

Pizza Today™

The #1 Foodservice Guide for Independent, Chain and Franchise Pizzerias

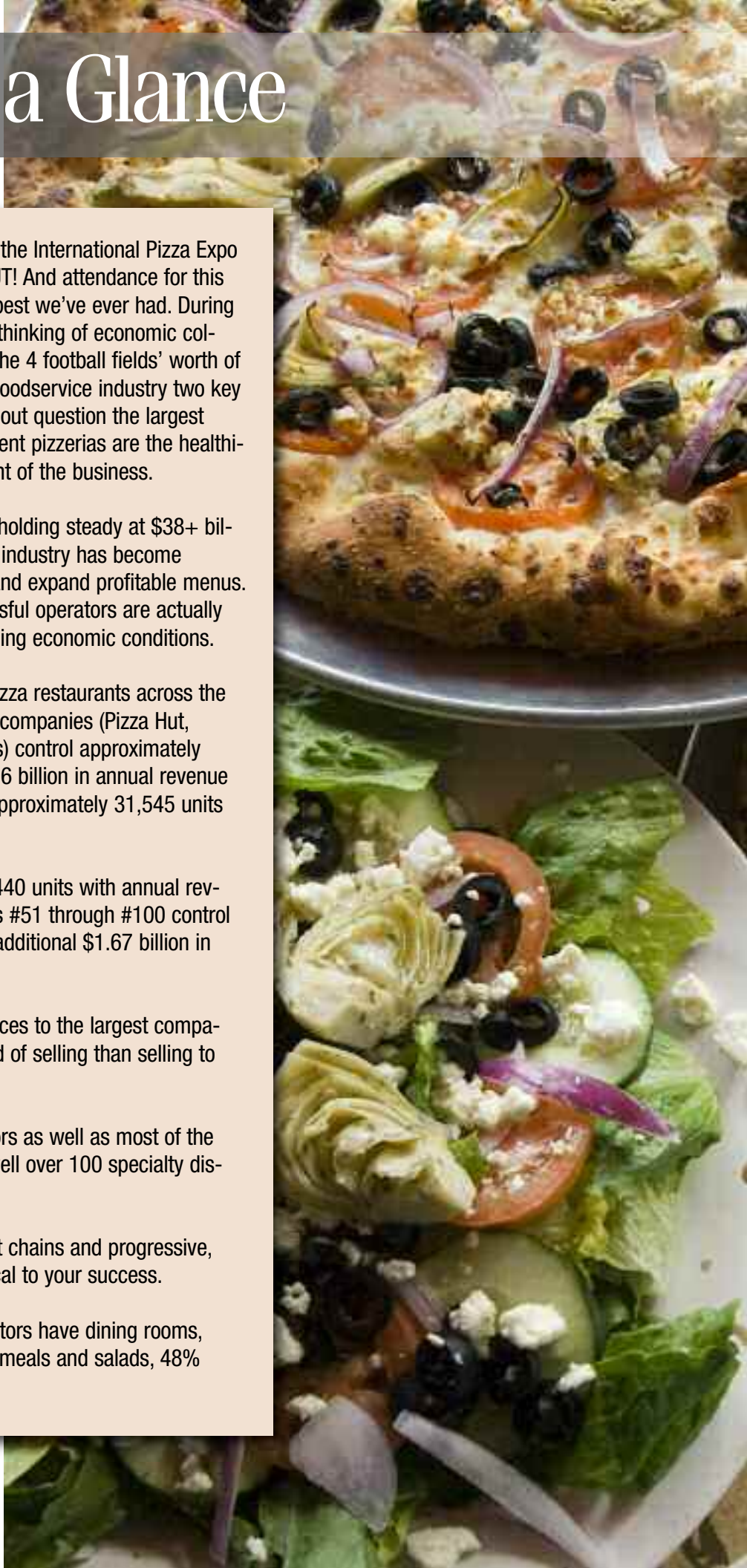
2010 Media Kit

Also Inside:

- ❖ International Pizza Expo
- ❖ NAPO (National Association of Pizzeria Operators)
- ❖ www.PizzaToday.com

Industry at a Glance

- ❖ Once again ... for the 4th year in a row, the International Pizza Expo 2009 exhibitor floor-space was SOLD OUT! And attendance for this spectacular 3 day event was nearly the best we've ever had. During a period of time, when this country was thinking of economic collapse, the pizza industry swarmed over the 4 football fields' worth of pizza-related suppliers and showed the foodservice industry two key points; a) International Pizza Expo is without question the largest pizza show in the world and b) independent pizzerias are the healthiest and most vibrant foodservice segment of the business.
- ❖ While all estimates show the industry is holding steady at \$38+ billion in annual sales, the pizza restaurant industry has become increasingly aware of the need to build and expand profitable menus. For this reason, we believe many successful operators are actually increasing annual sales in spite of changing economic conditions.
- ❖ While there may be more than 70,000 pizza restaurants across the country, it's important to know the top 4 companies (Pizza Hut, Domino's, Papa John's and Little Caesars) control approximately 27,404 units generating more than \$19.6 billion in annual revenue ... the top 10 pizza companies control approximately 31,545 units and over \$23 billion in annual revenue.
- ❖ The Top 50 pizza companies control 39,440 units with annual revenue exceeding \$27.7 billion. Companies #51 through #100 control an additional 2,150 units generating an additional \$1.67 billion in annual revenue.
- ❖ Selling ingredients, equipment, and services to the largest companies requires an entirely different method of selling than selling to the rest of the industry.
- ❖ As a group, independent pizzeria operators as well as most of the chains tend to buy their products from well over 100 specialty distributors throughout the United States.
- ❖ Reaching both key industry executives at chains and progressive, profitable, independent operators is critical to your success.
- ❖ Our research has shown that 74% operators have dining rooms, 94% serve appetizers, 56% serve pasta meals and salads, 48% serve beer and 38% serve wine.



Publications & Events

Pizza Today ... is the only industry publication with 12 monthly issues available ... in PRINT!!

Pizza Today is the largest and most respected pizza industry magazine in the world.

In fact, with over 40,000 pizzeria owners and managers reading the magazine, more industry professionals ask to receive *Pizza Today* than all other pizza-industry publications combined ... worldwide!!

This is the largest and most qualified publication in the business as can be seen on our most recent BPA Statement, June 2009.

- ❖ Over 80% of *Pizza Today's* circulation has been directly-requested by its recipient.
- ❖ An additional 3% was requested by the recipient's firm, i.e. Papa John's asking for *Pizza Today* to be sent to all their key executives and managers throughout the country.
- ❖ 81.7% of the names in *Pizza Today's* circulation list have been checked for accuracy within the last 12 months.
- ❖ *Pizza Today* delivers to more independent pizzeria operators than any other foodservice publication in the world ... while continuing to deliver only those critical contacts within chain and franchise operations which have purchasing power of the products and services you provide.

Independent Operators	33,625	84.0%
Franchise Operators.....	3,455	8.6%
Chain Operators.....	1,343	3.4%
Manufacturers & Suppliers	159	0.4%
Others Allied to the Field.....	1,428	3.6%

Editorially focused.

Our research continues to show pizzeria operators have 5 major concerns: Marketing, Employee Management, Practical Business Methods, Food Handling & Safety and Menu Expansion. Along with in-depth reviews of some of the most successful independent and chain pizzerias in the country ... we cover each of their critical concerns ... every month.



Pizza Industry's Most Experienced Editorial Staff.

Being with *Pizza Today* for over 10 years, Jeremy White is this industry's most experienced reporter and as our Editor-in-Chief, he leads our exclusive staff of industry experts. This team consists of both former and current owners of multi-million dollar pizzerias throughout the country. No other magazine has pizza-industry icons with the experience, knowledge and credibility of Big Dave Ostrander, Kameron Karington, Jeff Freehof, Scott Anthony and the best food critic in the country, Pasquale "Pat" Bruno.

Service Journalism.

It may sound simplistic, but *Pizza Today* is a trade magazine ... not a special interest or consumer publication. Since the magazine is primarily read during the work-day, our features, columns and articles are written in this style to get to the point quickly. We focus on Opportunities and Solutions.

With this dedication to quality editorial, it was no surprise the independent survey conducted by Butterflies & Castles, Inc. (NYC) provided the following information:

Pizza Today readers spend an average of over 60 minutes with each issue. Most trade publications rarely exceed 15 minutes of reading time amongst their readers.

When pizzeria operators were asked the question, ***"Which publication does a better job of covering various topics?"*** *Pizza Today* leads the way with the following results:



International Pizza Expo celebrates its 26th Anniversary!!

With 26 years of experience, over 500 exhibiting companies and over 6,000 total attendees, International Pizza Expo, has been named "The Best Food Show in America" by the Food Network™. This spectacular event is the largest pizza restaurant show in the world. There is no comparison ... anywhere.

International Pizza Expo, Las Vegas, NV March 2nd thru the 4th, 2010

If you're interested in exhibiting at the show and sponsoring one or more of the over 100 seminars and events we conduct every year, please visit www.PizzaExpo.com for a video full of more exciting information or call Bobbie MacIntosh at 502-736-9500 today!

National Association of Pizzeria Operators (NAPO) – Join the NAPO Family!

Allied membership in the official pizza industry trade association identifies your company as a supporting, participating member of the pizza industry family. As a NAPO allied member, you will gain the loyalty of independent pizzeria operators by helping them overcome the advantages held by chain operations with their negotiated buying power.

NAPO allied members receive over \$9,000 worth of benefits for only a \$1,250 membership fee! Interested? Call Angela Hoskins at 502-736-9500 today.

Your benefits will include:

- ❖ Quarterly promotional e-mail blasts to at least 20,000 pizza industry professionals.
- ❖ Direct-mail database of 10,000 pizzeria operators 2x in 12 months.
- ❖ Direct-mail database of 2,000 NAPO members 6x in 12 months.
- ❖ Monthly new member database updates.
- ❖ \$250 Pizza Expo Booth discount coupon.
- ❖ NAPO Web site listing with hyperlink to your site.

For more information, call Angela Hoskins at 502-736-9500 today.

Business Solutions & Practices	71.0%
Employee Management & Training	75.4%
Menu Expansion	82.7%
Recipes	90.6%
Independent Pizzeria Reviews	81.2%
Chain Pizzeria Reviews	78.7%
Industry Trends and Analysis	60.2%

When asked, ***"In your opinion, which publication does a better job in each of the following areas?"*** *Pizza Today* again leads the way with the following results:

Magazine Design & Graphics	80.7%
Easier to Read	77.5%
Usefulness	74.1%
Accuracy	87.4%
Integrity	85.9%

Pizza Today ... is the only industry publication with 12 monthly issues available in print ... and ONLINE!!!

In addition to our 40,000 print-circulation, every issue is delivered digitally to at least 20,000 pizza professionals!

Every e-mail and Web address in these online issues are LIVE direct-links, even your advertising!

These issues and YOUR advertising are archived for 36 months!

Webvertising Rates

Cornerstone Sponsorship Package

This program is limited to only 4 companies.

❖ Every month, the Cornerstone Sponsors' logos will accompany the digital edition of *Pizza Today* e-mailed to at least 20,000 pizza industry-related decision-makers. This issue will be accompanied by a "Letter from the Editor" displaying the logo of each of the four primary Web site sponsors.

Needless to say, this'll be the very first item the reader sees when opening the e-mailed issue!
Value\$6,300

❖ Home Page Sponsorship ... The four Cornerstones will sponsor the four premium positions on this page by sharing one of the four rotating ads within a prominently positioned block ad.
Value\$5,700

❖ Hot Slice Sponsorship ... This weekly e-newsletter is received by at least 20,000 key industry personnel, 50 weeks a year. Each one of the four Cornerstones will receive a top banner-ad with a direct-link to your Web site once a month for 12 months.
Value \$1,560

❖ Product Showcase Sponsorship ... All four Cornerstones' ads will rotate at the top of the page for 12 months.
Value\$2,100

❖ Enhanced Vendor Directory ... Your listing will appear for 12 months.
Value\$1,980

❖ On the Move Sponsorship ... All four Cornerstones' ads will rotate within a tower on this page for 12 months.
Value\$2,100

❖ Editor's Blog ... All four Cornerstones' ads will rotate within a tower on this page for 12 months.
Value\$2,100

❖ Industry Events ... All four Cornerstones' ads will rotate within a tower on this page for 12 months.
Value\$2,100

❖ Recipe Page ... All four Cornerstones' ads will rotate within a tower on this page for 12 months.
Value\$2,100

❖ Your company's logo will appear every month within a full-page *Pizza Today* house-ad promoting *Pizza Today's* Web site's features and benefits!
Value\$18,000

Total Cornerstone Sponsorship

Value ... \$44,000 ... for only \$25,000

Foundation Sponsorship Program

This program is limited to only 10 companies.

❖ Home Page Exposure ... For 12 months, your company will share in the constant rotation of 5 banner-ads centrally located on the Home Page. Each time your ad appears, it will become a direct-link to your Web site.
Value.....\$5,700

❖ Hot Slice Newsletter & E-mail Sponsorship ... In addition to being one of the most popular pages on the site, this weekly feature is also an e-newsletter, and is received by at least 20,000 key industry personnel, 50 weeks a year. Foundation sponsors will receive a banner ad with a direct-link to your Web site 4 times every quarter for a year. Your requested schedule will be accommodated to the best of our ability, but may vary depending on ad volume.
Value.....\$1,980

❖ Enhanced Vendor Directory ... Your company will receive an enhanced listing / direct-link to your Web site within the directory's appropriate product category(ies). This includes a logo and 75 words of descriptive copy for 12 months on the fastest lead-retrieval system in the industry.
Value.....\$1,980

❖ Recipe Page Sponsorship ... All 10 Foundation Sponsors will rotate within 5 banner-ads on this page for 12 months. Each time your ad appears, it will become a direct-link to your corporate Web site.
Value.....\$2,100

❖ Your company's logo will appear as a Foundation Sponsor within a full-page *Pizza Today* house-ad promoting our Web-site's features and benefits every month!
Value\$12,000

Total Foundation Sponsorship

Value ... \$23,760 ... for only \$10,000

Run of the Site Package

There will be 5 banner ads on the left-hand side of nearly every page on the site below the digitized magazine. There will be "room" to accommodate 15 companies per month in this program. These companies will rotate within 5 banner ads on every page other than the Home Page and Recipe home page, which are reserved for Foundation Sponsors.

1x.....\$1,195/month
3x.....1,095/month
6x.....995/month
12x.....895/month

Hot Slice Banner Advertising

These weekly e-mailed industry newsletters are sent to at least 20,000 key industry personnel and are limited to only 6 sponsorships per week. Advertisers with a 6 times or more signed contract qualify for a discounted rate.

Cornerstone & Foundation Sponsors
\$295 additional/month for a complete
1 month schedule

6x and 12x advertisers\$495/month
Monthly advertisers.....\$595/month
Weekly advertisers.....\$145/week \$300/2 weeks

Note: Weekly advertisers may be pre-empted by monthly advertisers.

Vendor Directory Listings

This program allows you to list your company name, telephone number and a direct-link to your Web site in up to 3 appropriate categories.

Month-to-month\$95/month
6 month contract\$45/month

Enhanced Vendor Directory Listings

Sometimes you need just a little bit extra! This program allows you to list your company name, address, and telephone number, direct-link to your Web site ... plus your logo and 75 words of descriptive copy in up to 3 appropriate product categories.

3 month contract\$165/month
6 month contract\$145/month
12 month contract\$125/month

Pizza Expo Webvertising ...

www.pizzaexpo.com

This package will allow your banner ad to run at the top of every page on the International Pizza Expo Web site!

There will be room for 10 companies to rotate among 5 banner ads while providing direct-links to your Web site.

\$495/month

Webvertising Ad Sizes

Large Block Ad (Home Page)278 px x 186 px
Small Banner ad188 px x 70 px
Tower/Skyscraper ad188 px x 541 px
Large Banner (Top of Page)510 px x 100 px

Video Sponsorships (New Offering!!)

Beginning with the January 2010 issue, each month *Pizza Today* will begin to video and post 3 monthly pizzeria interviews or related features online.

All 3 videos of the month will be sponsored by a single sponsor.

These sponsored videos will be posted online for a minimum of 12 months for only \$795.

Opportunities Calendar



January

Delivery — Regardless of whether they do or they don't ... whether it's free or not ... or whether or not your products are delivery-oriented, it doesn't matter! This topic has always generated loads of interest and back-issue – requests. Take advantage of this opportunity to reach your best customers before you get to Pizza Expo.

Reservations due: 11/11.....Material due: 11/16

February

Appetizers — If ever there was a time when operators need to increase their check averages, this is it. While trying to expand their menus, many pizzerias are finding that selling appetizers can do wonders for their check averages ... with higher profit margins! This feature will give our operators a look at what others are doing as well as how to sell and promote them profitably.

Reservations due: 12/14.....Material due: 12/21

March

The 26th International Pizza Expo Issue — The issue that'll cover what The Food Network has labeled, the "Best Food Show in the America!" We'll try to capture all the excitement you could expect during this annual 3-day event that has been sold out for the 4th year in a row!

Reservations due: 1/13Material due: 1/18

April

Marketing — If every pizzeria were located on a street corner in Manhattan, NYC ... we wouldn't need this issue, but the fact is, most operations don't have thousands of people walking by their front door every day, this is ... if not the most important aspect of a successful pizzeria, one of the top 3. This issue will explore some of the most successful marketing campaigns and practices we found over the last year.

Reservations due: 2/12Material due: 2/19

May

Distributor Issue — Here is the annual issue that's used by over 40,000 pizzerias all over the country to find YOUR products! Here you can tell them just how good your products and services are ... and exactly where to find them. Special catalog advertising rates this month!

Reservations due: 3/12Material due: 3/19

June

Pizzeria Chain of the Year — Let's face it, nearly every pizzeria in the country dreams of having multiple stores. This is the one issue every year that shows them what it takes to get to the top. Last year it was Papa Murphy's ... this year?

Reservations due: 4/16Material due: 4/23

July

Menu Expansion — This may be the best path to a pizzeria's profitability. In addition to appetizers, operators are now looking towards pasta entrees, salads, bread and desserts.

Reservations due: 5/14Material due: 5/21

August

Independent of the Year — Every independent pizzeria operator dreams of winning this award. This is the issue dreams are made of. Quite simply, if you want to gain the attention of independent pizzerias throughout the country ... take advantage of this issue.

Reservations due: 6/11Material due: 6/18

September

The 2nd Annual "Event-in-Print" will again recreate the excitement experienced at International Pizza Expo! — Keynotes, industry discussions, demonstrations presented by the most respected experts in the industry will all be combined in a multi-media event.

Reservations due: 7/16Material due: 7/23

October

Hot 100 Independents — These are the pizzerias many of your customers dream about owning. Here's your chance to reach them while they're learning how to generate more revenue than some of the chains in the business.

Reservations due: 8/18Material due: 8/23

November

Top 100 Pizzeria Chains in the Industry — Who are they? Where are they? How did they get to where they are today? Whether you're trying to reach chains or independents, you can be assured this issue will grab their attention.

Reservations due: 9/17Material due: 9/24

December

Buyers' Guide 2011 — Here's the bottom-line ... using this issue is even faster than the internet! It's organized in a way that enables the operators to find what they're looking for ... quickly and efficiently. It's so useful, our research has shown the average reader refers to this issue several times a month. At this time of year, pizzeria operators across the country are beginning to look forward to this issue ... because their 2010 copy is worn out!

Reservations due: 10/20.....Material due: 10/25

Pizza Today Display Ad Rates



Space	1x	3x	6x	12x	18x	24x
Full Page	\$10,300	\$9,950	\$9,620	\$8,840	\$8,495	\$8,240
2/3 pg	8,670	8,395	8,115	7,490	7,100	7,025
1/2 pg	7,450	7,235	7,000	6,495	6,270	6,100
1/3 pg	5,910	5,740	5,590	5,020	5,070	4,945
1/4 pg	5,020	4,890	4,770	4,470	4,370	4,270
Cover 4	13,720	13,230	12,750	11,645	11,172	10,790
Covers 2 & 3	13,400	12,900	12,450	11,370	10,900	10,100
2 pg Spread	19,790	19,100	18,070	17,000	16,360	15,865
1/2 pg Spread	14,330	13,650	13,050	11,635	11,070	10,710

Pizza Today Yellow Pages Ad Rates

Baseline Listings

	Baseline	Additional Lines	Bold Baseline	Additional Line Bold	Red Type	All Caps
One Listing	\$600	\$280	\$735	\$380	\$160	\$95
Two Listings (each)	540	260	670	350	130	80
Three Listings (each)	490	240	610	315	115	75
Four Listings (each)	460	220	570	280	110	70
Five Listings (each)	420	210	515	260	100	65
Six Listings (each)	370	180	451	250	95	60

Logo Listings – Price Per Category

	1/2-inch Vertical	1-inch Vertical
One Listing	\$1,450	\$2,900
Two Listings (each)	1,320	2,640
Three Listings (each)	1,180	2,370
Four Listings (each)	1,120	2,230
Five Listings (each)	1,015	2,025
Six Listings (each)	880	1,765
Add Red Type	340	
Additional Colors	340	
New Category	125	

Pizza Today Marketplace Ad Rates

Space	1x	3x	6x	12x
1 Column 2 1/4" wide x 1" Deep	\$190	\$180	\$170	\$160
1 Column 2 1/4" wide x 2" Deep	350	340	330	280
1 Column 2 1/4" wide x 3" Deep	530	410	485	450
1 Column 2 1/4" wide x 4" Deep	710	670	660	590
1 Column 2 1/4" wide x 5" Deep	880	845	810	735
1 Column 2 1/4" wide x 6" Deep	1,000	955	910	825
1 Column 2 1/4" wide x 7" Deep	1,165	1,120	1,070	955
1 Column 2 1/4" wide x 8" Deep	1,320	1,265	1,220	1,100
2 Column 4 5/8" wide x 2" Deep	710	680	660	590
2 Column 4 5/8" wide x 3" Deep	1,000	955	920	825
2 Column 4 5/8" wide x 4" Deep	1,320	1,265	1,220	1,000
1/3 Page	1,650	1,600	1,540	1,375
1/2 Page	2,520	2,350	2,320	2,080

Additional Process Color

2 Color	\$430
3 Color	680
4 Color	980
Blind Box	80

Mechanical Specifications

General Rate Policy: No cancellation or changes of space accepted after closing date. All instructions or changes to schedule must be in writing. Contract is non-cancelable within 90 days of closing date. Publisher is authorized to repeat latest advertising for scheduled space if new advertisement is not provided in time. Orders are accepted subject to change in rates upon notice from publisher. Contracts in effect prior to rate changes will be honored until contract expiration. If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. Contracts will be accepted for more than 12 months in advance. Discount available if entire schedule is paid in advance.

Electronic File Preparation and Specs:

- When sending electronic files to *Pizza Today*™, include ALL elements – page file, images/art, fonts. When sending fonts, be sure to include BOTH the screen and printer fonts. A hard-copy proof must be supplied with your files.
- pdf and .eps files are acceptable, but be sure ALL elements and fonts nested within the file are included or it will not output properly. If in doubt, send .tiff file versus .eps. Tiff files will convert all elements, including fonts into a usable file requiring no additional support files.
- All files must be converted to CMYK (color ads) or graytones (black & white ads). Special spot and PMS colors can be used, but the cost is very high. If interested in using special inks, ie., required corporate PMS colors, contact your *Pizza Today*™ sales representative for special pricing. If using spot colors, your file will need to be prepared accordingly.
- Resolution – minimum of 300 pixels per inch AT REPRODUCED SIZE.
- Acceptable file creation programs: InDesign, QuarkXpress, Illustrator, PhotoShop, Other programs may be acceptable, but it's important that you call your *Pizza Today*™ sales representative first to see if we can accept the file format. *Pizza Today*™ is a Macintosh-based publication, but our vendors can output PC files generated in the programs mentioned above.
- We do not accept files created in Word, Excel, Powerpoint or other common desktop office-type programs. These programs are not suitable for preparing files for print production.
- We accept HIRES Print Quality PDF files that are properly prepared with all images and fonts embedded
- We do accept jpeg files, but they MUST be prepared properly with the minimum resolution mentioned previously.
- Acceptable media formats: CD, DVD
- *Pizza Today*™ does not accept e-mail files larger than 10 megs.
- Please verify the dimensions of your ad with your *Pizza Today*™ sales representative. Files that do not conform to our ad size will not be modified to fit.



Mechanical Specifications

Printing: – Web offset (four color process)

Binding: – Perfect

Magazine Trim Size: – 7 7/8" X 10 13/16"

Units Size Available (in inches)

Full Bleed Page 8 1/8" X 11 1/16"

(Keep live matter centered per page 7" X 10")

Full Bleed Spread 16" X 11 1/16"

(Keep live matter centered per page 15" X 10")

Bleed Gutter (non-bleed spread) 15" X 10"

Full Page 7" X 10"

2/3 Page 4 5/8" X 10"

1/2 Page Horizontal Bleed 8 1/8" X 5 1/2"

1/2 Page Horizontal 7" X 4 7/8"

1/2 Page Vertical 3 3/8" X 10"

1/2 Page Island 4 5/8" X 7 1/2"

1/3 Page Horizontal 4 5/8" X 4 7/8"

1/3 Page Vertical 2 1/4" X 10"

1/4 Page Vertical 3 3/8" X 4 7/8"

Pizza Today™

INTERNATIONAL
PIZZA EXPO®

NAPO
NATIONAL ASSOCIATION OF PIZZERIA OPERATORS



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