

# Pizza Today™



**2014 MEDIA KIT**  
and Editorial Calendar



**Pete Lachapelle**  
Publisher and President

## QUICK STORY ...

I've had this feeling for the last 15 years, most of today's pizzeria operators DID NOT come from the pizzeria industry NOR the foodservice business. My thinking was, the vast majority of them were completely new to the business. I have to admit ... there were times I felt a little uncomfortable relating my thoughts to some of you.

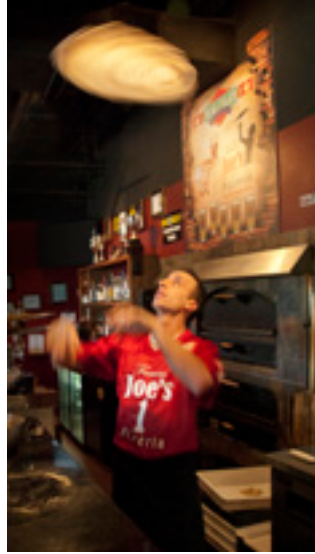
At International Pizza Expo 2013, I had the opportunity to moderate a seminar on "How to Generate a Million Dollars of Revenue from a Single Pizzeria." There were somewhere between 450 and 500 people in the room. I remembered my hunch and decided before I get started with the seminar ... I'm going to ask my question. And I did.

In front of 450 to 500 pizzeria operators in the room, I asked, "How many of you were in the pizzeria business or the foodservice business in general BEFORE you owned your first store?"

15 ... Yes, 15 people raised their hands and the room was silent. Immediately, they all looked at one another in amazement and comfort. They all realized they weren't the only ones struggling, trying to figure out the business.

THEY NEED HELP!!! Most pizzeria operators learn "on-the-fly".

– Pete Lachapelle, Publisher and President



## OVER THE LAST 30 YEARS

Our primary goal for both Pizza Today and International Pizza Expo is, "To increase the success rate of independent and multi-unit pizzerias over and above any other type of foodservice operation."

## INDUSTRY AT A GLANCE

The pizzeria industry is an interesting phenomenon. The passion of its operators is unlike any other segment in the foodservice business. The reason? Most of the industry approached the business from the enthusiast perspective. The vast majority of today's pizzeria operators learned to bake pizza in their own kitchens and

backyards, where their family, friends and neighbors encouraged them and told them the pizza was good enough to sell!

While the industry is lucrative, its appearance of "simplicity" is why most folks believe it's an easy business to get into. Operators typically DO NOT come from within the business but most often come from a completely different walk of life. Whether they

were insurance or real estate salespeople or a professional that just decided to change careers, the pizzeria industry seems to be the most attractive.

Pizza Today's primary goal is to increase the success rate of independent and multi-unit pizzerias over and above any other type of foodservice operation."

## INDUSTRY FACTS:

### Current 2013 Estimates:

- ☐ Indie Pizzeria Companies / 33,000 units / \$594,000 average revenue.
- ☐ Top 100 Pizzeria Companies / 34,000 units / \$727,000 average revenue.
- ☐ Top 4 Pizzeria Companies / 19,000 units / \$750,000 average revenue.

### Consumer:

- ☐ Of the 5 billion pizzas consumed worldwide every year, 3 billion are consumed in the United States.
- ☐ 93% of Americans eat at least a slice of pizza every month
- ☐ Americans consume 350 slices of pizza every second.

### Trade:

- ☐ Total number of pizzerias, chains and independents, is

approximately 67-70,000 units, generating an approximate annual revenue of \$40-44 billion.

- ☐ We estimate, in the U.S., there's been a net increase of 2,000 units and \$1.3 billion in revenue over the last 12 months.

### Notables:

- ☐ While still the industry leader with 11,900+ units worldwide, Pizza Hut's same-store sales have declined 2% over the last 12 months.
- ☐ Domino's reported same U.S. store sales grew almost 7% in 2012 driven by digital ordering systems, adding \$2 billion in sales worldwide.
- ☐ Some analysts predict Domino's to overtake Pizza Hut in total number of units and revenue soon.
- ☐ Papa John's leads in customer satisfaction amongst pizzeria chains for the 14th year in a row.

- ☐ Marco's Pizza of Toledo, OH (\$280 million in annual revenue) opened 62 new units in the past year ... and is most likely the fastest growing chain in the business.
- ☐ Artisan Pizza is the trend driving many independent pizzerias' success. Beginning with Neapolitan-style pizza several years ago, the trend has expanded to embrace the regional styles of both Italy and the U.S. including Roman, Sicilian, Chicago Deep Dish, Chicago Thin Crust, NY Style, Grandma, New Haven, Detroit, Philadelphia, Californian-style and a whole array of dessert pizzas. Pizzeria operators have found these unique specialty pizzas command a higher price, are more profitable and allow them to offer the consumer something the large chains cannot.

# PIZZA TODAY WON 14 TABBIE AWARDS IN THE LAST 4 YEARS.



## PIZZA TODAY... CONTENT, CONTENT, CONTENT

### Editorial Performance ...

You should know that Jeremy White, Mandy Detwiler and Denise Greer are NOT telephone journalists. While focusing on the most successful pizzerias in the country, they — along with photographers Josh Keown and Rick Daugherty — collectively visit well over 200 pizzerias each year ...AND interview hundreds more on the telephone. Every photo of a pizza, salad, pasta and dessert appearing in the magazine was prepared by Mandy and photographed by either Rick or Josh on-site or in our own test kitchen and adjacent photo studio.

It's this type of dedication to the industry that positions Pizza Today as the most respected publication in the field.

### Readership Studies

Time and again have pointed out when compared to other trade magazines in the field:

#### Pizza Today is:

- Easier to read
- More useful
- More accurate
- Maintains a higher level of integrity.

Pizza Today is the only foodservice trade publication in the world to have won the coveted TABBIE Awards, the most prestigious editorial competition in the trade-publishing world. In fact, Pizza Today is one of the very few that has ever won more than one award in a single year!

### Circulation Performance...

□ Being the “Best-Read Pizzeria Magazine in the World” is what it takes to maintain the highest quality circulation in the industry.

□ Being the “Best Read Pizzeria Magazine in the World” is what it takes to get your advertising read.

Readers who don't “Request” to receive a trade publication don't read the magazine with the same level of interest as those that do, if they read the un-requested magazine at all.

Delivery does not equal readership. It's sort of like leading a horse to water.

More pizzeria operators request to receive Pizza Today than all other pizzeria-related trade magazines combined worldwide.

Based on June 2013 audit-statements published by BPA Worldwide, the largest media-auditing organization in the world:

- Pizza Today's print circulation is 40,010.
- Pizza Today's 27,502 Request Circulation within 1 year... is 138% higher than the next closest competitive publication with 11,553.

### Pizza Today reaches:

- Independent Operators ... 34,010
- Franchise Operators ... 3,583
- Chain Operators ... 1,251

### Tabbie Awards over last 4 years:

#### 2013 (6 awards)

- Best Single Issue — Top 25 Issues
- Best Use of Social Media — Gold Award
- Best Regular Column — Bronze Award
- Best Cover — Bronze Award
- Best Opening Page or Spread — Honorable Mention
- Best Feature Design — Honorable Mention

#### 2012 (3 awards)

- Best Single Issue — Top 25 Issues
- Best Front Cover, Special Issue — Gold Award
- Best Focus/Profile Article — Bronze Award

#### 2011 (4 awards)

- Best Single Issue — Top 25 Issues
- Best Editor's Column — Bronze Award
- Best Focus/Profile Article — Bronze Award
- Best Opening Page or Spread — Honorable Mention

#### 2010 (...our first!)

- Best Single Issue — Top 25 Issues

*“Easier to read, more useful, more accurate and a higher level of integrity” ... these are the reasons we've won these awards ...and can claim to being the “Best Read Pizzeria Magazine in the World.” There isn't another foodservice trade publication in the world that can lay claim to the same!*

# PIZZA TODAY DISPLAY AD RATES

Space	1x	3x	6x	12x
Full Page	8,495	8,250	7,950	7,670
2/3 pg	7,220	7,000	6,790	6,590
1/2 pg	6,140	5,960	5,780	5,610
1/3 pg	5,220	5,065	4,910	4,765
1/4 pg	4,440	4,310	4,180	4,060
Cover 4	11,300	10,960	10,630	10,310
Covers 2 & 3	11,040	10,700	10,380	10,070

# PIZZA TODAY YELLOW PAGES AD RATES

Baseline Listings	Baseline Additional Line	Logo Listing 1/2" Vertical	Price Per 1" Vertical	
One Listing	600	280	1,450	2,900
Two Listings (each)	540	260	1,320	2,640
Three Listings (each)	490	240	1,180	2,370
Four Listings (each)	460	220	1,120	2,230
Five Listings (each)	420	210	1,015	2,025
Six Listings (each)	370	180	880	1,765

# 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	485	450	410
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	2,220	2,080

# AD SIZES AVAILABLE (INCHES)

<b>Magazine Trim Size:</b>	– 7.875" X 10.8125"
<b>Full Bleed Page</b>	.....8.125" X 11.0625"
<b>(Keep live matter centered per page 7" X 10")</b>	
<b>Full Bleed Spread</b>	..... 16" X 11.0625"
<b>(Keep live matter centered per page 15" X 10")</b>	
<b>Bleed Gutter (non-bleed spread)</b>	..... 15" X 10"
<b>Full Page</b>	..... 7" X 10"
<b>2/3 Page</b>	..... 4.625" X 10"
<b>1/2 Page Horizontal Bleed</b>	..... 8.125" X 5.5"
<b>1/2 Page Horizontal</b>	..... 7" X 4.875"
<b>1/2 Page Vertical</b>	..... 3.375" X 10"
<b>1/2 Page Island</b>	..... 4.625" X 7.5"
<b>1/3 Page Horizontal</b>	.....4.625" X 4.875"
<b>1/3 Page Vertical</b>	.....2.25" X 10"
<b>1/4 Page Vertical</b>	.....3.375" X 4.875"

## PDF-x1a Preparation Guidelines:

- Make sure all ads are built correctly to specs and scaled at 100%
- Make sure there are no missing fonts
- Make sure all of your images are linked
- CMYK embedded images only. NO RGB IMAGES! (Hint: Convert your images to CMYK in PhotoShop before you place them in your layout program)
- Verify that all images are hi-res (Images will fail preflight at 150 dpi or less)
- Maximum ink density should be 300 percent or LESS on all images
- NO Pantone Colors (Convert to process)
- NO Spot Colors (Convert to process)
- Please make sure your crop marks are ON for partial ads
- If using InDesign, go to preferences, and under "Appearance of black", both Options for black should be set to display & output blacks "Accurately"
- For further help, Google "Create PDF-x1a"**

## Macfadden Communications Group SendMyAd Guidelines

**Note: Please make sure advertisements are created as PDF's and have been approved and preflighted with 0 errors before submitting to SendMyAd**

1. Open your browser (Safari/Firefox) and go to: [macfad.sendmyad.com](http://macfad.sendmyad.com)
2. Enter your Username and Password to login
3. Click on "Send My Ad" in the actions list on the left
4. Select the Publication you want to send your ad to
5. After you have selected your publication, you must fill out all needed information before you can upload your advertisement. Then hit "Choose Ad"
6. Select the advertisement in PDF format that you want to upload. Click "Browse". After you have the file selected, hit "Upload".
7. After your file has processed and there are no errors or warnings for your advertisement, click on "Approve Ad".
8. Your advertisement has now been approved and sent to SendMyAd. You may download your Receipt for confirmation.

# 2014 PIZZA TODAY EDITORIAL CALENDAR

**Pizza Today's editorial is guided by 2 primary requirements: Whether the editorial is a full feature of a pizzeria or a small product release, our editorial MUST provide an OPPORTUNITY or a SOLUTION for our pizzeria operators. Otherwise, it doesn't belong in the magazine.**

## January

**Expansion & Growth ... are back!** The industry is definitely on the rebound. One of the best-attended seminars at Pizza Expo was on this very topic. This issue will guide pizzeria operators through the efforts necessary to "Prepare for Growth". From finding the right location and financing to developing operations and training manuals, it'll all be found in this issue!

Reservations due: 11/15/13  
Materials due: 11/26/2013

## \*February

**The U.S. Pizzeria Industry is getting ready for International Pizza Expo 2014!** We'll be focusing on the nearly 100 seminars to be offered at the event. Top industry experts like Tony Gemignani and John Gutekanst will be offering advice regarding the solutions and opportunities to be found on the show floor.

**\*Remember:** if you advertise in the Pre-Show & Pizza Expo Show issues, you will be amongst the Preferred Suppliers listed in both these issues. This will include your company contact info listed under the appropriate product & services categories AND your

booth will be highlighted on a map of the entire floor.

Stand out from the 1,000 exhibitors at the event by promoting your company in these 2 valuable issues!

Reservations due: 12/13  
Materials due: 12/26/2013

## \*March

**The 30th International Pizza Expo Anniversary Issue ...** and one you will not want to miss! This issue will try to capture all the excitement you could expect to find in this 5-day event that is sold out for the 8th year in row!

**\*Remember:** if you've advertised in both the February & March issues, as a Preferred Supplier, you'll get a jump on your competition! Your company will be listed by category, identified on the show floor map and promoted along with their products in this month's special section of Pizza Today's Expo Showcase!

## Bonus Distribution ...

Every one of the over 7,000 pizzeria operators attending Pizza Expo will be handed a special edition of this issue, containing the official guide to seminars, competitions and floor exhibits.

Reservations due: 1/31  
Materials due: 2/06/2014

## April

**Social Media Marketing ...** if there's one aspect of doing business today as a pizzeria operator that has changed over the last several years, this is it! Our TABBIE Award-winning

editorial staff will walk today's operators through what's become a critical aspect of the pizzeria business: Facebook, Twitter, Instagram, Pinterest, Vine, Vimeo, YouTube. We'll show operators how and when to use them — and why they're so important in reaching today's consumer.

**Bonus Distribution** of 2,000 additional copies at the May convention of the National Restaurant Show in Chicago, IL  
Reservations due: 2/28  
Materials due: 3/06/2014

## May

**Managing a Successful Pizzeria #1** It's not as easy as most people think! In fact, the lack of industry experience and a management background is extremely common amongst most first-time pizzeria operators. This will be the first of a two-part feature covering some of the highest attended seminars offered at Pizza Expo.

Highlights and major points of the School of Pizzeria Management course "Profit in Your Numbers" offered at Pizza Expo 2014 by both Big Dave Ostrander & Jim Laube will be reviewed in this issue.  
Reservations due: 4/02  
Materials due: 4/08/2014

## June

**Up & Coming Pizzeria Chains to Watch ...** and what they're doing to be so successful! Whether its Full-Service Dine-In, Fast Casual, Delivery or a combination of each, chains are doing everything they can to grab a larger piece of the pie! This month

we'll take a close look at a half dozen of the most progressive and aggressive pizzeria chains in the country. Whether your customers are independents or multi-unit operators, this will be a very revealing issue.  
Reservations due: 5/01  
Materials due: 5/08/2014

## July

**Managing a Successful Pizzeria #2** It's not as easy as most people think! In fact, lack of experience and a management background is extremely common amongst most first-time pizzeria operators.

Highlights of the School of Pizzeria Management course offered at Pizza Expo 2014 on "Opening Your Next Pizzeria-When & How?" offered by instructors, Glenn Cybulski and Dan Collier will be reviewed in this issue.  
Reservations due: 6/03  
Materials due: 6/10/2014

## August

**Independent Pizzeria of the Year!** This is one of the most anticipated issues of the year. Average pizzeria operators today are generating just under \$600k a year in revenue, with dreams of being like the multi-million dollar operators we've been reporting on in this feature for the last 30 years.  
Reservations due: 7/01  
Materials due: 7/08/2014

## September

**The Hi-jacked Issue. ...** New for 2014, we've decided to allow one pizzeria operator, selected by his or her peers, to be the Editor-in-Chief this month.

An online competition will provide the opportunity for pizzeria operators across the country to tell us what THEY think this issue should focus on. We'll invite the winning operator to attend our editorial planning meeting, help create ideas, assign topics and select photos for this special issue! Should be loads of fun and make for great reading.

Of course, as with every issue, solutions & opportunities will provide the ultimate criterion used to determine what makes up the editorial.  
**Reservations due: 8/01**  
**Materials due: 8/07/2014**

**October**  
**Managing a Successful Pizzeria #3** It's not as easy as most people think! In fact, lack of experience and a management background is extremely common amongst most first-time pizzeria operators.

Highlights of the School of Pizzeria Management course offered at Pizza Expo 2014 on "Employee Solutions: Hiring, Training, & Team Building" presented by instructors, Ann Farrell and Mike Shepard will be reviewed in this issue.

**Hot 100 Independents**  
... This is the list every independent pizzeria operator dreams of making. Who are they? What's their total revenue? What styles of pizza do they sell? Do they sell beer? How about slices? Do they deliver? How many units do they have?

**Reservations due: 9/03**  
**Materials due: 9/09/2014**

**November**  
Top 100 Pizzeria Chains in the industry ... Who are they? Where are they? How many units do they control? What's their average revenue? How does their ranking compare to last year? All questions chain operators want and need to know about their competition. This is the issue that'll answer many of their questions.

**Reservations due: 10/03**  
**Materials due: 10/09/2014**

**December**  
**Recipe & Menu Guide 2015** ... This issue is specifically designed to help pizzeria operators develop their menus for every season. By invitation only, we have asked the best pizza chefs in the world to contribute recipes designed for the skill sets of the average operators. The ingredients will include those frequently found in every pizzeria or which can be easily sourced. Categorized by appetizers, salads, pasta, pizza and desserts and then again by Winter, Spring, Summer & Fall, this is the chance for every operator to stand out from their competitors. This is the issue THEY NEED!

**Reservations due: 10/31**  
**Materials due: 11/07/2014**

# NAPO (NATIONAL ASSOCIATION OF PIZZERIA OPERATORS)



NATIONAL ASSOCIATION OF PIZZERIA OPERATORS

## Solutions & Opportunities / Customer Alert Program

Over the last 2 years, over 34,000 pizzeria operators have joined the National Association of Pizzeria Operators with the intent of learning how to run more profitable pizzerias. Each month, they receive Pizza Today and search for the solutions and opportunities they've come to expect to find in the magazine.

For industry suppliers, we have designed a special program that enables you to keep the membership up-to-date with the solutions & opportunities provided by your company.

**NAPO's Solutions & Opportunities** program allows your company to communicate special opportunities to its membership immediately.

### For only \$1,200/year:

1. You'll be able to promote your corporate marketing programs on NAPO's S&O page ([www.napo.com/solutions-opportunities](http://www.napo.com/solutions-opportunities)). This page is promoted with a permanent banner at [www.PizzaToday.Com](http://www.PizzaToday.Com)'s homepage.
2. You can change your company's message as often as twice per month.
  - Promoting a new product-line? Post it!
  - Offering a discount for a limited period of time? Post it!The S&O page will also be promoted every week through our Quick Tips & Recipes newsletters.
3. Quick Tips will carry your banner-ad for one month quarterly as part of this program. (4 times a year)
4. Your company's banner ad will also appear for 12 months on the NAPO landing page. [www.napo.com](http://www.napo.com)
5. You can post your product to our online Product Showcase. [www.pizzatoday.com/product-showcase-categories](http://www.pizzatoday.com/product-showcase-categories)
6. Finally, you'll receive 5,000 randomly selected names from the Pizza Today circulation list twice within 12 months.

Call/email Stacie Dennison if you have any questions about putting this program to work for you, **502-736-9508** or [sdennison@pizzatoday.com](mailto:sdennison@pizzatoday.com).

# PIZZA TODAY ...HAS GONE DIGITAL!

In March of 2012, Pizza Today was the first in the foodservice industry to deliver a REAL app on both the iPad and the Android tablets. This is not a glorified PDF-file ...it's one of the most elegant apps you'll ever see. With additional photos, videos, recipes and interviews — the app brings the magazine alive!

Each month, nearly 3,000 people download the app and read this very special edition of the magazine!

Give us a call to discuss how this cutting-edge “elegant-technology” can help your marketing campaign stand head & shoulders above your competition.

www.PizzaToday.com, has over 4,000 online pages of Pizzeria Solutions and Opportunities, representing the World's Best Read Pizzeria Magazine. This website is the largest and most visited pizzeria-related website in the business.

## As of 10/2013:

### Google Analytics reports this newly re-designed site currently:

- ❑ Generates over 80,000 Page Views per Month ... and is growing at the rate of 22% per month.
- ❑ Reaches over 30,000 Unique Visitors w/37,000 visits ...and is growing at over 100% per year for the third year in a row!

PizzaToday.com is the fastest growing and most useful pizzeria-website in the world. Every day our editors provide fresh and insightful information posted to the homepage ... providing daily reasons for pizzeria operators to return looking for useful new ideas.

Whether your digital campaign is looking to build your brand or generate leads for your sales force, marketing online is limited

only by your imagination. Today there are methods of attracting your buyers' attention online that weren't even dreamed of a few years ago.

### We currently offer several sizes and styles of advertising which include:

- ❑ Pre & Mid-Roll Video Announcements.
- ❑ Banners, Rich & Expandable.
- ❑ Sponsorships Full Site & Category Specific.
- ❑ Run of Site.

**Call us today** for our latest web-traffic data to develop an online campaign that will work for you!

## QUICK TIPS

### Quick-Tips is the industry's only 100% Requested Weekly E-newsletter!

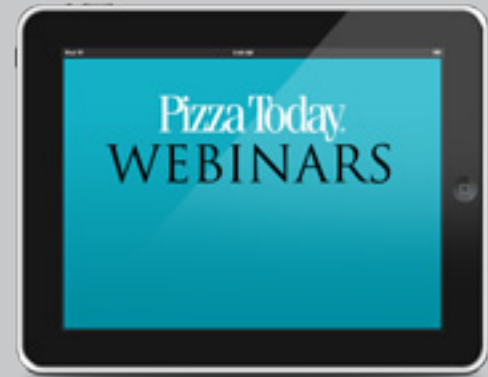
Featuring proven recipes and “quick-to-read” solutions and opportunities used by some of the most successful operators in the business, we've generated outstanding readership and a loyal following to this newsletter delivered every Wednesday afternoon.

Quick-Tips has an average “Open-Rate” of 26% — much higher than the 10 – 13% open-rate of other pizzeria-related e-newsletters.

Call us today for monthly & weekly schedule and pricing opportunities!

**Remember: if they don't request the publication, they're probably not reading it.**

# PIZZA TODAY WEBINARS



Beginning in September 2013, we introduced a series of bi-monthly webinars focusing initially on Social Media Marketing. These will be scheduled as one-hour sessions and promoted in both the magazine and website.

Webinars are one of today's most popular methods of sharing information online while providing real-time questions and answers for its attendees.

Limited Sponsorships are available. Call your Pizza Today representative more details.

# INTERNATIONAL PIZZA EXPO 2014 ...THE LARGEST PIZZERIA SHOW IN THE WORLD!

Be a part of the action as International Pizza Expo celebrates its 30th Anniversary!

If you're looking to build your brand and market share in the pizzeria industry, this is the single-most important opportunity of the year. 7,000 of the country's most aggressive business-minded pizzeria operators attended this 3-day event last year. And this year, we're expecting even more!!

With increased attendance, lead-generation, number of exhibitors and net square footage for each of the last several years, Pizza Expo is the fastest growing foodservice trade show in the country. With over 1,065 booths representing nearly 500 suppliers, this show will cover almost 6 football fields.

Pizza Expo offers hundreds of ways for your company to reach our attendees. From sponsoring world-class international competitions to choosing from a list of nearly 100 specifically pizzeria-related seminars, your company can focus on specific customers and their interests.

Your company can even conduct their own product or service demo in an area with seating capacity for 300 and plenty of room for standing — complimented by 2 huge 52 inch overhead screens right on the show-floor!



**MARCH 24-27, 2014**  
**(EXHIBITS OPEN MARCH 25-27)**  
**LAS VEGAS CONVENTION CENTER**



# Pizza Today™



**PIZZATODAY.COM**



**SLICE OF HOPE**  
BY PASSIONATE PIZZERALS  
HOSTED BY PIZZA TODAY



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\* 2013 TABBIE — award-winning issue  
"Best Single Issue" and "Best Cover"

\* A founding member of the National Restaurant Association's Pizzeria Industry Council