

# SPECIALTY FOOD

PRODUCTS • TRENDS • BUSINESS INSIGHTS

MAGAZINE®

## RECESSION-BUSTING RATE ROLLBACK:

Advertise in 2010 at 2008 prices -  
RESERVE NOW AND SAVE!

*Specialty Food Magazine* gives you the most value for your advertising dollars:

- The only trade publication dedicated to the needs of the professional food and beverage buyer.
- 30,100 audited subscribers<sup>1</sup>—more than any of our competitors!
- 2,000+ other subscribers including key influencers like trade and consumer press<sup>2</sup>

**RESERVE NOW** and you'll also get:

- 20% advertising discount for NASFT members
- Online and Show Directory advertising discounts

<sup>1</sup>June 2009 Publisher's Statement <sup>2</sup>Publisher's own data

**LEARN HOW TO LOCK IN LOW RATES ON THE NEXT PAGE!**

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

Rate Rollback  
FINAL Deadline:  
November 24, 2009



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# Rate Rollback Offer

Save while reaching 30,100 members of the food buying trade.

1. Check off the issues in which you intend to advertise in the column on the left.  
A minimum of four insertions is required for rate rollback.
2. Fill in the size of the ad in the column to the right.
3. Sign, date and fax your completed form to 646.878.0212 by November 24, 2009.

This Rate Protection Agreement will serve as an insertion order for the issues selected unless adjusted prior to the order deadlines for each specific issue. This order is subject to the terms and conditions on the 2010 Rate Card available at [www.specialtyfood.com/do/media](http://www.specialtyfood.com/do/media). If the total number of insertions scheduled within a twelve-month period is reduced, you will be short-rated at the prevailing rates.

For ad specifications go to [www.specialtyfood.com/do/media](http://www.specialtyfood.com/do/media).

ISSUE	ORDER DUE	SHOW COVERAGE/ BONUS DISTRIBUTION	FEATURES AND HIGHLIGHTS	AD SIZE
<input type="checkbox"/> Jan./Feb. 2010	11/24	• Winter Fancy Food Show Issue	<ul style="list-style-type: none"> <li>Building Your Business Through Social Media</li> <li>FOODS IN FOCUS: Cutting-Edge Condiments</li> <li>CHEESE FOCUS: Pricing Strategies</li> <li>CANDY COUNTER: Year-Long Holiday Merchandising Guide</li> <li>NATURAL SELECTIONS: New Consumer Movements: Globalization and More</li> <li>BUYERS' PICKS: New Hot Beverages</li> <li>Brand Spotlight</li> <li>CATEGORY SPOTLIGHT: The Upgrading of Chilean Wine</li> <li>CUISINE SPOTLIGHT: Canadian Food Trends</li> </ul>	
<input type="checkbox"/> Mar. 2010	1/25	• Natural Products Expo West	<ul style="list-style-type: none"> <li>Gluten-Free: The New Staple</li> <li>FOODS IN FOCUS: Foods of New Zealand</li> <li>NATURAL SELECTIONS: What is Biodynamic?</li> <li>BUYERS' PICKS: Organic Beverages</li> </ul>	
<input type="checkbox"/> Apr. 2010	2/22		<ul style="list-style-type: none"> <li>State of the Specialty Food Industry 2010</li> <li>FOODS IN FOCUS: 5 New Flavor Trends in Summer Sauces</li> <li>CHEESE FOCUS: Brie: Interpretations from Around the World</li> <li>BUYERS' PICKS: Picnic Products</li> </ul>	
<input type="checkbox"/> May 2010	3/25		<ul style="list-style-type: none"> <li>Bouncing Back From a Crisis</li> <li>FOODS IN FOCUS: Artisan Beer</li> <li>CANDY COUNTER: Functional Candies</li> <li>BUYERS' PICKS: Chips and Salsas</li> </ul>	
<input type="checkbox"/> June 2010	4/28	• Summer Fancy Food Show Preview • IDDBA	<ul style="list-style-type: none"> <li>Outstanding Retailers of 2010</li> <li>FOODS IN FOCUS: U.S. Regional Sandwiches</li> <li>CHEESE FOCUS: Today's Flavored Cheeses</li> <li>BUYERS' PICKS: Indian Foods</li> </ul>	
<input type="checkbox"/> July/Aug. 2010	5/25	• Summer Fancy Food Show Issue	<ul style="list-style-type: none"> <li>Increasing Your Sales Ring</li> <li>FOODS IN FOCUS: Kid's Corner: Specialty Baby and Toddler Food</li> <li>CHEESE FOCUS: New Exports from Europe</li> <li>CANDY COUNTER: Alcohol-based Candies</li> <li>NATURAL SELECTIONS: Taking a Conventional Farm to Organic</li> <li>BUYERS' PICKS: Nut Butter Products</li> <li>Brand Spotlight</li> <li>CUISINE SPOTLIGHT: French Cuisine in America Today</li> <li>CATEGORY SPOTLIGHT: Hummus</li> </ul>	
<input type="checkbox"/> Sep. 2010	7/28	• Natural Products Expo East • SIAL Paris	<ul style="list-style-type: none"> <li>2010 soft™ Gold Winners</li> <li>FOODS IN FOCUS: What's New in Holiday Cookies</li> <li>NATURAL SELECTIONS: Natural/Organic Center Store</li> <li>CANDY COUNTER: New Flavor Trends</li> <li>BUYERS' PICKS: What's Hot in Holiday Gift Baskets</li> </ul>	
<input type="checkbox"/> Oct. 2010	8/23		<ul style="list-style-type: none"> <li>Today's Specialty Food Consumer 2010</li> <li>FOODS IN FOCUS: Trends in Frozen Desserts</li> <li>CHEESE FOCUS: Cheesemonger Profile</li> <li>BUYERS' PICKS: Lunch Box Snacks</li> </ul>	
<input type="checkbox"/> Nov./Dec. 2010	9/28	• Winter Fancy Food Show Preview	<ul style="list-style-type: none"> <li>Not Business As Usual: Going Against Convention</li> <li>Philanthropic Awards</li> <li>FOODS IN FOCUS: Foods of Portugal</li> <li>BUYERS' PICKS: Superbowl Snacking</li> <li>Brand Spotlight</li> </ul>	

ALL INFO (AD SIZE, ISSUE, BELOW) IS REQUIRED AND MUST BE FILLED IN COMPLETELY.

Signature	Date
Company	Contact
Address	
City, State, Zip	Phone
Email	NASFT Sales Representative

Please fax completed form to 646.878.0212 by November 24 to reserve your rate rollback program.

all rates below are per insertion

## DISPLAY

**20% DISCOUNTED MEMBER PRICES**  
(NASFT MEMBERS IN GOOD STANDING)  
All rates net of 1.5% Agency Discount.

	4X	6X	9X
FULL PAGE	\$4026	\$3788	\$3550
2/3 PAGE	3223	3033	2842
1/2 PAGE (island, horizontal, vertical)	2815	2652	2482
1/3 PAGE (square, vertical)	2013	1897	1775
1/4 PAGE	1612	1516	1421
COVERS, ETC.			
Outside Back			4094
Other Preferred Positions			3733

**NON-MEMBER PRICES**  
All rates net of 1.5% Agency Discount.

	4X	6X	9X
FULL PAGE	\$5032	\$4735	\$4437
2/3 PAGE	4029	3791	3553
1/2 PAGE (island, horizontal, vertical)	3519	3313	3103
1/3 PAGE (square, vertical)	2516	2372	2219
1/4 PAGE	2015	1896	1777
COVERS, ETC.			
Outside Back			5117
Other Preferred Positions			4667

## MARKETPLACE

Our new Marketplace section, incorporating *What's New, What's Hot!*, has a powerful lead-generating option at any budget level.

**20% DISCOUNTED MEMBER PRICES**  
(NASFT MEMBERS IN GOOD STANDING)

	4X	6X	9X
1/2 PAGE	\$2074	\$1952	\$1830
1/3 PAGE	1381	1300	1219
1/4 PAGE	1037	976	915
1/6 PAGE	693	652	611
WNWH Listing	470	440	400
Express Listing	180	160	150

## NON-MEMBER PRICES

	4X	6X	9X
1/2 PAGE	\$2488	\$2342	\$2196
1/3 PAGE	1657	1560	1463
1/4 PAGE	1244	1171	1098
1/6 PAGE	832	782	733
WNWH Listing	N/A	N/A	N/A
Express Listing	216	192	180