

SPECIALTY FOOD

PRODUCTS, TRENDS & YOUR BUSINESS IN PERSPECTIVE M A G A Z I N E®

Dear Exhibitor:

Specialty Food Magazine can help maximize your exhibiting experience by putting your products in front of 30,100* BPA-audited subscribers before, during, and after the Fancy Food Shows!

By delivering meaningful, business-building information to the buying trade, *Specialty Food Magazine* gives you true advertising value, feeding your business with informed prospective customers who are now more aware of your company and products.

Here are just a few of the benefits of advertising in *Specialty Food Magazine*:

- Powerful pre-Show, on-site and post-Show impact in the **official magazine of the Fancy Food Shows with bonus distribution to Show attendees**;
- **Discounted display advertising rates** for NASFT members in good standing;
- Laminated counter card of your advertisement delivered to your booth.

Don't miss out on this powerful Show marketing opportunity! To reserve your ad, please complete and fax the enclosed Display Advertising Order Form to Kathy Clark at 646.878.0212. If you have any questions about advertising, or if we can be of additional assistance, please contact our advertising account managers:

International: Matt Thomas, 646.878.0174, mthomas@nasft.org
Eastern U.S. and Canada: Eileen Mikalonis, 646.878.0125, emikalonis@nasft.org
Central/Western U.S. and Canada, Asia/Pacific and South America:
Jane Johnson, 646.878.0184, jjohnson@nasft.org

We look forward to seeing you at the Show.

Regards,

Matt Thomas

Publisher, Specialty Food Media

P.S.: If display advertising doesn't fit your budget, our affordable What's New, What's Hot! listings are worth considering. For more information, contact Cynthia Eisemann at 646.878.0138.

*Source: June 2007 BPA Circulation Statement

DISPLAY ADVERTISING ORDER FORM

Use this form to reserve display advertising space in *Specialty Food Magazine*. Fax the completed form to 646.878.0212 before the space reservation deadline for the first scheduled issue.

Questions? Call 212.482.6440 or toll free 800.627.3869 and dial the extension of your Advertising Account Manager. Eastern U.S and Canada: Eileen Mikalonis, ext. 125; Central/Western U.S., Asia/Pacific and South America: Jane Johnson, ext. 184; International: Matt Thomas, ext. 174.

1. INDICATE BELOW ADVERTISING UNITS BEING RESERVED

Rates effective with the January/February 2008 issue. All rates include 4-color and are quoted in U.S. dollars. All rates listed below are net of agency discount and are applicable for advertisements delivered according to our published specifications. Should production services be required, they will be quoted and charged additionally. Advertising specifications available at www.specialtyfoodmagazine.com.

**AD SIZE
(ANY COLOR)**

NASFT MEMBER NET RATES PER INSERTION

NON-MEMBER NET RATES PER INSERTION

	1x	4x	6x	10x	16x	1x	4x	6x	10x	16x
Full page	<input type="checkbox"/> \$4733	<input type="checkbox"/> \$4026	<input type="checkbox"/> \$3788	<input type="checkbox"/> \$3550	<input type="checkbox"/> \$3312	<input type="checkbox"/> \$5916	<input type="checkbox"/> \$5032	<input type="checkbox"/> \$4735	<input type="checkbox"/> \$4437	<input type="checkbox"/> \$4140
2/3 page	<input type="checkbox"/> 3788	<input type="checkbox"/> 3223	<input type="checkbox"/> 3033	<input type="checkbox"/> 2842	<input type="checkbox"/> 2652	<input type="checkbox"/> 4735	<input type="checkbox"/> 4029	<input type="checkbox"/> 3791	<input type="checkbox"/> 3553	<input type="checkbox"/> 3315
1/2 page island	<input type="checkbox"/> 3312	<input type="checkbox"/> 2815	<input type="checkbox"/> 2652	<input type="checkbox"/> 2482	<input type="checkbox"/> 2319	<input type="checkbox"/> 4140	<input type="checkbox"/> 3519	<input type="checkbox"/> 3315	<input type="checkbox"/> 3103	<input type="checkbox"/> 2899
1/2 page horizontal	<input type="checkbox"/> 3312	<input type="checkbox"/> 2815	<input type="checkbox"/> 2652	<input type="checkbox"/> 2482	<input type="checkbox"/> 2319	<input type="checkbox"/> 4140	<input type="checkbox"/> 3519	<input type="checkbox"/> 3315	<input type="checkbox"/> 3103	<input type="checkbox"/> 2899
1/2 page vertical	<input type="checkbox"/> 3312	<input type="checkbox"/> 2815	<input type="checkbox"/> 2652	<input type="checkbox"/> 2482	<input type="checkbox"/> 2319	<input type="checkbox"/> 4140	<input type="checkbox"/> 3519	<input type="checkbox"/> 3315	<input type="checkbox"/> 3103	<input type="checkbox"/> 2899
1/3 page square	<input type="checkbox"/> 2366	<input type="checkbox"/> 2013	<input type="checkbox"/> 1897	<input type="checkbox"/> 1775	<input type="checkbox"/> 1659	<input type="checkbox"/> 2958	<input type="checkbox"/> 2516	<input type="checkbox"/> 2372	<input type="checkbox"/> 2219	<input type="checkbox"/> 2074
1/3 page vertical	<input type="checkbox"/> 2366	<input type="checkbox"/> 2013	<input type="checkbox"/> 1897	<input type="checkbox"/> 1775	<input type="checkbox"/> 1659	<input type="checkbox"/> 2958	<input type="checkbox"/> 2516	<input type="checkbox"/> 2372	<input type="checkbox"/> 2219	<input type="checkbox"/> 2074
1/4 page	<input type="checkbox"/> 1890	<input type="checkbox"/> 1612	<input type="checkbox"/> 1516	<input type="checkbox"/> 1421	<input type="checkbox"/> 1326	<input type="checkbox"/> 2363	<input type="checkbox"/> 2015	<input type="checkbox"/> 1896	<input type="checkbox"/> 1777	<input type="checkbox"/> 1658
Covers/Outside Back				<input type="checkbox"/> 4094	<input type="checkbox"/> 4012				<input type="checkbox"/> 5117	<input type="checkbox"/> 5015
Other preferred positions				<input type="checkbox"/> 3733	<input type="checkbox"/> 3658				<input type="checkbox"/> 4667	<input type="checkbox"/> 4573

Net Per Insertion:

2. INDICATE THE ISSUE(S) YOU ARE RESERVING

	Orders Due	Materials Due
<input type="checkbox"/> January/February Winter Fancy Food Show Issue	11/28/2007	11/30/2007
<input type="checkbox"/> May Free Ad Readership Study/Natural Foods Expo West	1/30/2008	2/4/2008
<input type="checkbox"/> April Global Food & Style Expo/Summer Fancy Food Show	2/28/2008	3/4/2008
<input type="checkbox"/> May State of the Industry Report	3/28/2008	4/2/2008
<input type="checkbox"/> June IDDBA Show Issue	4/30/2008	5/2/2008
<input type="checkbox"/> July Summer Fancy Food Show Issue	5/29/2008	6/2/2008
<input type="checkbox"/> August 2008 Buyers' Guide & soft TM Awards Issue	6/23/2008	7/3/2008
<input type="checkbox"/> September Natural Foods Expo East	7/30/2008	8/4/2008
<input type="checkbox"/> October Today's Specialty Food Consumer	8/27/2008	8/29/2008
<input type="checkbox"/> November/December Winter Fancy Food Show Preview	9/29/2008	10/2/2008

Contact your Specialty Food Magazine representative or go to www.specialtyfoodmagazine.com for detailed planning calendar.

3. AUTHORIZATION AND PAYMENT INFORMATION

THIS IS A FIRM ORDER FOR ALL INSERTIONS SCHEDULED AND IS SUBJECT TO ALL TERMS AND CONDITIONS LISTED ON THE SPECIALTY FOOD MAGAZINE 2008 RATE CARD.

FOR (ADVERTISER COMPANY NAME) _____ CONTACT PERSON: AT AGENCY AT ADVERTISER

SIGNATURE (REQUIRED) _____ DATE _____
 BILL ME UPON PUBLICATION. I AGREE TO PAY WITHIN 30 DAYS OF INVOICE.
 MY CHECK FOR U.S. \$ _____ IS ENCLOSED (MADE PAYABLE TO NASFT)
 CHARGE MY CREDIT CARD UPON PUBLICATION FOR EACH SCHEDULED INSERTION: VISA MASTERCARD AMEX

CARD NUMBER _____ EXP. DATE _____ SIGNATURE _____

CONTACT NAME (SALES LEADS AND INVOICES WILL BE SENT TO THIS PERSON UNLESS SPECIFIED OTHERWISE) _____

COMPANY NAME _____
 () ()
 TELEPHONE NUMBER _____ FAX NUMBER _____ E-MAIL _____

STREET ADDRESS _____ WEB _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____ COUNTRY _____

FANCY FOOD SHOW BOOTH NUMBER: WINTER '08 _____ GFSE/SUMMER '08 _____ SUMMER '08 _____

THANK YOU! Fax this form to 646.878.0212 or send to:

NASFT Specialty Food Magazine Advertising, 120 Wall Street, 27th Floor, New York, NY 10005.