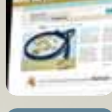
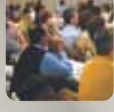


Your Integrated Marketing Partner to Influence the Product Development Team

# PREPARED FOODS

Network



## EVENTS

- R&D Seminars
- New Products Conference
- Virtual Expo

## DIGITAL

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

## PUBLICATION

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

# 2012 MULTI-MEDIA PLANNER

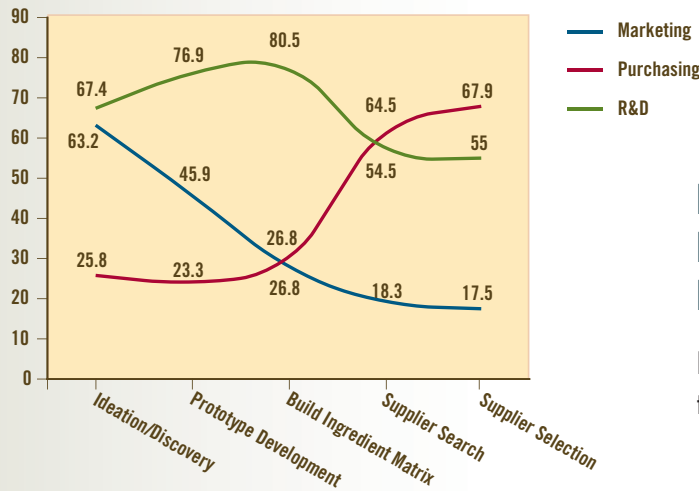
## A NOTE FROM THE PUBLISHER

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.

**Michael Leonard**  
Group Publisher

## 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.



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






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

## 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	<b>New Product Trends</b>	<b>Culinary Creations</b>	<b>Ingredient Challenges</b>	<b>R&amp;D Applications</b>	
	<i>NutraSolutions</i>		<i>NutraSolutions</i>		
			<i>Food Master</i>		
ONLINE	<i>E-dition E-newsletter</i>				
			<b>FoodMaster.com &amp; Food Master Digital Edition</b>		
			<b>Webinars</b>		
			<b>PreparedFoods.com</b>		
		<b>NutraSolutions.com</b>			
EVENTS	<b>New Products Conference</b>				
		<b>R&amp;D Applications Seminars</b>			
		<b>Virtual Expos</b>			

## 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.

### table of contents



Cover photo by T. J. Hine

#### Advances in Supply and Use of Healthful Fats and Oils

**58** Manufacturers have traditionally had to balance stability and functionality against healthfulness in the fats and oils they use. Advances in the processing of value-added lipids to new crops producing longer chain omega-3s will increase options for formulators.

#### ingredient challenges

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



#### 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.**



#### new product trends

- 12 Hitting the Shelves**  
Affordable beauty; pairing tea with alcohol; enhanced gummy bears; and regionally inspired soft drinks.
- 15 Category Analysis: Side Dishes**  
The side dish category continues to thrive, due in part to the interest in ancient grains and consumer trends in health and convenience. While refrigerated side dishes lost some dollar sales, the dry vegetables and grains category is going strong.
- 25 MarketWatch**  
Yogurt goes Greek; new beverage targets age-related health issues; and jarred baby food tries for a home style.
- 31 Regulations: Regional Rules**  
States and locales have been encouraged to "try novel social and economic experiments," and the ability of producers to argue for the benefits of a national uniformity may be rather limited.

#### culinary creations

- 49 Chilling Out With Soups**  
Chilled soups are gaining attention with fresh ingredients and relatively easy preparation. Cold soups offer liquid refreshment in many unique and delicious ways.
- 57 On the National Menu**  
Experimental ice cream flavors; the lost art of baking cakes; and rhubarb's back.

#### ingredient challenges

- 58 Advances in Supply and Use of Healthful Fats and Oils**  
Manufacturers have traditionally had to choose between stability and functionality when trying to use healthier fats and oils. Advances in the processing of value-added lipids to new crops producing longer chain omega-3s will increase options for formulators.

#### r&d applications

- 69 R&D Applications: Infused, Dried Fruits and Veggies**
- 73 Abstracts**  
New flavors for S'mores; help with flavoring soups, sauces or marinades; chia seed promotes health; a kitchen for creativity; Reb A, all-natural sweetener; preventing calcium lactate crystal development; beneficial palm oil; and *Prepared Foods' 2009 R&D Applications Seminar*-Chicago.

#### nutrasolutions

A Section on Solutions for the Development and Marketing of Nutritional Products. Please see [www.NutraSolutions.com](http://www.NutraSolutions.com) for more information.

- NS3 Satiety: Feeling Full**  
The precise mechanisms of what makes people full are still being studied. Satiety is affected not only by nutrients in a food, but also by physical and emotional markers.
- NS11 Reigning in Weight with Whey**  
Research supports a role for dairy protein in satiety.
- NS13 NutraNews**  
Flax helps hair shine; goat milk protein powder; in-house genotoxicity assays; high-stability/low-fat canola oil; GRAS high-selenium yeast; soy and men's health; and award-winning, infused cranberries.

#### new product trends

Aligned with Mintel, the new products powerhouse, along with other unique sources, we are the industry authority on exciting new **consumer trends and new products that drive product innovation** in the food and beverage industry.



#### culinary creations

These articles give subscribers information on **culinary trends and flavoring expertise** from experienced chefs.



#### r&d applications

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



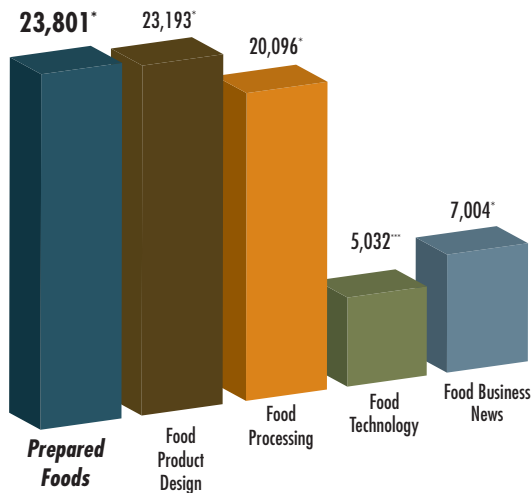
*Prepared Foods* provides leading market coverage of key decision makers within the Product Development Process, with a BPA-audited total circulation of 40,000\*. Even more powerful is *Prepared Foods'* leadership coverage amongst R&D, Marketing/Sales and Purchasing titles of 31,770\*.

## CIRCULATION LEADERSHIP

Our research demonstrates that R&D is the most influential group throughout the entire Product Development Process (PDP). Therefore, R&D is key to successfully getting your ingredient specified in new products. *PF* delivers more R&D title professionals to you than any other publication in the industry.<sup>1</sup>

We deliver these statistics in order to provide you with a clear picture of whom you are reaching with *Prepared Foods*.

### Industry's #1 R&D Title Circulation\*



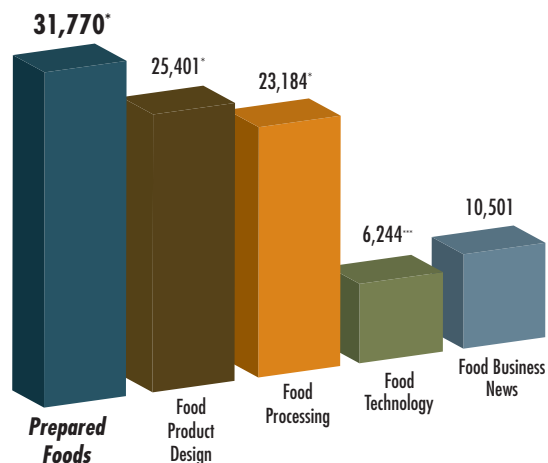
### Prepared Foods Audits Buying Influence for Nutritional Ingredients Circulation

**16,677\*\***

### Prepared Foods Audits Buying Influence for Ingredient/Nutritional Ingredient/Ingredient Systems Circulation

**27,642\*\***

### Industry's #1 R&D, Marketing & Purchasing Title Circulation\*



\*December 2010 BPAWW Circulation Statement. Industry refers to PF, FP, FPD, FT, and FBN. R&D includes QA/QC titles. June 2011 statements not available for FP. June 2011 R&D number for PF is 23,800 for FPD is 22,504, for FBN is 6,882. June 2011 R&D, Marketing, Purchasing number for PF is 31,492, FPD is 24,838 and FBN is 10,529.

\*\*June 2011 BPAWW 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.

\*\*\*December 2010 ABC Statement.

<sup>1</sup>Publisher's Own Data. Industry refers to PF, FP, FPD, FT and FBN.



# 2012 EDITORIAL CALENDAR

MONTH: ad close:	JANUARY 12/05/2011	FEBRUARY 01/10/2012	MARCH 02/09/2012	APRIL 03/08/2012
special issue		<b>RCA SHOW ISSUE</b>	<b>NEW PRODUCTS ANNUAL</b>	<b>AD STUDY ISSUE</b>
new product trends	<p><b>Cooking Sauces and Marinades</b> These products offer consumers a way to add big flavors to their own cooking. Starches, stabilizers and savory flavors are commonly used in their formulation.</p> <p><b>Hitting the Shelves</b> New concepts, ingredients and formulation ideas featuring fats and oils.</p>	<p><b>Condiments</b> Organic, natural and ethnic products lead the field. Product developers of these foods rely on stabilizers and sweetener systems.</p> <p><b>Hitting the Shelves</b> New concepts, ingredients and formulation ideas for beverages.</p>	<p>This "save as a reference" issue provides product developers exclusive information on trends and emerging concepts in food, beverage and nutritional products. This information assists in new product ideation and helps guide formulators with their ingredient choices. Innovation, statistical trend information and examples of creative new products from around the globe are provided.</p> <ul style="list-style-type: none"> <li>• <b>Baked Goods</b> – Reduced trans fat, dietary fiber and grains remain important.</li> <li>• <b>Beverages</b> – Flavors to fortifying ingredients help differentiate products.</li> <li>• <b>Cereals &amp; Breakfast Bars</b> – Fruits and protein-based ingredients continue to attract.</li> <li>• <b>Confectionery</b> – Sweetener systems, colors and flavorings are crucial.</li> <li>• <b>Sauces, Marinades and Salad Dressings</b> – Stabilizers, oils and flavoring ingredients help consumers flavor their own meals.</li> <li>• <b>Dairy Foods</b> – Inclusions, probiotic and prebiotic ingredients add indulgence and health.</li> <li>• <b>Savory Snacks</b> – Including savory and cheese flavors makes all the difference.</li> <li>• <b>Convenience Meals &amp; Processed Meats</b> – Grains, vegetables and flavoring-enticing ingredients are required.</li> <li>• <b>Soups &amp; Side Dishes</b> – Formulators look to stocks, bases and sodium-reducing ingredients.</li> </ul>	<p><b>Soy-based Food and Drink</b> Such products offer choices to consumers looking for alternatives to traditional foods.</p> <p><b>Hitting the Shelves</b> New concepts, ingredients and formulation ideas are offered for salty snacks.</p>
culinary creations	<p><b>Cooking All-American</b> Grilled and smoked flavorings, beans, other legumes to corn bread are typical elements of one of the ultimate examples of comfort foods.</p>	<p><b>Carefully Korean</b> An increasingly popular cuisine, Korean dishes contain identifying ingredients such as chilies, garlic and savory sauces. Umami and kokumi enhancers play an important role, as well.</p>		<p><b>Frittatas to Tapas</b> Meats and cheese, vegetables and seasonings all serve to entice consumers with new restaurant offerings.</p>
	<b>EMERGING MENU TRENDS</b>			
ingredient challenges	<p><b>Success in Beverages</b> From sweetener systems to value-added proteins, energy drink and sports beverage the formulation require creative solutions.</p>	<p><b>Ice Creams and Sorbets with a Twist</b> Whether dairy-based or not, flavorings and inclusions can make for adventuresome formulating, while stabilizers hold it all together.</p>		<p><b>Flavorings of the World</b> Flavor systems are key to defining and differentiating new foods and beverages. Formula flavors are enhanced by fruits and nuts.</p>
r&d applications	<p><b>R&amp;D Seminars: Colorings</b> Attractively colored foods and beverages is a key factor in many products' success. What are the options and formulation considerations?</p>	<p><b>R&amp;D Seminars: Fats, Oils and Health</b> Tech tips on reducing total fat, as well as trans and saturated fats, are offered to formulators.</p>		<p><b>R&amp;D Seminars: Stabilizing and Fortifying</b> Hands-on advice in working with starches, gums and dietary fiber is provided.</p>
nutrasolutions: ingredients for health & wellness	<p><b>The Future of Foods: From Satiety to Relaxation</b> Ingredients such as omega-3s, proteins, dietary fiber and other nutritionals, along with research and consumer communications create in-demand consumer products.</p>		<p><b>R&amp;D Trends Survey: Trend Tracking in Specialty Nutritionals</b> Nutritional ingredients, such as omega-3s, probiotics and proteins, to fruits, antioxidants, phytosterols and other emerging bioactives and nutraceuticals, draw consumers.</p>	
advertiser incentives	<ul style="list-style-type: none"> <li>• BOGO. Buy a full page ad, get a second 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 Lit</li> </ul>	<ul style="list-style-type: none"> <li>• Web Locator</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Ad Readership Study</b> for full-page advertisers</li> <li>• 3,000 FREE ad impressions on NutraSolutions.com</li> </ul>
bonus distribution		<b>Research Chefs Association Annual Conference</b>	<b>Research Chefs Association Annual Conference</b>	<b>Supply Side East</b>
shows & events			<p><b>Research Chefs Association</b> March 21 -24, San Antonio, TX</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

MAY 04/09/2012	JUNE 05/08/2012	JULY 06/07/2012	AUGUST 07/09/2012
<b>PRE-IFT SHOW ISSUE</b>	<b>IFT SHOW ISSUE</b>		<b>IFT EXPO REPORT</b>
<p><b>Latinos and Food</b> The largest minority in the U.S., food and drink manufacturers' interest in marketing to this community grows. What interests the primary purchasers of food product?</p> <p><b>Hitting the Shelves</b> Yogurt and yogurt drinks tout ingredients such as prebiotics, probiotics and other fortifying components.</p>	<p><b>Banking in on Beverages</b> As consumers continue to drink their foods, nutritional ingredients, flavors and colors work to differentiate a crowded marketplace.</p> <p><b>Hitting the Shelves</b> New bakery items continue to offer taste treats, healthy components and gluten-free options.</p>	<p><b>The Attraction of Inclusions</b> Fruits, nuts and vegetables play a role in marketing products.</p> <p><b>Hitting the Shelves</b> New products touting satiety enhancing dietary fiber and proteins gain in popularity.</p>	<p><b>Functional Beverages and Drinkable Supplements</b> Refreshment and taste, as well as healthful emerging ingredients, drive product sales.</p> <p><b>Hitting the Shelves</b> New concepts, ingredients and formulation ideas for reduced sodium foods.</p>
<p><b>Cooking with Less Fat, Salt and Sugar</b> Advice from the culinary field provides clues on how to craft flavorful, enticing foods with nutritional goals in mind.</p>	<p><b>The Evolution of Mexican Cuisine</b> A nation of diverse cuisines continues to influence the U.S. culinary scene. Chilies, cocoa, legumes and flavorings—such as cilantro to tropical fruits—are just the beginning.</p>	<p><b>Savory Soups</b> Meats, broths and vegetables, tantalizing seasonings and flavor-enhancing components combine to create delicious, healthful options.</p>	<p><b>Sauces and Condiments</b> Unique flavoring and seasonings, vegetables, fruits and seeds continue to make sauces and condiments products to relish.</p>
<b>EMERGING MENU TRENDS</b>			
<p><b>Grains and Legumes</b> Certain foods, such as whole grains, seeds and legumes—like peas, beans and soy—are naturally healthy. Where and how can they be used in formulations?</p> <p><b>Cheese Sauces</b> Starches, stabilizers and cheese-based ingredients all play crucial roles in artisan sauces for traditional products that consumers love.</p>	<p><b>Update on Organic and Vegetarian</b> Ingredient choices for organic certified foods, as well as vegan and vegetarian foods and beverages, require care and consideration.</p>	<p><b>The Chemistry of Proteins</b> Emerging plant proteins, to wheys and gelatin, provide functionality in food and beverage formulations based on their inherent characteristics.</p>	<p><b>Sweetener Selections</b> Sweeteners, whether high-intensity, low-calorie and cost-effective or full-calorie and consumer-friendly, a variety of formulation options that exist.</p>
<p><b>R&amp;D Seminars: Flavoring Foods and Beverages</b> Suggestions on innovative flavoring systems to sodium-reduced meats are provided.</p>	<p><b>R&amp;D Seminars: Marketing Factors Impacting Food Formulations</b> Halal, kosher, social media, regulations: A variety of social, religious and governmental factors impact ingredient choices and how product characteristics can be communicated.</p>		<p><b>R&amp;D Seminars: Foods for Special Needs</b> With gluten intolerance and allergenicity awareness increasing, formulators look for ingredient help with gluten-free products.</p> <p><b>IFT Expo Report</b> Selected trend information and ingredient offerings are provided. Prototype flavor and stabilizer systems are reviewed.</p>
<p><b>Increased Heart Health, Decreased Strokes</b> Research continues on omega-3s, nut-based ingredients, phytosterols and antioxidants.</p>	<p><b>The Science of Fatigue</b> Consumers look to botanicals, such as Siberian ginseng to creatine and carnitine, as options to prevent physical fatigue.</p>		<p><b>Color Me Healthy</b> Two major consumer interests—natural colorings and antioxidant—merge with ingredients that possess both functional properties.</p>
<ul style="list-style-type: none"> <li>• IFT Exhibitor profile on PF.com for full page advertisers</li> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• ½ page IFT Exhibitor profile for full page advertisers</li> <li>• Supplier Lit</li> </ul>	<ul style="list-style-type: none"> <li>• Web Locator</li> </ul>	<ul style="list-style-type: none"> <li>• Post-IFT Supplier profile on PF.com for full page advertisers</li> </ul>
IFT	IFT	R&D Seminar Chicago	
Supply Side East May 10 – 12, NYC	Institute of Food Technologists (IFT Expo) June 25 -28, Las Vegas, NV		R&D Seminar Chicago

R&D Applications Seminar CHICAGO - August 2012



# 2012 EDITORIAL CALENDAR

MONTH: ad close:	SEPTEMBER 08/08/2012	OCTOBER 09/07/2012	NOVEMBER 10/08/2012	DECEMBER 11/07/2012
special issue	<b>POST-IFT ISSUE</b>	<b>SSW SHOW ISSUE</b>	<b>ANNUAL FOODSERVICE ISSUE</b>	<b>ANNUAL HEALTH ISSUE</b>
new product trends	<p><b>Cereal Bars and Snack Foods</b> Convenience and customized health, with key ingredients help drive the category.</p> <p><b>Foods for Tots, Tweens and Teens</b> Market researchers have projected huge growth in foods and beverages for kids. From fruits and flavors to key nutrients, what attracts?</p>	<p><b>Innovation in Baked Goods</b> Healthful products promise less salt, more creative taste and good texture.</p> <p><b>Sweet Inspirations</b> Confectionery products combine flavors, stabilizers, sweeteners and inclusions to draw adults and children alike.</p>	<p><b>Trends in ingredients, flavors and overall characteristics of foods and beverages found in foodservices often inspire R&amp;D and marketers at food processing companies in their quest for new product inspirations.</b> Some of these new products are destined for grocery shelves, others are packaged foods distributed to restaurants and institutions. This annual foodservice issue provides statistics and showcases examples of prepared foods and beverages appearing on menus around the U.S.</p> <p>Typical food component and ingredient inspirations include savory sauces and flavoring systems, fruits, vegetables, grains and nuts, cheese and dairy-based components, sweeteners and emerging ethnic, dessert and beverage flavorings.</p> <ul style="list-style-type: none"> <li>• Desserts and End of Meal Treats</li> <li>• Sauce and Seasoning Trends</li> <li>• Creative Appetizer Options</li> <li>• Menu Trends in Beverages</li> <li>• Main Meal Innovations in Entrees and Sandwiches</li> </ul> <p><b>Top 10 Menu Trends</b> Flavors and trendy components inspire the formulations of processed prepared foods. Weight management gains ground.</p>	<p><b>R&amp;D Trends Survey: Ingredients and Formulations for Weight Management</b> Proteins, hydrocolloid gums and starches, sweeteners, dietary fiber and bulking agents—as well as emerging nutraceuticals—can work in formulations ranging from low-fat and low-calorie to satiating enhancement.</p> <p><b>Dietary Supplements: Trends and Tactics</b> One of the most innovative consumer product categories must blend science, regulations and consumer awareness to meet customer interests.</p>
culinary creations	<p><b>Upscale Desserts</b> Although sweetness always attracts, the addition of fruits and nuts and innovative flavoring components create “must have” gourmet creations.</p>	<p><b>Fried Foods and Coatings</b> The convenience and flavor of fried foods is unmatched. Consumers look to enticing new offerings.</p>		
	<b>EMERGING MENU TRENDS</b>	<b>EMERGING MENU TRENDS</b>		
ingredient challenges	<p><b>Tastefully Reducing Sodium</b> A variety of ingredients play a part in sodium contributions and reductions. Flavor enhancements interact in product matrices to impact savory perception.</p> <p><b>Fat and Oil Fundamentals</b> Healthful fats and oils high in monounsaturates and polyunsaturates find unique use. Specialty saturated fats are more healthful than once believed.</p>	<p><b>Fiber: Building on the Basics</b> Dietary fiber characteristics, functions and benefits vary by source and processing.</p> <p><b>Flavoring Kids’ Products</b> Flavoring systems are key in children’s foods and beverages. The addition of colorings and nutritional, such as antioxidants to omega-3s, draws parent and child alike.</p>		
r&d applications	<p><b>R&amp;D Seminars: Protein-based Ingredients</b> Dairy, soy and other plant proteins are formulated into products to create nutritional and texturizing solutions.</p>			
nutrasolutions: ingredients for health & wellness	<p><b>Immunity Enhancement</b> The concept of improved immunity moves mainstream, as prebiotic fibers and probiotic bacteria are promoted. Other ingredients also show promise, such as beta-glucans and antioxidants</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>
advertiser incentives	<ul style="list-style-type: none"> <li>• ½ page Post-IFT Supplier profile for full page advertisers</li> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• Supply Side West Exhibitor profile on NutraSolutions.com for full page advertisers</li> <li>• Supplier Lit</li> </ul>	<ul style="list-style-type: none"> <li>• ½ page Food Service Supplier profile for full page advertisers</li> <li>• Web Locators</li> </ul>	<ul style="list-style-type: none"> <li>• ½ page Healthy Ingredients Supplier profile for full page advertisers</li> <li>• NutraSolutions supplier profile on NutraSolutions.com for full page advertisers.</li> <li>• 3,000 FREE ad impressions on NutraSolutions.com for full page advertisers</li> <li>• Supplier Lit</li> </ul>
bonus distribution	<b>New Products Conference</b>	<b>Supply Side West</b>	<b>Supply Side West</b>	
shows & events	<b>New Products Conference</b> West Palm Beach, FL			

New Products Conference - September 9-12, 2012

PREPARED FOODS  
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.



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2012 E-DITION CALENDAR

ISSUE	ISSUE DATE	TOPIC	MATERIALS DUE DATE
1	1/9/12	Flavoring Alcoholic Beverages	1/2/12
2	1/23/12	Allergy-friendly Products	1/16/12
3	2/6/12	Successful Failures in Products for Health	1/30/12
4	2/20/12	Colors	2/13/12
5	3/5/12	Trends and Regulations on Ingredient Selection	2/27/12
6	3/19/12	Calorie Reduction	3/12/12
7	4/2/12	Alternative Sweeteners	3/26/12
8	4/16/12	Natural/Organic News	4/9/12
9	4/30/12	Weight Management Products	4/23/12
10	5/14/12	Fiber at the Forefront	5/7/12
11	5/28/12	Formulating with Antioxidants	5/21/12
12	6/11/12	Confection Trends	6/4/12
13	6/25/12	Probiotic Pitfalls	6/18/12
14	7/9/12	Culinary Creations	7/2/12
15	7/23/12	Functional Beverages	7/16/12
16	8/6/12	IFT in Review	7/30/12
17	8/20/12	Formulating with Omega-3s	8/13/12
18	9/3/12	Emerging Flavors	8/27/12
19	9/17/12	Immunity-enhancing Foods	9/10/12
20	10/1/12	Sustainability in the Food Industry	9/24/12
21	10/15/12	Dairy-based Snacks	10/8/12
22	10/29/12	Sodium-reduction Strategies	10/22/12
23	11/12/12	Soups & Sauces	11/5/12
24	11/26/12	Regulations in 2013 and Beyond	11/19/12
25	12/10/12	2013 Trends to Watch	12/3/12

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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

- 1 Leaderboard** – 728 x 90 pixels
- 2 Medium Rectangle** – 300 x 250 pixels
- 3 Full Banner** – 468 x 60 pixels
- 4 Half Banner (2 adjacent spots)** – 234 x 60 pixels

#### OPTION 2

- 5 Skyscraper**  
(ROS except for home page) - 160 x 600 pixels

### TARGETED IMPRESSIONS

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

#### OPTION 3

- 6 Skyscraper** – 160 x 600 pixels (2 available)
- 7 Full Banner** – 468 x 60 pixels  
(on topic table of contents page, not pictured)

### IMPACT IMPRESSIONS

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

#### OPTION 4

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



# INTEGRATED MEDIA



## WEBINARS

Interact with product developers with a Webinar. **BUILD BRAND AWARENESS**, become a leader and **GENERATE SALES LEADS** – just ask the experts at BNP Media to help you!

Since 2006, BNP Media has produced over 500 Webinars, averaging 500 lead opportunities. You choose the content and speakers, and we'll market and execute your event with your own personalized facilitator. Schedule your customized Webinar program today!

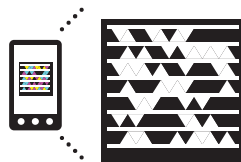
## DIGITAL EDITION

The *Prepared Foods* Digital Edition is distributed every month to e-subscribers. Increase ROI by adding interactivity to your advertising with Flash Animation, Audio, Video and more. Ask your sales rep for details and more options.



**Clear Seas**  
RESEARCH  
Industry Knowledge • Clear Insight

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



Get the free mobile app at  
<http://gettag.mobi>

## MOBILE TAGS

**Your print ad goes interactive!**

Turn your print ads into digital experiences. Link your ad to your website, video, webinar, or other online content. You'll reach more people, using the one thing they carry everywhere: their mobile phone. We'll create and add mobile tags to any of your current advertisements. Ask your rep for details.



## CUSTOM E-NEWSLETTERS

*Prepared Foods* can develop customized content and targeted distribution for new single-sponsored e-Newsletters. Please contact us for a quote.



## CUSTOM MEDIA

**Content Development • Custom Publishing • Market-Specific Delivery**

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](http://custommedia.bnpmmedia.com) or contact us directly: Chris Wilson | (248) 244-8264 | [wilsonc@bnpmmedia.com](mailto:wilsonc@bnpmmedia.com)

## LIST RENTAL

For postal or e-mail inquiries, contact:

**Kevin Collopy**  
Sr. Account Manager  
800-223-2194, ext. 684  
[kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com)

**Michael Costantino**  
Sr. Account Manager  
800-223-2194, ext. 748  
[michael.costantino@infogroup.com](mailto:michael.costantino@infogroup.com)

For more digital advertising options and specifications, go to [portfolio.bnpmmedia.com](http://portfolio.bnpmmedia.com).

PREPARED FOODS

# Food Master

# Multi-Media Distribution

## Print



- The only hardbound directory divided into two sections, equipment and ingredients, ensuring your product catalog data is kept and easily retrieved.
- A trusted resource for the food and beverage industry for over 30 years!
- Year-round exposure to over 27,000 buyers and specifiers.\*

## Online



- It's all here – FoodMaster.com is the only online database that lists ingredients, equipment, supplies and services for the food and beverage industry.
- Over 53,000 annual visitors\*\* have easily searched FoodMaster.com in 2010.

## Digital Edition



- Greater exposure among the *Food Engineering* and *Prepared Foods* subscriber base – distributed electronically to over 49,000 buyers and specifiers.\*
- Customers can download and save the entire digital edition catalog to their computer.
- Simple search capabilities so customers can find you faster!

## FOOD MASTER USAGE\*\*\*

- **90% of those** that use the hardbound version of the *Food Master* are satisfied with the *Food Master*.
- **The pass-along rate** of the hardbound *Food Master* is 2 people.
- **83% of those** currently using foodmaster.com will likely use foodmaster.com again.
- **Buyers and specifiers** are taking action after referring to the hardbound *Food Master*:
  - 83% go to supplier's website
  - 57% call a company
  - 36% e-mail company
- **84% view the digital edition** as a valuable resource.
- **Foodmaster.com is "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 large search engines."

\*Publisher's Own Data, December 2010. \*\*Urchin, October 1, 2009 - December 31, 2010.

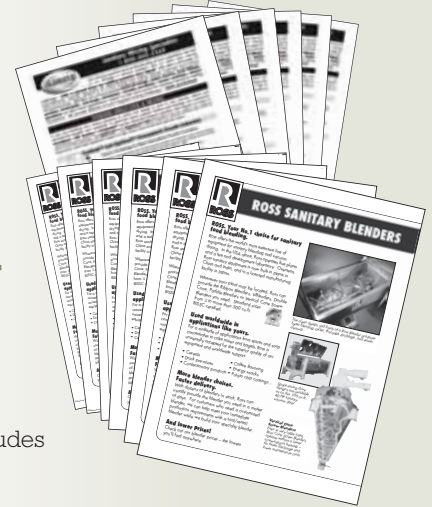
\*\*\*2011 Food Master Usage and Awareness Study.



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**

Ad Space Unit	Width	Depth
1 page - B&W	7"	9 <sup>7</sup> / <sub>8</sub> " Trim: 8" x 10 <sup>1</sup> / <sub>4</sub> "
Inside Front Cover	8 <sup>1</sup> / <sub>4</sub> "	11" (bleed): Trim: 8" x 10 <sup>1</sup> / <sub>4</sub> "
Foot Stopper	7 <sup>3</sup> / <sub>16</sub> "	1/2" Images must be black
Traffic Stopper	2 <sup>1</sup> / <sub>8</sub> "	3/8" 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 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, 2012**

**Ad Material Due Date • June 20, 2012**

**2012 RATES**

# of catalog pages in Food Master	Prepared Foods / 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			

## EVENTS

PREPARED FOODS

R&D Applications Seminar  
CHICAGO

## R&amp;D Applications Seminar

Location: Chicago, IL

Date: August 2012



**Prepared Foods' 2012 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



## New Products Conference

Location: Palm Beach, Florida

Date: September 9-12, 2012



**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)

PREPARED FOODS

## Virtual EXPO



## Virtual Events

**Trade Show Benefits without Trade Show Costs!**

Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to the American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months. Don't miss your opportunity to generate leads. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

View a demo at

<http://portfolio.bnpmmedia.com/virtual>

\* Market Research Media Ltd, "Virtual Conference & Trade Show Market Forecast 2010-2015"

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)

<b>Display Ad Rates</b>	<b>OPEN</b>	<b>4X</b>	<b>6X</b>	<b>12X</b>	<b>18X</b>
1 page	\$7,305	\$7,080	\$6,440	\$6,220	\$5,935
2/3 page	\$5,890	\$5,670	\$4,625	\$4,965	\$4,745
Diagonal 1/2 pg	\$5,650	\$5,255	\$4,850	\$4,645	\$4,415
Island 1/2 pg	\$5,200	\$4,985	\$4,525	\$4,310	\$4,195
1/2 page	\$4,810	\$4,630	\$4,190	\$4,035	\$3,860
1/3 page	\$3,490	\$3,310	\$3,025	\$2,910	\$2,780
1/4 page	\$2,715	\$2,605	\$2,335	\$2,250	\$2,175
Cover 2*			\$9,570	\$9,310	
Cover 3*			\$9,140	\$8,890	
Cover 4*			\$10,015	\$9,705	

**EFFECTIVE JANUARY 2012 • ISSUED SEPTEMBER 2011**

<b>Print Classified Ad Rates</b> (Per column inch/Per insertion/Net Rates)				
<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
\$155	\$130	\$115	\$93	\$78

*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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business with superior information.*