Foodservice Consultant is the new quarterly magazine for FCSI members. It provides authoritative insight, opinion and intelligence to help foodservice professionals keep in touch with the things that matter. Featuring case study interviews with consultants and their clients at the cutting edge of the industry, the magazine is circulated each quarter to FCSI members across the world.

* Foodservice Consultant replaces The Consultant and The Americas Quarterly
WHY YOU NEED TO REACH OUT TO FCSI MEMBERS

Founded in 1955, Foodservice Consultants Society International (FCSI) is a global leader in foodservice and hospitality consulting. It provides guidance and support to its worldwide membership of over 1,500, working in over 50 countries.

FCSI aims to promote professionalism in the foodservice and hospitality industry by engaging with its members on a regular basis, offering advice and giving them access and insight into the latest news, views and developments that are shaping a fast-moving sector.

FCSI members are recognised as industry experts, providing specialised knowledge and guidance to their clients based on the latest trends, standards and innovations. They offer a wide range of consulting services to clients across the foodservice and hospitality sector, helping them to achieve lasting excellence in their endeavours.

The global foodservice industry is forecast to have a value of $991.7 billion in 2014, an increase of 18.3% since 2009.

FCSI consultant members... directly specify, or heavily influence, the specification of over $1 billion worth of equipment and supplies annually.

In 2014, the global foodservice industry is forecast to have a volume of 586.3 billion transactions, an increase of 15.9% since 2009.

Asia Pacific accounts for 42.6% of the global foodservice industry value.
The editorial content in Foodservice Consultant will appeal to the broadest range of FCSI members worldwide. Every quarter the magazine will be distributed to all FCSI members, plus a wider audience of senior decision-makers in the foodservice and hospitality industry.

Regular sections in the magazine include:

The intelligence, which offers the latest news, reviews, opinion, insight and innovation from across each FCSI region. Plus, event reviews and previews.

Features, which covers a wide breadth of topics, including interviews with leading figures from the foodservice profession on subjects ranging from high-tech equipment specifications and feature design to campaigning issues like nutrition and sustainability. Each issue will profile acknowledged industry experts, top chefs and leading hoteliers and designers discussing the key themes FCSI members are dealing with.

Briefing, which is the section where detailed technical and regulatory issues are covered across the Americas, Asia Pacific and Europe, Africa and Middle East regions. Topics include developments in food safety and environment law, HR and training and new product design and innovation.
EDITORIAL CALENDAR

MAY 2013
Interviews: Jason Atherton, Head chef of Pollen Street Social in London, UK, L’esquina and Pollen, Singapore and Table No 1 in Shanghai; Mario Batali, co-owner of restaurants in New York City, Las Vegas, Los Angeles, Singapore and Hong Kong.
Technology focus: Latest innovation in refrigeration.
Events: Preview of NRA Show, Chicago, US.

AUGUST 2013
Project profiles: The Shanghai Tower: bringing China’s tallest building to reality.
Interviews: Art Gensler, founder and chairman of Gensler; Lee Pillsbury, founder, co-chairman and CEO of Thayer Lodging Group.
Technology focus: Cutting-edge cooking appliances.

NOVEMBER 2013
Project profiles: Saint Louis Museum of Art, US.
Interviews: TBC.
Technology focus: Food safety and storage.
Events: Preview of European Hospitality Awards 2013

All editorial features and contributors are subject to change.
REGIONAL EDITIONS

Foodservice Consultant will publish quarterly with each edition appearing in three different versions designed to showcase the key activity from the following regions:

- The Americas
- Asia Pacific
- Europe, Africa and Middle East

This new format will ensure that content is more sharply targeted to each regional audience, more relevant and ultimately more engaging to FCSI members. Content will include detailed data on market size and segmentation, textual analysis of the key trends in each region, as well as profiles of the leading companies operating there.

Foodservice Consultant will offer advertisers the opportunity to reach and engage with an influential audience on a regional or global level, within a focused and considered format.
WHY FCSI MEMBERS NEED FOODSERVICE CONSULTANT TO GUIDE THEM THROUGH SHIFTING ECONOMIC CONDITIONS

In a profession experiencing rapid change, huge global growth opportunities and a plethora of unique challenges, authority, guidance and perspective are essential commodities.

Foodservice Consultant provides the data, the stories and the insight to help FCSI in its quest to share, to support and to inspire its members and their clients. Boasting relevant, targeted content both in print and online, Foodservice Consultant is a vital communication tool for an engaged audience eager for real analysis.
FOODSERVICE CONSULTANT—AN INTEGRATED, MULTI-PLATFORM OPPORTUNITY

Foodservice Consultant is not just a print offering. Members want to engage with Foodservice Consultant via a regular printed magazine as well as online for more immediate updates. To accompany the print edition, a brand new website and a digital version of the magazine, as well as a monthly emailed newsletter, give members the choice of how to engage.

Magazine website
The new Foodservice Consultant website (launched in January 2013) will feature exclusive extra content only available online. The website will also have Twitter, Facebook, LinkedIn, Google+ and other share functions, enabling members to engage immediately with Foodservice Consultant while on the go.

Digital version of the magazine
Foodservice Consultant will also have an accompanying interactive and downloadable digital version – distributed to up to a further 50,000 recipients worldwide.

Monthly e-newsletter
Each month an emailed newsletter, compiled by the editorial team and featuring a round-up of features and worldwide event previews and reviews will be sent to up to 50,000 recipients.
RATES

RATE CARD - FCSI in US$

<table>
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<tr>
<th>MAGAZINE</th>
<th>INSIDE FRONT</th>
<th>INSIDE BACK</th>
<th>OUTSIDE BACK</th>
<th>DOUBLE PAGE SPREAD</th>
<th>PAGE 1/2 PAGE VERTICAL</th>
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- Discounts on volume booking
  - x2 = 5%
  - x4 = 12%

Positional guarantees for non-cover sites will incur a 10% loading
Advertorials and non-listed formats will be POA
Loose and bound-in inserts will be POA

E-NEWSLETTER

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WEBSITE

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Special discount for FCSI members, 16% off all above rates
PUBLICATION DATES AND SPECIFICATION

SIZES (all sizes are height x width)

**Full page**
- Trim: 265 x 210mm (10.43” x 8.27”)
- Bleed: 271 x 216mm (10.67” x 8.50”)
- Type: 245 x 190mm (9.65” x 7.48”)

**DPS**
- Trim: 265 x 420mm (10.43” x 16.54”)
- Bleed: 271 x 426mm (10.67” x 16.77”)
- Type: 245 x 400mm (9.65” x 15.75”)

**Half-page horizontal**
- Type: 118 x 190mm (4.65” x 7.48”)

**Half-page vertical**
- Type: 245 x 90mm (9.65” x 3.54”)

**Quarter page**
- Type: 118 x 90mm (4.65” x 3.54”)

FILE SUPPLY
- All files must be submitted as PDF/x-1a:2001 as per the pass4press guidelines outlined in version 10. Specifications regarding PDF creation can be downloaded as a PDF file from [http://www/ppa.co.uk/resources/guides-and-standards/production/pass4press/](http://www/ppa.co.uk/resources/guides-and-standards/production/pass4press/).
- A bleed area of 3mm (0.12”) on all four sides must be provided.
- All images should be saved at a resolution of 300dpi or over.
- Resolution of one bit images (either regular images or image masks) shall not be below 550dpi.
- Total area of coverage (TAC) of elements on a page should not exceed 300% for both text and cover pages.
- No type should be placed within 10mm (0.39”) of the trim area.
- Overprint settings should be set correctly in the source application.
- No transparent elements should be included, i.e. transparencies must be flattened.
- All fonts must be embedded and subset.
- A PDF should not contain white text set to overprint.
- The number of pages in a PDF file should be exactly one.
- A PDF file should not contain annotations that are set to print.
- No object in a PDF should be transparent.
- A PDF file should not be created with the Adobe PDF Writer product.
- All files should be set up as composite CMYK.
- Files must be flight-checked prior to submission.
- Embedded composite fonts which are not subset should not be used in a PDF file.
- A PDF file should not use multiple master fonts or multiple master instances.
- All DPS files must be supplied as single page elements. There must only be one page to each PDF file. Each page must be supplied with an allowance of 2mm (0.079”) either side of the gutter.

PROOFS
- If an accurate, validated hard copy proof is not supplied, PCP cannot be held responsible for the reproduction of advertisements.
- Digital proofs must be 100% of the final size and must be produced from the exact PDF file supplied.
- If supplying files on disc, please use industry-standard media which must be write protected and contain only the file required for each advertisement.

SOME POINTS TO NOTE
- The first printing tone is 2% for sheetfed offset, note that catch lines will still drop out.
- Minimum single colour tint accepted is 15%.
- Minimum multi colour tint accepted for each ink is 8%.
- Four colours in neutral areas should not exceed 260-300% for sheetfed offset.
- Fine lettering (thin lines, serifs) should be restricted to one colour.
- Type reproduced as solid is to be no smaller than 6pts.
- All reverse lettering should be no smaller than 10pts, avoiding fine serif fonts.
- As perfect bound publications cannot be opened out flat, there is always a certain amount of the page in the spine area that cannot be seen. Page elements should avoid this area. Where an image goes across a spread in a perfect bound job, it may be necessary to compensate for that part of the image that is visually lost by recreating it within the visible page area. We would recommend “stepping” the image by 2mm (0.079”) in each direction (although this is not an exact science). This duplication must be contained within the final format. Where possible avoid pictures and diagonals across spreads as the final alignment cannot be guaranteed.

**May 2013**
- Copy due 5 April

**August 2013**
- Copy due 5 July

**November 2013**
- Copy due 4 October

**February 2014**
- Copy due 3 January

All files must be accompanied by a contact name, telephone number and email address.

Files can be supplied on CD to the address overleaf (also the address for proofs), or by email to: production@progressivecp.com or by ftp: [ftp://83.244.235.61](ftp://83.244.235.61)

Username: Progressivecp
Password: Gr8USA*@

All files must follow the below naming convention:

Publication name_issue date_advertiser_region.pdf

PROGRESSIVE CUSTOMER PUBLISHING STUART CHARLTON +44 (0)20 7936 6931
FOODSERVICE CONSULTANT AT A GLANCE

The new quarterly magazine for FCSI members

Launched in February 2013

An authoritative platform to expose your brand to a specialised, influential business audience

Well-written, full of insight and expertise, beautifully presented in print and online

Highly targeted print circulation of 5,000 worldwide with a fully interactive digi-mag distribution of up to 50,000

Perfect bound (30:70 ad-ed ratio)

Up to 32 pages of bespoke regional content every issue, mailed to Asia Pacific; Americas; and Europe, Africa and Middle East readers

Monthly emailed newsletter featuring additional exclusive content, sent to 50,000 recipients worldwide

CONTACT

Progressive Customer Publishing

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www.foodserviceconsultant.org
(live January 2013)