

E-dition

Advertise in *Prepared Foods' E-dition*, the bi-weekly electronic extension of *Prepared Foods* editorial platform. By delivering the most up to date industry news laced with the trend, application and technology information product developers want, *E-dition* offers you unique and affordable access to your prospects.

SWEETENER OPTIONS	DIETARY FIBER	OMEGA-3S
Issue 1 - January 4 Materials due December 28	Issue 2 - January 18 Materials due January 11	Issue 3 - February 1 Materials due January 25
The desire for sweetness is universal among humans. Sweetness perception and some typical ingredients triggering this taste are covered.	In human and pet nutrition, few issues have captured attention in the way that dietary fibers have. Food technologists are faced with a myriad of choices among dietary fibers, chosen for their nutritional properties and functional benefits such as texture providing.	From shorter-chain ALA from plants to longer-chain DHA and EPA from marine sources, omega-3 fortification has the support of science and regulators, and developers will appreciate the formulation advice presented here.

LOW-SODIUM EFFORTS	PRODUCT DEVELOPMENT OUTLOOK SURVEY	FUNCTIONAL FOODS
Issue 4 - February 15 Materials due February 8	Issue 5 - March 1 Materials due February 22	Issue 6 - March 15 Materials due March 8
Sodium content has emerged as a significant trend in recent years, and a variety of ingredients play a part in sodium contributions and reductions.	New original industry research reveals the opinions of food and beverage developers and examines challenges they face today and in the near future.	Foods fortified with nutritional ingredients that target specific health conditions are invigorating the U.S. food industry.

THE CHILDREN'S MARKET	TRENDS FROM FOODSERVICE - ETHNIC FLAVORINGS	PROTEINS & NUTRITION
Issue 7 - March 29 Materials due March 22	Issue 8 - April 12 Materials due April 5	Issue 9 - April 26 Materials due April 19
Developing and promoting products for young people is rife with pitfalls but also rewards. What can and cannot manufacturers say in the development and marketing to kids? This article explores where some campaigns went right – and where others went wrong.	Often, the latest trends can be found first on the restaurant scene. Emerging trends and examples of ethnic foods and flavors are presented.	How is protein quality measured? What is the latest nutritional news in this area? An update on this key ingredient category is provided.

E-DITION RATES

	1x	4x	12x
Banner/Tile Ads	\$1,320	\$1,210	\$1,100
Skyscraper Ads	\$1,760	\$1,430	\$1,210
Content Ads	\$1,733	\$1,513	\$1,265

CONTACT YOUR SALES REPRESENTATIVE TODAY!

Greg Szatko
Midwest, Southeast & Canada
630.694.4337
szatkog@bnpmedia.com

Ray Ginsberg
East Coast & Europe
856.802.1343
ginsberg@bnpmedia.com

Wayne Wiggins
West Coast & Southwest
415.387.7784
wwiggins@wigginscompany.com

Mike Leonard
Publisher
630.694.4024
leonardm@bnpmedia.com