

# PREPARED FOODS

## Network

## 2013 MULTI-MEDIA PLANNER

### PUBLICATION

*Prepared Foods*  
*Food Master*  
*NutraSolutions*  
Custom Publishing

### DIGITAL

PreparedFoods.com  
NutraSolutions.com  
FoodMaster.com  
Digital Edition  
*Food Master* – Digital Edition  
*E-dition*  
Webinars

### EVENTS

R&D Application Seminar  
New Products Conference  
Special Events

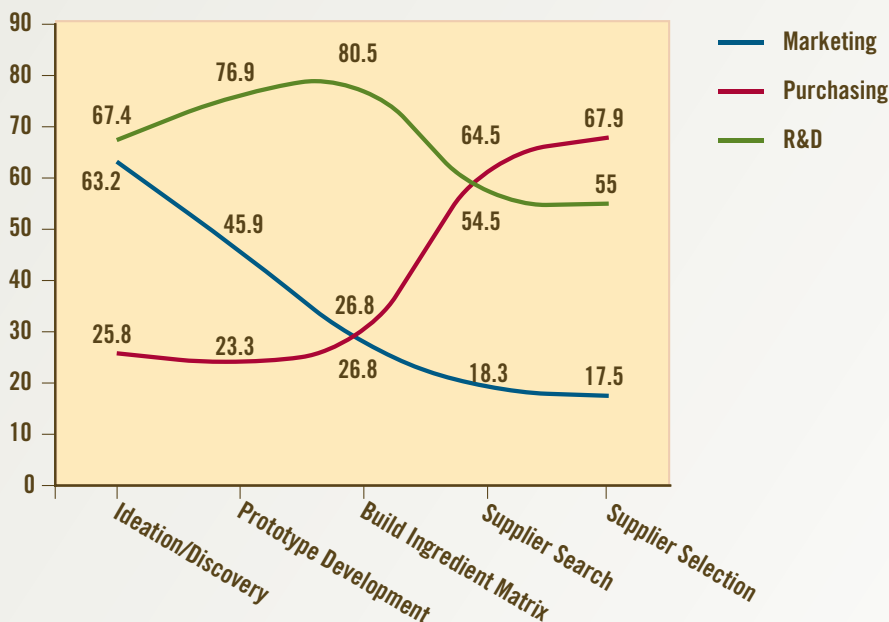


### A NOTE FROM THE PUBLISHER



**Michael Leonard**  
Group Publisher

The *Prepared Foods* Network team will help you reach your audience of product developers within our publications, digital products and at our events. Our extensive research on how your customers develop products allows us to continuously create new, powerful multi-media options to fit your needs.



### LEVELS OF INFLUENCE REFERENCED BY STAGE AND DEPARTMENT \*

Numbers indicate the % of participants that are very involved in each stage.

### PRODUCT DEVELOPMENT PROCESS

*Prepared Foods* has learned, through an exclusive research study, about the roles and levels of influence R&D, Marketing and Purchasing departments exert while creating, building and producing a new food or beverage product. The development of new products goes through a continuum of stages, the Product Development Process (PDP).

Each stage represents a number of opportunities for ingredient suppliers to reach and influence their target audience. We've uncovered the kinds of information product developers require to help them move more effectively through the stages of the PDP.






### PREPARED FOODS' NETWORK OF PRODUCTS ALIGNED WITHIN THE PRODUCT DEVELOPMENT PROCESS

The model on the right demonstrates where the *Prepared Foods* Network of Products align themselves with the product development process. It allows us, and you, to customize your communication program with *Prepared Foods*, tailoring it to your desired point of entry. It also offers us the opportunity to align the products within the *PF* Network with how you choose to influence the participants toward specifying your products.

\*Examining the Product Development Process, June 2007.








## STAGES OF THE PRODUCT DEVELOPMENT PROCESS

IDEATION/ DISCOVERY	PROTOTYPE DEVELOPMENT	BUILD INGREDIENT MATRIX	SUPPLIER SEARCH	SUPPLIER SELECTION
				
Information Desired by Product Developers for Each Stage of the PDP				
Market Trend Info/ New Product Ideas	Info on Technologies/ Competitors/Market	Ingredient Info (Availability, Cost, Functionality)	Supplier Info/ Capabilities	Supplier Info (Capability, Performance, Access to Support)
Consumer Insight/ Research	Clear Direction on Product Concept	Supplier Support	Info on Ingredients	Past/Current Experience with Supplier
Magazine Articles/ Newsletters	Ingredient Application/ Functionality Ideas	Experience/ Culinary Expertise	Magazine Articles/ Newsletters	Pricing Info
Clear Objectives on Product/Project	Experience/ Culinary Expertise	Info on Technologies/ Competitors/Market	Buyer's Guides/Directories	Ingredient Info/ Samples
Info on New Ingredients	Supplier Support	Research/ Ingredient Testing	Personal Knowledge of Supplier	List of Approved Suppliers

Source: Examining the Product Development Process. For full study results, please contact your sales rep.

[www.PREPAREDFOODS.com](http://www.PREPAREDFOODS.com)

	IDEATION/ DISCOVERY 	PROTOTYPE DEVELOPMENT 	BUILD INGREDIENT MATRIX 	SUPPLIER SEARCH 	SUPPLIER SELECTION 
PUBLICATIONS	New Products & Trends	Culinary Creations	Ingredient Challenges	R&D Applications	
	<i>NutraSolutions</i>		<i>NutraSolutions</i>		
			<i>Food Master</i>		
ONLINE	<i>E-dition eNewsletter</i>				
			<i>FoodMaster.com &amp; Food Master Digital Edition</i>		
	Webinars				
	PreparedFoods.com				
	NutraSolutions.com				
EVENTS	New Products Conference				
	R&D Applications Seminars				
	Special Events				

## EDITOR PROFILES

*Prepared Foods'* editorial excellence has always been the backbone of a trusted resource for product developers. Our team of editors have the whitt to capture the readers attention and expertise to increase the readers desire to learn more.

### BOB GARRISON, CHIEF EDITOR



Bob Garrison earned his Bachelor's degree (1985) at the Indiana University's (IU-Bloomington) School of Journalism. He was a *Kokomo (Ind.) Tribune* newspaper reporter before he joined *Bakery Production & Marketing*. He then moved to the cold as founding editor of BNP Media's *Refrigerated & Frozen Foods (R&FF)*.

In 1989, Bob was one of 12 people to start *Industria Alimenticia* and *R&FF's* predecessor, *Dairy & Frozen Foods*. Bob has profiled industry-leading companies, explored corporate strategies and covered food product development trends at more than 150 leading private and CPG companies since 1989.

### DAVID FEDER, MANAGING EDITOR



David Feder, RD, has been a food, nutrition and health journalist for almost 25 years. He started his food career as a celebrated chef in Texas during the 1970s and 1980s. In the 1990s he became a registered dietitian while completing research and coursework toward a Ph.D. in nutrition biochemistry at the University of Texas

at Austin. Along the way he taught food science and nutrition while practicing as a nutrition counselor. David entered journalism full time in 1995 as the food and nutrition editor for *Better Homes and Gardens* magazine, and soon had his own, award-winning quarterly magazine for *Better Homes and Gardens, LightStyle*. In 2003 he co-founded the S/F/B Communications Group, a cooperative of food, health and nutrition experts. Before joining *Prepared Foods*, David has written and edited for more than 50 magazines and newspapers and authored *The Skinny Carbs Diet* (Rodale, 2010).

### WILLIAM ROBERTS JR., SENIOR BUSINESS EDITOR/NEW MEDIA EDITOR



William Roberts Jr. (Billy) has been with *Prepared Foods* since August of 2000, writing about the food and beverage industry's new product trends. He also is responsible for *E-dition*, *Prepared Foods'* and *NutraSolutions'* websites, and the magazine's Excellence in Innovation Awards.

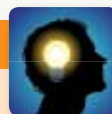
A graduate of the University of Mobile in his hometown of Mobile, AL, with dual Bachelor's degrees in English and Politics, he began his career in the political field, until he turned his attention to trade journalism and the food industry. In that time, he has delivered numerous speeches on food trends and served as a resource for a variety of media outlets, including CNN and PBS.



## EDITORIAL SUPERIORITY

*Prepared Foods* models its editorial content based on the information needs of the product development team, as described in the research. We deliver all of the following topics every month, in order to better capture your customer's attention.

### new products & trends



*Prepared Foods* is an authority on new products across all channels. We highlight the latest **industry news and research** in MarketWatch, focus on **recent retail product and consumer trends** in Hitting the Shelves, and showcase **new plates and products going to foodservice commercial and non-commercial outlets** in Plant to Plate.

### culinary creations



These articles give subscribers information on **culinary trends and flavoring expertise** from experienced chefs. *Prepared Foods* also partners with industry researchers to provide **menu trends insights**.

### ingredient challenges



This editorial focuses on **ingredients/functionality, availability, technology and research**.

### r&d applications



These pragmatic articles help product developers **learn how to formulate ingredients into new and reformulated products**.

### nutrasolutions



A special section within *PF* devoted to emerging nutritional science and nutraceutical formulations for the well over \$50 billion **functional foods, beverage and nutritional products market**.



## CIRCULATION LEADERSHIP

Prepared Foods provides leading market coverage of key decision makers within the Product Development Process, with a BPA-audited total circulation of 40,000.\* Even more powerful is Prepared Foods' leadership coverage amongst R&D, Marketing/ Sales and Purchasing titles of 31,527.\*

**PREPARED  
FOODS  
IS AT THE  
TOP!**

- ✔ Industry's #1 R&D Title Circulation = 23,805\*
- ✔ Industry's #1 R&D, Marketing & Purchasing Title Circulation = 31,527\*
- ✔ 16,961 Nutritional Ingredient buyers+ subscribe to Prepared Foods\*\*
- ✔ 27,876 Ingredients/Nutritional Ingredients/Ingredient System buyers+ subscribe to Prepared Foods\*\*
- ✔ 82.2% of qualified subscribers buy, specify, recommend or influence the purchase of products\*
- ✔ 88.2% of qualified subscribers receive Prepared Foods by request.\*

## READER PREFERENCE STUDY RESULTS\*\*\*

Prepared Foods is overwhelmingly top of mind when respondents think about the food & beverage product development industry.

SURVEY RESULTS SHOW WHICH MAGAZINE IS THE MOST USEFUL IN THE FOOD & BEVERAGE PRODUCT DEVELOPMENT INDUSTRY:

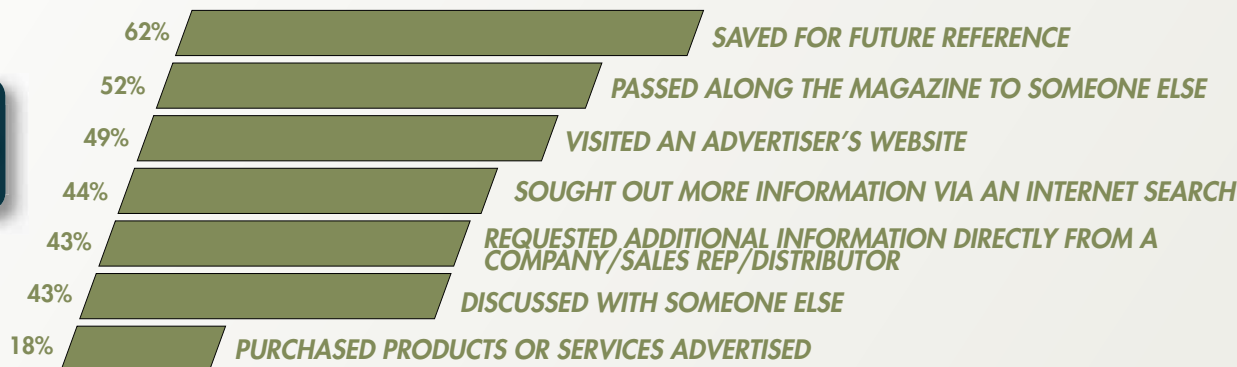


68% AGREE TO STRONGLY AGREE PREPARED FOODS HAS ADVERTISEMENTS THAT ARE RELEVANT AND USEFUL TO THE INDUSTRY.

## ADVERTISING

After seeing an ad in Prepared Foods, 86% have taken one or more of the following actions:

ADS IN PREPARED FOODS ARE USEFUL!



## EDITORIAL

78% AGREE TO STRONGLY AGREE PREPARED FOODS IS A RELIABLE SOURCE OF INFORMATION.

77% AGREE TO STRONGLY AGREE PREPARED FOODS IS AN UP-TO-DATE SOURCE OF INFORMATION.

75% AGREE TO STRONGLY AGREE THE EDITORIAL CONTENT IN PREPARED FOODS COVERS A WIDE VARIETY OF TOPICS AND ISSUES FACING THE FOOD & BEVERAGE PRODUCT DEVELOPMENT INDUSTRY.

\*December 2011 BPA Circulation Statement. Industry refers to Prepared Foods (PF), Food Processing (FP), Food Product Design (FPD) and Food Business News (FBN). R&D includes QA/QC titles. December 2011 R&D numbers for PF is 23,805, FP is 20,088, FPD is 22,229, FBN is 7,072. December 2011 R&D, Marketing, Purchasing number for PF is 31,527, FP is 23,311, FPD is 24,586 and FBN is 10,688.

\*\*December 2011 BPA Circulation Statements. Since any one respondent may have checked more than one response, the totals should not be added together as the total may exceed total circulation.

\*\*\*Prepared Foods 2011 Reader Preference/Profile Study.

+Prepared Foods' subscribers that buy, specify, recommend, or influence the purchase of products.

MONTH: ad close:	JANUARY 12/05/2012	FEBRUARY 01/10/2013	MARCH 02/08/2013	APRIL 03/08/2013
special issue	<b>Buy one get one FREE</b>	<b>RCA SHOW ISSUE</b>	<b>NEW PRODUCTS ANNUAL</b>	<b>FOUNDATION FOR INNOVATION SUPPLEMENT</b>
new products & trends	<p><b>MarketWatch</b> Cereal Bars fill the grab-and-go mini-meal bill with healthy ingredients such as whole grains, fruit, soy, nuts and yogurt.</p> <p><b>Hitting the Shelves</b> Dairy Drinks with trendy twists and functional kicks from nutraceuticals, flavors and inclusions.</p> <p><b>Plant to Plate</b> Small Plates, Tapas &amp; Appetizers formulated for the global palate.</p>	<p><b>MarketWatch</b> Pizza, calzones and other Italian classics trend up with artisan cheeses and crusts (thick &amp; thin) and creative toppings, sauces and pestos.</p> <p><b>Hitting the Shelves</b> Sauces, jarred, frozen and shelf-stable, all designed to help consumers create fast and flavor meals with panache.</p> <p><b>Plant to Plate</b> Trends in Gourmet Desserts, including pastries, prepared/frozen cakes, cupcakes, gelatos &amp; other frozen desserts.</p>	<p><b>This annual reference issue</b> provides processors exclusives on trends and emerging concepts in food, beverage and nutritional products.</p> <ul style="list-style-type: none"> <li>• <b>Baked Goods:</b> Trends in whole grains, fiber and fortification.</li> <li>• <b>Non-Dairy Beverages:</b> Fortifications for energy, relaxation, health, beauty-from-within. Special section on alcohol and other adult beverage trends.</li> <li>• <b>Cereals &amp; Breakfast Bars:</b> Fruits, nuts, whey/soy protein, plus probiotics and ingredients for energy (caffeine, vitamins, tea and other botanical extracts).</li> <li>• <b>Confectionery:</b> Trends in sweetener systems, flour, fibers, colors, vanilla and other flavorings &amp; extracts, plus reformulations for health.</li> <li>• <b>Sauces, Marinades and Salad Dressings:</b> Stabilizers, oils and flavoring ingredients, plus ethnic spices and herbs.</li> <li>• <b>Dairy and Dairy Analog Foods &amp; Beverages:</b> Fortification, prebiotic and probiotic ingredients, plus texturants &amp; stabilizers.</li> <li>• <b>Savory Snacks:</b> Including savory and cheese flavors, smoke and garlic, yeast extracts, spices, herbs and flavor enhancers.</li> <li>• <b>Ready-to-Eat Meals, Meat &amp; Meatless:</b> Trends in meat and meatless meals, <i>sous-vide</i> and shelf-stable meals.</li> <li>• <b>Soups &amp; Side Dishes:</b> Stocks, bases, meats, vegetables, plus dairy replacements, starches, stabilizers &amp; texturants.</li> <li>• <b>Salads:</b> Value-added salads and salad kits; fresh greens/vegetables, croutons, nuts, seeds, dried fruits and other mix-ins &amp; sprinkle-ons.</li> </ul>	<p><b>MarketWatch</b> Nuts &amp; Seeds, whole, ground, pieces, or as flour and butters, add allure to foods and drinks.</p> <p><b>Hitting the Shelves</b> Coffee &amp; Tea, hot and cold, with and without dairy, spiced, enhanced and flavored with juices and sweeteners.</p> <p><b>Plant to Plate</b> Chicken or Beef. Trends in prepared, sauced, marinated, flavored meat &amp; poultry products.</p>
culinary creations	<p><b>Formulating with Fresh</b> Expert input for formulating foods made with and including fresh vegetables, fruits and herbs.</p>	<p><b>Artisanal Baking</b> Featuring whole &amp; heritage grains, yeast, flours, seeds, nuts, dried fruits and vanilla, plus molasses, syrups &amp; malts.</p>		<p><b>Comfort Flavors</b> Ingredients and formulations that bring comfort, including sauces, soups, cheese and breadcrumbs.</p>
	<b>EMERGING MENU TRENDS</b>			
ingredient challenges	<p><b>Flavor Fusions</b> Applying traditional tastes to new formulations; merging flavors from herbs, spices, extracts, chili peppers, vegetables and bases into hot-trending cuisine fusions.</p>	<p><b>Comfort Food Re-boot:</b> Making comfort foods healthier with specialty oils, fat replacers, salt reducers, dairy flavors &amp; nutraceuticals.</p>		<p><b>Fake-outs</b> Meat analogs and nondairy cheese made from soy protein, mushrooms, nuts and grains and using gums, flavorants and sodium-replacers.</p>
r&d applications	<p><b>R&amp;D Seminars: Stabilizers &amp; Fortifiers</b></p>	<p><b>R&amp;D Seminars: Fats &amp; Oils</b></p>		<p><b>R&amp;D Seminars: Healthful Ingredients</b></p>
nutrasolutions: ingredients for health & wellness	<p><b>NutraSolutions</b> Ingredients for G.I. health, including prebiotics, probiotics, specialized starches (oligosaccharides, polysaccharides, resistant starch, fibers, inulin).</p>	<p><b>NutraNews</b> Immunity ingredients, including: beta-glucans, antioxidants (carotenoids, proanthocyanins), co-enzymes, probiotics, vitamins and minerals (zinc, selenium, iron).</p>	<p><b>NutraSolutions/R&amp;D Trends Survey</b> Trend-Tracking in Specialty Nutritionals &amp; Nutritional ingredients, such as omega-3s, probiotics, prebiotic fibers, vitamins, mineral systems, antioxidants, beta-glucans, emerging bioactives and nutraceuticals and other health functional ingredients.</p>	<p><b>NutraNews</b> Obesity and the latest ingredients and ingredient combinations designed to fight the epidemic.</p>
advertiser incentives	<ul style="list-style-type: none"> <li>• Buy a full page advertisement &amp; get one FREE in this issue</li> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• ½ page RCA supplier profile for full page advertisers</li> <li>• Ad Readership Study for full-pg advertisers</li> <li>• Supplier Literature Reviews</li> </ul>	<ul style="list-style-type: none"> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• Full page advertisers receive 2,000 FREE ad impressions on NutraSolutions.com</li> <li>• Supplier Literature Reviews</li> </ul>
bonus distribution	<b>Fancy Foods Show, West</b>	<b>Research Chefs Association Annual Conference Preview</b>		<b>Supply Side East</b>
shows & events	<b>Fancy Foods Show, West</b> January 20 - 22, San Francisco		<p><b>Research Chef Association</b> March 6 - 9, Charlotte, NC</p> <p><b>Natural Products Expo West</b> March 8 - 11, Anaheim, CA</p>	

Food Master - Reserve Your Catalog Pages for the Early Bird Discount

# CALENDAR

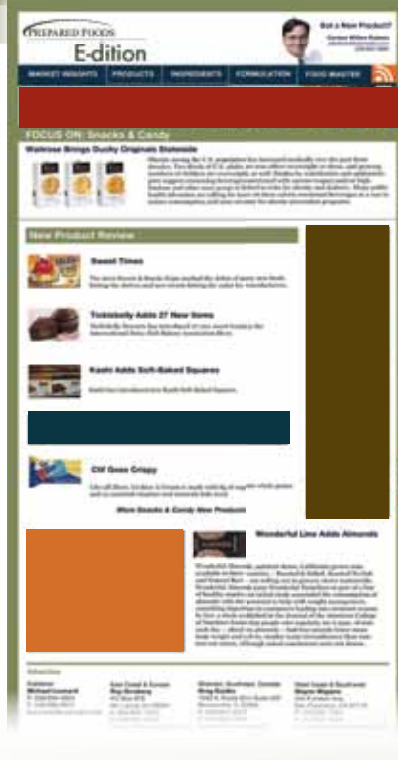


MAY 04/09/2013	JUNE 05/08/2013	JULY 06/07/2013	AUGUST 07/09/2013
			<b>ANNUAL FOODSERVICE ISSUE</b>
<p><b>MarketWatch</b> Chocolate Decadence comes from dark and milk chocolate fillings, coatings, bars and chips.</p> <p><b>Hitting the Shelves</b> Dairy Beverages &amp; Smoothies laced with fruit, flavorings and enhancements.</p> <p><b>Plant to Plate</b> Side Dishes: Update on trends in vegetable, potato, rice, pasta and other side dishes.</p>	<p><b>MarketWatch</b> Gluten-free growth into multiple categories, for meals, snacks and desserts.</p> <p><b>Hitting the Shelves</b> Innovative cookies, crackers &amp; bars, soft and crispy, light and nutrient-dense.</p> <p><b>Plant to Plate</b> Entrées, salads as meals, and RTE meal "kits" complete or as starter bases.</p>	<p><b>MarketWatch</b> Weight Management products, including portion control plus new concepts, ingredients and formulations for losing weight and keeping it off.</p> <p><b>Hitting the Shelves</b> Sweet &amp; Savory Combos satisfy dual cravings with salted caramel, peppered gingerbread, ancho chocolate and spice.</p> <p><b>Plant to Plate</b> Stand-out Beverages with an update on trends in dairy-based, juice-based, clear, carbonated &amp; still beverages.</p>	<p><b>Foodservice Manufacturer / Product Development Insights</b></p> <ul style="list-style-type: none"> <li>• <b>Improving the Odds of Foodservice New Product Success:</b> <i>Prepared Foods</i> partners with the International Foodservice Manufacturers Association to identify practices in foodservice new product development.</li> <li>• <b>R&amp;D Success Stories / IFMA Member Profiles</b></li> <li>• <b>Foodservice Manufacturer R&amp;D-Culinary Center Visit</b></li> </ul> <p><b>Foodservice Market / Product Trends</b></p> <p><b>A "State of the Industry" for Foodservice Processors</b></p> <p><i>Prepared Foods</i> presents an exclusive 12-page report:</p> <ul style="list-style-type: none"> <li>• <b>Product / Menu Trends:</b> Menu product trend analyses for soups, salads &amp; appetizers, entrees &amp; sandwiches, desserts and beverages.</li> <li>• <b>Product Development / "The Big Topic."</b> Foodservice research Technomic Inc. draws upon exclusive new consumer research with commentary on a key issue facing foodservice new product developers.</li> <li>• <b>How to Improve New Product Success:</b> Technomic shares its own insights for foodservice new product development success / including feedback from restaurant operators.</li> <li>• <b>Where to Go for Growth:</b> A review of top-performing foodservice operator segments. Which ones are growing / which are fading ... and why.</li> </ul>
<b>EMERGING MENU TRENDS</b>			
<p><b>Designing for Diabetes</b> PUFAs, MUFAs, sweeteners, sodium reduction plus emerging ingredients (cinnamon, chromium) to help fight diabetes.</p>	<p><b>Heart-Smart Products</b> Antioxidants, CoQ-10 and vitamins A, C, E &amp; K.</p> <p><b>Health Ingredients for Kids</b> Proteins, omega oils, probiotics, vitamins, plus allergen-free formulating using flavors, color and more.</p>	<p><b>Organic / Natural Food and Beverages</b> Creating Organic, Natural, Sustainable, Fair-Trade &amp; non-GMO formulations.</p>	
<p><b>R&amp;D Seminars: Colorants</b></p>	<p><b>R&amp;D Seminars: Market Factors Affecting Claims</b></p>	<p><b>R&amp;D Seminars: Sodium Reducers &amp; Replacers</b></p>	
<p><b>NutraNews</b> Ingredients to Fight Aging and the issues confronting Boomers, such as joint health, sleep, hair loss, wrinkles and memory loss.</p>	<p><b>NutraSolutions: Developing for Digestive Health</b> Lactase and other enzymes, pre-/pro-biotics and cellulose, hemicellulose, lignan and pectin, plus dairy proteins.</p>	<p><b>NutraSolutions: Next-Gen Nutraceuticals</b> Including zinc, selenium, CoQ10, betaglucons, phosphatidyl serine, picolinate, astaxanthine, emerging botanicals and others.</p>	
<ul style="list-style-type: none"> <li>• Full page advertisers receive a FREE Supplier Profile on PreparedFoods.com</li> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• Full page advertisers receive a FREE 1/2 page Supplier Profile</li> <li>• Supplier Literature Reviews</li> </ul>	<ul style="list-style-type: none"> <li>• Full page advertisers receive 2,000 FREE ad impressions on NutraSolutions.com</li> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• Ad Readership Study for full-page advertisers</li> <li>• Supplier Literature Reviews</li> </ul>
	<p><b>Institute of Food Technologists</b></p>	<p><b>Institute of Food Technologists</b></p>	<p><b>R&amp;D Applications Seminar Chicago</b></p>
<p><b>Supply Side East</b> May 9 - 11, NYC</p> <p><b>National Restaurant Assn.</b> May 18 - 21, Chicago</p>	<p><b>Fancy Food East</b> June 30 - July 2, NYC</p>	<p><b>Institute of Food Technologists</b> July 13 - 17, Chicago</p>	<p><b>R&amp;D Applications Seminar Chicago</b> August 14 - 15, Chicago</p>

R&D APPLICATIONS SEMINAR CHICAGO - AUGUST 14 - 15, 2013

MONTH: ad close:	SEPTEMBER 08/07/2013	OCTOBER 09/09/2013	NOVEMBER 10/08/2013	DECEMBER 11/07/2013
special issue	<b>POST-IFT ISSUE</b>	<b>FOUNDATION FOR INNOVATION SUPPLEMENT</b>		<b>ANNUAL HEALTHY INGREDIENTS ISSUE</b>
new products & trends	<p><b>MarketWatch</b> RTE meals bring convenience to a new level with frozen entrees, shelf-stable meals and meal kits of sauces and vegetable requiring protein stir-ins.</p> <p><b>Hitting the Shelves</b> Heart Healthy products run from lower-fat and sodium (for those who are salt-sensitive) to fiber and antioxidant boosted foods and beverages.</p> <p><b>Plant to Plate</b> Bakery Offerings: Update on breads, rolls, crackers, cookies and other baked offerings.</p>	<p><b>MarketWatch</b> Fruity tastes; Superfruits (berries, açai, pomegranate), fruit-based, and fruit-flavored foods and beverages.</p> <p><b>Hitting the Shelves</b> Reduced-calorie products using fat replacers, undigestible fibers and clever portioning.</p> <p><b>Excellence in Innovation Honorees</b></p>	<p><b>MarketWatch</b> Yogurt and yogurt-containing products, bars and frozen novelties staying on trend.</p> <p><b>Hitting the Shelves</b> Latin / Caribbean flavors and influences with more regional sophistication to please worldly consumers and ex-pats.</p> <p><b>Plant to Plate</b> Soups: Refrigerated, frozen and packaged soups &amp; chili.</p>	<p><b>R&amp;D Trends Survey (proposed): Ingredients and Formulations for Better Workouts</b> Protein, creatine, B vitamins, amino acids, minerals.</p> <p><b>Dietary Supplements</b> Trends and Tactics that blend science, regulations and consumer awareness to meet customer interests.</p>
culinary creations	<p><b>Authentic Asian</b> Chefs show off the right herbs and spices for keeping today's global flavors real.</p>	<p><b>Fish and Seafood Creations</b> Enhancing prepared fish and shellfish meals and appetizers with rubs, spices, flavorings, colors and coatings.</p>	<p><b>What's for Breakfast</b> Eggs, meat, breads, veggies, cheese, breakfast sandwiches.</p>	<p><b>NutraSolutions' Ingredient Reference for Health Conditions</b> A guide to commercially available ingredients that assist in the formulation of products targeting the following consumer health needs is provided.</p> <ul style="list-style-type: none"> <li>• Antioxidants</li> <li>• Bone &amp; Joint Health</li> <li>• Cancer Risk Reduction</li> <li>• Cardiovascular Health</li> <li>• Cognitive and Mood Health</li> <li>• Diabetic Benefits</li> <li>• Digestive Health</li> <li>• Energy and/or Sports Performance</li> <li>• Eye Health</li> <li>• Immunity</li> <li>• Weight Management</li> <li>• General Health</li> </ul>
	<b>EMERGING MENU TRENDS</b>			
ingredient challenges	<p><b>Drinking in Energy</b> Including caffeine, theobromine, ginseng, gona, maté, EGCG, matcha, B vitamins and other energy boosters.</p>	<p><b>Using Functional Starches</b> Getting the most out of functional &amp; nutraceutical aspects of starches (polydextrose, resistant, amylopectins).</p>	<p><b>Sporting Nutrition</b> Protein, amino acids, creatine, B vitamins, minerals and even specialized carbs for the active consumer.</p>	
r&d applications	<p><b>R&amp;D Seminars: Managing Microbe</b></p>	<p><b>R&amp;D Seminars: Protein-based Ingredients</b></p>	<p><b>R&amp;D Seminars: Antioxidants</b></p>	
nutrasolutions: ingredients for health & wellness	<p><b>NutraSolutions: Brain Power, Memory &amp; Cognition</b> Ingredients for memory and cognition (phosphatidyl serine, choline, vitamins, stimulants, ginkgo and other botanicals).</p>	<p><b>NutraSolutions: Eye Health</b> Eye health ingredients include lutein, carotene, zeaxanthine and other carotenoids.</p>	<p><b>NutraSolutions: Women's Health</b> Women's health is targeted with iron, soy, calcium and botanicals designed for special needs.</p>	
advertiser incentives	<ul style="list-style-type: none"> <li>• Full page advertisers receive a FREE 1/2 page Supplier Profile</li> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• Full page advertisers receive 2,000 FREE ad impressions on NutraSolutions.com</li> <li>• Supplier Literature Reviews</li> </ul>	<ul style="list-style-type: none"> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• Full page advertisers receive a FREE 1/2 page Supplier Profile</li> <li>• 3,000 FREE ad impression on NutraSolutions.com for full page advertisers</li> <li>• Supplier Literature Reviews</li> </ul>
bonus distribution	<b>New Products Conference</b>	<b>Supply Side West</b>		
shows & events	<b>New Products Conference</b> September 15 - 18, San Diego, CA		<b>Supply Side West</b> November 4 - 8, Las Vegas	

New Products Conference - September 15 - 18, 2013



PREPARED FOODS

E-dition

**Prepared Foods' E-dition merges the latest in new products with the in-depth trend, application and technology information that product developers want, need and demand.**

This year sees the introduction of *E-dition's* New Products Review: category analyses offering manufacturers category- and ingredient-specific product launches, the latest new products to meet the hottest trends and consumer expectations. These New Products Review issues are proven favorites among *Prepared Foods'* manufacturer readership and allow you to reach your target audience.

Advertise in *E-dition* and *E-dition's* New Products Review! Pick your topics from the 2013 Calendar.

**Leaderboard**  
728 x 90  
pixels

**Wide Skyscraper**  
160 x 600  
pixels

**Horizontal Banner**  
468 x 60  
pixels

**Medium Rectangle**  
300 x 250  
pixels

**2013 E-DITION CALENDAR**

ISSUE	ISSUE DATE	TOPIC	MATERIALS DUE DATE
1	1/7/13	New Products Review - Weight Management	12/17/12
2	1/21/13	The Omega-3 Syndrome	1/11/12
3	2/4/13	New Products Review - Coffees and Teas	1/25/12
4	2/18/13	Sapping Sodium	2/11/13
5	3/4/13	New Products Review - Prebiotics and Probiotics	2/18/13
6	3/18/13	Care with Colorings	2/25/13
7	4/1/13	New Products Review - Beverages	3/11/13
8	4/15/13	Natural/Organic Update	4/1/13
9	4/29/13	New Products Review - Frozen Meals	4/18/13
10	5/13/13	Regarding Regulations	5/1/13
11	5/28/13	New Products Review - Gluten-free	5/12/13
12	6/10/13	Campus Foodservice	6/1/13
13	6/24/13	New Products Review - Functional	6/14/13
14	7/8/13	Culinary Developments	7/1/13
15	7/22/13	New Products Review - Sodium Reduction	7/15/13
16	8/5/13	IFT in Review	7/29/13
17	8/19/13	New Products Review - Whole Grains	8/10/13
18	9/2/13	Sustaining Sustainability	8/20/13
19	9/16/13	New Products Review - Dairy-based Foods	9/9/13
20	9/30/13	Ways of Whey	9/23/13
21	10/14/13	New Products Review - Cheese	10/7/13
22	10/28/13	Ethnic Foods in the Mainstream	10/21/13
23	11/11/13	Kosher and Halal Foods	11/4/13
24	11/25/13	New Products Review - Calcium-rich Foods	11/18/13
25	12/9/2013	All About Allergens	11/25/13

Impression based website advertising **GUARANTEES** that your ad will be seen by the number of product developers of **YOUR CHOICE**.

PREPARED FOODS

PreparedFoods.com



**PreparedFoods.com** provides information on global new product introductions, culinary trends, ingredient technology and practical applications. With a focus on content rich features to draw in product developers, your ad will get more impressions than ever before.

PREPARED FOODS

NUTRA Solutions.com





**NutraSolutions.com** helps product developers discover solutions for the creation and marketing of nutritional products in the compelling and dynamic health and wellness movement. This specialty site with our library of health conditions and ingredients are organized so that your marketing message reaches your target audience.



**SITE WIDE IMPRESSIONS**

are ads on the home page and secondary pages, or Run of Site (ROS). All ads rotate.

**OPTION 1**





-  **Leaderboard** – 728 x 90 pixels
-  **Medium Rectangle** – 300 x 250 pixels
-  **Rectangle (2 adjacent spots)** - 180 x 150 pixels

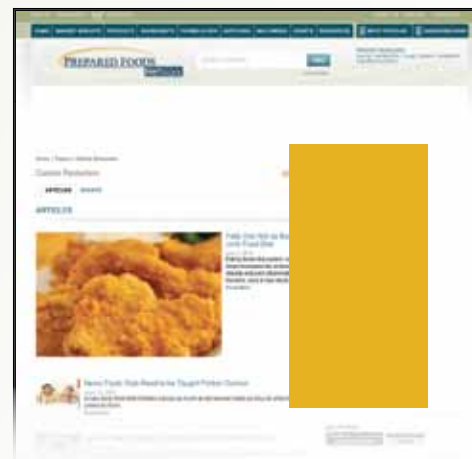


**TARGETED IMPRESSIONS**

are EXCLUSIVE ads on topic specific article pages of your choice. Ads rotate.

**OPTION 2**


-  **Leaderboard** – 728 x 90 pixels
-  **Medium Rectangle** – 300 x 250 pixels
-  **Skyscraper** – 160 x 600 pixels (2 available)
-  **Rectangle** – 180 x 150 pixels



**IMPACT IMPRESSIONS**

are Rich Media ads located on secondary pages or ROS except for the home page. Ads rotate.

**OPTION 3**

-  **Skyscraper** – 160 x 600 pixels expanded to 300 x 600 pixels total animation stage

# INTEGRATED MEDIA



Promote your marketing message in multiple ways! Integrating your message by being in print, online and in other digital products is much more effective than a standalone ad. Choose from these various products.

PREPARED FOODS

PreparedFoods.com  
WEBINAR

**60% OF REGISTRANTS ATTEND VIDEO WEBINARS,\* A 12% INCREASE FROM BNP'S CURRENT ATTENDEE AVERAGE.\***

## WEBINARS – NOW WITH VIDEO!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI
- And more!

For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>.

\*ON24 2010 Webcasting Report, Webcast Benchmarks and Best Practices for Lead Generation, Averages \*2011 BNP Media corporate webinar averages

PREPARED FOODS

## FOUNDATION FOR INNOVATION

**SPOTLIGHT YOUR CREATIVE, CUTTING-EDGE IDEAS IN PREPARED FOODS' FOUNDATION FOR INNOVATION SUPPLEMENTS - IN APRIL & OCTOBER 2013 ISSUES.**

As your company wisely invests in R&D - the foundation aspects of your company - Prepared Foods offers a supplement to showcase these innovations that fuel's your company's success.

Highlight your company's innovations in your own unique spread, one editorial page and one advertisement page. Plus, your profile will be online at PreparedFoods.com with links to your webpage, white papers and more.

Foundation For Innovation is a special limited issue offer. Ask you sales rep for details.



Clear Seas  
RESEARCH  
Making the complex clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Contact **Beth Surowiec**  
(248) 786-1619  
surowiecb@clearseasresearch.com  
www.clearseasresearch.com



## YOU ARE A B2B MARKETER

Your role is more than just branding, product promotion, and ad placements. You are responsible for developing and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one who provides the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience – all while making your brand more successful than it has ever been.

## YOU ARE A B2B MARKETER. AND WE'RE HERE TO HELP.

Want to improve on your content marketing strategy?  
Contact us for a free consultation.

orangetap@bnpmmedia.com  
www.bnporangetap.com

content marketing strategy · content development · custom publishing · targeted delivery

To complete your integrated marketing message, we also offer: Digital Edition advertising, Mobile Tags, Custom eNewsletters and List Rentals. For more digital advertising options and specifications, go to [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com).

PREPARED FOODS

# Food Master

## RESEARCH SHOWS *FOOD MASTER'S* GETTING RAVE REVIEWS!

*Food Master* is a trusted resource for the food and beverage industry for over 30 years! The distribution numbers and audience feedback is a constant reminder that food and beverage buyers and specifiers rely on *Food Master* – in print, online and digital edition.



## TAKING ACTION

### WHAT ARE BUYERS AND SPECIFIERS DOING AFTER THEY REFER TO THE *FOOD MASTER*?

- 83% go to supplier's website\*
- 57% call a company\*
- 36% e-mail a company\*

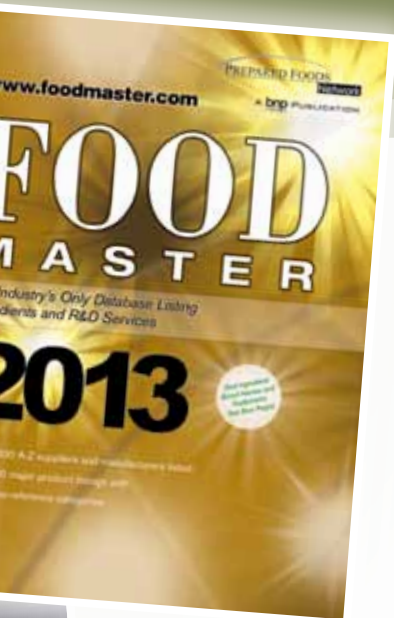
PRINT DISTRIBUTION	PRINT SURVEY RESULTS
Year-round exposure to over 27,000 buyers and specifiers with the hardbound <i>Food Master</i> .**	66% reference the hardbound <i>Food Master</i> at least monthly*
	The average pass-along rate of the hardbound <i>Food Master</i> is 2 people.*
	90% of those that use the hardbound version are satisfied with the <i>Food Master</i> .*
DIGITAL EDITION DISTRIBUTION	DIGITAL EDITION SURVEY RESULTS
More exposure with the Digital Edition – distributed electronically to over 49,000 buyers and specifiers**	84% view the digital edition as a valuable resource*
ONLINE VISITS	ONLINE SURVEY RESULTS
169,514 pageviews on FoodMaster.com in 2011.**	83% of those currently using FoodMaster.com will likely use FoodMaster.com again.*

### WHY DO BUYERS AND SPECIFIERS PREFER USING [FOODMASTER.COM](http://FOODMASTER.COM) OVER AN ONLINE SEARCH ENGINE?\*

- "It gives me more details than a regular online search engine"
- "It's faster to look it up yourself without the ads and pop ups and the results are more trustworthy so you save time"
- "Easy to use; I feel/trust that ALL suppliers are listed there...so a one stop shop; no "junk" information listed that you might get using Google or other larger search engines"
- "It is specific to what I am looking for and has the necessary breadth of information"
- "More comprehensive than others I know of"
- "Less time consuming"
- "Search engines bring back too many erroneous results"



\*2011 Food Master Awareness and Usage Study. \*\*Publisher's Own Data, February 2012.



PREPARED FOODS

# 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 2013**

Shipping Instructions:  
 Send all orders and advertising material to: BNP Media/Food Master  
 Suzanne Fairman, Production Manager  
 248 17 43<sup>rd</sup> Avenue So., Kent, WA 98032  
 253.946.6854 • fax: 248.244.2080 • fairmans@bnpmedia.com

**Closing Date for Space Reservations • May 24, 2013**

**Ad Material Due Date • June 21, 2013**

2013 RATES								
# of catalog pages in Food Master	Prepared Foods / Food Master Combined Frequency							
	OPEN	4X	6X	12X	18X	24X	36X	48X
<b>1 page</b>	\$5,630	\$5,375	\$5,180	\$5,015	\$4,750	\$4,560	\$4,365	\$4,245
<b>2-3 pages</b>	\$5,535	\$5,180	\$4,950	\$4,820	\$4,510	\$4,380	\$4,255	\$3,995
<b>4-7 pages</b>		\$5,065	\$4,830	\$4,690	\$4,085	\$3,900	\$3,800	\$3,425
<b>8+ pages</b>			\$4,690	\$4,620	\$3,910	\$3,830	\$3,500	\$3,310
<b>4-color end sheet</b>	\$9,440	\$9,090	\$9,090	\$8,270	\$8,075			

PREPARED FOODS

## R&D Applications Seminar CHICAGO



**Prepared Foods' 2013 R&D Applications Seminar - Chicago** offers ingredient suppliers an opportunity to help educate their R&D customers with a practical, "how-to" PowerPoint presentation on their ingredient's functionality or use in a specific application. Application Lab Sessions feature the use of product samples to demonstrate an ingredient's functionality or application in a finished consumer product or model system.



[www.PreparedFoods.com/rd](http://www.PreparedFoods.com/rd)

PREPARED FOODS

## New Products Conference



**Prepared Foods' New Products Conference** is the food & beverage industry's premier event where R&D, Marketing and Executive Management professionals gather to gain valuable insights into new food and beverage products and exciting new consumer trends around the world.

[www.PreparedFoods.com/npc](http://www.PreparedFoods.com/npc)

## NEW PRODUCTS CONFERENCE

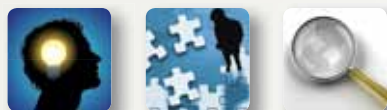
**Location:** Loews Coronado Bay, San Diego, CA

**Date:** September 15-18, 2013



PREPARED FOODS

## PreparedFoods SPECIAL EVENTS



## SPECIAL EVENTS

**DO YOU HAVE A SPECIAL EVENT COMING UP IN YOUR COMPANY, BUT DON'T HAVE THE MANPOWER? PREPARED FOODS NETWORK CAN HELP!**

WE OFFER CUSTOMIZED SERVICES TO PUT TOGETHER A NICHE EVENT JUST FOR YOU:

- LIVE EVENTS
- VIRTUAL EVENTS
- EDUCATIONAL ROUNDTABLES
- EXECUTIVE GALAS
- AND MORE!

TELL US WHAT YOUR EVENT IS AND WE'LL WORK WITH YOU TO MAKE IT SPECIAL!

For sponsorship opportunities, contact your *Prepared Foods* sales rep or **Marge Whalen, CMP**, Senior Event Manager, at (847) 405-4071 or [whalenm@bnpmmedia.com](mailto:whalenm@bnpmmedia.com)

# RATES



Display Ad Rates	OPEN	4X	6X	12X	18X
1 page	\$7,525	\$7,295	\$6,635	\$6,410	\$6,115
2/3 page	\$6,070	\$5,845	\$4,765	\$5,115	\$4,890
Diagonal 1/2 pg	\$5,820	\$5,415	\$5,000	\$4,785	\$4,550
Island 1/2 pg	\$5,360	\$5,135	\$4,665	\$4,440	\$4,325
1/2 page	\$4,955	\$4,770	\$4,320	\$4,160	\$3,980
1/3 page	\$3,595	\$3,410	\$3,120	\$3,000	\$2,865
1/4 page	\$2,800	\$2,685	\$2,410	\$2,320	\$2,245
Cover 2*			\$9,860	\$9,590	
Cover 3*			\$9,415	\$9,160	
Cover 4*			\$10,320	\$10,000	

EFFECTIVE JANUARY 2013 • ISSUED SEPTEMBER 2012

Print Classified Ad Rates (Per column inch/Per insertion/Net Rates)				
1X	3X	6X	9X	12X
\$160	\$135	\$120	\$100	\$85

Prepared Foods classified ads are now available ONLINE. Classified Pages can be accessed through any of our food industry magazine websites.

### Color Rates

Standard AAAA.....\$720

### Matched color

per page.....\$1,350  
per spread.....\$1,875

### 3 or 4 color process

per page.....\$1,890  
fractional.....\$1,560  
junior spread.....\$2,225  
per spread.....\$2,640

### Special Positions

Preferred or specified positions, other than covers, are an extra 10% of B&W rate. Consult publisher for availability.

### Inserts

Black and white rates apply when inserts are furnished complete, in accordance with mechanical specifications.

Business Reply Card.....\$3,590

### Issue and Closing Dates

Published twelve times a year. See editorial calendar for closing dates.

Send all orders and materials to:

**Prepared Foods**, Production Manager

2401 West Big Beaver Rd.

Ste. 700

Troy, MI 48084

P: 248-244-6431

F: 248-244-2081

e-mail: barkiewicz@bnpmedia.com

FTP: <http://upload.bnpmedia.com>

## TERMS & CONDITIONS

**PAYMENT & TERMS:** Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

**Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

**Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

**Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

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BNP Media helps people succeed in business with superior information.