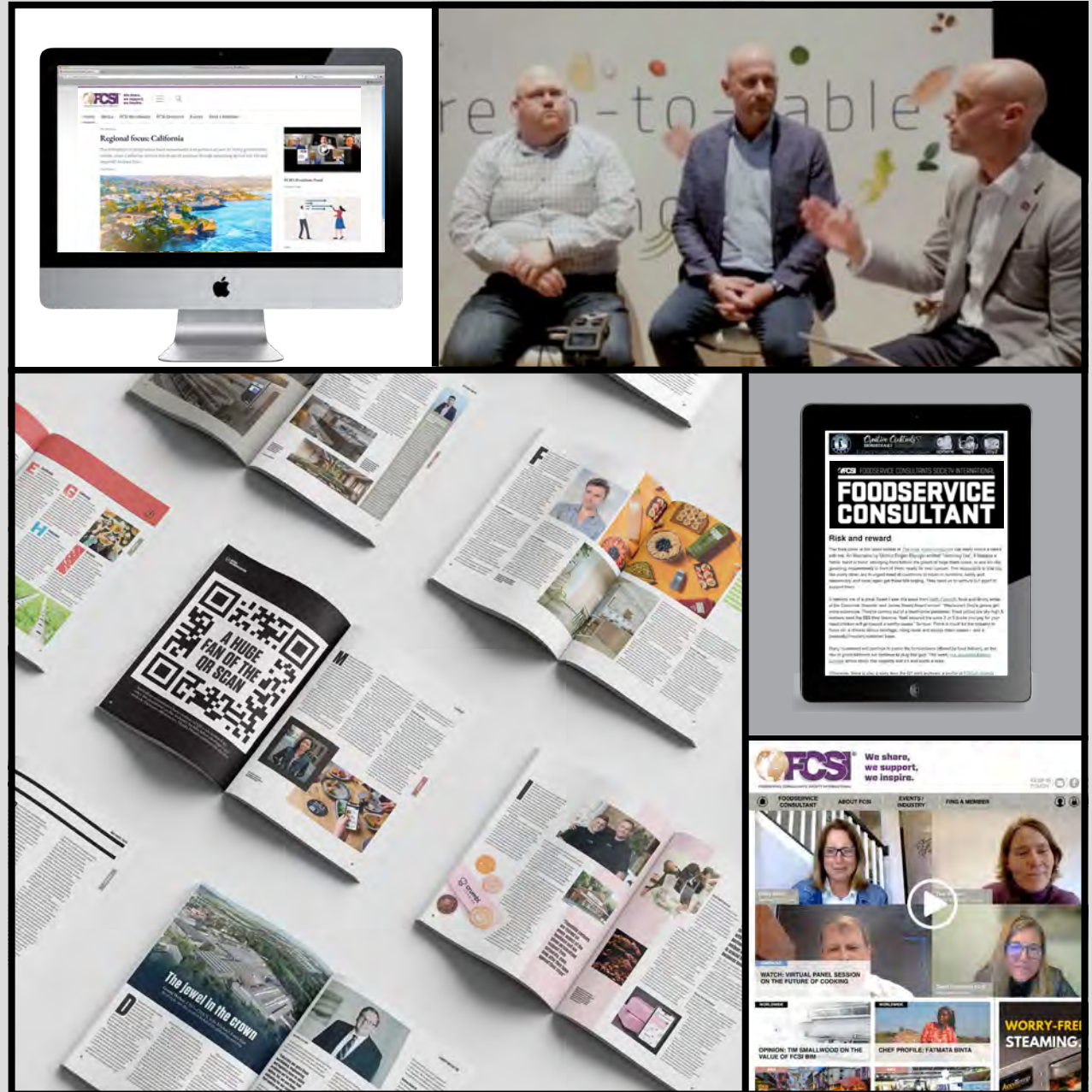


FOODSERVICE CONSULTANT PORTFOLIO

MEDIA PACK 2024/25



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FOODSERVICE CONSULTANT

is the quarterly print magazine, website 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

12
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.



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.

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 reports

Supplements produced to provide previews of major industry events, including NAFEM and HostMilano, are printed and distributed to FCSI members, while most of our themed supplements work as an integrated part in the magazine in our Innovation section. These are also published separately on fcsi.org as digital supplements.

Each edition we approach a topic from different perspectives to offer a nuanced consideration of the technologies and trends of the day.

2024

Q4 Sustainability

A perennial and vital topic in foodservice, covered from different angles and viewpoints to produce a picture of sustainable practices.

NAFEM and FCSI The Americas Symposium

A comprehensive guide to the 2025 FCSI The Americas Symposium and 2025 NAFEM show in Atlanta, Georgia

2025

Q1 Cold-side innovation

From freezing to chilling, a focus on the new technologies and equipment in the cold side of foodservice.

Q2 Quick-service restaurants

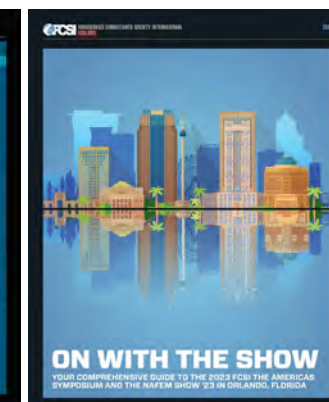
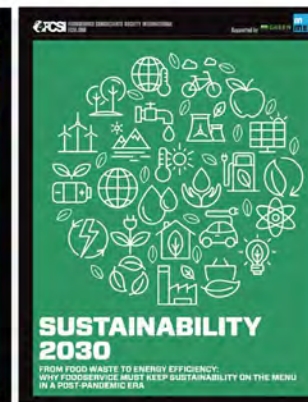
An outline of the latest innovations to help streamline operations in a quick-service restaurant, considering the range of equipment used to serve customers with consistency and efficiency.

Q3 Hot-side technology

The changing picture of cooking equipment for commercial kitchens, considering the drivers of change and the benefits of new technologies.

Q4 Sustainability

Touching on everything from energy usage and food waste to best practice in staff management, this will provide a holistic view on sustainability.



Q1	Q2	Q3	Q4
<p>Cover story/themed edition 25 for 2025</p> <p>We kick off the new year with a themed edition to celebrate all there is to look forward to in 2025, from industry events to new openings. Comments from leading players in hospitality and foodservice globally who tell us what they look forward to. People and places will feature prominently in an edition that will also include details of upcoming rules and regulations.</p>	<p>Cover story Foodservice in entertainment</p> <p>With summer comes many big music and entertainment events. This article will feature interviews with FCSI consultants who have worked on projects at major music venue, including The Sphere in Las Vegas. The article will be an overview of the changing requirements of music venue foodservice with views from the experts who are at the forefront of innovation and implementation.</p>	<p>Cover story Back to school: foodservice in education</p> <p>A deep dive on educational foodservice as students across the world head back to school. We will highlight what's new, and what's changed as we investigate if the changes that the pandemic brought stuck? To feature input from design and MAS consultants about the current panorama and the general direction of travel in this segment.</p>	<p>Cover story/themed edition The innovation edition - trailblazers</p> <p>On this edition we look to the pioneers in foodservice who have made a mark on the sector over time? From the combi-oven to the cronut, the first viable plant-based burger to the Michelin-starred vegan restaurants this is an overview of the pioneers who have shaped the foodservice sector. The innovation theme will extend to the entire edition.</p>
<p>Innovation report Cold-side innovation</p> <p>From chilling to freezing and taking in views from consultants, manufacturers and operators, the special report on cold-side innovation will provide an up-to-date outline of the latest equipment that can support operators and consultants when deciding on how to optimize a foodservice operation, whatever the size and cuisine.</p>	<p>Innovation report Quick-service restaurant (QSR) kitchens</p> <p>From fryers and planchas in the back to beverage dispensers and ordering kiosks in the front, quick-service restaurants cover a vast range of equipment. This report will offer a considered overview of the latest technology that will help QSR kitchens operate efficiently</p>	<p>Innovation report Hot-side innovation</p> <p>A focus on innovations in cooking technology – speaking to manufacturers and consultants about the priorities in the back of house section, we consider how to design for smooth operations and squaring sustainability concerns with fiscal responsibilities.</p>	<p>Innovation report Sustainability</p> <p>A perennial and vital topic in the changing foodservice sector, this special report will offer a comprehensive insight into the drivers for change, the solutions to challenges and a holistic overview of what sustainability looks like in a modern foodservice operation.</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 <p><i>All editorial and contributors are subject to change</i></p>			

Sponsored content

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.

Copy and high res images to be supplied by the client.
Specs and templates will be supplied on request.

CERTIFIED ENERGY EFFICIENT

THE FIRST ENERGY-STAR CERTIFIED INDUCTION



Leading the way in Energy Efficiency.

As an industry leader, Spring USA has earned the coveted ENERGY STAR certification for its induction cooktops. This recognition is a testament to the company's commitment to energy efficiency and environmental sustainability. The induction cooktops are designed to be more energy-efficient than traditional gas cooktops, reducing energy consumption and lowering operating costs. They also offer faster cooking times and precise temperature control, making them a valuable asset for any commercial kitchen.

Learn More: www.springusa.com

Spring USA

springusa.com

SPRING USA

Spring USA and EPS lead induction efficiency efforts

Spring USA becomes first certified commercial induction cooking partner under EPA ENERGY STAR Program.

Spring USA, along with the U.S. Environmental Protection Agency (EPA), announced a partnership with the EPA's ENERGY STAR program to promote energy efficiency in commercial kitchens. This partnership is a significant milestone for the company, as it is the first commercial induction cooking partner to be certified under the EPA's ENERGY STAR program.

The partnership will focus on promoting the use of induction cooking technology in commercial kitchens. Induction cooking is a more energy-efficient and safer alternative to traditional gas cooking. It offers faster cooking times, precise temperature control, and reduced energy consumption. By promoting induction cooking, Spring USA and the EPA aim to reduce energy consumption in commercial kitchens and lower greenhouse gas emissions.

Spring USA has been a leader in the induction cooking industry for many years. The company's induction cooktops are known for their energy efficiency, safety, and ease of use. They have been widely adopted by commercial kitchens across the country. The partnership with the EPA's ENERGY STAR program is a testament to the company's commitment to energy efficiency and environmental sustainability.

For more information about Spring USA's induction cooktops and the partnership with the EPA, visit www.springusa.com.

DUKE MANUFACTURING

Your solutions partner



Duke Manufacturing is a global leader in the manufacturing of industrial machinery. The company has a long history of providing high-quality, reliable machinery to its customers. Duke Manufacturing's products are designed to be durable, efficient, and easy to maintain. They are used in a wide range of industries, including automotive, aerospace, and food processing. Duke Manufacturing is committed to providing excellent customer service and support. The company's sales and technical staff are experienced and knowledgeable. They are able to provide customers with the information they need to make the best choice for their business.

MARRA FORNI

Redefining the cooking process



Marra Forni is a leading manufacturer of commercial ovens. The company's ovens are designed to be efficient, reliable, and easy to use. They are used in a wide range of commercial kitchens, including restaurants, hotels, and schools. Marra Forni's ovens are known for their even cooking and long life. The company's ovens are designed to be easy to clean and maintain. They are also designed to be energy-efficient. Marra Forni is committed to providing excellent customer service and support. The company's sales and technical staff are experienced and knowledgeable. They are able to provide customers with the information they need to make the best choice for their business.

THE WEBSITE

FOODSERVICE
CONSULTANT

13,700

average monthly page views

6,100

average monthly unique users

02:13

average session duration

1.9

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.

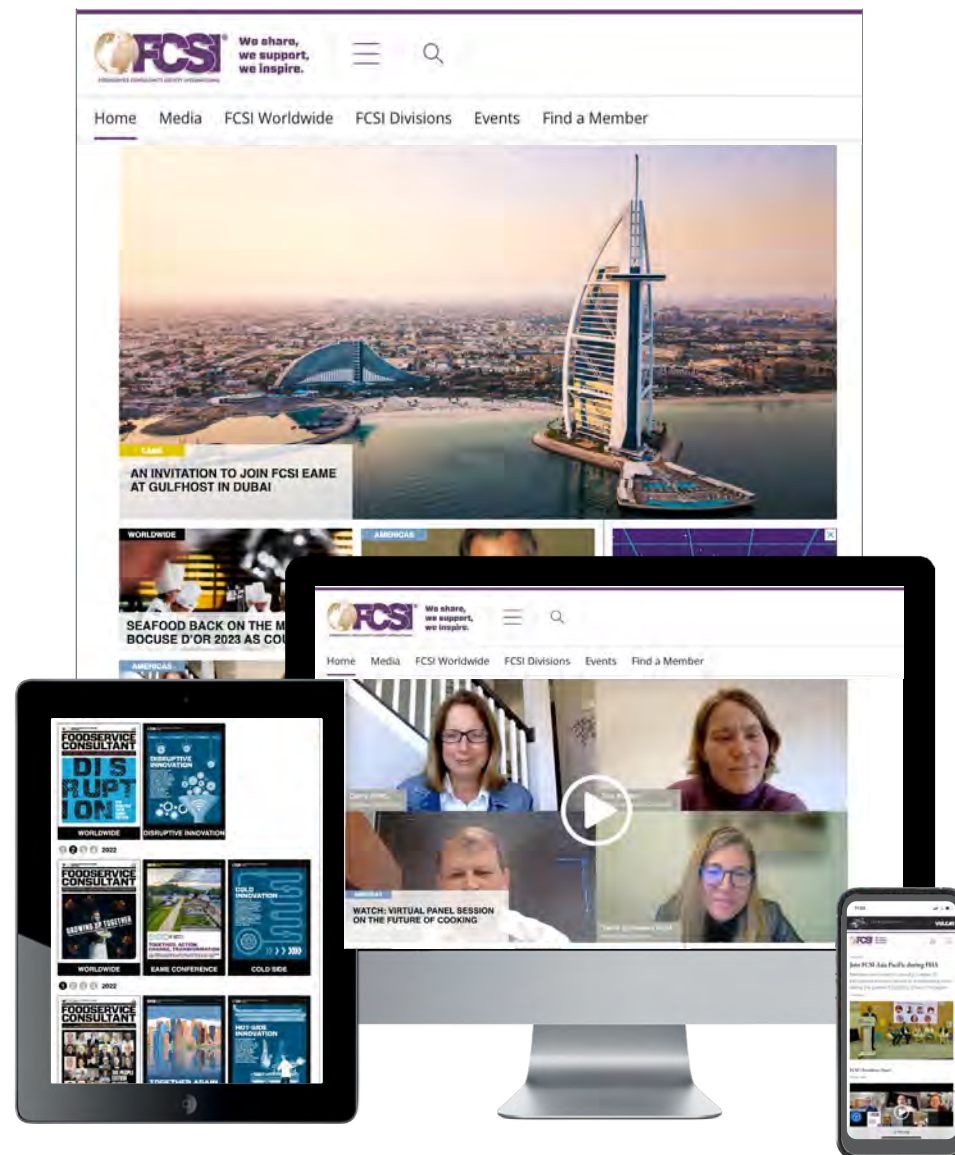
The content is categorised by region for relevance and features interviews with FCSI members, operators and industry analysts on a wide range of topics concerning the global foodservice sector. The site features blogs, news and in-depth articles on compelling subjects such as food waste, operator growth 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 leaderboards, MPU's and in-article video, while full take-overs of the site are also available.

Foodservice Consultant magazine also has an accompanying [downloadable digital version](#).

Based on Q3 2024



IN-ARTICLE VIDEO

FOODSERVICE
CONSULTANT

7,500
impressions*

30s
duration of video run of site

Video is run-of site across [FCSI.org](https://www.fcsi.org) and plays automatically as you scroll down the article.

- Autoplay within the editorial text
- High engagement
- 30-second video run of site
- 7,500 views
- Campaign duration is monthly

Video pops up mid-article
and plays automatically



* Based on Q3 2024

THE E-NEWSLETTER

Digital e-newsletter

37%^{*}
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.



^{*} Based on Q3 2024

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 screenshot displays the layout of the Foodservice Consultant e-newsletter. At the top, there's a header with the MKN logo and the text 'Discover the world of cooking'. Below this is the main title 'FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL FOODSERVICE CONSULTANT'. The newsletter is divided into several sections:

- Innovation as an enabler:** A section featuring an article about the Commercial Kitchen show in London, mentioning Tina Nielsen and other consultants.
- Latest web stories:** A section with two video thumbnails. The first is titled 'Watch: FCSI's Optimize for Success roundtable on "Doing more with less"' and the second is 'How restaurants can utilize tech for profit with inflation on the rise'.
- Sponsored content:** A section with two video thumbnails. The first is 'Reopening your hotel for a new season: what to check' and the second is 'The idea to create the thought behind the Mother'.
- Double MPU:** A section titled 'Keeping Food Safe' featuring an advertisement for American Panel's HURRICANE food safety covered! system.
- Last week's top stories:** A section listing several articles from the FCSI.ORG website, including 'Future-tech roundtable: at a glance foodservice', 'The Metaverse: disrupting foodservice for good', 'Spotlight on Paris for EquusHotel', 'Kitchen confidential: The Secret Chef on disruption in hospitality', and 'Opinion: hotel interior design and creating spaces guests will love'.
- Digital publications:** A section titled 'LATEST MAGAZINE' with a link to read the Q3 2022 edition of Foodservice Consultant.
- Leaderboard (bottom):** A section at the bottom with the text 'We share, we support, we inspire' and the MKN logo.

FOODSERVICE CONSULTANT

Leaderboard (top)

Intro

Latest web stories

Sponsored content

Double MPU

Last week's top stories

Digital publications

Leaderboard (bottom)

Sponsored whitepaper

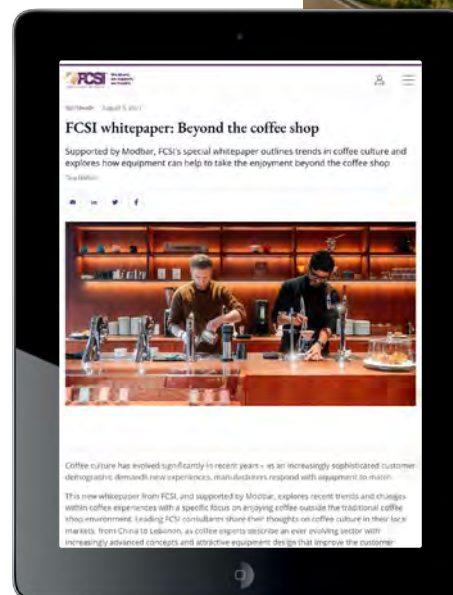
Our sponsored whitepapers offer a deep dive into a pressing issue facing the foodservice and hospitality industry, allowing you to showcase your expertise directly to FCSI's engaged and influential audience.

The whitepaper written by the Foodservice Consultant editorial team can be hosted on your own website, establishing your brand as a go-to resource for consultants and prospective clients. Use it as a lead generation tool by gating the access to download it.

We'll promote it through a feature story on the FCSI website, as well as in our weekly e-newsletter and across our social media platforms, ensuring maximum reach within the global consultant community. Additionally, the whitepaper can be printed and distributed as high-quality sales collateral, perfect for events, consultant meetings, or industry trade shows.

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

- High-res images provided by the sponsor.
- Foodservice Consultant to conduct interviews with experts, write copy and design the whitepaper.
- Word count approx. 2500 words



In-person roundtable

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

The roundtable sessions are hosted during major international industry trade events and hosted in a private meeting room.

Participants

Industry specialists, including FCSI consultants; operators; end-users and sponsor representatives. Chaired by a member of the *Foodservice Consultant* editorial team.

Topics

Key industry challenges, such as energy saving and sustainability or innovation and new trends.

Out-put

A write-up of 5 or 6 pages alongside the sponsors full ad page in the subsequent quarterly magazine.

Marketing materials

The write-up can be made into a bespoke supplement to use as marketing material at a further cost.

Promotion

The write up will be featured in the e-newsletter and on FCSI.org

Key benefits

A great opportunity to network with FCSI professional member consultants in person and be featured in *Foodservice Consultant* magazine.



Virtual roundtable

The only way to network during Covid, and still a favourite between trade shows these days.
Check out the Foodservice Consultant [YouTube channel for examples](#).

Location

Hosted online through Teams or Zoom.

Participants

Industry specialists including FCSI consultants, operators, end-users and sponsor representatives. Chaired by a member of the Foodservice Consultant editorial team.

Topics

Key industry issues such as AI and automation or the kitchen of the future

Output

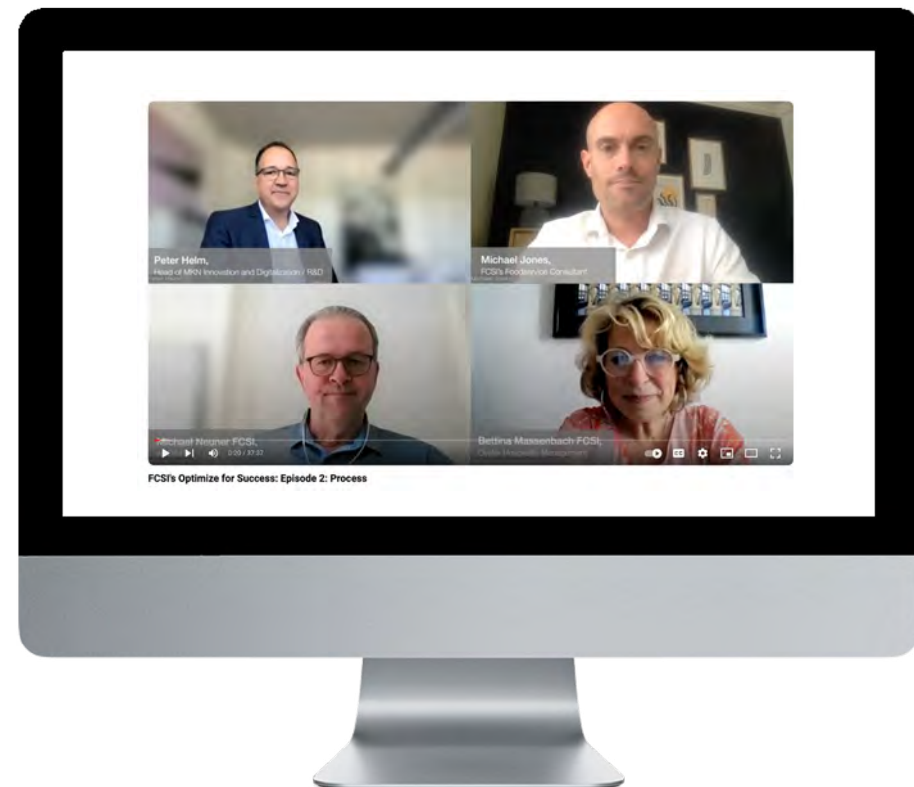
A 30-40 mins video hosted on the Foodservice Consultant YouTube channel and FCSI.org alongside a brief overview.

Promotion

Purely online via the e-newsletter and the Foodservice Consultant social channels.

Key benefits

A great opportunity to network with FCSI professional member consultants



PANEL DISCUSSION SPONSORSHIP

FOODSERVICE
CONSULTANT

In-person panel discussion

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

At major international industry trade events on the show floor. Or at consultant office and factory facilities.

Out-put

A 30-40 mins video hosted on the *Foodservice Consultant* YouTube channel and FCSI.org alongside a brief overview showcasing the sponsor's booth and products.

Participants

Industry specialists, including FCSI consultants; operators, end-users and sponsor representatives. Chaired by a member of the *Foodservice Consultant* editorial team.

Marketing materials

The video will be sent to the sponsor to use across their own marketing channels at no further cost.

Topics

Key industry issues, such as kitchen electrification or labor saving.

Key benefits

A great opportunity to network with FCSI professional member consultants in person and show them any new products on the booth. Additionally, a panel session always draws attention so it should help to encourage passers-by to find out more.



Check out the [Foodservice Consultant YouTube channel](#) for examples.

PODCAST SPONSORSHIP

FOODSERVICE
CONSULTANT



How it works

Audio podcasts are the perfect way to present compelling discussions in a very digestible format, at only 20 – 30 minutes long.

The beginning and end of each episode will have a promotional plug for the sponsor. For example: 'this podcast series is brought to you in association with [brand name].'

Participants

1 or 2 interviewees; FCSI Professional member consultant and/or an industry expert such as an operator, end-user or chef. Hosted by a member of the *Foodservice Consultant* editorial team.

Topics

Key industry issues ranging from sustainability to automation.

Out-put

A short audio conversation hosted across all podcast platforms and FCSI.org alongside a brief overview.

Promotion

Purely digital via the e-newsletter and the Foodservice Consultant social channels. Plus a promotional plug top and tailing each episode.

Benefits

Nice and short meaning the completion rate is high.



New series name

Supported by

Your logo here

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.

FCSI's Sustainability Lowdown

Prior to the Covid-19 pandemic, sustainability and the reduction of food waste were burning issues at the top of many agendas in the foodservice and hospitality sector. FCSI's Sustainability Lowdown, explores whether this position has changed, if at all, since the pandemic and how much sustainability and food waste programmes have been impacted.

FCSI's Dynamic Design

We speak to leading FCSI member consultants and their clients about outstanding foodservice projects, outlining both sides of the experience and exploring challenges, lessons learnt and knowledge gained.



- 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
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/show preview guide

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
4	\$17,500	\$4,375
3	\$14,580	\$4,860
2	\$10,800	\$5,400
1	\$6,000	\$6,000

In person roundtables and panel discussions

Rates available on request

Website**

Type	Duration	Rate
In article video	1 month	\$5,400
Leaderboard	1 month	\$3,350
Double MPU	1 month	\$3,350

**Other formats available in request

Podcast

Volume	Rate per series	Rate per episode
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

2024 Magazine

Q4 (November 2024)

Copy/materials due November 6, 2024

NAFEM and TAD Symposium 2025

Copy/materials due December 13, 2024

2025 Magazine

Q1 (March 2025)

Copy/materials due February 4 2025

Q2 (June 2025)

Copy/materials due June 2, 2025

Q3 (September 2025)

Copy/materials due August 4, 2025

Q4 (December 2025)

Copy/materials due November 4, 2025

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, pcg 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](#).

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.

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

Files can be emailed to: operations@1473media.com

Website (all sizes are width x height)



Leaderboard

728 x 90 pixels

Double MPU

300 x 600 pixels

Bottom leaderboard

728 x 90 pixels

E-newsletter (all sizes are width x height)



Leaderboard (top)

728 x 90 pixels

Sponsored content

636 x 334 pixels

400-800 word article with a header and standfirst. Short title and summary of 20 words maximum to be used in the newsletter.

Double MPU

728 x 300 pixels

Leaderboard (bottom)

728 x 90 pixels

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:
operations@1473media.com

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