Foodservice East - Media Schedule 2008
We provide relevant, useful, and timely information. With our unique combination of print and online material we offer complete coverage of the foodservice industry. Please review the editorial calendar below for 2008 publication issues.

WINTERTIDE 2008 (issued February 2008)
Space Reservations: January 30, 2008

Special features include:
- FSE’s Foodservice Barometer 2008 - What lies ahead for the economy
- Intl. Restaurant & Foodservice Show of NY
- Coffee Fest, Washington, DC
- Pre-Show Preview - New England Foodservice Show
- Bonus show distribution
- FoodTrak and Food for Thought features
- Pasta/Pizza
- Allergies

WINTER’S END 2008 (issued early April 2008)
Space Reservations: March 19, 2008

Special features include:
- FoodTrak and Food for Thought
- Equipment Focus
- Healthcare Focus
- New England Foodservice Show
- Specialty Coffee/Espresso
- Bonus show distribution

SPRING/SUMMER 2008 (issued mid-May 2008)
Space Reservations: May 2, 2008

Special features include:
- The NRA Show
- Summer Foodservice Outlook
- Vegetarian/Vegan Dining
- Bonus show distribution
- Breads/Baked Goods Product Panorama
- FoodTrak and Food for Thought
**MID-YEAR 2008** *(issued mid-summer 2008)*
Space Reservations: July 26, 2008

**Special features include:**
Π Back to School Focus
Π Green Product Panorama
Π Beverage Trends
Π Healthier Dining
Π FoodTrak and Food for Thought

**FALL EQUINOX 2008** *(issued early October 2008)*
Space Reservations: September 30, 2008

**Special features include:**
Π IH/M&RS Preview
Π Hispanic Foods
Π Labor trends
Π Bonus distribution
Π Natural Products Expo - Preview
Π Product Panoramas: Soups, Stocks & Sauces; Natural Products
Π FoodTrak and Food for Thought

**FALL 2008** *(issued early November 2008)*
Space Reservations: October 23, 2008

**Special features include:**
Π ‘Top of the East’ survey of Northeast foodservice leaders- a study of chains, regional restaurant groups, multi-unit operators & major independents
Π Fall Product Review featuring IHM&RS
Π Bonus show distribution
Π FoodTrak and Food for Thought

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