

# GOURMET NEWS®

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY



## NEWS YOU CAN SINK YOUR TEETH INTO

### 2022 MEDIA KIT

**COMING UP:**  
**Editorial Calendar**

SEE PAGE 5

**GREAT DEALS:**  
**Advertising Rates**

SEE PAGE 9

**AD SIZES:**  
**Ad Specifications**

SEE PAGE 10

# GOURMET NEWS

## THE POWER OF NEWS



## 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.

### News for Every Sector

*Gourmet News* covers the news your prospects seek. We report news from the following vertical markets:

#### Retailer News

Gourmet food/kitchenware shops  
Natural food stores  
Confectionery stores  
Cheese shops  
Specialty coffee retailers  
Internet retailers  
Gourmet gift shops



#### Supplier Business

Manufacturers  
Marketers  
e-commerce companies



#### Naturally Healthy

Buyers and Retailers in the natural products channel.



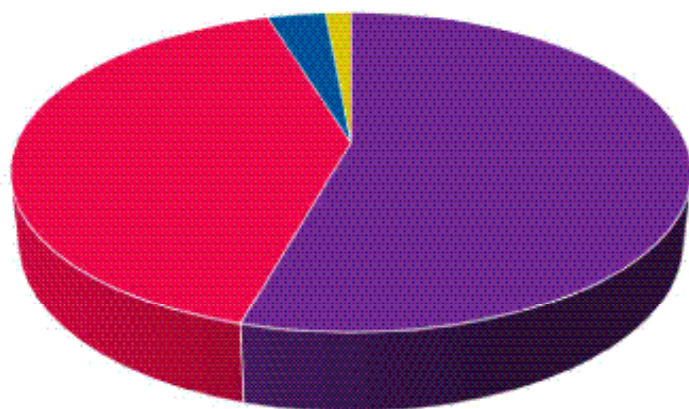
# GOURMET NEWS

## SUBSCRIBER PROFILE

### 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 - 95.3% Retailers

#### ■ 54.4% - Gourmet Specialty Retail, including

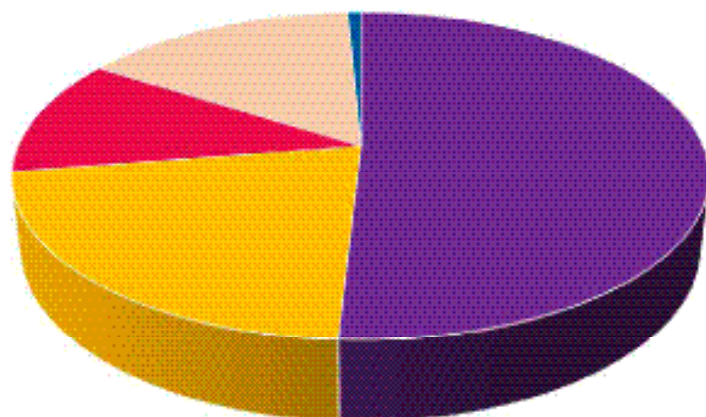
- Gourmet/Specialty Food Store & Cheese Shops
- Kitchenware/Cookware/Tabletop Store, Gourmet Gift/Gift Basket Shop
- Natural/Health Food Store
- Coffee/Tea Retailer
- Candy/Confections Store

#### ■ 40.9% - Other Retailers, including

- Supermarket Chains and Independent Grocery Store; Mass Merchandiser
- Department Store, gourmet dept.
- Mail Order Companies, Internet Retailer

#### ■ 3.3% Specialty food distributors, health food distributors, gourmet/specialty food brokers, gourmet products wholesalers and gourmet importer/exporters

#### ■ 1.4% Other allied to field



### Title - 99.3% Top-Level Decision Makers

#### ■ Owners, Partners, Principals, Presidents, CEOs, Chairmen (50.9%)

#### ■ General Managers, Executive Managers, CFOs, COOs, Administrators, Directors (21.6%)

#### ■ Division/Store/Site/Branch Managers (11.6%)

#### ■ Buyer/Assistant Buyer/Sales (15.2%)

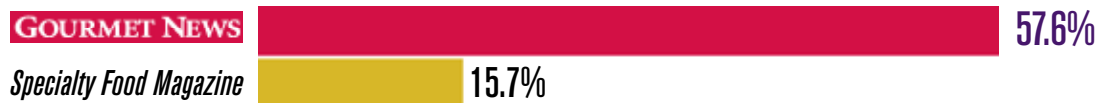
#### ■ Other Titled Personnel (0.7%)

Source: Dec 2019 Gourmet News BPA Statement (Section 3a)

## 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?



### Which publication is read first?



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



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

\* Source: Gourmet News Reader Profile Study, August 2007. Vovici, Herndon, Va.

# GOURMET NEWS

## EDITORIAL CALENDAR 2022

ISSUE	EDITORIAL THEME
JANUARY	Stay Resolute With Wellness and Better-for-You Products
FEBRUARY	Breakfast Never Tasted So Good Spring Cheese Guide
MARCH	Get Grilling and Ready for Summer
APRIL	Spring Cleaning & Clean Labeling
MAY	Pass Back-to-School 101
JUNE	Halloween & Pumpkin Spice & Fall, Oh My!
JULY	Merry Holidays in July
AUGUST	Days of Food, Roses and Romance
SEPTEMBER	Celebrate Culture with Exotic Foods, Ethnic Tastes Olive Aceti
OCTOBER	It's a Plant-Based World Now Cheese Guide
NOVEMBER	A Bevy of Beverages
DECEMBER	2021 in Review and 2022 Trends Foreseen

Digital Editions: Published each month electronically and sent to our email subscriber list prior to the mailed issue. Sponsorships and hotlinked ads are available to advertisers!



## 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
- Events coverage



# GOURMET NEWS

## BONUS DISTRIBUTION

## 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.*

ISSUE	REACH YOUR BUYERS, REACH NEW MARKETS WITH GOURMET NEWS' BONUS DISTRIBUTION
JANUARY	Private Label Manufacturer's Association Show
FEBRUARY	Fancy Food Show
MARCH	The Inspired Home Show
MAY	National Restaurant Association Show
JUNE	International Deli Dairy Bake Association Show
JULY	Fancy Food Show
SEPTEMBER	IBIE
NOVEMBER	Private Label Manufacturer's Association Show

# GOURMET NEWS

## ADDED VALUE OPPORTUNITIES

## Take advantage of these value-added opportunities.

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

### 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 Tara Neal at 520-721-1300 or

[tara\\_n@oser.com](mailto:tara_n@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](mailto: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 11 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 Tara Neal at 520-721-1300 or

[tara\\_n@oser.com](mailto:tara_n@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.

### 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.

Contact your account manager for more information on these special opportunities!



# GOURMET NEWS

## ADVERTISING RATES

### 2022 Display Rates

4-Color	OPEN	4x	6x	9x	12x*
Tab Page	\$9,008	\$7,480	\$7,029	\$6,668	\$6,306
Junior Page	7,382	6,130	5,767	5,468	5,171
1/2 Page	6,495	5,397	5,072	4,812	4,548
1/3 Page	4,476	3,892	3,533	3,429	3,352
1/4 Page	3,369	2,939	2,746	2,641	2,547
1/6 Page	2,283	1,985	1,913	1,835	1,764

### COVERS

4-Color	1x	6x	12x*	18x*
Cover II	\$10,799	\$8,440	\$7,563	\$6,225
Cover III	10,353	8,142	7,249	7,039
Cover IV	11,147	8,776	7,883	6,935

#### Special Positioning:

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

\*Non-Cancelable

### GOURMETNEWS.COM

Full-Color	Pixel Dimensions	Total Pixels	Placement	Price*
Banner Ad	1,000 x 125	450k	Visible on all Pages	\$10,000
Footer Box	325 x 200	300k	Visible on all Pages	1,963
Medium Tile	180 x 300	180k	Home Page Only	1,401
Small Tile	180 x 180	100k	Home Page Only	662

**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.

\*Non-Cancelable per calendar month

Call 520.721.1300 or email [sales@oser.com](mailto: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.

# GOURMET NEWS

## ADVERTISING SPECS

### AD SPECIFICATIONS

#### Tab Page: WIDTH X HEIGHT (inches)

Bleed	11.125"	x	14.25"
Trim	10.875"	x	14"
Non-Bleed	9.875"	x	13"

#### Tab Spread:

Bleed	22"	x	14.25"
Trim	21.75"	x	14"
Non-Bleed	20.75"	x	13"

#### 1/2 Page:

##### Horizontal:

Bleed	11.125"	x	7.125"
Trim	10.875"	x	6.875"
Non-Bleed	9.875"	x	6.375"

##### Vertical:

Bleed	5.625"	x	14.25"
Trim	5.375"	x	14"
Non-Bleed	4.875"	x	13"

#### Junior Page:

Bleed	8"	x	10"
Trim	7.75"	x	9.75"
Non-Bleed	7.25"	x	9.25"

#### 1/3 Page

Square:	7.25"	x	6.375"
Vertical:	2.25"	x	13"

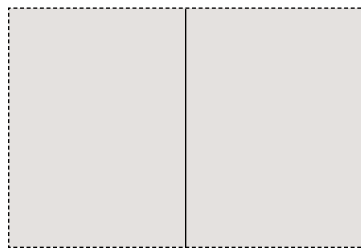
1/4 Page: 4.75" x 6.375"

1/6 Page: 2.25" x 6.375"

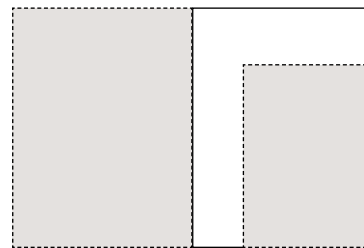
Showcase: 4.75" x 4.125"

Locator: 2.25" x 4.125"

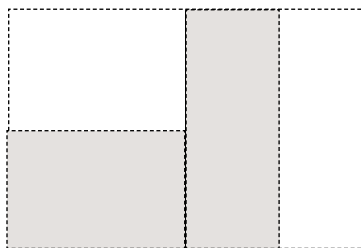
**Marketplace Ad:** 3" x 2" photo + 25 words + company name, phone number and website.



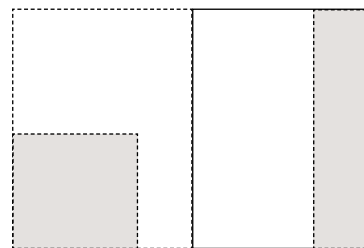
Tabloid Spread



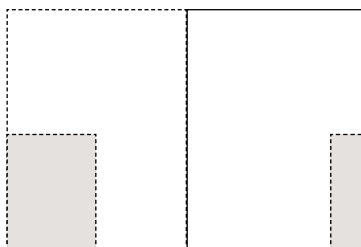
Tabloid Page Junior Page



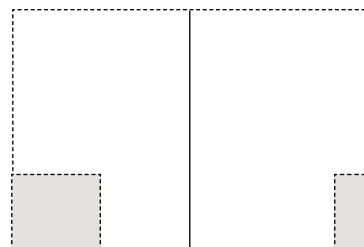
1/2 Horiz. 1/2 Vert.



1/3 Square 1/3 Vert.



1/4 Page 1/6 Page



Showcase Locator

#### File Requirements for Print:

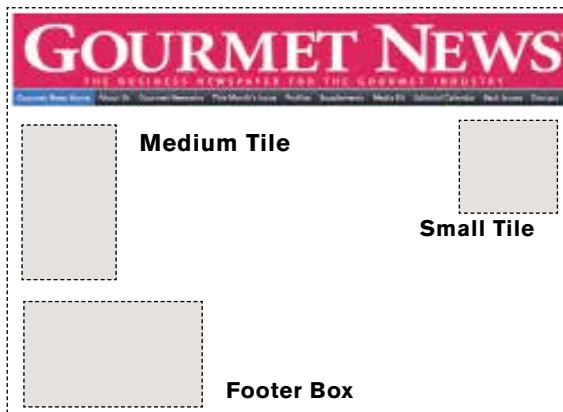
All images must be in either CMYK or B&W format. We accept TIF, Adobe Photoshop and high-resolution PDF formats. All images must be 300 dpi. Fonts must be either embedded or converted to outlines. **Questions? Call 520-721-1300.**

**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 megabytes.

#### Gourmet News.com



#### Submission Instructions:

Files under 25 megabytes may be e-mailed to [ads@oscr.com](mailto:ads@oscr.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

# GOURMET NEWS

## FANCY FOOD SHOW SPECIAL ISSUES



### 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 unmatched way to seize your buyers' attention while they're deciding what will be on their shelves in the months ahead.

### AD SPECIFICATIONS

**Tab Page:** WIDTH X HEIGHT  
(inches)

Bleed	11.125"	x	14.25"
Trim	10.875"	x	14"
Non-Bleed	9.875"	x	13"

**Junior Page:**

Bleed	8"	x	10"
Trim	7.75"	x	9.75"
Non-Bleed	7.25"	x	9.25"

**1/2 Page:**

Bleed	11.125"	x	7.125"
Trim	10.875"	x	6.75"
Non-Bleed	9.875"	x	6.375"

**1/4 Page:** 4.75" x 6.375"

### SPACE IN THIS PUBLICATION IS EXTREMELY LIMITED.

#### ☐ TABLOID PAGE AD

Price: \$6,995 net

**PLUS YOU GET 300-500 WORDS EDITORIAL SUPPORT**

#### ☐ JUNIOR PAGE AD

Price: \$5,995 net

**PLUS YOU GET 300-500 WORDS EDITORIAL SUPPORT**

#### ☐ 1/2 PAGE AD

Price: \$4,995 net

**PLUS YOU GET 300-500 WORDS EDITORIAL SUPPORT**

#### ☐ 1/4 PAGE AD

Price: \$2,995 net

PREMIUM POSITIONS ARE AVAILABLE, SUBJECT TO PRIOR SALE.

Call 520.721.1300 or email [sales@oser.com](mailto:sales@oser.com)  
to reserve your space today!



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](http://www.gourmetnews.com)

