NEWS YOU CAN SINK YOUR TEETH INTO
2014 MEDIA KIT

COMING UP:
Editorial Calendar
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GREAT DEALS:
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News you can sink your teeth into.

**Benefit to You:** Enhance credibility and build your brand

Research proves that gourmet retailers prefer reading trade publications for news, over reading them for “How To” and product-based information. *Gourmet News* is the only all-news publication in the industry. We report vital news in an easy-to-read format, which allows busy readers to extract the information they need to be successful. That’s why *Gourmet News* is the industry’s preferred publication and the best investment for your marketing dollars.

Our experienced news reporters go beyond the standard press release to find the story behind the story, providing news the whole industry trusts and relies upon. Associating your brand with our essential news enables you to build credibility with potential buyers, ultimately increasing your business.

“**GOURMET NEWS works!**”
- Blane Ah Quin, VP of Sales at Aloha Shoyu Company West, LLC

“We are very happy with the response we’ve received from GOURMET NEWS.”
- Mick Whitlock, Vanns Spices Ltd.

“Mom’s Originals has received several calls from our ad. Great response, we are very happy!”
- Taran Hensley, President of Mom’s Originals, Inc.
Capture the attention of 25,000+ gourmet professionals.

**Benefit to You:** Focused attention of decision makers who have the power to buy your products

**Gourmet News delivers the best reach** in the industry. Our subscriber base is comprised of top-level decision makers within the gourmet industry. We have the focused attention of your best prospects, who have the power to buy your products.

**Business Type - 85.3% Retailers**
- 76.2% Gourmet Specialty Retail, including
  - Gourmet/Specialty Food Stores & Cheese Shops
  - Gourmet Cookware Stores & Gourmet Gift Shops
  - Natural/Health Food Stores
  - Coffee/Tea Retailers
  - Candy/Confections Stores
- 9.1% Other Retail, including
  - Supermarket Chains and Independent Grocery Stores
  - Mass Merchandisers with gourmet department
  - Department Stores, gourmet department
  - Mail Order Companies, Internet Retailers
- 5.7% Gourmet Distributors, Brokers, Wholesalers and Importers
- 9.0% Others, allied to field

**Title - 95.6% Top-Level Decision Makers**
- Owners/Presidents (66.1%)
- Vice Presidents/General Managers (13.6%)
- Division/Store Managers (5.8%)
- Buyers/Assistant Buyers (10.1%)
- Others (4.4%)

*Source: June 2013 Gourmet News BPA Circulation Statement*
Your ad will be seen first in Gourmet News.

**Benefit to You:** Guaranteed visibility that will grow your brand

### Which publication is the preferred source for industry news?

<table>
<thead>
<tr>
<th>Publication</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gourmet News</td>
<td>57.6%</td>
</tr>
<tr>
<td>Specialty Food Magazine</td>
<td>15.7%</td>
</tr>
<tr>
<td>The Gourmet Retailer</td>
<td>14.7%</td>
</tr>
<tr>
<td>Fancy Food</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

### Which publication is read first?

<table>
<thead>
<tr>
<th>Publication</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gourmet News</td>
<td>59.3%</td>
</tr>
<tr>
<td>The Gourmet Retailer</td>
<td>13.9%</td>
</tr>
<tr>
<td>Specialty Food Magazine</td>
<td>13.4%</td>
</tr>
<tr>
<td>Fancy Food</td>
<td>8.2%</td>
</tr>
</tbody>
</table>

### How much time is spent reading each publication? (> 1/2 hr reading)

<table>
<thead>
<tr>
<th>Publication</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gourmet News</td>
<td>73.2%</td>
</tr>
<tr>
<td>Specialty Food Magazine</td>
<td>48.9%</td>
</tr>
<tr>
<td>The Gourmet Retailer</td>
<td>46.5%</td>
</tr>
<tr>
<td>Fancy Food</td>
<td>36.6%</td>
</tr>
</tbody>
</table>

**Gourmet News is #1 with Buyers.**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Supplements</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Winter Fancy Food Show Preview</td>
<td>Seafood</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Gluten Free</td>
<td>Vegetarian and Vegan Products</td>
</tr>
<tr>
<td>MARCH</td>
<td>Naturally Healthy</td>
<td>Preserves and Pickles</td>
</tr>
<tr>
<td></td>
<td>Winter Fancy Food Show Wrap-Up</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>Spring Cheese Review</td>
<td>Summer Entertaining</td>
</tr>
<tr>
<td>MAY</td>
<td>Confections</td>
<td>Frozen Desserts</td>
</tr>
<tr>
<td>JUNE</td>
<td>Summer Fancy Food Show Preview</td>
<td>Condiments</td>
</tr>
<tr>
<td>JULY</td>
<td>Holiday Update</td>
<td>Breakfast Foods</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Summer Fancy Food Show Wrap-Up</td>
<td>Gourmet Heat &amp; Serve</td>
</tr>
<tr>
<td></td>
<td>Specialty Meats</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Naturally Healthy</td>
<td>Pastas &amp; Sauces</td>
</tr>
<tr>
<td></td>
<td>Oils &amp; Vinegars</td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Cooking Sauces</td>
<td>Desserts</td>
</tr>
<tr>
<td></td>
<td>Seasonings &amp; Spices</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Supply Side</td>
<td>Beverages &amp; Cocktail Ingredients</td>
</tr>
<tr>
<td></td>
<td>Fall Cheese Review</td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Buyer’s Guide</td>
<td></td>
</tr>
</tbody>
</table>
Connect directly with your customers.

**Benefit to You: Increase brand awareness and stay top-of-mind with prospects**

GourmetNews.com is the most up-to-date news resource that retailers turn to for industry information. Reach these engaged buyers with an integrated marketing approach. Combine your print program with ads on this popular news site to increase your brand awareness, ultimately growing your market share.

**Site features include:**
- Breaking news stories
- Searchable articles from current and back issues
- Extensive new products section
- Weekly e-News stories
- Industry blogs
- NewsPolls
- Events Calendar & more
Take advantage of Gourmet News’ bonus distribution
Reach your buyers, reach new markets.

Target your audience
Get additional exposure at no extra charge when you advertise in one of Gourmet News’ monthly issues distributed at the industry’s major trade shows and conferences. Contact your account manager for more information.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>REACH YOUR BUYERS, REACH NEW MARKETS WITH GOURMET NEWS’ BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Fancy Food Show</td>
</tr>
<tr>
<td>MARCH</td>
<td>Coffee Fest New York Natural Products Expo West</td>
</tr>
<tr>
<td>JUNE</td>
<td>Coffee Fest Chicago</td>
</tr>
<tr>
<td>JULY</td>
<td>Fancy Food Show</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Coffee Fest Seattle Natural Products Expo East</td>
</tr>
</tbody>
</table>
Extend your reach with these targeted resources.

**Benefit to You:** Maximize targeting efforts and increase sales

**Gourmet Marketplace Advertisement**
Focus readers’ attention on an individual product and generate direct sales inquiries. This monthly section offers an economical way for you to spotlight products in full-color, without incurring creative costs. Supply a color photo and 20 words of descriptive copy, we’ll design your ad for FREE!

**Gourmet Marketplace:** $805/insertion

**General Specifications**
- Editorial up to 50 words plus company name, phone number and website
- Full Color Photo: 3” wide x 2” high at 300 DPI, file format preferred: pdf, jpg or tif
- Free creative and layout space

(Complete Ad Space Dimensions: 3” wide x 3” high)

**Home Page Spotlight Advertisement**
Increase traffic to your Web site with a display ad showcased in the Home Page Spotlight section of Gourmet News. We produce the ad using graphics and copy from your Web site, at no extra charge.

**Home Page Spotlight:** $675/insertion.

**General Specifications**
- Ad Dimensions: 2” wide x 2.25” high
- Photo Dimensions: 2” wide x 1.6” high at 300 DPI, file format preferred: pdf, jpg or tif
- Editorial up to 30 words plus Web site
- Free creative and layout space
Take advantage of these value-added opportunities.

**Benefit to You:** Targeted options to sharpen your marketing message

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**Customized Mailing List Rentals**
Enhance your marketing efforts by sending a direct mail piece to our subscribers at these special advertiser rates.

**Price:**
- $140/1,000 names
- Plus $140 selection charge (3,000 name minimum)
Contact Lorrie Baumann at 520-721-1300 or lorrie_b@oser.com.

**Classified Advertising**
Use the industry’s only business newspaper to make the connections you need. Classified advertising in *Gourmet News* allows you to reach more than 25,000 gourmet professionals, while staying within your budget.

**Price:**
- $125/25 words (minimum)
Contact Tara Neal at 520-721-1300 or tara_n@oser.com.

**Bonus Distribution**
Get additional exposure at no extra charge. Advertise in one of *Gourmet News’* show issues distributed at the industry’s major trade shows and conferences. See page 13 for details.

**“In the Bag” Show Promo**
Insert your promotional materials into a polybag with *Gourmet News* at major industry events. This guarantees greater impact with attendees who are looking to buy products. Contact your account manager for details.

**Inserts**
Put your marketing literature directly in the hands of our readers by inserting it into any issue of *Gourmet News*. This enables you to reach more than 25,000 prospective buyers without having to incur your own shipping costs. Creative and printing services are available. Contact your account manager for details.

**Advertising Counter Cards**
Advertise in the show issues and you’ll get a mounted and laminated “As seen in *Gourmet News*” counter card that showcases your ad.

**Custom Reprints**
If you receive editorial coverage or run an ad in *Gourmet News*, you can order customized “As seen in *Gourmet News*” reprints. Use on sales calls, in the mail or at trade shows. Reprints can also include sales specifications. Contact Lorrie Baumann at 520-721-1300 or lorrie_b@oser.com.

**Custom Opportunities**
Contract advertisers are eligible for other special opportunities, ranging from publisher’s letters to focus/user group moderation. Let us work with you to support your complete marketing program.

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**Maximize Your Impact**
Advertise in both *Gourmet News* and in *Kitchenware News & Housewares Review* at special combo discount pricing. Use the Oser Communications Group clout to reach a new market at a value price.

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Contact your account manager for more information on these special opportunities!
## 2014 Display Rates

<table>
<thead>
<tr>
<th>4-Color</th>
<th>OPEN</th>
<th>4x</th>
<th>6x</th>
<th>9x</th>
<th>12x*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab Page</td>
<td>$7,550</td>
<td>$6,270</td>
<td>$5,895</td>
<td>$5,590</td>
<td>$5,290</td>
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<tr>
<td>Junior Page</td>
<td>6,190</td>
<td>5,140</td>
<td>4,830</td>
<td>4,585</td>
<td>4,335</td>
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<tr>
<td>1/2 Page</td>
<td>5,445</td>
<td>4,525</td>
<td>4,250</td>
<td>4,030</td>
<td>3,815</td>
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<tr>
<td>1/3 Page</td>
<td>3,750</td>
<td>3,260</td>
<td>3,150</td>
<td>3,040</td>
<td>2,895</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,820</td>
<td>2,420</td>
<td>2,305</td>
<td>2,215</td>
<td>2,130</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>1,915</td>
<td>1,665</td>
<td>1,595</td>
<td>1,535</td>
<td>1,480</td>
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</table>

### Covers

<table>
<thead>
<tr>
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<th>6x</th>
<th>12x*</th>
<th>18x*</th>
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</thead>
<tbody>
<tr>
<td>Cover II</td>
<td>$9,055</td>
<td>$7,075</td>
<td>$6,340</td>
<td>$6,900</td>
</tr>
<tr>
<td>Cover III</td>
<td>8,680</td>
<td>6,825</td>
<td>6,080</td>
<td>5,905</td>
</tr>
<tr>
<td>Cover IV</td>
<td>9,345</td>
<td>7,360</td>
<td>6,610</td>
<td>6,415</td>
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</table>

*Non-Cancelable

### gourmetnews.com

<table>
<thead>
<tr>
<th>Full-Color</th>
<th>Pixel Dimensions</th>
<th>Total Pixels</th>
<th>Placement</th>
<th>Price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footer Box</td>
<td>325x200</td>
<td>65,000</td>
<td>Visible on all Pages</td>
<td>$1647</td>
</tr>
<tr>
<td>Medium Tile</td>
<td>180x300</td>
<td>54,000</td>
<td>Home Page Only</td>
<td>$1176</td>
</tr>
<tr>
<td>Small Tile</td>
<td>180x180</td>
<td>32,400</td>
<td>Home Page Only</td>
<td>$550</td>
</tr>
</tbody>
</table>

*Non-Cancelable

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Call 520-721-1300 or e-mail Sales@oser.com to reserve your space today!

Cancellation Policy: Cancellations must be received by the Oser Communications Group, Inc. office by the first day of the second month preceding the issue date of the magazine in which the ad is scheduled to appear.

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Special Positioning: Special positions (excluding covers) are available at a 10% premium and are subject to prior sale. Contact your account representative for availability.

Linking: Each tile has the option of linking to the sponsor’s website or to linking to a sponsored post of up to 500 words plus image and up to three links.
Submission instructions:
Files under 25 megabytes may be e-mailed to ads@oser.com. We will download any files over 25 megabytes but under 100 megabytes from any location on the web that we are directed to. Please email the location to the above address.

OR send files to:
ATTN: Art Department
Oser Communications Group
1877 N. Kolb Rd. Tucson, AZ 85715

File Requirements for Print:
All images must be in either CMYK or B&W format. We accept TIF, Adobe Photoshop and high-resolution PDF formats. All images must be 300 dpi. Fonts must be either embedded or converted to outlines. Questions? Call 520-721-1300.

PREFERRED FORMAT IS A HIGH RESOLUTION, PRESS READY .PDF or .TIF.

File Requirements for Online:
Jpg, Png, or Gif image at a maximum of 20 megabites.
Maximize your presence at the Fancy Food Shows

Highlight your products among those generating the loudest buzz on the show floor by advertising in special issues of Gourmet News distributed ONLY at the Winter and Summer Fancy Food Shows. Interviews with leaders who are creating the most excitement in the specialty foods industry will spotlight the innovation, ideas, and passion that drive success. Make sure that you’re not left out.

The Fancy Food Show has a unique place in the world of gourmet products retailing. Up to 24,000 attendees will be converging on these shows in January and June. Every one of them will have their eyes open to see all that’s best and most exciting in the specialty foods industry. Make sure those eyes are focused on you and your products.

With their incomparable distribution, these special issues of Gourmet News present you with an unmatchable way to seize your buyers’ attention while they’re deciding what will be on their shelves in the months ahead.
ADVERTISING RATES

2013 MEDIA KIT

1877 North Kolb Road • Tucson, AZ 85715 • Fax: 520.721.6300
520.721.1300 • GOURMETNEWS.COM

GOURMET NEWS Wire

ADVERTISING RATES

Poster
250X450px
$569/Insertion.

250X450

Great Holiday Season Ideas at the Summer Fancy Food Show

If the Summer Fancy Food Show offers nothing else (And how could it possibly offer nothing else?), a visit would be worthwhile just for the wealth of holiday season ideas on display. There’s everything on the show floor to tempt your customers in for their entertainment and gift needs. Here’s just a sampling of the holiday season treasures to be seen in the exhibit hall.

Mom ‘N Pops in booth #142 has lollipops decorated for the holidays. The lollipops are all hand-made in New York and are available in counter displays, counter displays and in bulk. All are certified kosher. Visit at www.momnpops.com.

There’s lots more here.

READ MORE SPECIALTY FOOD NEWS FROM THE EDITORS OF GOURMET News here.
NEWS YOU CAN SINK YOUR TEETH INTO

GOURMET NEWS

1877 North Kolb Road • Tucson, AZ 85715
520.721.1300 • Fax: 520.721.6300

www.gourmetnews.com

OGC user communications group