



Foodservice Media Landscape



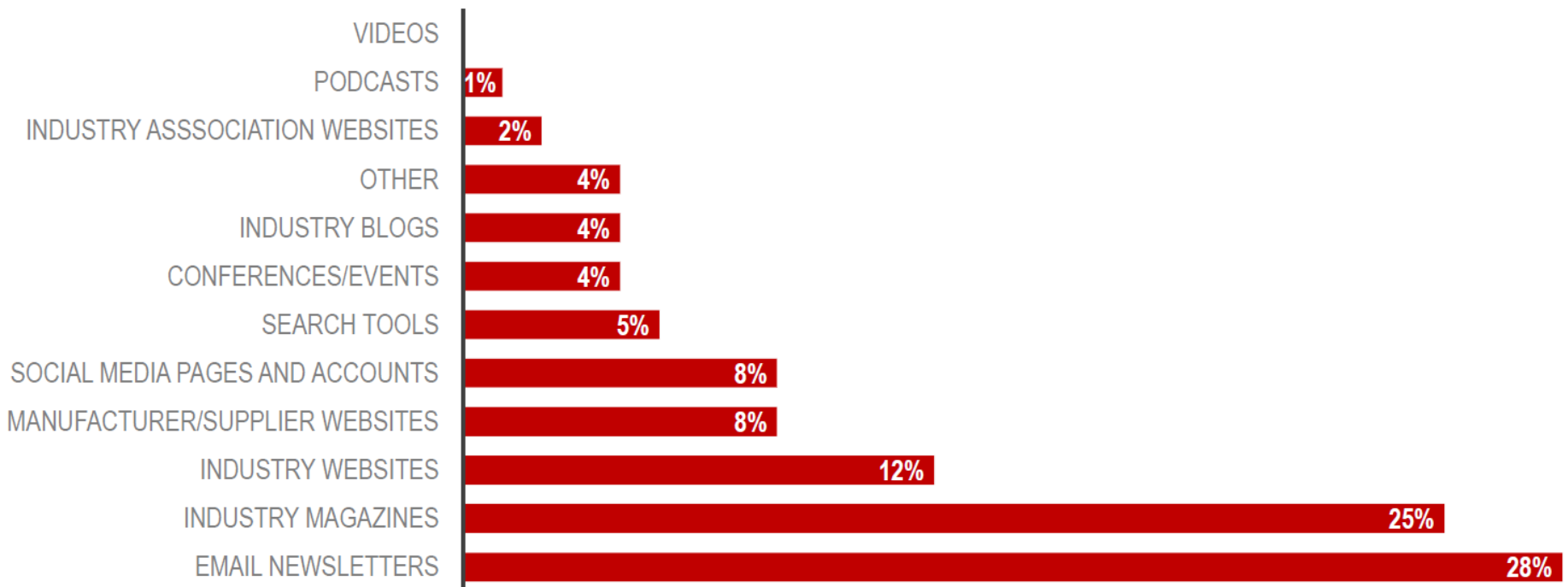
Agenda

- Foodservice Media Usage
- Media Opportunities
- Planning Process
- Publisher Capabilities
- Media Snapshot

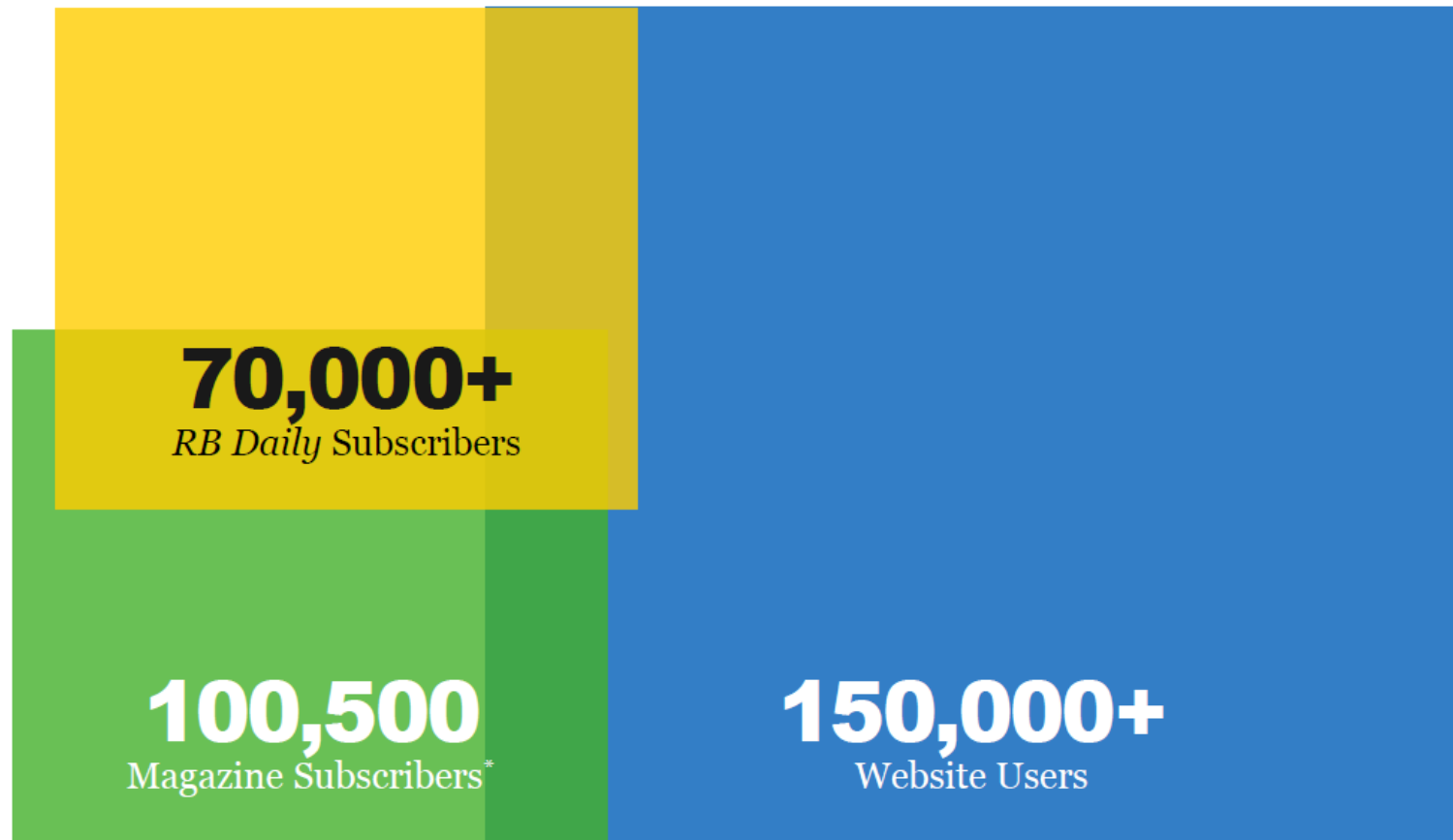
media usage

commercial operators

Email newsletters #1 – when asked which media tools they rely on most...



commercial – uses all platforms

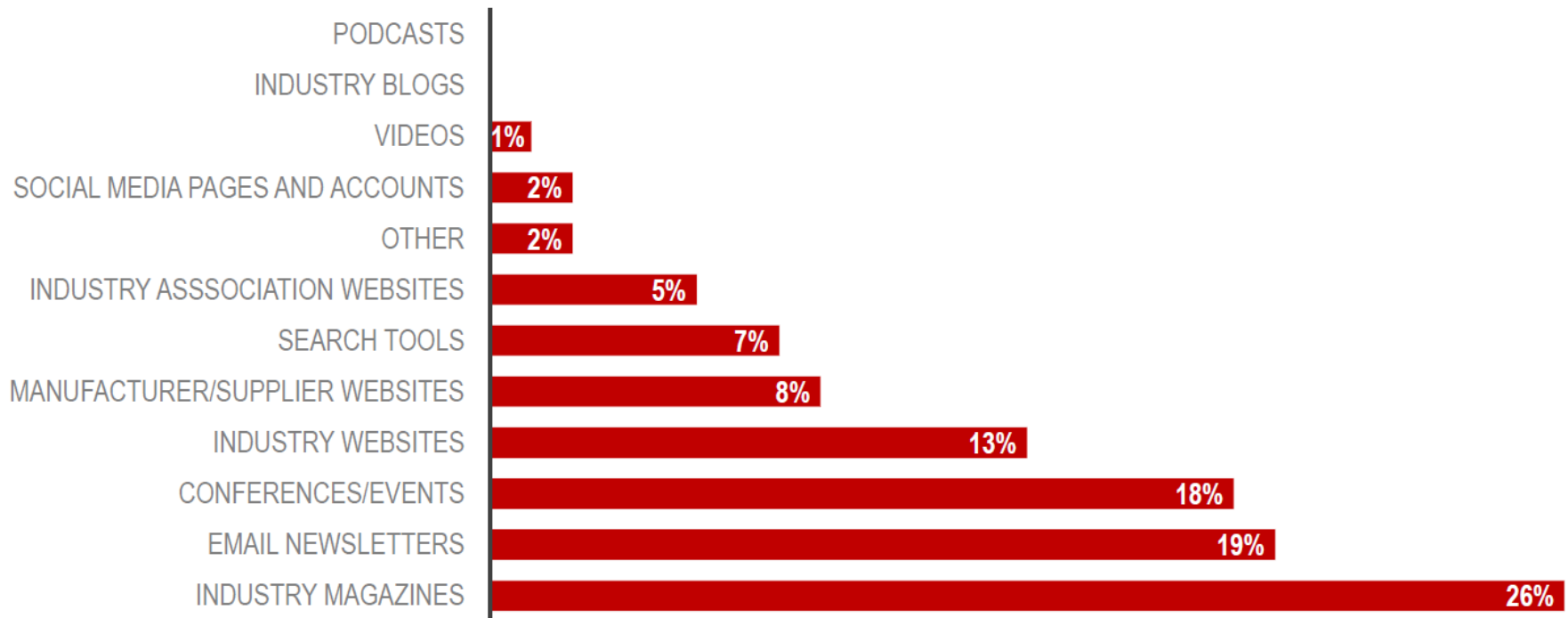


* RB Audience Insight Key. Publisher's reported data effective January 2018

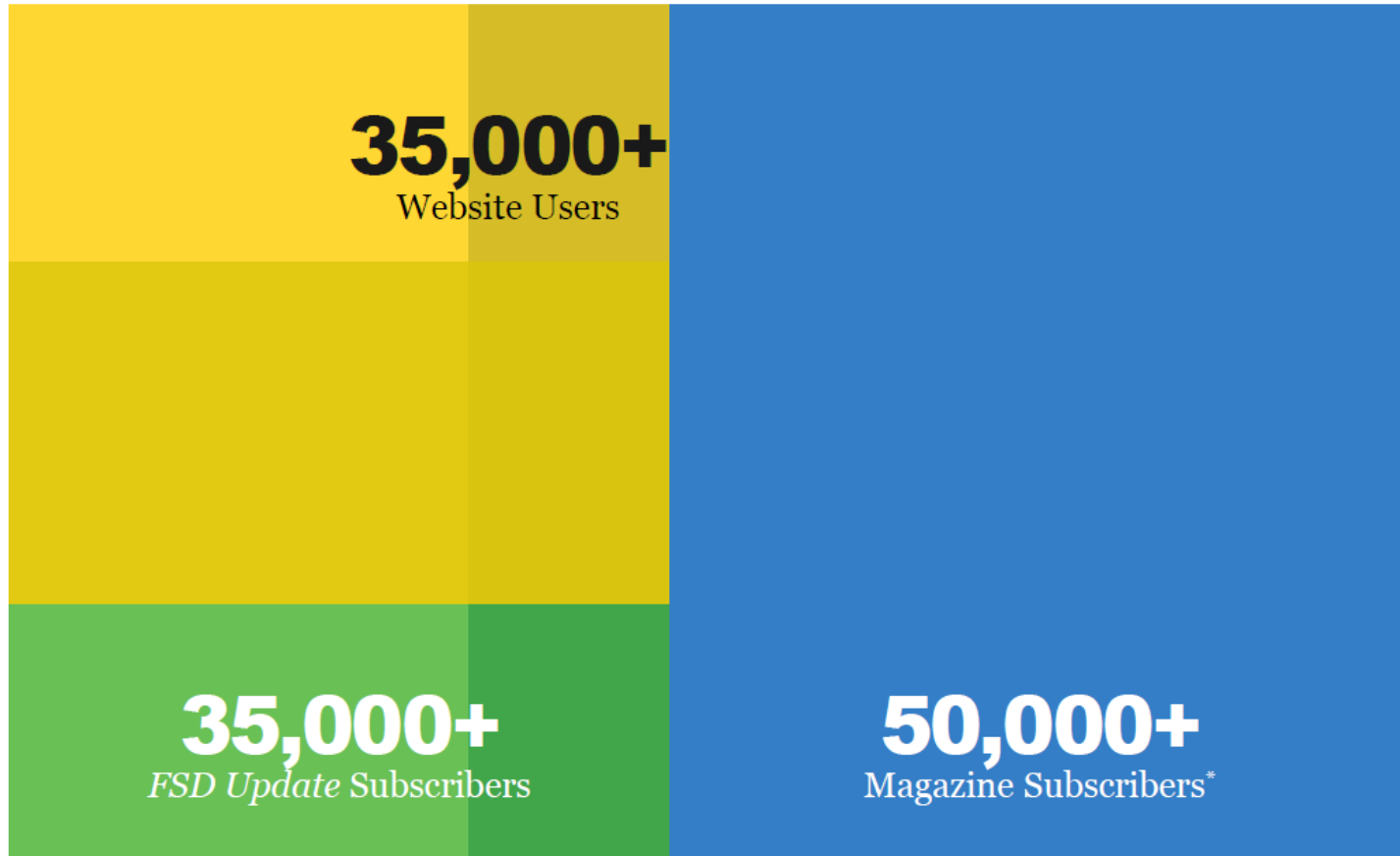


noncommercial operators

Print #1 – when asked which media tools they rely on most...



noncommercial – print still key



* FSD Audience Insight Key. Publisher's reported data effective January 2018





opportunities



choosing the right mix

- Media is not one-size-fits-all
- The right mix of media needs to be customized to achieve program objectives
- For example:

| Objective | Media Strategy |
|-------------------|--|
| Create Awareness | Mix of print and online advertising to maximize reach |
| Lead Generation | Gated content, content downloads, webinars, podcasts, quizzes, events |
| Provide Education | Longer-format opportunities i.e., white papers, custom content, video, podcasts, webinars, events |

target audience considerations

Who Are We Trying to Reach?

Commercial

Chain/Independent

Size of Operation

Segment

Fine Dining, Casual Dining, Lodging,
Midscale/Family, QSR/Fast Casual

Job Title/Function

Geography

Non-Commercial

Contract/Self-Operated

Segment

C&U, Healthcare, B&I, K-12, Military

Job Title/Function

Geography

Distributors

Able to isolate specific segments when necessary



media segmentation

| Horizontal | Vertical | Regional |
|----------------|------------------|--------------|
| Broad Industry | Segment-Specific | By Geography |
| Commercial | Culinary | |
| Non-commercial | Distribution | |

Different vehicles do different things and serve different audiences – whether print, online or events

A layered approach allows you to emphasize key segments

sample commercial outlets

NATION'S
Restaurant News
www.nrn.com

plate
Take food further.

Restaurant
HOSPITALITY

**RESTAURANT
BUSINESS**

EAT BEAT

QSR
Limited-Service, Unlimited Possibilities

FLAVOR & THE MENU

FSRTM

 ProChef SmartBrief
From The Culinary Institute of America

sample noncommercial outlets

Broad Non-commercial

FOODSERVICE DIRECTOR

FSD

food
MANAGEMENT

K-12

School
Nutrition

csi|foodpro



SNA SmartBrief
from the School Nutrition Association

College & University

**ON-CAMPUS
HOSPITALITY**

CAMPUS DINING

today

C&U SPOTLIGHT

media opportunities

In Print

- Ads, advertorials
- Inserts
- Cover tips, bellybands
- Geo/Demo-targeting

Online

- Display ads – outbound, on-site, mobile, audience extension
- Custom e-blasts
- Rich media – interstitials, expandables
- Video
- Hyper-targeting – by audience, keyword
- Social media

Content Partnerships

- Relevant operator/consumer insights
- Custom content programs
- Editorial sponsorships, webinars, podcasts, video
- Native advertising

Events



events

In-person events provide an opportunity for target operators to experience your brand

- Product Sampling
- Chef Demos
- Speaker/Panel Opportunities
- Product Testing
- Educational Sessions
- Roundtables, Focus Groups
- Custom Events
- Networking with Key Operators
- Relationship-Building

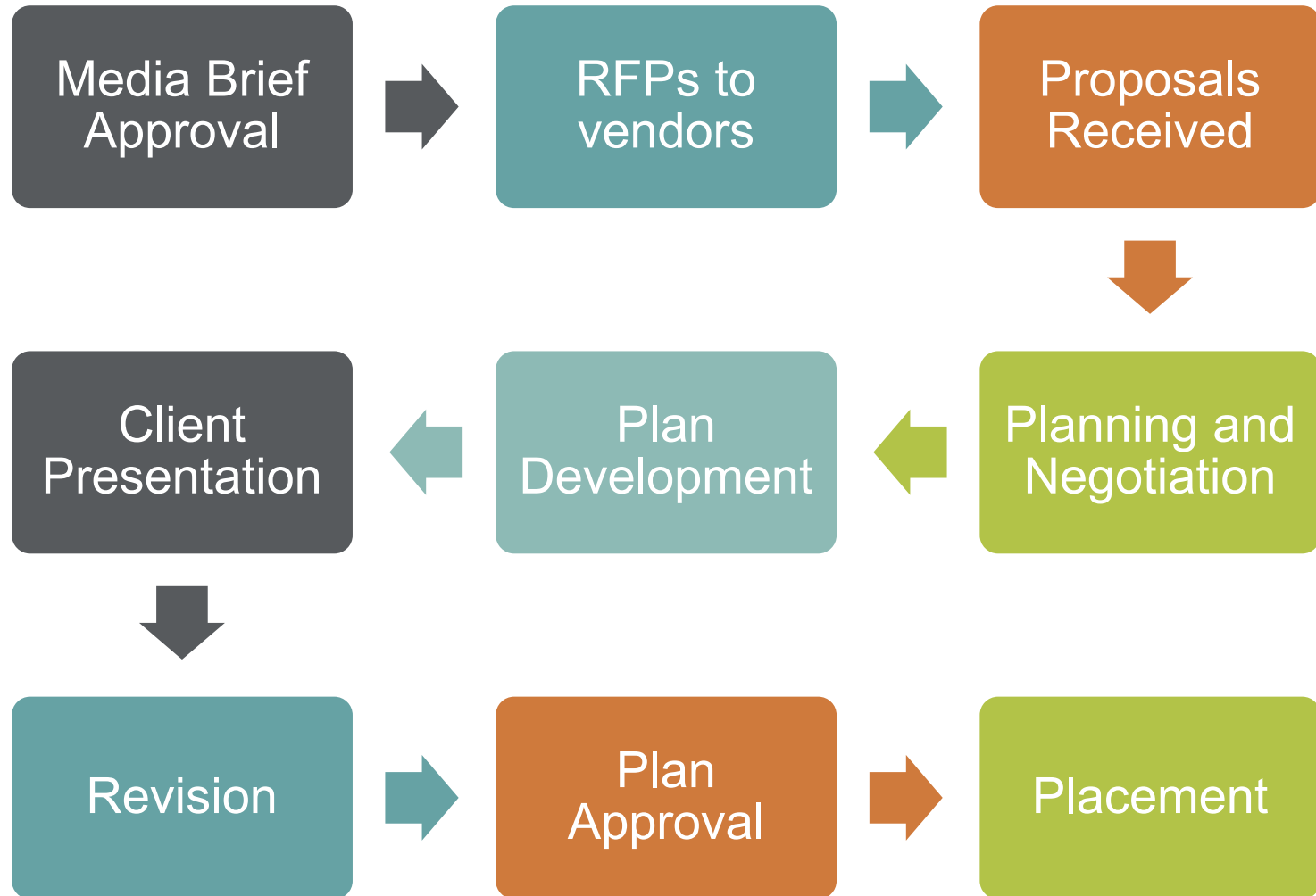
MUFSO 



RESTAURANT
LEADERSHIP
CONFERENCE



media planning process



* 4 week planning process depending on complexity of plan.



publisher capabilities

winsight media brands

research



comm



noncomm



cstore



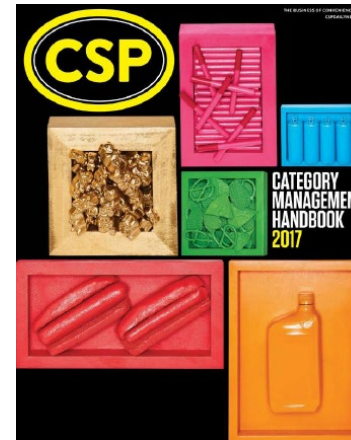
grocery



events



(digital only)



RESTAURANT
LEADERSHIP
CONFERENCE

CONVENIENCE
RETAILING
UNIVERSITY

OUTLOOK
LEADERSHIP

NATIONAL
RESTAURANT
ASSOCIATION
SHOW 2019



capabilities



Custom Newsletter



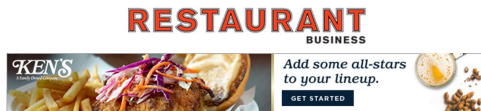
RB Print



Targeted Audience Extension



RB.com



RB Daily Newsletter

Email Blasts



hyper-targeting

Precise, Intelligent, Data-Rich

No One Targets Audiences Better
than Winsight with PinPoint

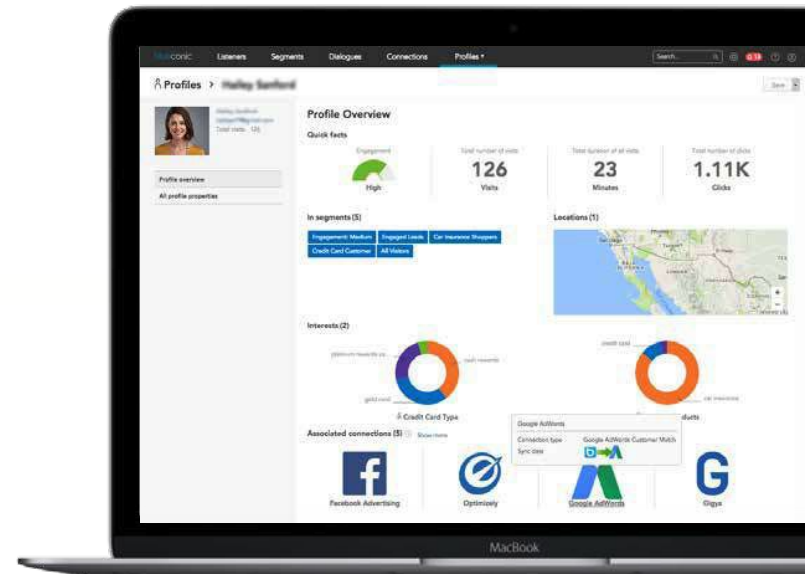
2 Million

Individual Audience Profiles

Subscriber and Event Registrant
Demographics and Behavioral Data

Technomic Data Layered Over Chain and
Menu data from Ignite

Example: Target chains with 10-200
units with chicken on the menu's



custom content

Custom Newsletters

Target your right audience with unique insights

Example:
Chains 10-100 units
C&U + healthcare

Retarget

Powered by Technomic
Insights

Custom Content:

- Branded articles
- Infographics
- Custom slide shows
- Webinars/podcasts



**NEARLY 150 YEARS HAVE TAUGHT US
EVERY INGREDIENT EARNS ITS PLACE.**

**THE POWER
of SOUP**

WARM-WEATHER MENU COMBINATIONS STARRING SOUP

BROUGHT TO YOU BY
Campbell's
FOODSERVICE
MADE TO SERVE™

Technomic.
A Wirsight Company

**4 warm-weather strategies
for boosting soup sales**

Soup's warming heartiness makes it a no-brainer for many consumers looking to escape the chill during the winter. But soup's versatility makes it a delicious way for operators to boost profitability through the warmer months as well.

informa media brands

comm

noncomm

grocery



event

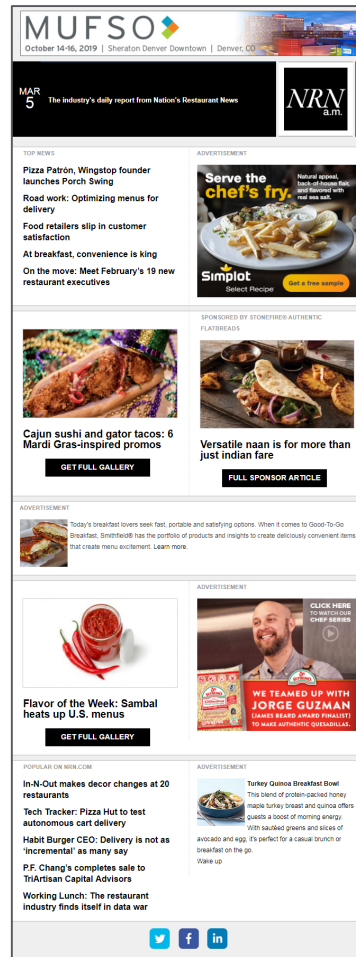
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NRN – chains of all sizes



Reach: 60,544+ subscribers; 224,013 w/ pass-along
Frequency: 18x/year



NRN AM

Reach: 91,000+ delivered

Frequency: Weekdays

Open Rate: 33.97%



895,000+
 website unique
 visitors monthly

300,000+
 unique eNewsletters subscriptions

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audience segmentation

E-NEWSLETTER + WEBSITE:

NRN Segment in Focus

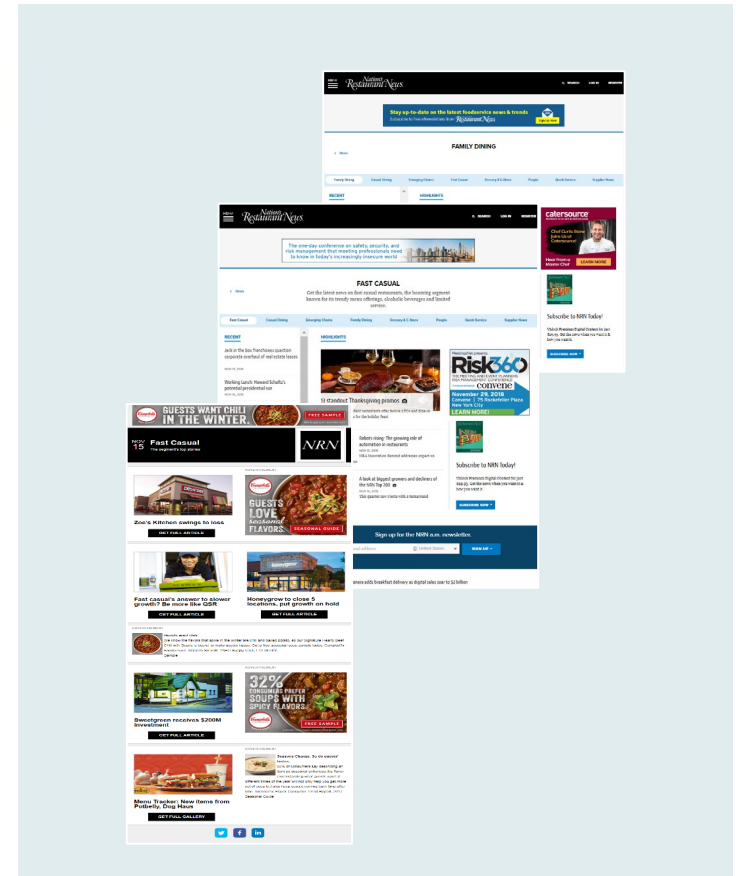
Exclusive sponsorships that covers the players, trends, events and more for the major commercial foodservice segments.

Deliverables:

- **Ad takeover in segment eNewsletter**
 - one 670x90, two 300x250, one in-stream, one feature product
- **Ad takeover on segment channel for duration of sponsorship**
 - one 728x90, two 300x250, 320x50 ad (mobile)

Options/Recommendation:

- **Quick Service** (weekly sponsorship)
 - eNewsletter: 39,400+ delivered; 28.73% Open Rate
 - website: 80,000 impressions
- **Fast Casual** (weekly sponsorship)
 - eNewsletter: 30,000+ delivered; 35.8% Open Rate
 - website: 40,000 impressions
- **Casual Dining** (monthly sponsorship)
 - eNewsletter: 38,000+ delivered; 35.64% Open Rate
 - website: 100,000 impressions
- **Family Dining** (monthly sponsorship)
 - eNewsletter: 12,000+ delivered
 - website: impression estimates not available



audience extension

SMARTREACH:

Audience Extension Opportunities

Web

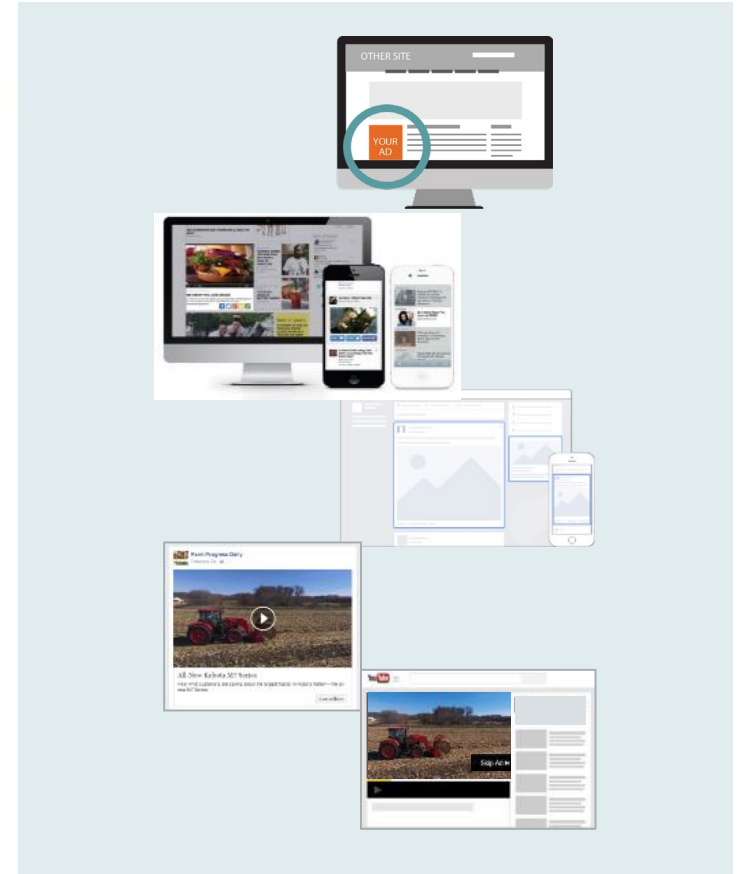
- **Display:** Extend your reach beyond our websites and eNewsletters with audience based targeting across the web
- **Native Content:** Drive a targeted audience to your content with in-stream/in-feed native ads across the web

Facebook

- **Image/Text in News Feed:** Use Audience Extension to increase your presence on Facebook
- **Facebook Video:** Leverage and extend the reach of your video assets to engage your target audience on Facebook

Video Pre-Roll

- Promote your commercial-like video assets as a pre-roll video ad across the web to reach your target audience



targeting

SMARTREACH:

Audience Extension: Targeting Options



informa engage



native content

NATIVE ADVERTISING:

Native Content

INFORMA or
ADVERTISER
HOSTED

Build ongoing conversations between your brand and our audience by providing value through relevant content in-stream.

- Allows you to tell your brand story

Deliverables

- **Advertiser-supplied content with ad takeover**
(one 728x90, two 300x250s) on content page
- **Content distribution** via website, flagship eNewsletter and social media

Content Distribution – Website

- Promotion for the Native Advertising will include a single placement in the flagship eNewsletter of the website hosting the content
 - NRN a.m.: 91,000 subscribers
 - Eat Beat: 77,000 subscribers
 - FM Today: 32,000 subscribers
 - SN Daily: 39,000 subscribers

Content Distribution – Website

- Impressions in the Recent News feed of the website hosting the content.

*NOTE: Additional impressions to future promote a native content on our website are available for an additional fee.



podcasts

CONTENT MARKETING:

Podcast Sponsorship



Get your message across with a podcast that resonates and engages with our audience. The pod will facilitate conversations with industry trendsetters, data providers, and more.

- Turn-key management of the series
- Sponsor receives branding in all promotion for each of the podcasts
- Ad alignment on landing pages for the podcasts
(includes one 728x90, two 300x250)
- Two (2) 30 second promotional reads by Informa from the sponsor during each podcast



media snapshot



commercial media landscape

| COMMERCIAL | PUBLISHER | CIRC | FREQ | AUDIENCE COMPOSITION | ADDITIONAL NOTES |
|---------------------------------|--------------------|---------|-------------|--|---|
| <i>Flavor & The Menu</i> | Media Unlimited | 35,500 | 6x/year | <ul style="list-style-type: none"> Food & beverage menu influencers, targeted primarily at high-volume operations including Top 500 and emerging concepts. Some spillover to high-volume operations in non-commercial segments (i.e. hotel, club, cruise, C&U, healthcare) | <ul style="list-style-type: none"> Newsletter(s): Flavor Flash eNL (circ 6,000) |
| <i>FSR</i> | Journalistic, Inc. | 37,060 | 12x/year | <ul style="list-style-type: none"> Chefs, restaurateurs, operators, and foodservice visionaries at multi-concept restaurant groups, established chains, and independents. | <ul style="list-style-type: none"> Newsletter(s): Beverage News & Trends, FS Insider, Res Tech, What's On!, 5 Recipes |
| <i>Nation's Restaurant News</i> | Infoma | 60,544 | 18x/year | <ul style="list-style-type: none"> Targets chain restaurants of all sizes Focuses on QSR, midscale, casual chains Spillover to non-commercial | <ul style="list-style-type: none"> Highest-trafficked website in the industry Newsletters: NRN AM, Casual Dining Report, QSR/Fast Casual Report |
| <i>Plate</i> | MTG Media Group | 48,506 | 7x/year | <ul style="list-style-type: none"> Heavy to independents & multi-unit; Reach to all segments, but heavy to casual/fine dining Added circulation to hotels and C&U (up to 48,500 circ) | <ul style="list-style-type: none"> Provides editorial environment for menu inspiration Newsletter(s): Chefs on the Move, On the Fly, Plats du Jour |
| <i>QSR Magazine</i> | Food News Media | 31,400 | 12x/year | <ul style="list-style-type: none"> Exclusively targets QSRs of all sizes—everyone from fast food executives and franchisees to chefs and fast-casual trailblazers | <ul style="list-style-type: none"> Newsletter(s): QSR AM Jolt, Fast Casual 2.0 |
| <i>Restaurant Business</i> | Winsight Media | 100,000 | 12x/year | <ul style="list-style-type: none"> Strength with emerging chains across commercial segments | <ul style="list-style-type: none"> Significant growth across digital properties Purchased NRA Show driving growth across media properties Newsletter(s): RB Daily, Recipedia, FAST Robust digital opportunities |
| <i>Restaurant Hospitality</i> | Informa | 90,000 | 12x/year | <ul style="list-style-type: none"> Independents across all segments —full service and limited service | <ul style="list-style-type: none"> Newsletter(s): EatBeat daily newsletter, Recipe Watch, Product Watch |
| <i>SmartBrief</i> | Smartbrief | various | Digital enl | <ul style="list-style-type: none"> Chefs, restaurateurs, operators, and foodservice visionaries at multi-concept restaurant groups, established chains, and independents. | <ul style="list-style-type: none"> Newsletters: CIA ProChef, Restaurant SmartBrief, CIA Wine & Beverage |



noncommercial media landscape

| NONCOMMERCIAL | PUBLISHER | CIRC | FREQ | AUDIENCE COMPOSITION | ADDITIONAL NOTES |
|------------------------------|------------------------------|--------|--------------|---|--|
| <i>Campus Dining Today</i> | NACUFS | 4,000 | 2x/year | <ul style="list-style-type: none"> Specifically targets C&U operations | <ul style="list-style-type: none"> Official publication of NACUFS Limited digital opportunities |
| <i>Food Management</i> | Informa | 47,124 | 6/year | <ul style="list-style-type: none"> Broad non-commercial | <ul style="list-style-type: none"> Newsletters: FM Today, C&U Market Report, Healthcare Market Report, B&I Market Report, Recipe Watch, Product Watch |
| <i>Foodservice Director</i> | Winsight Media | 50,083 | 12x/year | <ul style="list-style-type: none"> Broad non-commercial | <ul style="list-style-type: none"> Top publication serving non-commercial segments Newsletters: FSD Update, C&U Spotlight, Healthcare Spotlight, K-12 Spotlight, Recipedia |
| <i>On-Campus Hospitality</i> | Executive Business Media | 9,761 | 9x/year | <ul style="list-style-type: none"> Specifically targets C&U operations in both contract and self-op facilities | N/A |
| <i>School Nutrition</i> | School Nutrition Association | 30,452 | 11x/year | <ul style="list-style-type: none"> School foodservice directors, nutrition managers and other influencers | <ul style="list-style-type: none"> Official publication of SNA Limited digital opportunities |
| <i>SNA SmartBrief</i> | SmartBrief | 18,000 | Digital enl | <ul style="list-style-type: none"> K-12 decision makers | <ul style="list-style-type: none"> In partnership with SNA Advertising and content opportunities |
| <i>CSIFoodPro</i> | Carroll Services | 16,000 | Digital only | <ul style="list-style-type: none"> K-12 foodservice directors | <ul style="list-style-type: none"> E-newsletters Database licensing Quarterly Print Website/Virtual Trade Show |





thank you :)