Chef Magazine 2017 Editorial Calendar

JANUARY/FEBRUARY
Closing date: 12/29/16 - Material due: 1/10/17
Focus: THE NAFEM Show Issue
• Chicken All Day
• Hearty Winter Entrees
• Spanish Dishes
Chef Educator Today:
• Training, motivation, technical tools and leadership
Equipment Solutions:
• Ranges
• Refrigeration
Other features: NAFEM product showcase and show information
Show Coverage:
• THE NAFEM show

MARCH/APRIL
Closing date: 3/30/17 - Material due: 2/8/17
Focus: Seafood Show Issue
• Finfish & Shellfish
• Pork on the Menu
• Barbecue
• Sauces and Bases
Chef Educator Today:
• Training, motivation, technical tools and leadership
Equipment Solutions:
• Blenders and Mixers
• Freezers
• Grilling Equipment
Other features: Fall Harvest Menu Ideas
Show Coverage:
• Seafood Expo North America
• RCA Annual Conference & Culinary Expo

JULY/AUGUST
Closing date: 6/5/17 - Material due: 6/12/17
Focus: ACF Convention Issue
• South American Flavors
• Millennials Food Ways - Casual Dining
• ACF Culinary Team USA
Chef Educator Today:
• Training, motivation, technical tools and leadership
Equipment Solutions:
• Kitchen Technology - POS
• Food Processors
Other features: Fall Harvest Menu Ideas
Show Coverage:
• ACF National Convention
• PMA Foodservice Conference & Expo

SEPTEMBER/OCTOBER
Closing date: 8/31/17 - Material due: 8/10/17
Focus: Holiday Planning Issue
• Holiday Menus
• Cheese and Dairy
• Appetizers and Desserts
• The Bread Basket
Chef Educator Today:
• Training, motivation, technical tools and leadership
Equipment Solutions:
• Ovens
• Food Preparation Equipment
• The 2018 Kitchen
Other features: Restaurant Design
Show Coverage:
• The Florida Restaurant & Lodging Show

NOVEMBER/DECEMBER
Closing date: 10/3/17 - Material due: 10/10/17
Focus: New Trends Issue
• Breakfast and Lunch Entrees
• Pastry Today
• Hearty Winter Entrees
• Made In America: Specialty Foods
Chef Educator Today:
• Training, motivation, technical tools and leadership
Equipment Solutions:
• Waste Management
• Sanitation Going Green
Show Coverage:
• The Hotel Experience, New York • Fancy Food Show, San Francisco

DEPARTMENTS IN EVERY ISSUE: News Bites, Recipe Cards, Wine Pairing, Industry Voices, op-eds

2017 Media Kit
### Chef Magazine 2017 Rates

#### RATES: 4-COLOR SPACE, GROSS

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<tbody>
<tr>
<td>Full Page</td>
<td>$8,600</td>
<td>$7,760</td>
<td>$7,530</td>
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<tr>
<td>2/3</td>
<td>$5,600</td>
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<tr>
<td>1/2</td>
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<td>1/3</td>
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<td>$3,160</td>
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<tr>
<td>1/4</td>
<td>$2,650</td>
<td>$2,580</td>
<td>$2,515</td>
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<tr>
<td>Cube</td>
<td>$1,695</td>
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#### Premium Positions:
- **Cover and page one positions are non-cancelable.**
- **Inside front cover, inside back cover and page one:** Add 15% to space and color.
- **Back cover:** Add 20% to space and color.

#### Supplied Insert Rates:
- **Production costs are non-commissionable**
- **Tip-in charges may apply.**
- **Call sales representative for quote on production costs.**

#### Marketplace product ads & Recipe Cards, net rates

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<tbody>
<tr>
<td>Marketplace</td>
<td>$895</td>
<td>$795</td>
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<tr>
<td>Recipe Cards</td>
<td>$1,200</td>
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<td>$800</td>
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#### Combination Frequency Discounts:
- Available with other von Rabenau Media publications.
- **Von Rabenau Media publishes Gourmet News, Fancy Food & Culinary, and your magazine.**
- **Call your sales representative for discount information.**

### 2017 Shows to Note:

- **Hotel, Motel & Restaurant Supply Show of the Southeast:** January 24-26, 2017
- **NAFEM Show:** February 9-11, 2017
- **International Restaurant & Foodservice Show of New York:** March 5-7, 2017
- **Seafood Expo North America:** March 19-21, 2017
- **RCA Annual Conference & Culinary Expo:** March 14-17, 2017
- **Women’s Foodservice Forum Leadership Conference:** April 2-5, 2017
- **National Restaurant Association Show:** May 14-17, 2017
- **Beverage Alcohol for Restaurants (BAR):** May 21-22, 2017
- **American Food & Beverage Show:** June 25-27, 2017
- **The Texas Restaurant Association Marketplace:** July 9-10, 2017
- **ACF National Convention & Show:** July 8-12, 2017
- **PMA Foodservice Conference & Expo:** July 26-30, 2017
- **Western Foodservice & Hospitality Expo:** August 27-29, 2017
- **The Florida Restaurant & Lodging Show:** September 10-12, 2017
- **Hilton The Hotel Experience:** November 12-14, 2017

### Rates are based on the number of insertions used within a 12-month period from the first insertion, whether units are the same or varied size. Spread rates are based on the number of spreads run. Standard two-color ads deduct 20%; Black & White ads deduct 30%; Matched color, use four-color rate.

### Billing policy:
- Agency commission is 15% of gross billing allowed to recognized advertising agencies on space, color, bleed and position, provided account is paid net 30 days. Bills rendered on date publication is mailed. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### Chef Magazine Marketing & Online Opportunities

#### MARKETING OPPORTUNITIES

At Chef Magazine our goal is to partner with companies and culinary institutions to offer opportunities that will enhance and fortify their marketing objectives. We offer value-added incentives that actually have value and will fit into all budgets.

#### Cube ad
- **Big Impact at a Small Price!** Chef Magazine gives small-space advertisers the visibility and impact of display advertising in a unique environment all their own. Have your full-color ad read by more than 50,000 foodservice professionals and chef instructors who need to know more about your product. (Actual size: 4" x 4")

#### Chef Magazine’s Marketplace
- A value-priced advertising opportunity! Highlight your product with a photo, 50-word description and contact info. Marketplace is the section where chefs search for the products they need. (Actual size: 2 1/4" x 3 7/8")

#### Recipe Cards:
- **Your recipe for success!** Full-color recipe cards let you show chefs the fascinating ways they can use your products.
- **Limited to two recipes per issue, you are sure to gain product attention when you sponsor one of these eye-catching recipes. They feature an appealing finished product photo and detailed recipe, which includes your company’s name and website. Sponsor two recipes in a single issue and own the entire page.**
- **Specs:** High resolution 300 dpi image, recipe title, # of foodservice servings yield, ingredients, method & company contact info.

#### Custom Development Services
- Let us create custom editorial, educational modules and lesson plans to build your product’s brand awareness. These informative options promote your products to our readers.

#### Online Marketing
- In addition to your advertisement, we offer marketing options to maximize exposure, including multiple online opportunities in our monthly e-newsletter, blog and website.

For more information on our various Marketing Opportunities, call 312/849-2220, ext. 237.

#### ELECTRONIC MEDIA OPPORTUNITIES

- **Further your advertising campaign and capture the attention of the industry’s top decision-makers with Chef Magazine’s website (chefmagazine.com) and the monthly e-newsletter, published the third Monday of each month.**

- **Online ads,** [www.chefmagazine.com](http://www.chefmagazine.com)
  - **Online ads*, net**
    - **1x:** $995
    - **3x:** $895
    - **6x:** $795
    - **12x:** $695
  - **Skycraper 1x 600 pixels**
    - **1x:** $1,095
    - **3x:** $985
    - **6x:** $875
    - **12x:** $795
  - **Cube, 300 x 250 pixels**
    - **1x:** $695
    - **3x:** $595
    - **6x:** $495
    - **12x:** $395
  - *jpg, gif, animated gif and flash banner types accepted*

- **Chef’s Stirrings, monthly e-newsletter**
  - Limited to only five sponsors per e-newsletter, available at a first come, first served basis.

- **E-newsletter ads*, net**
  - **1x:** $1,000
  - **3x:** $700
  - **6x:** $500
  - **12x:** $300
  - **Nonadvertisers**
    - **$1,500 per month**
  - *Streaming video materials: the audio clips must be mp3, and the video clip must be flv*
  - *E-newsletter ads, E-blast*, net
    - **1x:** $995
    - **3x:** $895
    - **12x:** $795
  - **Custom e-mail with your message**
    - **$1695**
    - **1000 words and 2 images (max)**
  - **Combination of above-two breakdowns**
    - **$1695**
    - **1500 words and 5 images**
    - **$1400**
  - *Word or plain-text documents accepted (no PDFs); jpg, gif and animated gif images accepted*

- **Blog Sponsored Posts*, net**
  - **1x:** $995
  - **6x:** $895
  - **795**
  - *jpg, gif and animated gif images accepted*

NEW: Now advertisers can embed video/audio clips or product catalogs into their digital ads! For more information on these and other exciting digital magazine advertising opportunities, call 312/849-2220, ext. 237.