Chef Magazine 2017 Editorial Calendar

JANUARY/FEBRUARY
Closing date: 12/12/16 - Material due: 1/20/17
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

MARCH/APRIL
Closing date: 3/30/17 - Material due: 4/6/17
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

MAY/JUNE
Closing date: 5/30/17 - 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: Social Media by Design

JULY/AUGUST
Closing date: 6/5/17 - Material due: 6/12/17
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
Other features: Related Chef and Management Profiles

SEPTEMBER/OCTOBER
Closing date: 8/3/17 - 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

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
Other features: Restaurant Design

Show Coverage:
• THE NAFEM show
• Hotel, Motel & Restaurant Supply Show of the Southeast

Show Coverage:
• Seafood Expo North America
• RCA Annual Conference & Culinary Expo
• Women’s Foodservice Forum

Show Coverage:
• ACF National Convention
• PMA Foodservice Conference & Expo
• Western Foodservice & Hospitality Expo

Show Coverage:
• Hotel Experience, New York
• Fancy Food Show, San Francisco

Other features:
• Dreaded Menus

Inside this issue:
Tale of Two Seas
Chefs and restaurateurs reveal a personal admiration for the ocean’s bounty.
pg. 8
A Tasty Head Start
Ready-to-serve appetizers marry convenience and creativity.
pg. 12
A Sea of Options
Are sea plants the new protein of choice?
pg. 14

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### Chef Magazine Mechanical Requirements

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Please provide material in the following formats:
- Please supply your ad completed with no changes
- Please make sure your ad is the proper size
- We accept ads in PDF format ONLY
- Please include or embed all fonts and images
- Please make sure your ad is in CMYK (NO RGB IMAGES)
- Bleed ad: Please keep live matter .375 from all trim sides for safety
- Please include a SWOP certified proof generated from the files supplied to us; without this proof, we will not be held responsible for color.
- All materials are stored for one year only

Direct ad material or production questions to:
Beverly Mowrey
bmowrey@talcott.com
312/849-2220, ext. 242

Sales office:
Diane Borker
704 N. Wells Street
Chicago, IL 60654
dborker@talcott.com
312/849-2220 ext. 237
fax 312/849-2174

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### Chef Magazine, Reaching Key Decision-Makers

**MISSION STATEMENT**

Chef Magazine strives to assist food service professionals and culinary educators to make the right decisions for their businesses and school programs by delivering ideas, information and inspiration for success. Chef Magazine now integrates the content and readers of Chef Educator Today (CET) magazine, to assist both the professional chef with their kitchen brigade and chef educators in their classrooms and with their students. Now the enhanced editorial provides tools for both market segments. Chef Magazine integrates the art and education of food preparation from back-of-house techniques to the front-of-house dining experience.

**CHEF DELIVERS**

There is an average of 4.17 readers per copy, resulting in more than 149,048 readers exposed to your advertising message.

- 72% have been in the foodservice longer than 10 years—the average is 28.4 years. The average chef instructor has taught 9.2 years.
- 91.7% find the information in Chef Magazine helpful in making purchasing decisions
- 90.1% have taken action as a result of reading an advertisement or editorial in Chef Magazine
- 78% spend 30 minutes or more reading their copy of Chef Magazine

<table>
<thead>
<tr>
<th>Total Circulation</th>
<th>53,467</th>
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<tr>
<td>Percent</td>
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<tr>
<td>Independent Restaurants</td>
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<tr>
<td>Hood/Resorts/Casino/Country Clubs/Inns</td>
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<td>Catering Firms</td>
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<td>Culinary Institutions</td>
<td>1%</td>
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<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>%</td>
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**EDITORIAL PROFILE**

Chef Magazine, publishes six times a year and offers a unique blend of food, education and equipment articles, enhanced by reports on industry news, events and other cutting-edge topics affecting the success of today’s food service professionals and culinary educators. The content in Chef Magazine provides profiles, front-of-house, education guidance, equipment and technology trends, business solutions and more.

**FENI CONFERENCE**

The FENI Summit (fenisummit.com) features more than 30 programs on effective motivation, culinary skills, leadership development and lesson planning, as well as Master Classes geared to both culinary instructors and professional chefs. The conference provides attendees with the opportunity to share knowledge and exchange ideas with their colleagues. Instructors then share what they discover at the FENI Summit with their schools, students and colleagues. Professional chefs can learn new teaching skills for their foodservice operation and training their staff.

Visit fenisummit.com.

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Here’s what our readers have to say about Chef Magazine

With its powerful combined editorial, Chef Magazine takes the lead in attracting purchasing decision-makers at the top!

Chef Magazine reaches influential chefs and decision-makers in all foodservice segments, from fine-dining to family-casual, caterers and culinary institutions, hotels and resorts to the top chain headquarters:

“It is a good tool that I use to keep my staff up on current trends and ideas in the industry.”
— George Kandrak, assistant executive chef
Trump Plaza Hotel & Casino, Atlantic City, NJ

“I am always looking for new food ideas and look forward to Chef Magazine as a food-focused alternative to other magazines. Tips, techniques and trends are some of the things that I specifically look for in Chef Magazine.”
— Kern Marret, manager, Mai-Kai Restaurant, Fort Lauderdale, FL

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von Rabenau Media • 704 N. Wells Street, Chicago, IL 60654 • 1-800/229-1967 • fax 312/849-2174 • chefmagazine.com
### Chef Magazine 2017 Rates

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

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<tr>
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<td>$8,600</td>
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<td>$5,440</td>
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<td>1/4</td>
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<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)
- Consult publisher for rates and quantities.
- Tip-in charges may apply.
- Call sales representative for quote on production costs.

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

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<tr>
<td>Recipe Cards</td>
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**Combination Frequency Discounts:**
- Available with other von Rabenau Media publications.
- 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
- HX: The Hotel Experience: November 12-14, 2017

### 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, 30-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. Species: 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.

**E-blast**, net
- Custom e-mail with your message
- Professional Chef OR Culinary School breakdown:
  - $995
  - $1,500
  - $1,800

**Blog Sponsored Posts**, net
- $995

**Streaming videos**, net, on chefmagazine.com
- Advertisers $1,000 per month
- Nonadvertisers $1,550 per month

**E-newsletter ads**, net
- Full banner, 468 x 60 pixels
- Vertical banner, 120 x 600 pixels

**E-mail marketing**
- Word or plain-text documents accepted (no PDFs);
- jpg, gif and animated gif images accepted

**Online Marketing**
- Website banners:
  - jpg, gif and animated gif images accepted

### 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.

**On-line ads**, www.chefmagazine.com

**On-line ads**, net
- Full banner, 468 x 60 pixels
- Skylapser 120 x 600 pixels
- Cube, 300 x 250 pixels

**Online Marketing**
- 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.

**On-line ads**, www.chefmagazine.com

**E-newsletter ads**, net
- Full banner, 468 x 60 pixels
- Vertical banner, 120 x 600 pixels

**Streaming videos**, net, on chefmagazine.com
- $995
- $1,550

**E-mail marketing**
- Word or plain-text documents accepted (no PDFs);
- jpg, gif and animated gif images accepted

**Online Marketing**
- Website banners:
  - 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.