

FoodEngineering

NETWORK

The Industry's #1 Publication Serving the \$630 Billion Food and Beverage Manufacturing Market

Food Master Catalog



Refrigerated & Frozen Foods



Foodengineeringmag.com



Food Automation & Manufacturing Conference and Expo



New in 2012

- ▶ Expanded Editorial Coverage on Food Safety and Sustainability
- ▶ Special Reports on OEE & Lean Manufacturing and Plant Safety
- ▶ Increased Editorial Coverage in Dry Processing Technology

2012

I N T E G R A T E D

MEDIA KIT

WWW.FOODENGINEERINGMAG.COM

► MISSION STATEMENT

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-filed hardbound catalog listing equipment and service suppliers to the food and beverage industry. Referenced by 90,000 decision-makers, *Food Master* is THE DEFINITIVE database on equipment, supplies and services be it in print, online at www.foodmaster.com or digital.*

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



Food Automation & Manufacturing Conference and Expo is a 2½ day event where processors and suppliers network and learn the latest trends and technologies in food plant manufacturing, automation and food safety.

Refrigerated & Frozen Foods is the only publication dedicated to serving the fastest growing segment of the food and beverage manufacturing market — the value-added convenience chilled and frozen foods channel. The wholesale value of shipments of this segment in 2011 was more than \$265 billion. These products, as a final step in the manufacturing process, are refrigerated, chilled or frozen. *Refrigerated & Frozen Foods'* editorial focus is on all aspects of chilled, refrigerated and frozen food segment, specifically on the business issues and challenges facing the frozen food channel.

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

* Publisher's Own Data, 08/11

THE NORTH AMERICAN FOOD AND BEVERAGE MANUFACTURING MARKET

The North American food and beverage industry is one of the largest manufacturing sectors. The following are some important statistics on the industry being served by *Food Engineering*.

LEADING FOOD AND BEVERAGE PROCESSORS

- Anheuser-Busch
- Campbell Soup
- Cargill Foods
- Coca-Cola
- ConAgra
- Dean Foods
- General Mills
- Hershey
- Hormel
- Kellogg
- Keystone Foods
- PepsiCo
- Tyson
- Unilever

655
BILLION*

Projected wholesale
value of shipments
in 2012

25
THOUSAND*

Total number of
food and beverage
manufacturing locations

1.5
MILLION*

Number of paid
employees

60
BILLION*

Projected payroll in
2012

Capital Projects-2011 and beyond**

Greenfield - 14

Plant Expansions - 425

Total projected dollars spent on capital projects - \$11.1 billion

* Source-US Government Census ** Source-Industrial Info Resources-Sugarland, TX

CONTENTS

Circulation Superiority.....	1	Food Engineering Online.....	8-9
Advertising/Editorial Page Leadership.....	2	Food Master.....	10
Food Automation & Manufacturing Conference and Expo.....	3	Research, Custom Publishing, AD-Lits.....	Inside Back Cover
Rates and Editorial Calendar.....	4-7	Editorial and Sales Contacts.....	Back Cover

► CIRCULATION SUPERIORITY

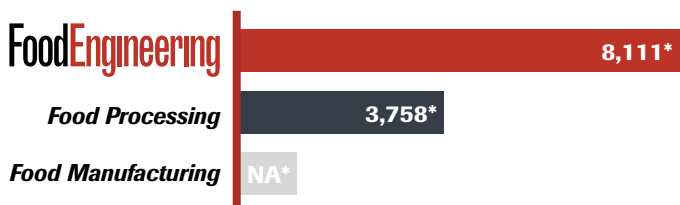


***Food Engineering* delivers the highest quality subscriber in the industry with BPA audited purchase influence of processing and packaging equipment.**

Food Engineering has the most focused, targeted circulation of any magazine serving the broad based food and beverage manufacturing market. We reach key operations and manufacturing executives at both the Corporate HQ and plant level. Our subscribers are involved in every facet of manufacturing.

#1 in Corporate Headquarters Circulation

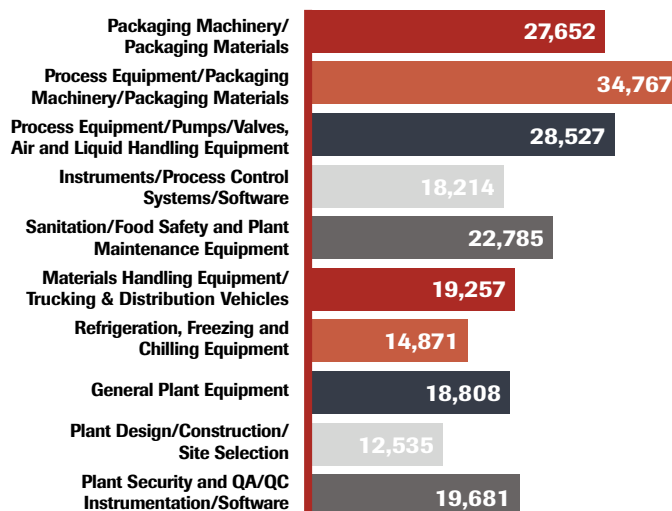
Key buying decisions for capital equipment and services for the food and beverage industry are made at the corporate headquarters location. For example: Plano, TX for Frito-Lay, Camden, NJ for Campbell Soup or Minneapolis, MN for General Mills. *Food Engineering* delivers more coverage of this all important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



*Source: December 2010 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 2010 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.

#1 IN QUALITY OF CIRCULATION

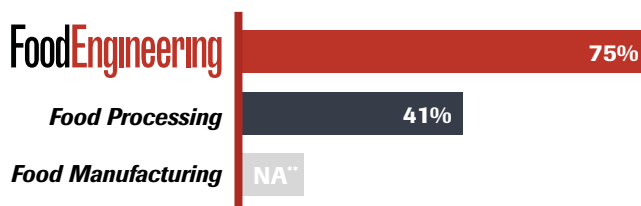
Food Engineering has the highest quality of circulation of any publication serving the food and beverage manufacturing market. *Food Engineering* has 40% more Personal Direct Request, 1 Year circulation than *Food Processing* magazine. Our high quality circulation insures greater visibility for your advertising message.

Personal Direct Request Circulation, 1 Year*



*December 2010 BPAWW Statement **FM December 2010 BPAWW not filed

% of Circulation Qualified Within 1 Year*



*December 2010 BPAWW Statement **FM December 2010 BPAWW not filed

▶ ADVERTISING/EDITORIAL PAGE LEADERSHIP



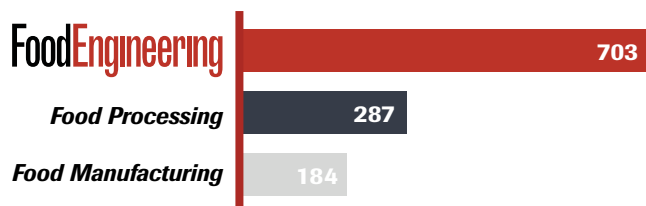
***Food Engineering* is the ONLY food and beverage publication delivering focused manufacturing editorial.**

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.

#1 IN MANUFACTURING ADVERTISING PAGES

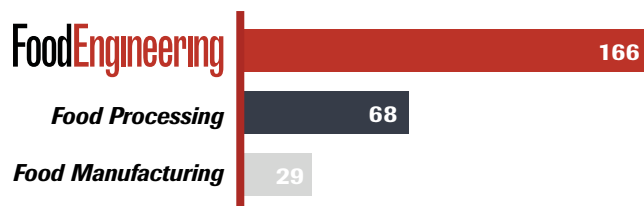
In 2010, *Food Engineering* carried more equipment/manufacturing advertising than *Food Processing* and *Food Manufacturing* COMBINED – which means that more companies place their confidence in *Food Engineering* than any other food industry publication.

2010 Manufacturing Advertising Pages*



*Publisher's own data and includes Food Master-Equipment Advertising Pages.

2011 Manufacturing Advertising Pages (JANUARY-MARCH)**

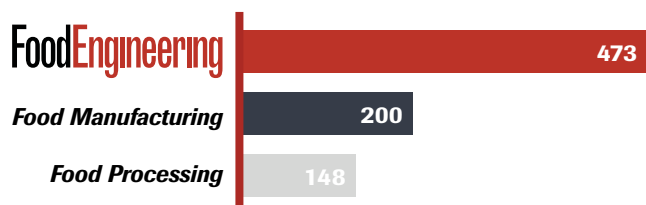


**Publisher's own data

#1 IN MANUFACTURING EDITORIAL PAGES

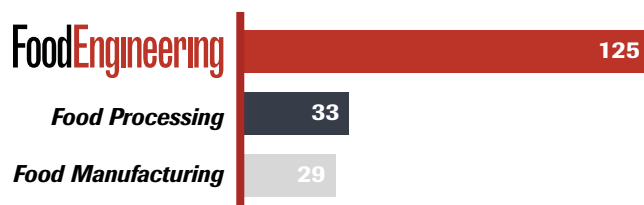
Food Engineering devotes more editorial space to manufacturing related topics than any other food industry publication. Its researched-based editorial delivers unique content and meets the information needs of manufacturing and operations executives.

2010 Manufacturing Editorial Pages*



*Publisher's own data

2011 Manufacturing Editorial Pages (JANUARY-MARCH)**



**Publisher's own data

***Food Engineering* is the industry's leader in manufacturing editorial and advertising pages.**

► CONFERENCE & EXPO 2012

Food Automation & Manufacturing



CONFERENCE AND EXPO

APRIL 22-26, 2012

Sanibel Harbour Marriott, Fort Myers, FL

Food Automation & Manufacturing Conference and Expo 2012 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 2012 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 28, 2012 and save \$200! Exhibit cost: \$1,600 (NET).

AS A SPONSOR – Establish your company as a leader with a sponsorship at Food Automation & Manufacturing Conference and 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 Senior Conference Manager

Food Engineering, BNP Media, 155 N. Pfingsten Rd, Suite 205
Deerfield, IL 60015 • Phone: 847-405-4071
Fax: 248-786-1440 • Email: whalenm@bnpmedia.com



2011 SPONSORS

- | | | |
|-------------------------|-----------------------|------------------------------|
| ► Adept Technology | ► CSI | ► Retrotech |
| ► Alberici Constructors | ► Gray Construction | ► Schneider Electric |
| ► Atlas Copco | ► Matrix Technologies | ► SeelIT Solutions |
| ► Beckoff Automation | ► MG Newell | ► Siemens |
| ► Burns & McDonnell | ► Middough | ► Solarsoft |
| ► CDC Software | ► Mitsubishi Electric | ► TEC Engineering |
| ► CDM | ► Plex Systems | ► Walker Engineered Products |
| ► Clarion | ► Power Engineers | ► Wire Belt |
| | ► PROCESS EXPO/ FPSA | ► Zeppelin Systems |

Contact your local *Food Engineering* representative for more information on our 2012 Conference.

▶ 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, <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 & 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 <i>FE</i> 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 <i>FE</i> 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.
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 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.	Dry Processing Technology Special Emphasis on Feeders 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. 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.	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		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 		Food Master Advertising Closes July 27	
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.	<i>Special Issue</i> 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	<i>Green Series</i> 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.	<i>Green Series</i> 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 PLCs and PACs	Technology Sourcebook Weighing Equipment
SHOWS & EVENTS	ProcessTechnologyXchange September 9-12 • Park City, UT	PACK EXPO International October 28-31 • Chicago, IL 		
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
Match color other than Standard AAA	
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)

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

RUN OF BOOK — BLEED (INCHES)

	Width	Depth
Spread	16	10 1/2
1 Page	8	10 1/2
2/3 Page	5 1/2	10 1/2
1/2 Page Vertical	4	10 1/2
1/2 Page Horizontal	8 1/2	5 1/2
1/2 Island	5 1/2	8 1/2
1/2 Page Diagonal	13 1/2	10 1/2
1/3 Page	2 1/2	10 1/2
1/3 Square	5 1/2	5 1/2
1/4 Page	4	5 1/2

*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

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 13,859 user sessions and 21,986 page impressions per month,**Food Engineering* online can help drive traffic to your website and increase your brand and company awareness.



BANNER AND LEADERBOARD ADVERTISING OPTIONS • HOME PAGE ONLY

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

	PIXELS
Leaderboard	728 x 90
Medium Rectangle	300 x 250
Full Banner	468 x 60
Half Banner	234 x 60

Sub page and ROS advertising is available, please contact your *Food Engineering* representative for more details.

*Source: BPA Interactive, average for May - December 2010



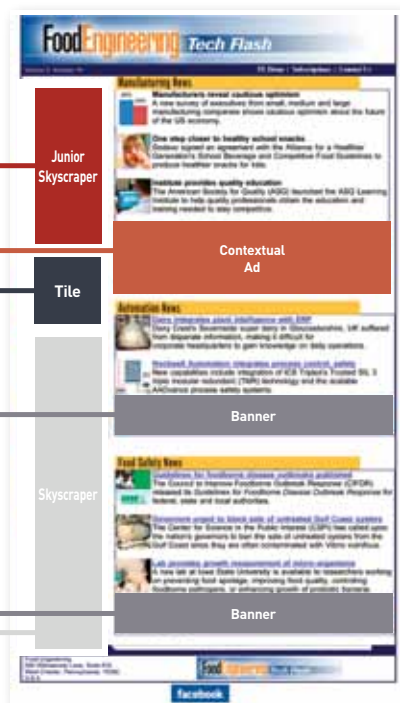
FOOD ENGINEERING'S BI-MONTHLY TECH FLASH E-NEWSLETTER

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
- Promoting a new video

	PIXELS
Junior Skyscraper	150 x 300
Contextual Ad • Logo or photo 72 dpi resolution and 25-30 words of text	
Tile Ad	150 x 150
Banner ad	468 x 60
Skyscraper Ad	150 x 600

Note: Online product dimensions are subject to change.



WWW.FOODENGINEERINGMAG.COM

▼ CONTACT YOUR LOCAL SALES REPRESENTATIVE FOR SPECIFIC PRICING AND SPACE AVAILABILITY. ▼



ADD A MOBILE TAG TO YOUR AD



Make your print ad interactive! How? We can add a mobile tag to your print ad. Subscribers will get instant access to your website on their smart phone by taking a snap shot of the mobile tag. Ask your sales representative for details and rates.

DIGITAL EDITION SPONSORSHIP

The *Food Engineering* Digital Edition is e-mailed to more than 5,000 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
- All links and logos are hyperlinked to your website
- Electronic tracking capability for views and clicks.

*June FE 2011 BPA statement

WEBINARS

A growing number of companies have found webinars to be an effective vehicle for providing education and generating sales leads.

Food Engineering's customized webinar includes the following:

- Ads placed in *Food Engineering* to promote the event
- E-mail promotional blasts
- Tile and banner advertising promoting the webinar appearing on *Food Engineering's* website
- Webinar archived on *Food Engineering's* website for 12 months after the event.

Food Engineering's eLEARNING CENTER



Bring your message to life with a video

in our eLearning Center! Raise product awareness, strengthen brands and deepen customer relationships by educating plant operations, engineering and maintenance personnel on practical solutions to their plant floor challenges. Send us your video or we can help produce a video for you.

Food Engineering's CUSTOM eNEWSLETTER

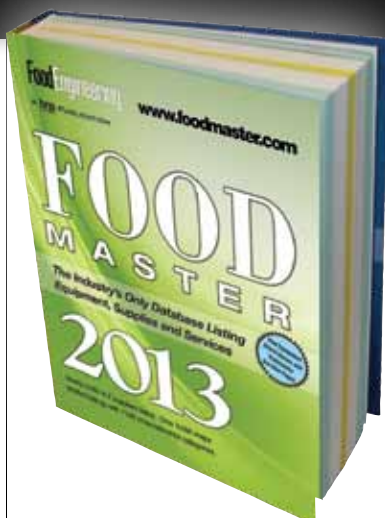
Food Engineering can help you create a custom e-newsletter devoted exclusively to your company and products. The electronic message will be sent to 12,000 opt-in subscribers. Many companies have used this medium to introduce a new product or announce exhibiting at a trade show. See your *Food Engineering* sales person for more details.



SPECIFICATIONS:

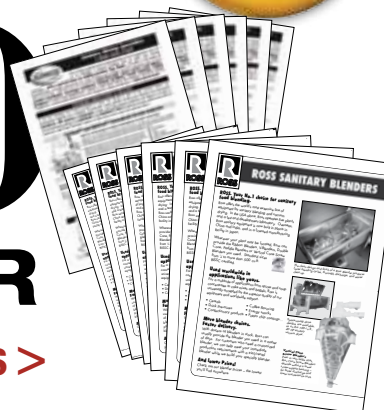
www.FOODENGINEERINGMAG.com	
AD SIZES:	Leaderboard • 728 x 90 pixels Medium Rectangle • 300 x 250 pixels Full Banner • 468 x 60 pixels Half Banner • 234 x 60 pixels Expandable Leaderboard • 728 x 90 pixels (animation stage varies) Floating Ad • Variable sizes (800 x 500 maximum size) Page Peel Ad • 150 x 150 pixels (600 x 600 total animation stage) Countdown Clock • Variable sizes
FILE SIZE:	40k (40,000 bytes) or less
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)

For more digital advertising specifications or options, go to **portfolio.bnppmedia.com.**



FOOD MASTER

FREE BONUS WITH CATALOG PAGES >



PRINT

- Unlimited boldface product listings with premium position
- Boldface in brand/trademark listing section
- Boldface in yellow page section
- Discount on traffic stopper listing
- 50 FREE sales office listings in yellow page section

DIGITAL EDITION

- Live web and email links in your catalog page and yellow page listing
- Live web link from your company name to your website in the green product index pages
- Live link from the page number within your product listing and company listing to your catalog page
- FREE** advertiser navigation index listing

ONLINE Premium Listing Includes

- Star designation
- Border around your listing in large, bold font
- Video designation on the index, which includes a link to eLearning Center video within company profile, if applicable
- Email link from company profile page
- Live link to your website in company profile page
- 30-word description within company profile
- Unlimited Product Listings
- Run one print catalog page, get one catalog page posted to FoodMaster.com for FREE
- Run 2+ print catalog pages and post your entire product catalog on FoodMaster.com for FREE
- 1 White Paper posting
- Catalog pages are found online in multiple ways: catalog module, catalog index and within your listing

Ad Space Unit	Width	Depth
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 and white pages.

COLORS: Inside front cover & inserts – color accepted.

Published annually in November 2012

Shipping Instructions:
Send all orders and advertising material to: BNP Media/Food Master
Suzanne Fairman, Production Manager
24817 43rd Avenue So., Kent, WA 98032
253.946.6854 • fax: 248.244.2080 • fairmans@bnpmedia.com

Closing Date for Space Reservations • July 27, 2012

Ad Material Due Date • August 24, 2012

2012 RATES

# of catalog pages in Food Master	Food Engineering/Food Master Combined Frequency							
	OPEN	4X	6X	12X	18X	24X	36X	48X
1 page	\$5,465	\$5,215	\$5,025	\$4,865	\$4,610	\$4,425	\$4,235	\$4,120
2-3 pages	\$5,370	\$5,025	\$4,805	\$4,675	\$4,375	\$4,250	\$4,130	\$3,875
4-7 pages		\$4,915	\$4,685	\$4,550	\$3,965	\$3,785	\$3,685	\$3,325
8+ pages			\$4,550	\$4,485	\$3,795	\$3,715	\$3,395	\$3,210
4-color end sheet	\$9,165	\$8,825	\$8,825	\$8,025	\$7,835			

► RESEARCH, CUSTOM MEDIA, AND LITERATURE REVIEW



CLEAR SEAS RESEARCH

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Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

Contact: **Beth Surowiec** | 248-786-1619
surowiecb@clearseasresearch.com
www.clearseasresearch.com



BNP CUSTOM MEDIA GROUP

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you – we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or contact us directly:
Chris Wilson | (248) 244-8264 | wilsonc@bnpmmedia.com

SUPPLIER LITERATURE/PRODUCT REVIEW GUIDE

Food Engineering's special Literature/Product Guide will be published in February, May, August, and November. Use this 1/8-4C space to promote your new catalog, product brochure or new product. Program includes a photo of your brochure with 50 words of text. Space is \$685 net.

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