

▶ 2012 EDITORIAL CALENDAR

▼ INTERNATIONAL POULTRY EXPO ISSUE ▼

▼ FOOD SAFETY SUMMIT SHOW ISSUE ▼

▼ POWDER & BULK SOLIDS INT'L SHOW ISSUE ▼
▼ AMI SHOW ISSUE ▼

	JANUARY Advertising Closes Dec. 7, 2011	FEBRUARY Advertising Closes Jan. 16, 2012	MARCH Advertising Closes Feb. 15, 2012	APRIL Advertising Closes Mar. 14, 2012
SPECIAL REPORTS	Plant Security As the potential for malicious behavior in food manufacturing continues, security concerns extend to workers and the controls that run plants. Cameras, motion detectors, video recorders and other monitoring equipment and software will be covered.	OEE & Lean Manufacturing Getting more out of the equipment on hand is the point of overall equipment efficiency (OEE). This article will look at how successful processors have implemented lean and OEE programs and cover why top-down support, effective change management and cross-functional teams are essential.	Green Series Water Conservation For food and beverage companies focused on water recycling and conservation, the effort yields solid financial returns. This article will show how efficiencies can be gained in washing and sanitizing, processing, and heating and cooling.	30th Annual Plant of the Year Each year, FE 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.
PROCESSING & PACKAGING TECHNOLOGY	Tech Update Metal Detection & X-Ray Equipment Engineering R&D Interview Food Packaging Department	Dry Processing Technology Special Emphasis on Screening Equipment Technology Sourcebook Ovens & Dryers Engineering R&D Interview Food Packaging Department	Aseptic Processing As aseptic technology gradually expands its presence in the US market, this feature will cover the food safety as well as economic benefits. Technology Sourcebook Filling Equipment Engineering R&D Interview Food Packaging Department	Dry Processing Technology Special Emphasis on Pneumatic Conveying Technology Sourcebook Case Cartoning Equipment Engineering R&D Interview Food Packaging Department
FOOD SAFETY	Food Safety Modernization Act Update Food Safety Column	The Link between Food Safety and Quality	Global Food Safety Initiative Update Food Safety Column	Controlling Allergens
NEW FOR 2012! EXPANDED FOCUS ON FOOD SAFETY				
AUTOMATION, SOFTWARE, CONTROLS & PLANT FLOOR FOCUS	Green Series The Sustainable Warehouse FE editors will uncover green efficiency trends in warehousing and distribution environments including lift trucks and AS/AR systems in chilled, frozen and dry plant applications. Technology Sourcebook PROCESS EXPO Show Products Field Reports	Tech Update Pumps Technology Sourcebook HMIs	Tech Update Lubricants Technology Sourcebook Conveying & Belting Field Reports	Tech Update Thermal and Non-thermal Sterilization Technology Sourcebook Cooling & Freezing Equipment Field Reports
SHOWS & EVENTS	Northwest Food Manufacturing & Packaging Expo January 15-18 • Portland, OR International Poultry Expo January 24-26 Atlanta, GA 	ARC Forum February 6-9 Orlando, FL  IPACK-IMA February 28-March 3 • Milan, Italy	Snaxpo March 17-19 Phoenix, AZ  Anuga FoodTec March 27-30 Cologne, Germany 	Food Safety Summit April 17-19 • Washington, DC Food Automation & Manufacturing Conference and Expo April 22-25 • Fort Myers, FL  AMI April 30-May 2 • Dallas, TX
VALUE-ADDED MERCHANDISING SERVICES*	<ul style="list-style-type: none"> • Start your program in January and earn two ad placements for the price of one • FREE Lead ADvantage Buying Intention Study • FREE Int.'l Poultry Expo Show Previews and bonus show distribution • FREE PROCESS EXPO Show Portraits section • ARC Advisory Forum bonus distribution 	<ul style="list-style-type: none"> • FREE video clip on FE website • Supplier Literature/Product Review Guide 	<ul style="list-style-type: none"> • FREE bonus distribution at Snaxpo • FREE bonus distribution at Food Safety Summit 	<ul style="list-style-type: none"> • FREE ADScore Study • FREE Lead ADvantage Buying Intention Study • FREE Plant of the Year Supplier Profile section • FREE bonus distribution at AMI Show • FREE bonus distribution at Food Automation & Manufacturing Conference and Expo • FREE Powder & Bulk Solids International Show Preview and bonus distribution

*Note: Value-Added Merchandising Services for half-page or larger qualified advertisers.

FoodEngineering

	MAY Advertising Closes Apr. 12, 2012	JUNE Advertising Closes May 11, 2012	JULY Advertising Closes June 14, 2012	AUGUST Advertising Closes July 12, 2012
SPECIAL REPORTS	Plant Safety Machine guards, light curtains, protective clothing and slip-resistant surfaces have long been excellent safety tools in the plant environment. But processors must also protect plant workers from ignitable materials, potential electrical dangers and arc flashes.	35th Annual Plant Construction Survey Each year, <i>FE</i> 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.	10th Annual Replacement Parts Directory Replacement Parts and Components Trends Survey While maintenance and repair budgets must contend with capital constraints, food and beverage professionals are pressing ahead with enhanced spare parts management strategies. Each year, <i>FE</i> surveys hundreds of readers to uncover the latest methods to improve efficiency in replacement parts purchasing.	NEW! Accounting Tools for Engineers Gaining project approval is one of engineering's greatest challenges. Training in financial metrics helps operations and production staff calculate ROI and forecast which projects will garner corporate authorization.
		EXCLUSIVE RESEARCH		
PROCESSING & PACKAGING TECHNOLOGY	Tech Update Valves Technology Sourcebook Heat Exchange Engineering R&D Interview Food Packaging Department	Dry Processing Technology Special Emphasis on Bulk Bag Filling & Discharging Best Practices in Food Automation & Manufacturing This article provides a synopsis of the leading lean, sustainable and food safety practices of food and beverage company speakers at <i>FE</i> 's annual Conference.	EXCLUSIVE RESEARCH	Dry Processing Technology Special Emphasis on Feeders
		FoodEngineering EXCLUSIVE Technology Sourcebook Forming and Portioning Equipment Engineering R&D Interview Food Packaging Department	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.	Technology Sourcebook Cooking & Frying Equipment Engineering R&D Interview Food Packaging Department
FOOD SAFETY	Hygienic Air Handling Systems	Benefits of GS1 GS1 is dedicated to the implementation of global standards to improve the efficiency of supply chains and has a great impact on food safety initiatives. Food Safety Column	FISA Member Directory Trade association FISA is dedicated to promoting distribution in sanitary processing industries.	Sanitary Plant Design
AUTOMATION, SOFTWARE, CONTROLS & PLANT FLOOR FOCUS	Special Supplement Conveyor Belting This report will focus on state-of-the-art hybrid, metal, plastic, rubber and mechanical forms of conveyor belting. It will be will overrun and printed on heavy stock paper. Technology Sourcebook Flow Measurement	Tech Update Advanced Process Controls Technology Sourcebook Floors & Doors Field Reports	Companies advertising in the July issue of Food Engineering and the 2013 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 salesperson for more details.  Food Master Advertising Closes May 24	Green Series Getting the Most for Your Energy Dollar Energy and utility management has become an increasingly important part of overall efficiency. This article will focus on how to lock in rates, install appropriate energy usage software and find the best consulting solutions providers.
				Technology Sourcebook Spraying and Washing Equipment
SHOWS & EVENTS	Powder & Bulk Solids International May 8-10 Rosemont, IL 			
VALUE-ADDED MERCHANDISING SERVICES*	<ul style="list-style-type: none"> • FREE video clip on <i>FE</i> website • Supplier Literature/Product Review Guide 	<ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE Supplier Profiles section • FREE Podcast on <i>FE</i> website 	<ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE video clip on <i>FE</i> website • FREE detailed report on 2012 Replacement Parts/Components Trends Survey • Food Master/Replacement Parts Directory Combo Program 	<ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • Supplier Literature/Product Review Guide

*Note: Value-Added Merchandising Services for half-page or larger qualified advertisers.

▶ 2012 EDITORIAL CALENDAR

▼ PACK EXPO SHOW ISSUE ▼

	SEPTEMBER Advertising Closes Aug. 13, 2012	OCTOBER Advertising Closes Sep. 11, 2012	NOVEMBER Advertising Closes Oct. 15, 2012	DECEMBER Advertising Closes Nov. 13, 2012
SPECIAL REPORTS	33rd Annual State of Food Manufacturing Report <i>FE'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.</i>	The World's Top 100 Food and Beverage Companies This special report ranks the top global processors in terms of sales and provides exclusive insights about operational strategies for the world's most successful food and beverage makers.	4th Annual Sustainable Plant of the Year Whether it's savings in water usage and energy management or power and landfill reduction, food processors continue to make sustainability a top priority. <i>FE</i> editors honor one plant in North America as a leader in sustainability.	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 that focus on lean manufacturing, sustainability and food safety initiatives.
	EXCLUSIVE RESEARCH		FoodEngineering EXCLUSIVE	FoodEngineering EXCLUSIVE
PROCESSING & PACKAGING TECHNOLOGY	Green Series Wastewater Treatment With water prices going up and water treatment costs going up even faster, processors are looking at pretreating or completely treating their own wastewater for reuse. Treating and reusing water may be the ticket for processors to gain plant efficiency.	Dry Processing Technology Special Emphasis on Weighing & Batching Equipment 27th Annual Packaging Trends Survey The latest trends in materials, machinery and line efficiency are the focus of this yearly special report.	Green Series Energy Recovery Systems Compressors, retorts, ovens, freezers and other types of plant equipment are getting a makeover in terms of reducing their overall energy usage. Biogas recovery is another area that shows promise in reducing plant energy costs.	Dry Processing Technology Special Emphasis on Mechanical Conveying Technology Sourcebook Extrusion Engineering R&D Interview Food Packaging Department
	Technology Sourcebook Kettles, Tanks & Process Vessels Engineering R&D Interview Food Packaging Department	EXCLUSIVE RESEARCH Technology Sourcebook Packaging Machine Controls Engineering R&D Interview Food Packaging Department	Technology Sourcebook Filter Media and Equipment Engineering R&D Interview Food Packaging Department	
FOOD SAFETY	QA/QC Instrumentation Food Safety Column	Focus on Recall Preparedness How to Avoid Costly Mistakes Food Safety Column	Focus on Handwashing and Foot Baths	Focus on Bins, Mops & Color-coded Tools
	NEW FOR 2012! EXPANDED FOCUS ON FOOD SAFETY			
AUTOMATION, SOFTWARE, CONTROLS & PLANT FLOOR FOCUS	Tech Update Dust Explosions & Other Plant Hazards Technology Sourcebook Energy Management Software Field Reports	Technology Sourcebook Mixing & Blending Equipment Field Reports	Tech Update Power Transmission Equipment Technology Sourcebook	Technology Sourcebook Weighing Equipment
	ProcessTechnologyXchange September 9-12 • Park City, UT	PACK EXPO International October 28-31 • Chicago, IL 		
SHOWS & EVENTS				
VALUE-ADDED MERCHANDISING SERVICES*	<ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE bonus distribution at Interbev • FREE Interbev Show Preview section 	<ul style="list-style-type: none"> • FREE ADScore Study • FREE Lead ADvantage Buying Intention Study • FREE PACK EXPO Show Preview section • FREE bonus distribution at PACK EXPO 	<ul style="list-style-type: none"> • Supplier Literature/Product Review Guide • FREE Podcast on <i>FE</i> website 	<ul style="list-style-type: none"> • FREE video clip on <i>FE</i> website • FREE Fab Food Plants Supplier Profile section

*Note: Value-Added Merchandising Services for half-page or larger qualified advertisers.

▶ 2012 RATES & SPECIFICATIONS

2012 RATES	OPEN	4X	6X	12X	18X
Spread	\$14,865	\$14,195	\$11,700	\$11,350	\$11,225
Full Page	\$7,595	\$6,815	\$6,175	\$5,745	\$5,595
2/3 page	\$5,830	\$5,575	\$4,735	\$4,540	\$4,415
1/2 island	\$5,320	\$5,080	\$4,325	\$4,115	\$4,025
1/2 page	\$5,035	\$4,720	\$4,000	\$3,850	\$3,725
1/2 page diagonal	\$5,320	\$5,215	\$4,735	\$4,540	\$4,415
1/3 page	\$3,215	\$2,820	\$2,675	\$2,590	\$2,490
1/4 page	\$2,575	\$2,450	\$2,095	\$2,000	\$1,925
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	\$890
<i>Match color other than Standard AAA</i>	
per page	\$1,725
per spread	\$2,395

3- OR 4-COLOR PROCESS

per page	\$2,295
junior spread	\$2,295
per spread	\$3,270

COLOR RATES (FRACTIONAL, 1/2 PAGE OR LESS)

Standard AAA per unit	\$540
3- or 4-color process per unit	\$1,285
Matched color per unit	\$945

**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.

CLASSIFIED ADVERTISING RATES

1x	3x	6x	9x	12x
\$155	\$130	\$115	\$95	\$85

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)

RUN OF BOOK – BLEED (INCHES)

	Width	Depth		Width	Depth
Spread	14	10	Spread	16	10%
1 Page	7 ^{1/2}	10	1 Page	8	10%
2/3 Page	4 ^{1/2}	10	2/3 Page	5 ^{1/2}	10%
1/2 Page Vertical	3 ^{1/2}	10	1/2 Page Vertical	4	10%
1/2 Page Horizontal	7	4 ^{1/2}	1/2 Page Horizontal	8 ^{1/2}	5%
1/2 Island	4 ^{1/2}	7 ^{1/2}	1/2 Island	5 ^{1/2}	8%
1/2 Page Diagonal	<i>For specs, contact publisher</i>		1/2 Page Diagonal	13 ^{1/2}	10%
1/3 Page	2 ^{1/2}	10	1/3 Page	2 ^{1/2}	10%
1/3 Square	4 ^{1/2}	4 ^{1/2}	1/3 Square	5 ^{1/2}	5%
1/4 Page	3 ^{1/2}	4 ^{1/2}	1/4 Page	4	5%

*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