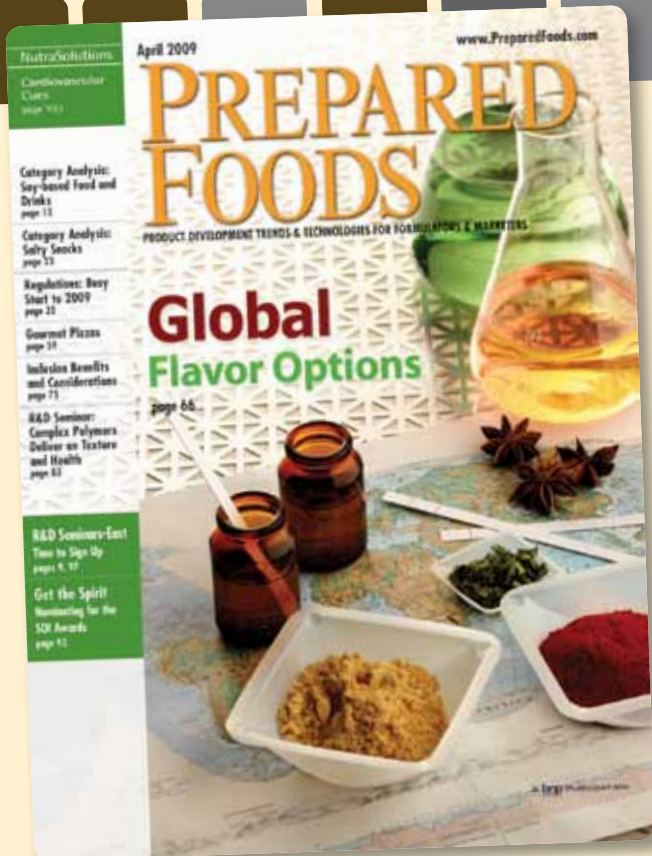


PREPARED FOODS

Network



2011 MULTI-MEDIA PLANNER

Your Integrated Marketing Partner to Influence the Product Development Team

PUBLICATION

Prepared Foods
Food Master
NutraSolutions
Custom Publishing

EVENTS

R&D Seminars
New Products Conference
Virtual Expo

DIGITAL

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

www.PreparedFoods.com

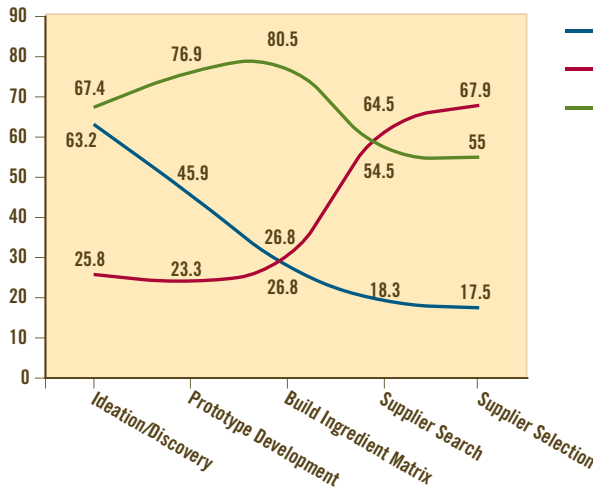
A NOTE FROM THE PUBLISHER

The *Prepared Foods* Network team will help you reach your audience of product developers within our publications, online and at our events. Our extensive research on how your customers develop products and the informational needs they have during the process (a.k.a. PDP) allows us to design a powerful multi-media campaign that is unique to your strengths.

Michael Leonard
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

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

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 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.**



CIRCULATION LEADERSHIP

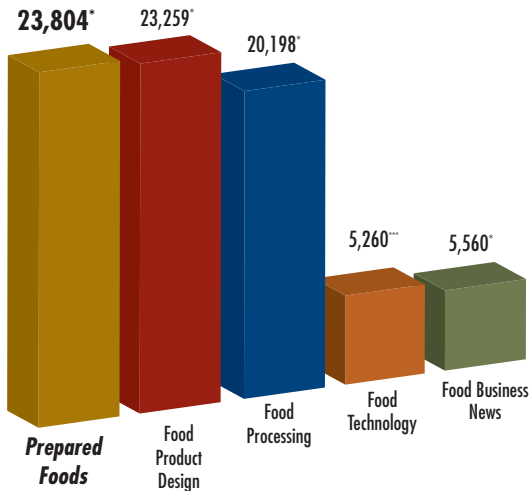


Prepared Foods provides leading market coverage of key decision makers within the Product Development Process, with a BPA-audited total circulation of 40,000*. Even more powerful is *Prepared Foods'* leadership coverage amongst R&D, Marketing/Sales and Purchasing titles of 31,182*.

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.¹

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*



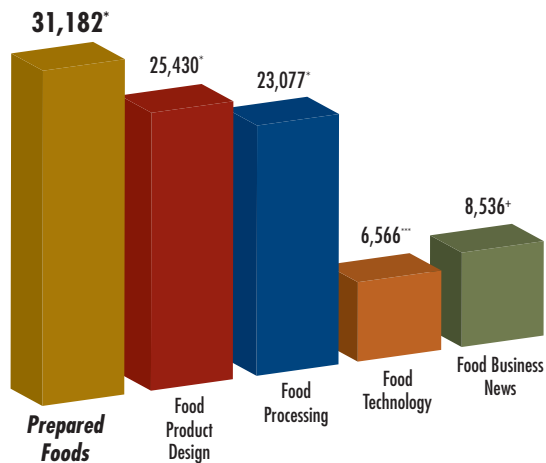
Prepared Foods Audits Buying Influence for Nutritional Ingredients Circulation

16,421**

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

29,753**

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



*FBN number includes Supply Chain Management.

*December 2009 BPAWW Circulation Statement. Industry refers to PF, FP, FPD, FT, and FBN. R&D includes QA/QC titles. June 2010 statements not available for FPD, and FT. PF June 2010 TQ = 40,000, FBN June 2010 TQ = 18,546.

**December 2009 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 2009 ABC Statement.

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



MONTH: ad close:	JANUARY 12/03/2010	FEBRUARY 01/10/2011	MARCH 02/09/2011	APRIL 03/09/2011
special issue		RCA SHOW ISSUE	NEW PRODUCTS ANNUAL	
new product trends	<p>Consumers and Low-calorie Sweeteners A survey reveals consumer attitudes toward sweetening systems and offers insights into working with low-calorie sweeteners.</p> <p>Hitting the Shelves New beverages and foods, with a focus on cereals, provide ideas and insights for product developers.</p> <p>Salt Reduction Report An update on technical challenges and marketplaces successes is provided.</p>	<p>Trends in Sauces and Marinades Whether improving the flavor of salads or meats bound for the grill, manufacturers provide consumer-desired formulations with acidifiers, vegetables and savory flavorings, as well as starches and stabilizers.</p> <p>Hitting the Shelves Beverage and food launches provide information on marketplace directions.</p>	<ul style="list-style-type: none"> • Baked goods – Grains, seeds and dietary fiber are "on trend." • Beverages – Flavors and fortifying ingredients help differentiate products in this category. • Cereals & Breakfast Bars – Fruits and protein-based ingredients are key ingredients. • Confectionery – Sweetener systems and colors are crucial. • Sauces and Salad Dressings – Stabilizers, seasonings and oils help products stand out. • Dairy Foods – Nutritional ingredients – from nuts to prebiotic and probiotic ingredients – are important elements. 	<p>Consumer Attitudes and Weight Management Products What do consumers look for in foods and beverages as they strive for weight control? What role do proteins play?</p> <p>Hitting the Shelves Beverage and food launches provide information on marketplace directions.</p>
culinary creations	<p>Flavors of Mexico From chilies to moles, traditional Mexican cuisine has offered flavor and food inspiration for product developers all over the world.</p>	<p>Spanish Cuisine and Global Recognition Three of the world's top restaurants are in Spain. How do they and their peers influence trends in new product development?</p>	<ul style="list-style-type: none"> • Savory Snacks – New products are high on savory flavors, low on sodium. • Convenience Meals & Processed Meats – Grains, fruits, vegetables and enticing seasonings have proven essential. 	<p>Japanese Food Favorites From <i>Izakaya</i> style to the more familiar, this cuisine remains a hot topic in culinary circles.</p>
	EMERGING MENU TRENDS			
ingredient challenges	<p>Hydrocolloid Functionality Pectins, starches, carrageenans and other gums strive to replace gelatin's unique properties.</p> <p>Fat and Oil Functionality Emerging lipid research points to how formulators can best apply these basic ingredients to foods and beverages.</p>	<p>Formulating Beverages for Health and Taste Ingredients delivering taste combine with nutritional ingredients, such as proteins, and emerging nutrients drive consumer interest.</p>	<ul style="list-style-type: none"> • Soups & Side Dishes – Formulators look to stocks, bases and dairy-based ingredients. 	<p>Working with Flavors and Flavor Masking Advice on flavoring ingredients to advances in balancing bitterness and sweetness helps in the formulation of beverages, dairy foods and other applications.</p>
r&d applications	<p>R&D Seminars: Fruits Fruit ingredients offer a variety of sensory and nutritional functions.</p>	<p>R&D Seminars: Colorings Enhancing the appearance of foods and beverages requires a technical understanding of coloring components.</p>		<p>R&D Seminars: Texturing Ingredients Technical know how is offered on how to work with starches and other components impacting texture.</p>
<i>nutrasolutions:</i> ingredients for health & wellness	<p>Emerging Health Benefits for Traditional Nutrients Research supports new health advantages for well-established vitamins and minerals to pre- and probiotics and omega fatty acids.</p>		<p>R&D Trends Survey: Functional Foods and Beverages R&D and marketers from food and nutritional products companies show interest in ingredients from proteins to prebiotics and from antioxidants to omegas.</p>	<p>New Reasons to Consider Nutritional Lipids From growing interest in the benefits of the omega-3-index to expanded global regulatory approvals for CLA and phytosterols, product developers have a multitude of reasons to look at fat- and oil-based ingredients.</p>
advertiser incentives	<ul style="list-style-type: none"> • Run a full-page ad, get a second one free • Web Locators 	<ul style="list-style-type: none"> • 1/2-page RCA/Culinary Supplier Profile for full-page advertisers • Ad Readership Study for full-pg advertisers • Supplier Literature 	<ul style="list-style-type: none"> • Web Locator 	<ul style="list-style-type: none"> • 1/2-page Healthy Ingredient Supplier Profile for all full-page advertisers • Supplier Literature
bonus distribution		Bonus Distribution at RCA		Bonus Distribution at Supply Side East
shows & events			<p>Research Chefs Association (RCA) March 3 - 5, Atlanta, GA</p>	<p>Natural Products Expo West Supply Side East</p>

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

2011 EDITORIAL CALENDAR



MAY 04/08/2011	JUNE 05/06/2011	JULY 06/08/2011	AUGUST 07/08/2011
PRE-IFT SHOW ISSUE	IFT SHOW ISSUE		IFT EXPO REPORT
<p>Eastern Influences With 37% of the world's population, India and China influence products here and abroad. Savory sauces, grains and dairy components are intrinsic components.</p> <p>Hitting the Shelves New beverages and foods, with a focus on innovative beverages, provide ideas and insights for product developers.</p>	<p>Innovative Beverages Find Success Touting creative flavors and interesting nutrients, colorful new beverages show growth in niche markets.</p> <p>Trends in Natural and Organic An update is given on consumers' interests and attitudes toward products portrayed as natural or certified as organic.</p>	<p>Soup Trends Indulgent dairy-based components and exotic fusions of ethnic flavors drive consumer demand.</p> <p>Hitting the Shelves Beverage and food launches provide information on marketplace directions.</p>	<p>Trends in Breakfast Cereals Convenience, health and taste help drive a traditional category that also has sparks of innovation.</p> <p>Hitting the Shelves New beverages and foods, with a focus on dairy products, provide ideas and insights for product developers.</p>
<p>Sensory Perception in Culinary Applications From flavor detections to enhanced saltiness, new information provides insights into better formulations.</p>	<p>Singapore: The Island of Foodies This multi-cultural country is united by foods celebrating coconut milk, shrimp and fish pastes, chilies, rice, savory seafood and chicken broths.</p>	<p>Fruit and Nut Culinary Enhancements Natural and healthy ingredients draw consumers.</p>	<p>What Makes it Barbecue? Smoke flavors, sweeteners, tangy acidifiers and regionally characteristic seasonings make barbecue one of America's favorite flavoring systems.</p>
EMERGING MENU TRENDS			
<p>Formulating Products for Kids Eye-catching colors and flavors attract kids, but nutrition attracts moms in products for children.</p> <p>Key Considerations in Baked Good Formulations Leavening agents, such as phosphates, as well as examples of value-adding grains, fruits and nuts, are covered.</p>	<p>Flavors, Tastes and Textures A food's sensory characteristics influence consumer purchases. Products deliver deliciousness and health.</p> <p>Maximizing a Baked Goods Matrix From starches and fat systems to dietary fiber, baked goods can be formulated for texture and health.</p>	<p>Sodium and Sugar Reduction Continues New understandings of the science of taste and how to construct a food matrix assists in the formulation of products with lower sugar and salt levels.</p>	<p>Pre- and Probiotics New information on the role these ingredients can play in human health and thus food and beverage formulations is revealed.</p>
<p>R&D Seminars: Flavoring Systems and Sodium Reduction</p>	<p>R&D Seminars: Specialty Fibers Product formulation and health goals are obtained with functional fibers, including prebiotics and probiotic targets.</p> <p>R&D Seminars: Product Development Software</p>		<p>R&D Seminars: Sweetener Systems</p> <p>IFT Expo Report</p>
<p>Gastrointestinal Health Research advances in unique products and ingredients, including pre- and probiotics and others, offer a reduced risk of disease and can be used in formulations for optimal health.</p>		<p>Products for Weight Management From new discoveries on satiety to innovative formulations using dietary fiber, proteins and emerging ingredients, options exist for formulators.</p>	
<ul style="list-style-type: none"> • Web Locators 	<ul style="list-style-type: none"> • 1/2-page IFT Ingredient Supplier Profile for full-page advertisers • Supplier Literature 	<ul style="list-style-type: none"> • Web Locator 	<ul style="list-style-type: none"> • Ad Readership Study for full-page advertisers • Supplier Literature
SPECIAL BONUS WHEN YOU ADVERTISE IN ALL THREE TRIPLE PLAY ISSUES			
<p>Bonus Distribution at IFT</p>	<p>Bonus Distribution at IFT</p>		
	<p>Institute of Food Technologists (IFT) Expo June 11-15, 2011, New Orleans, LA</p>		

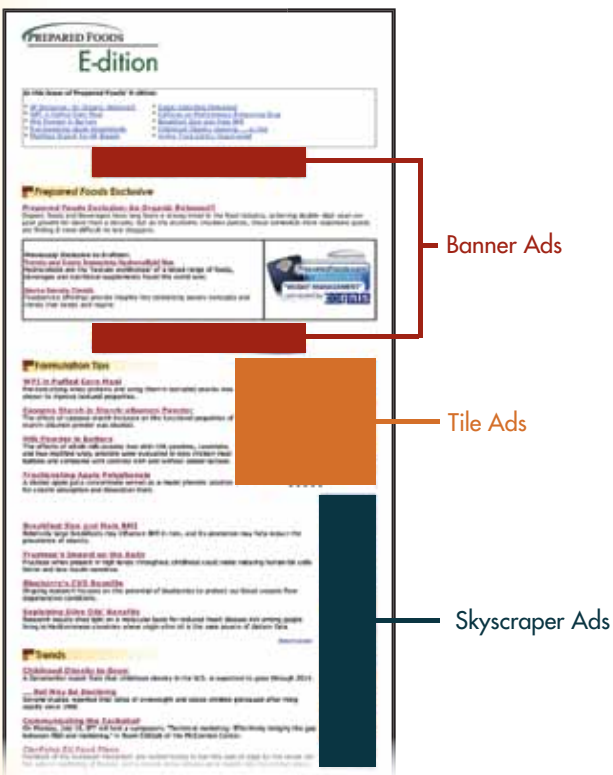
MONTH: ad close:	SEPTEMBER 08/08/2011	OCTOBER 09/08/2011	NOVEMBER 10/10/2011	DECEMBER 11/07/2011
special issue	POST-IFT ISSUE	SSW SHOW ISSUE	ANNUAL FOODSERVICE ISSUE	ANNUAL HEALTH ISSUE
new product trends	<p>A Focus on Functional Foods and Beverage An update on one of the most successful, nutritional ingredient-enhanced product categories of the last decade is provided.</p> <p>Trends in Baked Goods Ancient grains and unique seeds, fruit and nut fillings and inclusions, are all involved in attracting consumers to the category.</p>	<p>Trends and Innovation in Sweets and Salty Snacks Sweet and savory flavoring systems, sweeteners and stabilizers are key components to creative, new hand-held snack foods.</p> <p>Spirit of Innovation Awards <i>Prepared Foods'</i> annual award honoring the teamwork necessary to create the industry's most innovative new products.</p>	<p>Trends in flavorings and food ingredients, statistics and key examples of prepared foods and beverages appearing in restaurants and other foodservices are provided. Creative ideas and unique insights are offered for R&D and marketers alike, as they develop packaged foods for foodservice operators and retail groceries.</p> <p>Food components — such as savory sauces and flavoring systems, to fruits, vegetables, grains and nuts, cheese and dairy components, and emerging flavorings for applications such as desserts and beverages — all are crucial in foodservice fare.</p> <ul style="list-style-type: none"> • Dessert Trends in Foodservice • Update on Sauces and Seasonings • New Appetizer Offerings • Menu Trends in Beverages • Foodservice Innovations in Entrees and Sandwiches • Hot Emerging Cuisines in Foodservice 	<p>R&D Trends Survey: Ingredients and Formulations for Weight Management Still America's number-one food issue, products for weight-conscious consumers benefit from proteins, hydrocolloid gums and starches, sweeteners, dietary fiber and bulking agents.</p> <p>Functional Food and Beverage Flavor and Taste Profiles Potentially a second thought in products formulated for health benefits, the most successful make sensory systems high priority.</p>
culinary creations	<p>Comfort from the Streets From street food vendors to market cooks, foods inspired by the Mediterranean, Latin America and Asia draw from a multitude of influences.</p>	<p>Natural Sweetness Sweetness can be provided by a range of foods and components, such as fruit-based ingredients, grain syrups and many others.</p>		
	EMERGING MENU TRENDS	EMERGING MENU TRENDS		
ingredient challenges	<p>Formulating in Sweetness Emerging research points to ingredient tactics and tips in food and beverage development.</p> <p>Emerging Benefits of Protein Use Product nutritional profiles and sensory characteristics will improve through ingredient use.</p>	<p>Researching Dairy-based Drinks and Desserts Research into the use of flavors and stabilizers helps products succeed.</p>		
r&d applications	<p>R&D Seminars: Fats and Oils Lipid-based ingredients, including omegas, impact product texture and healthfulness.</p>	<p>R&D Seminars: Beverage Formulations Tactics on formulating with traditional and emerging nutritional components, flavorings and sweeteners are offered.</p>		
<i>nutrasolutions:</i> ingredients for health & wellness	<p>Addressing Cardiovascular Issues Across the Ages Concerns over heart health extend to young consumers. Ingredients — from omega fatty acids to phytosterols, fruit and nuts to fiber — all have a beneficial role in heart-friendly products.</p>	<p>The Multiple Benefits of Plant Extracts Herb, fruit and other plant extracts enhance the healthfulness, color and even flavor of foods, beverages and supplements.</p>		<p>NutraSolutions' Ingredient Reference for Health Conditions What ingredients are beneficial for cardiovascular health conditions, cognitive health, enhanced immunity or sports performance? 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"> • Antioxidant Benefits • Bone & Joint Health • Cancer Risk Reduction • Cardiovascular Health • Cognitive Health • Diabetic Benefits • Digestive Health • Energy and/or Sports Performance • Immunity • Weight Management • General Health
advertiser incentives	<ul style="list-style-type: none"> • 1/2-page post-IFT Supplier Profile for full-page advertisers • Web Locators 	<ul style="list-style-type: none"> • 1/2-page SSW Supplier Profile for full-page advertisers • Supplier Literature 	<ul style="list-style-type: none"> • 1/2-page Foodservice Supplier Profile for full-page advertisers • Ad Readership Study for full-page advertisers • Web Locators 	<ul style="list-style-type: none"> • 1/2 page Healthy Ingredient Supplier Profile for full-page advertisers • Supplier Literature
bonus distribution	Bonus Distribution at New Products Conference	Bonus Distribution at R&D Chicago		Power Promotion on NutraSolutions.com for full-page advertisers
shows & events	New Products Conference Naples, FL	R&D Applications Seminar - Chicago	AACC SupplySide West	

New Products Conference - September 11-14, 2011

R&D Applications Seminar CHICAGO - October 2011

PREPARED FOODS E-dition

Advertise in *Prepared Foods' E-dition*, the bi-weekly electronic extension of *Prepared Foods' Magazine* 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.

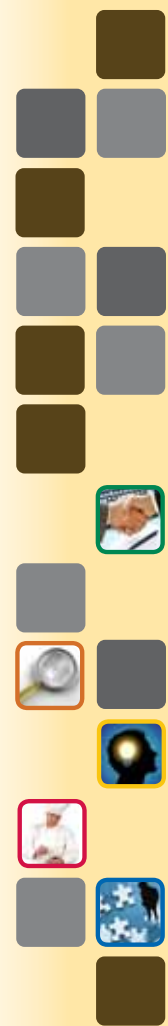


2011 E-DITION CALENDAR

ISSUE	ISSUE DATE	TOPIC	MATERIALS DUE DATE
Issue 1	1/10/11	Omega-3 Formulations	21-Dec
Issue 2	1/24/11	Mean and Green - Sustainability	10-Jan
Issue 3	2/7/11	Superior Superfruits	24-Jan
Issue 4	2/21/11	The Most out of the Mediterranean	7-Feb
Issue 5	3/7/11	Weight-watching	21-Feb
Issue 6	3/21/11	Natural Selection	7-Mar
Issue 7	4/4/11	The Growing Halal Market	21-Mar
Issue 8	4/18/11	Meatless on the Menu	4-Apr
Issue 9	5/2/11	Wheys and Means	18-Apr
Issue 10	5/16/11	Sapping Sodium	2-May
Issue 11	5/31/11	Prebiotics	16-May
Issue 12	6/13/11	Confections' Directions	31-May
Issue 13	6/27/11	Teasing Teas	13-Jun
Issue 14	7/11/11	IFT Roundup	27-Jun
Issue 15	7/25/11	Restaurant Trends	11-Jul
Issue 16	8/8/11	Colorings	25-Jul
Issue 17	8/22/11	Facing Fiber Fortification	8-Aug
Issue 18	9/6/11	The Case for Cosmeceuticals	22-Aug
Issue 19	9/19/11	Food Extrusion: Cereals, Protein & Other Ingredients	6-Sep
Issue 20	10/3/11	New Product Directions	20-Sep
Issue 21	10/17/11	Antioxidants	3-Oct
Issue 22	10/31/11	Savoring Savory	17-Oct
Issue 23	11/14/11	Soy to the World	31-Oct
Issue 24	11/28/11	Private Label Lessons	14-Nov
Issue 25	12/12/11	Trends into 2012	28-Nov

Concerns surrounding obesity are no longer confined to consumers, as it's becoming a public health topic, and manufacturers turn to proteins, fibers, sweeteners and specialty fats to lure weight-wary consumers.

While fairly new, the market for certified halal foods in the U.S. has gained significant consumer traction of late, and it has enormous potential — and not solely from the country's Muslim population.



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is the food industry's most comprehensive product development website.

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Banners
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Expandable Top or Bottom Skyscraper
120 x 600 pixels

Tiles
125 x 125 pixels

Online product dimensions are subject to change.

Participating in a collaborative effort between BPA Worldwide and Nielsen Online, *Prepared Foods* has its website traffic independently collected, filtered, measured, audited and reported. As a result, our reporting metrics conform to all IAB recommended guidelines.



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NUTRA Solutions



NutraSolutions.com is where technical, marketing, purchasing and other key management positions at food, dietary supplement and other nutritional companies discover the latest information in this compelling and dynamic **health and wellness** movement.

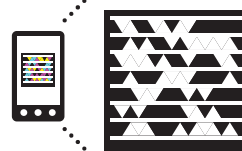
Whether providing insights on nutritional research, product and consumer trends or

examining ingredient benefits for specific health conditions, **NutraSolutions.com** delivers beyond expectations.

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"Expectations were 250 attendees with a target registration of 500. Ended up with more than 550 in attendance and more than 800 registered. By the end of the webinar, we had already received 30 e-mails asking for more info on our product and 85 product demonstration requests. We've also already received over 100 on-demand viewers."

Andre Ribeiro
Director of Marketing

DIGITAL EDITION

Prepared Foods has a wide variety of Digital Edition Rich Media options for you to choose from:

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- Article Text View
- Blow-in Card
- Belly Bands
- Index Tab
- Cover Sponsor
- Toolbar Button
- Margin Ads
- Business Reply Card
- Full-page Advertiser Links
- Audio
- Video
- Gatefold & Barn Door

Contact your sales rep to view examples of each of these options.



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surowiecb@clearseasresearch.com
www.clearseasresearch.com



CUSTOM E-NEWSLETTERS

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

BNP
Custom Media
GROUP

CUSTOM MEDIA

BNP Media's Custom Media Division creates personalized media solutions. How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish.

Contact your *Prepared Foods* sales representative for ideas and rates on your custom media solutions.
<http://custommedia.bnpmmedia.com>

LIST RENTAL

BNP Media's postal, telemarketing and e-mail mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in your industry.

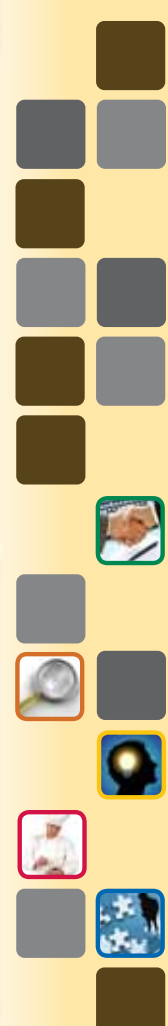
Postal Inquires:

Robert Liska
(845) 731-2726
Robert.Liska@eraepd.com

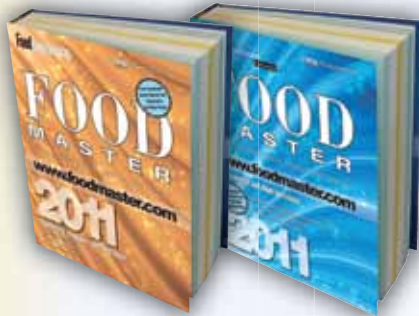
E-mail Inquiries:

Shawn Kingston
(845) 731-3828
Shawn.Kingston@eraepd.com

To view datacards for all lists or to get more information on list rental, please visit <http://bnp.edithroman.com>



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 almost 30,000 buyers and specifiers.*

Online



- Recently redesigned, updated and upgraded – your potential customers will find you in a flash. And, as always, no restrictive registration for buyers.
- 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 260,000 searches performed in a year****
- Over 53,000 annual visitors** easily searched FoodMaster.com in a year:
 - By Ingredient, Equipment or Health & Wellness products
 - Over 4,000 Companies – **More than 100,000 company listings were viewed in a year****
 - Over 4,300 Product Categories
 - Catalog Pages
 - White Papers
 - Videos
 - Product Announcements

Digital Edition



- The *Food Master* digital edition gives your catalog space greater exposure among the *Food Engineering* and *Prepared Foods* subscriber base – distributed electronically to over 30,000 buyers and specifiers.*
- Customers can download and save the entire digital edition catalog to their computer.

Print + Digital Edition Distribution = Over 60,000 Buyers and Specifiers*

*Publisher's Own Data, 2009.

**Urchin, January 1 - December 31, 2009.



Catalog Pages

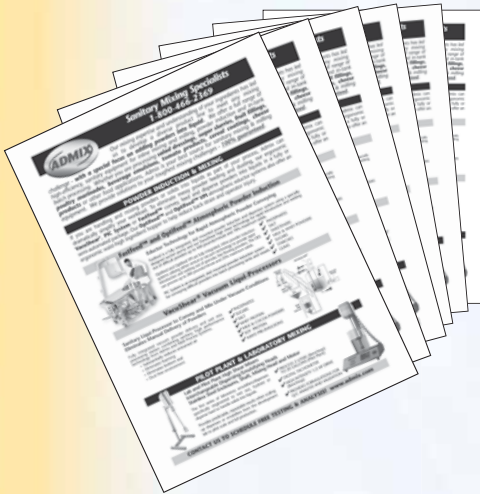
PREPARED FOODS

Food Master

Free Bonuses with Catalog Pages

Print

- Unlimited bold face product listings with premium position
- Bold face in brand/trademark listing section
- Bold face in yellow page section
- Discount on traffic stopper listing
- 50 FREE sales office listings in yellow page section



Online

Premium Listing includes:

- Star designation
- Border around your listing in large, bold font
- Video designation on the index, which includes a link to E-Learning Center video within company profile, if applicable
- E-mail link from index and company profile
- Live link to your website in company profile
- 30-word description within company profile
- FREE brand listing
- FREE listing in cataloger index
- 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

Digital Edition

- Live web and e-mail 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



PREPARED FOODS

Network

2012 Rates

# of catalog pages in FM	Prepared Foods/Food Master Combined Frequency							
	Open	4x	6x	12x	18x	24x	36x	48x
1 Page	\$5,305	\$5,065	\$4,875	\$4,725	\$4,475	\$4,295	\$4,115	\$3,785
2-3 Pages	\$5,215	\$4,880	\$4,665	\$4,540	\$4,245	\$4,135	\$4,010	\$3,765
4-7 Pages		\$4,775	\$4,550	\$4,420	\$3,845	\$3,675	\$3,575	\$3,230
8+ Pages			\$4,425	\$4,355	\$3,685	\$3,605	\$3,295	\$3,115
4-color end sheet	\$8,900	\$8,570	\$7,985	\$7,795	\$7,610			

EVENTS



PREPARED FOODS

New Products Conference MINTeL

Location: Naples, FL
Date: September 11-14, 2011

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.

The **New Products Conference** is a unique opportunity to listen to world-class speakers from organizations like Mintel, Technomic, NPD Group, the Culinary Institute of America, as well as major food & beverage companies, deliver critical consumer, culinary and new product trend presentations.



www.PreparedFoods.com/npc



PREPARED FOODS

R&D Applications Seminar CHICAGO

Location: Chicago, IL
Date: October, 2011

Prepared Foods' 2011 R&D Applications Seminar - Chicago offers ingredient suppliers an opportunity to help educate their bench-level 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. Sponsorships are available in all price ranges for sophisticated suppliers.



www.PreparedFoods.com/rd



PREPARED FOODS

Virtual EXPO

Virtual events are gatherings of people sharing a common environment on the web to create an interactive experience. *Prepared Foods* brings you a new and unique opportunity to exhibit from your office.

Contact your *Prepared Foods* sales representative to learn more about this unique expo and how you can best leverage your exhibitor experience.

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

RATES

Display Ad Rates	OPEN	4X	6X	12X	18X
1 page	\$7,090	\$6,875	\$6,250	\$6,040	\$5,760
2/3 page	\$5,715	\$5,505	\$4,490	\$4,820	\$4,605
Diagonal 1/2 pg	\$5,485	\$5,100	\$4,710	\$4,510	\$4,285
Island 1/2 pg	\$5,045	\$4,840	\$4,395	\$4,185	\$4,070
1/2 page	\$4,670	\$4,495	\$4,070	\$3,920	\$3,750
1/3 page	\$3,385	\$3,215	\$2,935	\$2,825	\$2,700
1/4 page	\$2,635	\$2,530	\$2,265	\$2,185	\$2,110
Cover 2*			\$9,290	\$9,040	
Cover 3*			\$8,870	\$8,630	
Cover 4*			\$9,725	\$9,425	

EFFECTIVE JANUARY 2011 • ISSUED SEPTEMBER 2010

Print Classified Ad Rates (Per column inch/Per insertion/Net Rates)				
1X	3X	6X	9X	12X
\$150	\$125	\$110	\$90	\$75

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>

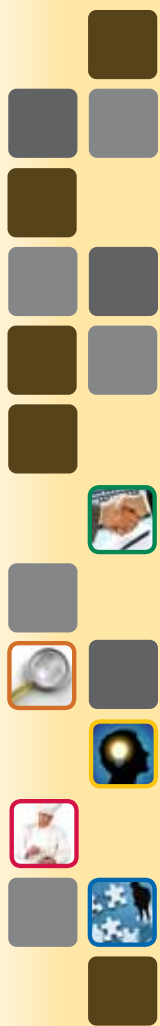
TERMS & CONDITIONS

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.



PREPARED FOODS Network



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Candy Industry
Dairy Foods
Industria Alimenticia
Refrigerated & Frozen Foods
Snack Food & Wholesale Bakery
The National Provisioner

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business with superior information.*