

Engage End Users with Your Important Message

FSE is read by decision makers and end users

For 90 years, *Foodservice East* has successfully reached a major buying audience of commercial and non-commercial operators, managers, and owners throughout a nine state region including New England, NY, PA, and NJ. Its carefully groomed editorial copy appeals to foodservice professionals who focus on trends, new products and services.

Advertising in *Foodservice East* assures that your vital business message is surrounded by substantial articles and commentaries. *Foodservice East* creates an environment that enhances your presentation, and increases repeat viewing by thousands of readers seeking meaningful news about their profession and their colleagues.

Supported by a continuously updated website, www.foodserviceeast.com, and active Facebook social media updates, *Foodservice East* provides a highly visible platform from which to broadcast your product or service message with powerful results. Eye-catching graphics, full color printing, and 40 lb. glossy stock also contribute to seizing and holding the readers' attention.

Led by Susan Holaday, a professional foodservice journalist for more than 50 years, *Foodservice East* pledges to provide an editorial environment of excellence and integrity, and impeccable print and graphics quality, essential to success for today's value-conscious advertisers.

ADVERTISING RATES

Ads of all sizes, including multiple pages and center spreads, are accepted in *Foodservice East* by the closing dates below. Ad sizes are based on multiples of column width (1-7/8 inches), based on five columns per page times the indicated heights. For variations on standard sizes, contact Susan Holaday at susan@foodserviceeast.com or 617-242-2217 for information and pricing.

Full color ad	Ad size details	1X	4X
Full page Tabloid	Full page no bleed (9-13/16" by 11-1/2")	\$ 2896	\$ 2578
	Full page bleed (10-13/16" by 12-1/2") plus a quarter inch bleed.		
Full page Magazine	4 columns x 10" (7-13/16" x 10")	\$ 2060	\$ 1833
1/2 page Tabloid	HOR: 5 columns x 5-3/4" (9-13/16" x 5-3/4") VERT: 3 columns x 9-1/2" (5-13/16" x 9-1/2")	\$ 1550	\$ 1380
1/2 page Magazine	HOR: 4 columns x 5" (7-13/16" x 5") VERT: 2 columns x 7-1/2" (3-13/16" x 7-1/2") SQUARE: 3 columns x 6-5/8" (5-13/16" x 6-5/8")	\$ 1150	\$ 1023
1/4 Page Tabloid	3 columns x 2-1/2" (5-13/16" x 2-1/2")	\$ 832	\$ 740
	2 columns x 3-1/2" (3-13/16" x 3-1/2")		
1/4 page Magazine	2 columns x 5" (3-13/16" by 5")	\$ 750	\$ 668
1/6 page Magazine	2 columns x 2-1/2" (3-13/16" x 2-1/2")	\$ 375	\$ 334
Website ad rates	180 x 150 pixels \$ 150/month	180 x 300 pixels	\$ 300/month

ADVERTISING DEADLINES

Wintertide – January 30, 2015 deadline
Mid-Year – July 20, 2015 deadline

Spring – March 20, 2015 deadline
Fall – October 15, 2015 deadline

ADVERTISING REQUIREMENTS

Advertising should be submitted as a high resolution digital pdf file with fonts embedded and graphics at 300 dpi resolution in emyk for full color.

To advertise contact Sue Holaday at 617-242-2217 or email Susan@FoodserviceEast.com



DRB'S JAW!

ADVERTISEMENT!

Attention Grabbing Content! FOODSERVICE EAST

EDITORIAL CALENDAR

Please call ahead for information about individual featured stories for each issue - we offer au courant trends and analysis of the industry as each issue approaches, creating content based on what is happening at the time. As a guideline, material closing dates are approximately one week from advertising deadlines

Wintertide – Advertising deadline January 30, 2015

Special Features include:

- Industry outlook for 2015
- Previews of International NY Restaurant & Foodservice Show and New England Food Show/Boston and International Boston Seafood Show & NAFEM
- Food for Thought and The Other Side

Spring – Advertising deadline March 20, 2015

Special Features include:

- Products from New York and Boston Shows
- By the Glass – wines, beers & spirits for Spring
- Food for Thought and The Other Side
- NRA Show Preview
- FSE celebrates 90 years!

Mid-Year – Advertising deadline July 20, 2015

Special Features include:

- Summer Travel Outlook
- New Product Panorama
- Back to School Products
- Food for Thought and The Other Side

Fall – Advertising deadline October 15, 2015

Special Features include:

- Preview of IHMRS
- New Product Panorama
- Food for Thought and The Other Side
- Gluten Free Product Roundup

Special editorial features may include diversity, women in workplace, and other topics.

To advertise contact **Susan Holaday** at **617-242-2217** or email **Susan@FoodserviceEast.com**

