

FoodEngineering

NETWORK

The Industry's Leading Publication Serving the \$595 Billion Food and Beverage Manufacturing Market

Food Master Catalog ▶



Foodengineeringmag.com ▶



Food Automation & Manufacturing Conference & Expo ▶



ProcessTechnologyXchange ▶



EXCLUSIVE REPORT: MINIMALLY PROCESSED FOODS POSE FOOD SAFETY CHALLENGE

January 2009 | www.foodengineeringmag.com

FoodEngineering

THE MAGAZINE FOR OPERATIONS AND MANUFACTURING MANAGEMENT

The Greening of Manufacturing

ALSO THIS MONTH

- ▶ PASTEURIZATION WITHOUT DRYING
- ▶ MRES GO MAINSTREAM
- ▶ POULTRY PROCESSING EFFICIENCIES
- ▶ TECH UPDATE: PROCESS CONTROL

A bnp PUBLICATION

New in 2010

- ▶ Special Reports on Pest Control & Plant Apparel/Safety Equipment
- ▶ Expanded Food Safety Department
- ▶ Cover stories on Automated Storage & Retrieval Systems and World's Top 100 Food and Beverage Companies

2010

I N T E G R A T E D

MEDIA KIT

WWW.FOODENGINEERINGMAG.COM

▶ MISSION STATEMENT & CIRCULATION SUPERIORITY

For more than 80 years, *Food Engineering* has been serving the information needs of manufacturing and operations executives in the North American food and beverage industry. *Food Engineering* is the only publication that offers a complete integrated media package. Be it in print, online or in person, our products help you reach key decision-makers in production, engineering and plant operations.

Food Engineering is published monthly and covers manufacturing technologies in the areas of processing, packaging, food safety, plant operations, material handling and automation. Editorial focus is a mix of research-based articles, special reports, technology updates, new products and in-plant case history stories.

Food Master is the industry's ONLY pre-filled hardbound catalog listing equipment suppliers to the food and beverage industry. Referenced by 90,000 decision-makers, *Food Master* is THE DEFINITIVE database on equipment, supplies and services.*

Foodengineeringmag.com contains current issue and archived articles from *Food Engineering*. Users can access new products, special reports and *Food Engineering's* E-Learning Center along with the online version of the *Food Master*.



Food Automation & Manufacturing Conference & Expo is a 2-1/2 day event where processors and suppliers network and learn the latest trends and technologies in food plant manufacturing, automation and food safety.

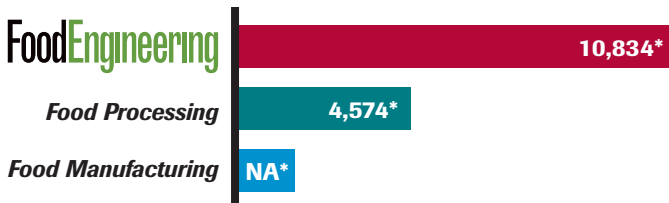
ProcesstechnologyXchange (PTX) is the food and beverage industry's only strategic sales event that focuses on the sale of capital equipment and services. PTX gives senior executives from a select number of capital equipment and service providers a very focused and highly productive forum to meet senior level operations and engineering executives from the industry's leading food and beverage companies.

Contact your local *Food Engineering* sales representative for a customized integrated media proposal.

* Publisher's Own Data, 10/09

#1 IN CORPORATE HEADQUARTERS CIRCULATION

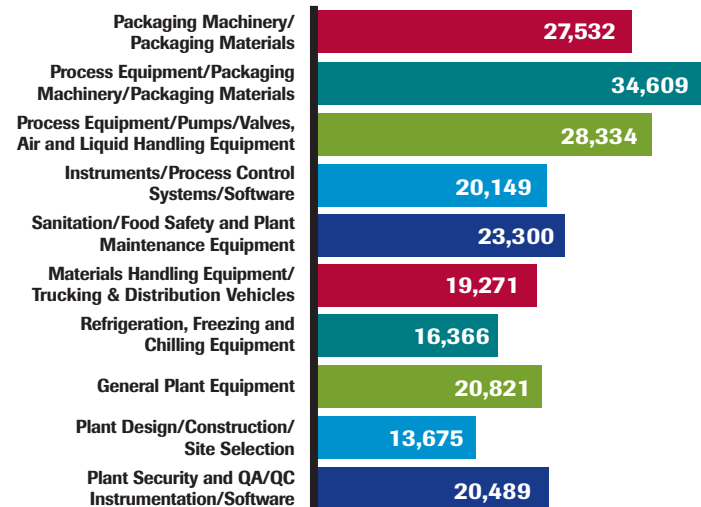
Key buying decisions for capital equipment and services for the food and beverage industry are made at the corporate headquarter location. For example: Plano, TX for Frito-Lay, Camden, NJ for Campbell Soup or Minneapolis, MN for General Mills. *Food Engineering* delivers more coverage of this all important segment than any other food industry publication.



*Source: December 2009 BPAWW statement – FM circulation not reported separately.

SUBSCRIBERS WITH BPA-AUDITED PURCHASE INFLUENCE BY PRODUCT CATEGORY**

Food Engineering's subscribers have purchase authority over a wide variety of products and services. *Food Engineering* ensures your advertising message is reaching key decision-makers in the food and beverage industry.



**Source: December 2009 BPAWW Statements. Since any one respondent may have checked more than one response, the totals for each of these products and services should not be added together as the total may exceed the total circulation. These are presented for statistical and marketing purposes.

▶ EDITORIAL & ADVERTISING LEADERSHIP

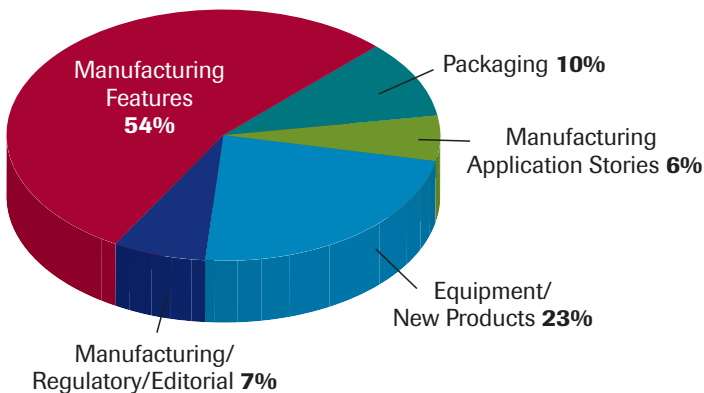


Food Engineering is the ONLY food and beverage publication delivering focused manufacturing editorial.

Food Engineering's editorial is devoted exclusively to the information needs of plant operations, engineering and corporate executives. *Food Engineering* delivers a mix of manufacturing editorial covering only the latest in plant automation, sanitation, processing equipment, packaging, refrigeration, food safety and plant construction affecting food and beverage manufacturing. In study after study, *Food Engineering* is proven to be the best-read, most preferred food and beverage industry publication.

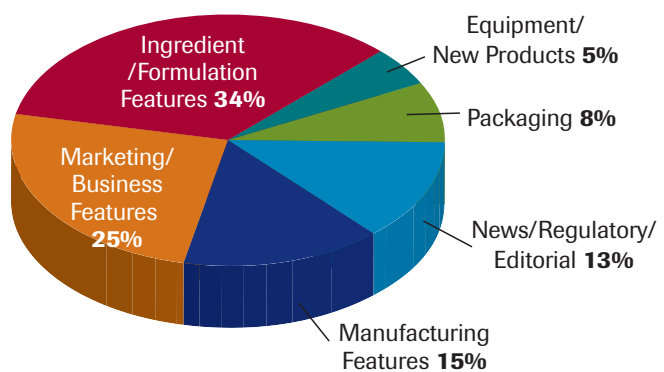
2008 **Food Engineering's EDITORIAL BY CATEGORY***

Equipment editorial pages – 523



2008 **Food Processing's EDITORIAL BY CATEGORY***

Equipment editorial pages – 170

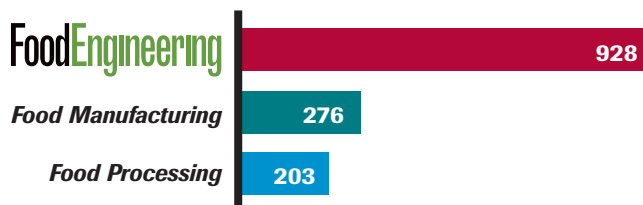


*Source: Publisher's own data 2009

#1 IN MANUFACTURING ADVERTISING PAGES

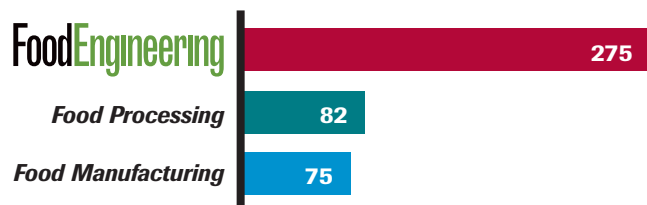
In 2008, *Food Engineering* carried more equipment advertising than *Food Processing* and *Food Manufacturing* COMBINED – which means that more companies place their confidence in *Food Engineering* than any other food industry publication.

2008 Manufacturing advertising pages¹ (January-December)



¹Source: IMS Ontario, CAN-Includes page counts from Food Master-Equipment

2009 Manufacturing advertising pages² (January-June)



²Source: Publisher's Own Data, 2009.

Food Engineering is the market leader in manufacturing editorial and advertising pages.

FOOD ENGINEERING ONLINE

Your Online Connection to the Food and Beverage Manufacturing Market

Food Engineering offers a variety of ways to reach manufacturing and operations executives online. At *Food Engineering* online, your customers and prospects are just a click away from an unbeatable collection of timely and accurate information on food industry trends, technologies and products. With an average of 13,869 unique browsers and 27,859 page impressions per month, *Food Engineering* online can help drive traffic to your website and increase your brand and company awareness.



Banner/Tile and Skyscraper Ads

Reinforce your print ad campaign with a sleek electronic ad on *foodengineeringmag.com*. Ranging from traditional banner and tile ads to sophisticated skyscraper ads, premium positioning is also available.

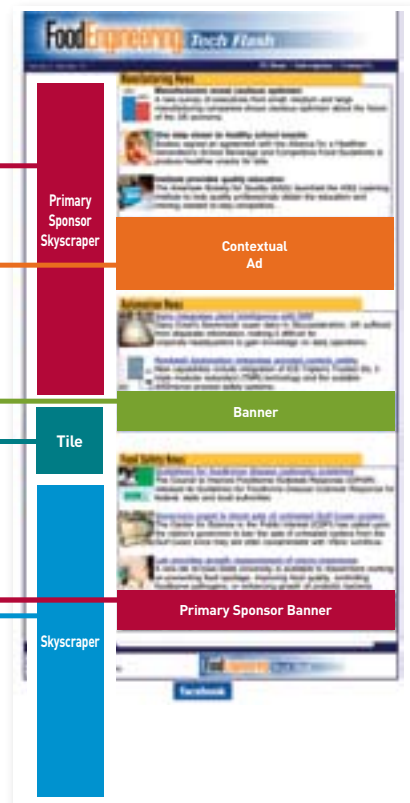
2010 GROSS RATES	1X	3X	6X	12X	PIXELS
Banner Ads Home Page and ROS (Rotating)	\$1,500	\$1,425	\$1,300	\$1,275	468 x 60
Tile Ads Home Page and ROS (Static)	\$1,750	\$1,650	\$1,525	\$1,475	125 x 125
Skyscraper Home Page and ROS (Static)	\$2,000	\$1,925	\$1,850	\$1,775	120 x 600

Tech Flash – Food Engineering’s Monthly E-Newsletter

Sophisticated marketers utilize Tech Flash e-newsletter for the following:

- Driving traffic to your trade show booth
- Publicizing upcoming educational events
- Building traffic on your website
- Reinforcing print ad campaigns
- Introducing a new product.

2010 GROSS RATES	1X	PIXELS
Primary Sponsor Skyscraper and one Banner Ad	\$2,585	
Tile E-Product of the Month Ad (Tile on Food Engineering website for one month)	\$1,750	125 x 125
Banner ads	\$1,150	468 x 60
Skyscraper Ad	\$2,000	160 x 600
Contextual Ad • Logo or photo 72 dpi resolution and 25-30 words of text	\$1,350	



*Source: BPA Interactive, average for January 2009 - June 2009.



SPECIFICATIONS:

www.foodengineeringmag.com	
AD SIZES:	Banner ad – 468 x 60 pixels Tile ad – 125 x 125 pixels Skyscraper ad – 120 x 600 pixels Article Sponsor ad – 300 x 250 pixels Floating Ad (Under Search Bar) – 468 x 60 pixels (animation stage varies) Expandable Banner Ad (Top of Page) – 468 x 60 pixels (468 x 115 total animation stage) Expandable Skyscraper – 120 x 600 pixels (300 x 600 total animation stage) Expandable Wide Skyscraper – 160 x 600 pixels (300 x 600 total animation stage) Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage) Countdown Clock - 125 X 125 Pixels
FILE SIZE:	20k (20,000 bytes) or less – Banner, Tile ad 30k (30,000 bytes) or less – Skyscraper ad, Article Sponsor ad 60k (60,000 bytes) or less – All Rich Media ad
Animation:	Within ad units: 30 seconds maximum without being re-initiated by the user. If overlay content: 10 seconds maximum to reach final resting place. 15 seconds maximum for total animation.
COLORS:	256 colors or less
RESOLUTION:	72 dpi
FILE FORMATS:	Jpeg, GIF (static or animated) and SWF* (Macromedia Flash, must include .FLA file) No flash files in E-Newsletters



Digital Edition Sponsorship

The *Food Engineering* Digital Edition is e-mailed to over 3,000 opt-in subscribers* and posted online to provide additional reach to your customers and prospects.

Sponsorship Benefits:

- Receive a full-page ad adjacent to the front cover - exclusive brand exposure
- Your logo appears at the top of every page
- All links and logos are hyperlinked to your website
- Electronic tracking capability for views and clicks

*Source: Publisher's Own Data.

e-Newsletter

AD SIZES:	Banner ad - 468 x 60 pixels Tile ad - 250 x 250 pixels Skyscraper ad - 120 x 600 pixels
FILE SIZE:	20k (20,000 bytes) or less – Banner ad, Tile ad
COLORS:	256 colors or less
RESOLUTION:	72 dpi
FORMAT:	JPG or GIF/Animated GIF only; No Flash files in eNewsletters

For more digital advertising specifications, go to portfolio.bnpmmedia.com.

Contact your local *Food Engineering* salesperson today for more information on how to integrate your print and online marketing message. See *Food Engineering's* 2010 Digital Media Kit for a complete list of our online products or visit portfolio.bnpmmedia.com.



Webcasts/Webinars

A growing number of companies have found webcasts/webinars to be an effective vehicle for delivering targeted information to a select audience.

Food Engineering's customized webcast includes the following:

- Two full-page ads placed in *Food Engineering* to promote the event.
- Three E-mail promotional blasts
- Tile and banner advertising promoting the webcast appearing on *Food Engineering's* website
- 5,000 name direct mail list used for print promotion
- Webcast/Webinar archived on *Food Engineering's* website for 6 months after the event.

\$16,750 - Gross Rate

▶ 2010 EDITORIAL CALENDAR

	JANUARY Advertising closes 12-8-09 	FEBRUARY Advertising closes 1-14-10	MARCH Advertising closes 2-12-10 	APRIL Advertising closes 3-11-10 
SPECIAL REPORTS	COVER STORY Green Building Series Part 1: Focus on Wastewater Treatment, Water Recovery and Filtration	COVER STORY Automated Storage & Retrieval  Increased automation remains a key interest area for most food and beverage makers. Today, new economies of scale can be found in material handling areas with updated software, conveyors and lift trucks.	COVER STORY Food Safety Toolbox This special report will focus on back-to-basics technologies to keep the food supply safe such as software systems, HACCP instrumentation, and track and trace methodologies as well as emerging food safety tools.	COVER STORY 28th Annual Plant of the Year Each year, <i>FE</i> honors the most innovative new food or beverage plant in North America. The winning plant's automation strategy, processing and packaging line design as well as supply chain management plan will be highlighted. ▶ Food Engineering EXCLUSIVE
PROCESSING TECHNOLOGY	The Economics of Food Production: ROIs and Paybacks  As processors tighten their belts in all areas of manufacturing, <i>FE</i> editors will uncover new areas of cost containment in asset allocation, energy usage and outsourcing options. Engineering R&D Interview	Dry Processing Technology Special Emphasis on Weigh Belt Feeders Engineering R&D Interview	Sanitary Design of Machines As the food industry continues to battle food safety challenges, properly designed equipment provides a great defense. This article will cover cleanability, materials of construction and bacteria prevention. Engineering R&D Interview	Dry Processing Technology Special Emphasis on Bulk Bag Filling and Discharging Tech Update: Pumping Systems Engineering R&D Interview
PACKAGING TECHNOLOGY	Special Feature: Packaging Materials Innovations Food Packaging Department	Food Packaging Department Technology Sourcebook: Checkweighers Metal Detectors	Food Packaging Department Technology Sourcebook: Marking and Coding Equipment	Food Packaging Department Technology Sourcebook: Filling Equipment
AUTOMATION SOFTWARE & CONTROLS	Tech Update: Software as a Service	Technology Sourcebook: Motors & Drives	Technology Sourcebook: HMIs	Plant and Process Security A myriad of tools are available to keep food plants and their processes secure, such as perimeter fencing, guarded access points, cross-contamination safeguards and emergency alarms and monitoring.
PLANT FLOOR FOCUS	Technology Sourcebook: PROCESS EXPO/PACK EXPO and Worldwide Food Expo Show Products Food Safety Column Field Reports 	Special Supplement: Focus on Outsourcing Engineering Innovation This report will show how processors are forging strategic partnerships with outside engineering firms to boost manufacturing innovation. This section will be overrun and printed on heavy stock paper. Tech Update: Mixing & Blending Food Safety Column	Special Supplement: Focus on Pest Control This report will cover how processors can maintain a safe manufacturing environment through proper cleaning, storage and pest control. This section will be overrun and printed on heavy stock paper. Food Safety Department Focus on Quality Assurance and Lab Instruments  Field Reports	Technology Sourcebook: Valves Food Safety Column Field Reports
SHOWS & EVENTS	Northwest Food Manufacturing & Packaging Expo January 17-20, Portland, OR International Poultry Expo January 27-29, Atlanta, GA 	ARC Forum February 8-11, Orlando, FL	Snaxpo March 3-6 Fort Worth, TX Food Safety Summit April 12-14 Washington, DC  	Food Automation & Manufacturing Conference & Expo April 25-28, Clearwater Beach, FL  International Powder & Bulk Solids May 4-6, Rosemount, IL
VALUE-ADDED MERCHANDISING SERVICES	Start your program in January and earn two ad placements for the price of one. <ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE International Poultry Expo Show Previews and bonus show distribution • FREE 1/2 page 4C space in PROCESS EXPO/PACK EXPO and Worldwide Food Expo Show Portraits section • FREE bonus distribution at ARC Advisory Forum 	<ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE Video Clip on <i>FE</i> Web site • Supplier Literature Guide • Snaxpo Show Issue • FREE bonus distribution at Snaxpo 	<ul style="list-style-type: none"> • FREE ADscore Study • FREE Video Clip on <i>FE</i> Web site • FREE bonus distribution at Food Safety Summit 	<ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE 1/2 page 4C space in Plant of the Year Supplier Profile section • Spring Post Card Insert • FREE bonus distribution at Food Automation & Manufacturing Conference & Expo • FREE bonus distribution at the Powder & Bulk Solids Show

FoodEngineering

MAY
Advertising closes
4-8-10

PROCESS EXPO
PRE-SHOW
ISSUE

COVER STORY
The Future of Food Plant Automation

State-of-the-art vision systems, robotics equipment, wireless technologies and the latest software that enhance plant production will be highlighted in this special report.

NEW!

Tech Update: Conveying and Belting Engineering R&D Interview

Food Packaging Department

12th Annual Essential Guide to Manufacturing Software

This feature explores the latest trends in software technology and offers an extensive software comparison chart sorted by application type.

► **Food Engineering EXCLUSIVE**

Robotics Systems Integration

As robotics play a key role in expanding automation operations, choosing the right integrator can make or break project success.

Technology Sourcebook:

Compressors and Blowers
Sensors and Vision Systems

Food Safety Department

- Supplier Literature Guide
- **FREE** Video Clip on *FE* Web site
- PROCESS EXPO Pre-Show Issue
- **FREE** Software Supplier Profile Section

JUNE
Advertising closes
5-12-10

PROCESS EXPO
SHOW ISSUE

COVER STORY
The World's Top 100 Food and Beverage Companies

This special report ranks the top processors in terms of sales and provides exclusive insights about operational strategies for the world's most successful food and beverage makers.

NEW!

Tech Update: Size Reduction

Technology Sourcebook:

Cooking and Frying Equipment

Engineering R&D Interview

End of Line Packaging Equipment

Innovations in palletizing, unitizing, case loading, unscrambling, wrapping and other end of line packaging handling techniques will be highlighted.

Food Packaging Department

Best Practices in Food Automation & Manufacturing

This article will provide a synopsis of the leading practices of food and beverage company speakers at *FE*'s annual Food Automation Conference and Expo.

Special Supplement: The QA and Engineering Partnership

This report will explain why a close partnership between Quality Assurance and Engineering is a key attribute of a successful food safety culture. This section will be overrun and printed on heavy stock paper.

Technology Sourcebook:

Flow Measurement

PROCESS EXPO
July 18-21 Chicago, IL



- **FREE** Lead ADvantage Buying Intention Study
- **FREE** Podcast for PROCESS EXPO Show Exhibitors
- **FREE** 1/2 page 4C in PROCESS EXPO Show Preview Section

JULY
Advertising closes
6-10-10

COVER STORY
33rd Annual Plant Construction Survey

Each year, *FE* compiles the industry's most comprehensive listing of food and beverage plant projects of \$1 million or more completed, planned or under way in the previous year.

► **EXCLUSIVE RESEARCH**

Dry Processing

Special Emphasis on Pneumatic Conveying

Engineering R&D Interview

Food Packaging Department

Food Safety Department

Focus on Analytical Software

NEW!

Special Supplement: Safe, Sanitary and Durable Floors

This exclusive report will focus on why plant safety and food safety concerns have a great influence during flooring selection and will highlight the latest products. This section will be overrun and printed on heavy stock paper.

Technology Sourcebook:

Lubricants
Gearboxes and Bearings

- **FREE** Lead ADvantage Buying Intention Study
- **FREE** 1/2 page 4C space in Supplier Profile Section
- **FREE** Video Clip on *FE* Web site

AUGUST
Advertising closes
7-13-10

8th Annual Replacement Parts Directory

Replacement Parts and Components Trends Survey

Food industry professionals continue to embrace the Internet for replacement parts information and ordering. Each year *FE* surveys thousands of subscribers to uncover the latest methods to improve efficiency in replacement parts purchasing.

► **EXCLUSIVE RESEARCH**

Supplier Index

Vendors of replacement parts are listed in alphabetical order with company contact and services information.

Replacement Parts and Products Section

More than 25 pages of detailed, yet easy-to-access, information about parts is featured in this section. Buyers can locate the parts and suppliers for processing and packaging equipment as well as other food plant machinery.



Companies advertising in the August issue of Food Engineering and the 2011 Food Master will receive an additional 10% discount on their earned rate. Companies combining space in both publications will also earn a FREE foot stopper/banner both in print and online. Contact your FE sales person for more details.



- **FREE** detailed report on 2010 Replacement Parts/Components Trends Survey
- **FREE** Lead ADvantage Buying Intention Study
- **FREE** Video Clip on *FE* Web site

▶ 2010 EDITORIAL CALENDAR

SEPTEMBER Advertising closes 8-11-10	OCTOBER Advertising closes 9-10-10	NOVEMBER Advertising closes 10-14-10	DECEMBER Advertising closes 11-10-10
<p>COVER STORY 2nd Annual Sustainable Plant of the Year Whether it's savings in water usage and energy management or power reduction, food makers continue to make going green a top priority. <i>FE</i> editors honor one plant in North America as a leader in sustainability. ▶ Food Engineering EXCLUSIVE</p>	<p>COVER STORY 31st Annual State of Food Manufacturing <i>FE</i>'s annual report card of the industry looks at the food safety and production challenges facing food and beverage processors and uncovers the top trends in manufacturing. ▶ EXCLUSIVE RESEARCH</p>	<p>COVER STORY Green Building Series Part 2: Focus on Sustainable Energy Management—Using Benchmarking as a Tool</p>	<p>Special Issue Fabulous Food Plants Edition This special edition will highlight several new plant projects. <i>FE</i> editors take an inside look at innovative processors who focus on lean manufacturing, sustainability and food safety initiatives. ▶ Food Engineering EXCLUSIVE</p>
<p>Tech Update: Cooling & Freezing Equipment</p> <p>Engineering R&D Interview</p>	<p>Technology Sourcebook: Ovens, Dryers, Heat Exchange</p> <p>Engineering R&D Interview</p>	<p>Dry Processing Special Emphasis on Screening Equipment</p> <p>Food Safety Department Focus on Sanitizing Tools: Washdown, Footbaths, Hand Sanitizers</p> <p>Engineering R&D Interview</p>	<p>Tech Update: Filtration & Fractionation</p> <p>Engineering R&D Interview</p>
<p>25th Annual Packaging Trends Survey The latest trends in materials, machinery and line efficiency are the focus of this yearly special report. ▶ EXCLUSIVE RESEARCH</p> <p>Food Packaging Department</p>	<p>Special Feature: Packaging Machinery Innovations</p> <p>Food Packaging Department</p>	<p>Tech Update: Metal Detection, Vision and X-Ray Equipment</p> <p>Food Packaging Department</p>	<p>Food Packaging Department</p>
<p>Supply Chain Efficiency Globalization offers opportunities and risks for US food manufacturers striving to optimize their supply chains. The feature will cover supply chain tools including software for transportation, raw materials management and product lifecycle management.</p>	<p>Technology Sourcebook: Machine Control: Hydraulics, Pneumatics and Electronics</p>	<p>Technology Sourcebook: Energy Management Software</p>	<p>Technology Sourcebook: PLCs</p>
<p>Technology Sourcebook: Kettles, Tanks, Process Vessels Evaporators & Separators</p> <p>Food Safety Department</p> <p>Field Reports</p>	<p>Tech Update: CIP</p> <p>Technology Sourcebook: Spraying and Washing Equipment</p> <p>Food Safety Column</p> <p>Field Reports</p>	<p>Outsourcing Sanitation and Maintenance In the quest for continuous improvement, processors are looking to outsource key plant functions to reduce labor costs, improve plant efficiencies and ensure food safety.</p> <p>Technology Sourcebook: Energy Reduction Tools: Controls, Battery Chargers and Lighting Extruders and Forming Equipment</p> <p>Field Reports</p>	<p>Special Supplement: Focus on Uniforms, Gloves, Footwear & Ear/Eye Protection This exclusive report will cover plant apparel that enhances food and plant safety. This section will be overrun and printed on heavy stock paper.</p> <p>Technology Sourcebook: Conveying & Belting Plant Floor Measurements: Temperature, Level, Flow, Pressure</p>
<p>ProcessTechnologyXchange September 12-15, Park City, UT</p>	<p>PACK EXPO October 31- November 3 Chicago, IL</p> 		
<p>Interbev September 22-24, Orlando, FL</p> 			
<p>International Baking Expo September 26-29, Las Vegas, NV</p> 	<ul style="list-style-type: none"> • FREE 1/2 page 4C space in PACK EXPO Show Preview Section • Fall Postcard Insert • FREE Lead ADvantage Buying Intention Study • FREE bonus distribution at International Baking Industry Expo • FREE 1/2 page 4C in IBIE Show Preview Section • FREE bonus distribution at PACK EXPO • FREE Podcast for PACK EXPO Exhibitors 	<ul style="list-style-type: none"> • Supplier Literature Guide • FREE Video Clip on <i>FE</i> Web site 	<ul style="list-style-type: none"> • FREE Video Clip on <i>FE</i> Web site • FREE 1/2 page 4C in Fab Food Plants Supplier Profile Section

▶ 2010 RATES & SPECIFICATIONS



2010 RATES	OPEN	4X	6X	12X	18X
Spread	\$13,745	\$13,125	\$11,250	\$11,105	\$10,790
Full Page	\$7,025	\$6,305	\$5,935	\$5,760	\$5,525
2/3 page	\$5,385	\$5,160	\$4,550	\$4,365	\$4,245
1/2 island	\$4,915	\$4,700	\$4,155	\$3,955	\$3,875
1/2 page	\$4,660	\$4,365	\$3,855	\$3,705	\$3,580
1/2 page diagonal	\$4,915	\$4,700	\$4,155	\$3,955	\$3,875
1/3 page	\$3,035	\$2,615	\$2,575	\$2,490	\$2,395
1/4 page	\$2,375	\$2,275	\$2,015	\$1,925	\$1,855
Cover 2**	—	—	\$8,650	\$8,315	—
Cover 3**	—	—	\$8,260	\$8,025	—
Cover 4**	—	—	\$9,065	\$8,815	—
Page facing Table of Contents**	—	—	\$8,285	\$7,925	—
Page facing Editor's page**	—	—	\$8,285	\$7,925	—
Page 1**	—	—	\$8,285	\$7,925	—

COLOR RATES

Standard AAA per unit **\$840**
 Match color other than Standard AAA
 per page **\$1,630**
 per spread **\$2,260**

3- OR 4-COLOR PROCESS

per page **\$2,205**
 junior spread **\$2,205**
 per spread **\$3,070**

COLOR RATES (FRACTIONAL, 2/3 PAGE OR LESS)

Standard AAA per unit **\$475**
 3- or 4-color process per unit **\$1,215**
 Matched color per unit **\$890**

**Includes color costs

SPECIAL PREMIUM POSITION RATES — Positions specified by advertiser or agency are 10% above black and white earned rate.

INSERT RATES — Contact publisher for rates, quantity required and shipping instructions.

COMBINATION RATES — Advertisers in *Food Engineering* may combine space in ALL BNP Media titles to earn the highest frequency rate.

AGENCY COMMISSION — 15% of gross billing is allowed to recognized agencies on space, color and position. Back-up charges, printing of inserts and binding charges are non-commissionable.

MECHANICAL REQUIREMENTS

Trim Size — 7 7/8" x 10 1/2"

Method of Printing — Body and covers printed web offset

Type of Binding — Perfect

PROOFS — A color proof MUST accompany your submitted material.

DIGITAL AD SPECIFICATIONS*

Preferred method for advertising material submission.

Platforms: Files are Macintosh Platform

Media Accepted: CD, DVD, or FTP uploads

Supported Applications: InDesign, Quark, Photoshop, Illustrator

PDF: A PDF may be used, as long as the original InDesign, or Quark document—with the fonts and images—is included separately. If no original material is sent with the PDF, we will not be able to accept the ad.

Raster File Resolution (Photos): 300 dpi saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW.

Color: Color images should be saved in cmyk format unless a matched spot color/pantone color has been purchased. If a spot color is used, please note the color on your laser proof and make sure process color separations are not chosen.

DO NOT enlarge photos/images more than 115% in InDesign or Quark. This makes the image under 240 dpi, which is considered low resolution.

Graphics: Include all placed graphics on disk. Do not imbed images in your file.

Ad Size: Crop marks for page size should be at trim size. Bleed ads extend beyond trim by 1/8 inch.

Fonts: Include all printer and screen fonts on disk. Please use Type 1 fonts only. True type fonts are not acceptable, and will be replaced if sent. If possible, do not use Multiple Master fonts.

Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad, or to return a disk.

INSERT/MECHANICAL REQUIREMENTS

Supplied size: 8 1/8" x 10 3/4". Allows for 1/8" trim off top edge, and 1/8" off gutter, outside and bottom edges. Final trim size of 7 7/8" x 10 1/2". Keep live matter 1/4" from all trim edges. Extra charges for folding and special trimming. Any inserts requiring back-up, special handling, tipping, gatefolds or die cuts, please contact production manager for specifications. To ensure proposed non-standard inserts conform to current postal and bindery requirements, two samples must be provided for review and approval in advance of final production. Paper stock not to exceed 100 lb. coated, 80 lb. uncoated, minimum 60 lb., 25" x 38" basis. **Contact Suzanne Fairman, Production Manager, Food Engineering for details.**

RUN OF BOOK – NON-BLEED (INCHES)

	Width	Depth
Spread	14	10
1 Page	7½	10
2/3 Page	4½	10
1/2 Page Vertical	3½	10
1/2 Page Horizontal	7	4½
1/2 Island	4½	7½
1/2 Page Diagonal	For specs, contact publisher	
1/3 Page	2½	10
1/3 Square	4½	4½
1/4 Page	3½	4½

RUN OF BOOK – BLEED (INCHES)

	Width	Depth
Spread	16	10½
1 Page	8	10½
2/3 Page	5½	10½
1/2 Page Vertical	4	10½
1/2 Page Horizontal	8½	5½
1/2 Island	5½	8½
1/2 Page Diagonal	13½	10½
1/3 Page	2½	10½
1/3 Square	5½	5½
1/4 Page	4	5½

*Publisher cannot accept responsibility if digital specs are not followed.

SHIPPING INSTRUCTIONS

Send all insertion orders and advertising materials to:

Suzanne Fairman

Production Manager

Food Engineering • BNP Media

24817 43rd Ave. So. Kent, WA 98032

Phone: 253-946-6854 • Fax: 248-244-2080

Email: fairmans@bnpmedia.com

http://upload.bnpmedia.com

▶ CONFERENCES & EVENTS 2010

Food Automation & Manufacturing Conference & Expo

April 25-28, 2010

Sheraton Sand Key Hotel,
Clearwater Beach, FL

Food Automation & Manufacturing Conference & Expo 2010 brings together plant managers, engineers and operations executives from leading food and beverage manufacturers to address the latest technology and trends in manufacturing, food safety and automation. Network with food and beverage industry leaders such as Campbell Soup, ConAgra, Frito-Lay, General Mills, Hershey Foods, Kellogg's, Kraft Foods, Nestle USA, Parmalat USA, Pepsi-Cola, Sara Lee, Quaker Oats, Keystone Foods, Tyson and Pepperidge Farm.

SUPPLIERS CAN PARTICIPATE IN FOOD AUTOMATION & MANUFACTURING 2010 IN A NUMBER OF WAYS.

AS AN EXHIBITOR – Meet with leading processors looking for manufacturing solutions. An 8' x 10' exhibit space includes carpet, a 6' skirted table, 2 chairs, wastebasket and sign. Reserve your exhibit space by January 31, 2010 and save \$200! Exhibit cost: \$1,400 (NET).

AS A SPONSOR – Establish your company as a leader with a sponsorship at Food Automation & Manufacturing Conference & Expo. The following are exciting sponsorship opportunities: networking events, bottled water, outdoor BBQ, refreshment breaks, conference binder/CD, conference note pad, lanyards, or we can custom design a sponsorship package. Contact our Conference Manager for details.

Marge Whalen Conference Manager

Food Engineering, BNP Media, 1050 IL Route 83, Suite 200
Bensenville, IL 60106 Phone: 630-694-4347
Fax: 248-786-1440 Email: whalenm@bnpmedia.com



2009 SPONSORS

- ▶ Alberici Constructors
- ▶ Atlas Copco
- ▶ Avanceon
- ▶ Burns & McDonnell
- ▶ CDM
- ▶ EcoBionics
- ▶ EnteGreat
- ▶ Facility Group
- ▶ Faithful+Gould
- ▶ Industrial Network Systems
- ▶ JohnsonDiversey
- ▶ Matrix Technologies
- ▶ Middough
- ▶ MG Newell
- ▶ Owlstone Nanotech, Inc
- ▶ Power Engineers
- ▶ PROCESS EXPO/PACK EXPO
- ▶ Retrotech, Inc
- ▶ Siemens
- ▶ Stellar
- ▶ TranSystems
- ▶ Whiting-Turner
- ▶ Wire Belt Company of America

FOR MORE INFORMATION ON OUR CONFERENCES AND EVENTS, CONTACT YOUR

ProcessTechnologyXchange 2010

September 12-15, 2010
The Lodges at Deer Valley,
Park City, UT

ProcessTechnologyXchange (PTX) is the food & beverage industry's only strategic sales event that focuses on the sale of capital equipment and services.

The goal of *Food Engineering's* dynamic PTX sales event is to foster highly customized and confidential, strategic discussions between senior operations and engineering executives at key food & beverage companies and a select number of capital equipment manufacturers whose products can address the specific issues of processors.



2009 Processor Attendees

Barilla	HJ Heinz	SunOpta Ingredients
Basic American Foods	Interbake Foods	Sunny Delight Beverages
Butterball LLC	Interstate Brands	Symrise Inc.
Caravan Ingredients	JM Smucker Co.	TIC Gums
Coca-Cola	Kar's Nut Snacks	Tillamook County Creamery
ConAgra Foods	Keystone Foods	Welch's
Continental Mills	Kraft	Wegmans Food Markets
EJ Gallo	Little Lady Foods Company	Wild Flavors
The Hershey Company	Pepperidge Farm	

2009 Supplier Attendees

ABB Robotics	Domer Mfg.	Maverick Technologies
Air Products, Inc.	eps	Munters
AMEC	Faithful+Gould	Power Engineers
Atlas Copco	Hardy Instruments	Retrotech, Inc
Burns & McDonnell	Intralox	Shick USA
CAmotion, Inc	Kwasny	Tyco Flow Control
Clean Water Technology	Linde Group	Viability
The Dennis Group	Lycy Mfgr	Wire Belt Co.
	Matrix Technologies	

Chris Frost Event Director

ProcessTechnologyXchange, 14551 County Road 11, Suite 145
Burnsville, MN 55337, Phone: 952-224-4390
Fax: 952-736-9362, Email: cfrost@verticalxchange.com

AT PTX, SUPPLIERS CAN MEET WITH PROCESSORS WITH BUDGETED INITIATIVES.

Meetings are organized and scheduled through an extensive needs matching program that pairs new capital equipment initiatives with supplier portfolios. Profiles of new capital project initiatives are made available to specific equipment suppliers prior to **PTX** to allow for preparation and customization.

As a participating supplier, you will be provided a well-appointed suite in which to host your private meetings.

Food Engineering's **ProcessTechnologyXchange** event also offers capital equipment suppliers excellent networking opportunities. Contact our Event Director for more information and to secure your meeting package.



LOCAL FOOD ENGINEERING REPRESENTATIVE AND REQUEST A 2010 BROCHURE.

FOOD MASTER 2011



RATES AND SPECIFICATIONS

# of catalog pages in <i>Food Master</i>	FOOD ENGINEERING & FOOD MASTER COMBINED FREQUENCY							
	Open	4x	6x	12x	18x	24x	36x	48x
1 Page	\$5,305	\$5,065	\$4,875	\$4,725	\$4,475	\$4,295	\$4,115	\$3,785
2-3 Pages	\$5,215	\$4,880	\$4,665	\$4,540	\$4,245	\$4,135	\$4,010	\$3,765
4-7 Pages		\$4,775	\$4,550	\$4,420	\$3,845	\$3,675	\$3,575	\$3,230
8+ Pages			\$4,425	\$4,355	\$3,685	\$3,605	\$3,295	\$3,115
4-color end sheet	\$8,900	\$8,570	\$7,985	\$7,795	\$7,610			

Pre-printed inserts, spine positions and bookmarks: Please consult publisher.

How to Calculate Your Food Master Rates

In the chart above, find the total frequency across the top by adding the number of your insertions in *Food Engineering* including *Food Master*. Down the left column, find the number of pages you are running in *Food Master*. Locate the place on the chart where these two columns intersect. Example: if your frequency in *Food Engineering* is 6x and four of those pages are in *Food Master*, your rate per page in *Food Master* is \$4,550.

Agency Commission: 15%, 30 days net.

Special Positions: \$300 premium for specified spread, right- or left-hand page starts.

10% Early Bird Discount

Reserve catalog pages in the 2010 *Food Master* before January 29, 2010 and get a 10% discount.

2010 Multiple Page Bonus Program

For new catalogers, buy two pages in the *Food Master* and get a third page FREE. For current catalogers, buy one or more pages than last year and get another FREE. Call your *Food Master* representative for details.

Free Catalog Page Design Service

You decide what products will appear on your pages and *Food Master* will create useful, effective catalog pages for you – FREE of charge. Layouts converted to digital files are billed at *Food Master's* cost.

Published annually in November 2010.

Shipping Instructions

Send all orders and advertising materials to:
BNP Media/*Food Master*, Suzanne Fairman, Production Manager
24817 43rd Ave. So. Kent, WA 98032
Phone: 253-946-6854 | Fax: 248-244-2080 | E-mail: fairmans@bnpmedia.com
http://upload.bnpmedia.com

NEW Digital File Specifications

All *Food Master* catalog pages will be included on **FoodMaster.com**; therefore we have migrated all catalog pages to a searchable PDF format. In order for catalog pages to be searchable on foodmaster.com these specs should be followed:

Important: Do not outline fonts or rasterize type. If you do your catalog page will not be searchable on **FoodMaster.com**.

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.)

Preferred File Formats: InDesign, Quark Xpress, Illustrator (do not outline text, please include fonts). PDFs are accepted; please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZWF.

Colors: Files should be grayscale for catalog pages and CMYK for Inside Front Covers.

Fonts: Include fonts on disk; both printer and screen fonts. Please use Type 1 fonts.

Electronic Submission: CD or DVD disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for page should be at trim size. No bleed for catalog pages. Inside Front Cover bleed ads extend beyond trim by 1/8 inch.

Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return a disk.

Charges will apply for changes we make to your files due to errors in ad size, type, color, space, or file format. Charges are subject to the hourly rate with a 1/2 - hour minimum.

AD SPACE UNIT	WIDTH (IN.)	DEPTH (IN.)
1 page – B&W	7"	9-7/8" Trim: 8" x 10 3/4"
Inside Front Cover	8 1/4"	11" (Bleed); Trim: 8" x 10 3/4"
Foot Stopper	7 3/16"	1/2" Images must be black
Traffic Stopper	2 1/8"	5/8" Images must be black
Spine 4 Color customized	varies	2"
Front Cover Tiles	1"	2"

Food Master accepts only full-page black & white pages.

Bleeds: Not accepted on black & white pages.

Colors: Inside front covers & inserts – color accepted.

* A proof MUST accompany all material. DO NOT enlarge any image more than 115% in Quark. We cannot claim responsibility if digital specs are not followed with submitted materials and we have to make substitutions in order to successfully run the catalog pages through our process.

All catalog pages must be supplied as digital files.

Film will no longer be accepted.

Food Master orders cannot be cancelled after May 21, 2010.

Closing date for space reservations: May 21, 2010

Material due date: June 4, 2010

▶ RESEARCH AND CUSTOM PUBLISHING



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E: corps@clearseasresearch.com
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Contact: Steve Beyer
P: +1 (630) 699-7625
E: beyers@bnpmedia.com
<http://custommedia.bnpmedia.com>



FoodEngineering

NETWORK

EDITORIAL

Joyce Fassl

Editor in Chief

600 Willowbrook Lane, Suite 610
West Chester, PA 19382

fasslj@bnpmedia.com

Tel: 610-436-4220 ext. 8519

Fax: 248-502-2059

Kevin Higgins

Senior Editor

1050 Illinois Route 83, Suite 200
Bensenville, IL 60106-1048

higginsk@bnpmedia.com

Tel: 630-694-4351

Fax: 248-502-1014

Wayne Labs

Senior Technical Editor

600 Willowbrook Lane, Suite 610
West Chester, PA 19382

labsw@bnpmedia.com

Tel: 215-345-4548

Fax: 248-786-1424

CONFERENCES

Marge Whalen

Conference Manager

1050 Illinois Route 83, Suite 200
Bensenville, IL 60106-1048

whalenm@bnpmedia.com

Tel: 630-694-4347

Fax: 248-786-1440

PRODUCTION

Suzanne Fairman

Production Manager

24817 43rd Ave. So.

Kent, WA 98032

fairmans@bnpmedia.com

Tel: 253-946-6854

Fax: 248-244-2080

NORTH AMERICAN SALES

Patrick Young

Publisher

600 Willowbrook Lane, Suite 610
West Chester, PA 19382

youngp@bnpmedia.com

Tel: 610-436-4220 ext. 8520

Fax: 248-502-2123

Mid-Atlantic Territory: CT, Eastern PA, NJ, NYC
and LI, VA, MD, DE, Washington DC

**Europe other than Germany, Austria,
Switzerland and Italy**

Paul Kelly

District Sales Manager

1050 Illinois Route 83, Suite 200
Bensenville, IL 60106-1048

kellyp@bnpmedia.com

Tel: 630-694-4336

Fax: 248-502-1017

Midwest, N.E. and S.W. Territory: Northern IL,
WI, MN, IA, KS, MO, SD, ND, CO, WY, NE, TX, OK, NM,
AR, NH, VT, MA, RI, ME, Saskatchewan

Brian Gronowski

District Sales Manager

13973 Meadowlark Ln.

Newbury, OH 44065

gronowskib@bnpmedia.com

Tel: 440-564-5732

Fax: 248-502-2088

Midwest and S.E. Territory:

OH, IN, WV, KY, TN, MI, NY, Western PA, FL, GA, NC, SC,
AL, Southern IL, MS, LA, Ontario, Quebec

Wayne Wiggins, Jr.

District Sales Manager

454 Funston Ave.

San Francisco, CA 94118

wwiggins@wigginscompany.com

Tel: 415-387-7784

Fax: 415-387-7855

West Coast Territory: AZ, CA, OR, WA, AK, UT, ID,
HI, British Columbia

EUROPEAN SALES

Gabriele Fahlbusch

IMP InterMedia Partners GmbH

In der Fleute 46

D-42389 Wuppertal

fahlbusch@intermediapartners.de

Tel: 49 (0)202-27169-15

Fax: 49 (0) 202-27169-20

Germany, Switzerland and Austria

Fabio Potesta

Mediapoint and Communications SRL

Corte Lambruschini-Corso

Buenos Aires

5 Piano-int 7, 16129

Genova, Italy

info@mediapointsrl.it

Tel: 39-010-5704948

Fax: 39-010-5530088

Italy

POSTCARDS, LIT REVIEWS, CLASSIFIED ADS AND ONLINE SALES

Christin Schrei

4787 Glen Arven Dr.

Clarkston, MI 48348

schreic@bnpmedia.com

Tel: 248-393-4450

Fax: 248-502-1025

PROCESSTECHNOLOGY- XCHANGE

Chris Frost

Event Director

14551 County Road 11, Suite 145

Burnsville, MN 55337

cfrost@verticalxchange.com

Tel: 952-224-4390

Fax: 952-736-9362



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