

Canadian

# Restaurant & Foodservice News

*Official Magazine of the Canadian Restaurant and Foodservices Association*

# 2012

## PRINT & ONLINE MEDIA PLANNER

Restaurant  
Central.ca



Canada's foodservice  
industry website

Published by:

**MediaEDGE**  
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Official Magazine of:



Canadian Restaurant and  
Foodservices Association  
Association canadienne  
des restaurateurs et des  
services alimentaires

## About Canadian Restaurant and Foodservice News

**Canadian Restaurant & Foodservice News (CRFN) delivers practical, relevant, timely and engaging information to help foodservice operators improve and grow their business while connecting them to Canada's foodservice supply chain.**

CRFN is the official magazine of the Canadian Restaurant and Foodservices Association (CRFA). As the voice of the CRFA, the magazine covers all aspects of the foodservice industry. Our goal is to provide insight into the latest food and beverage trends, industry research and innovation. Consumer statistics, business advice from respected foodservice consultants and regulatory news rounds out our editorial coverage. CRFN's objective is to bring the restaurant and foodservice community together and help our industry improve its bottom line.

CRFN is the authoritative voice of the foodservice industry and each issue contains special focus features, regular columnists and industry updates. Columnists are experts in their respective fields, and deliver a wealth of information, with helpful tips that operators can implement immediately. The CRFA News Section is included in every issue, to inform members of the legislative advocacy, research, case studies and upcoming events that the CRFA conducts on their behalf.

CRFN is distributed six times a year to a diverse, national demographic consisting of more than 20,000 individuals and organizations who are directly involved with Canadian foodservice industry, including: restaurants, cafés, quick service restaurants, pubs and bars, health care facilities, schools, golf courses, hotels, resorts, grocery stores, delicatessens and caterers. In a recent survey of CRFA members, CRFN was rated very favorably by more than 90% of the members and was ranked as the leading source of information in the industry.

CRFN is complemented by the industry's go-to website, RestaurantCentral.ca – which leaves no corner of the industry untouched and is packed with cutting-edge content by restaurant and foodservice professionals. Suppliers to the industry may choose a wide variety of banner options and sponsorships that would allow them to engage this dynamic web audience in new and innovative ways. The CRFA eNewsletter is distributed to more than 40,000 subscribers on a bi-monthly basis and brings attention to the latest and most relevant information on the site.

### About the Canadian Restaurant and Foodservices Association (CRFA)

CRFA is one of Canada's largest business associations, with 30,000 members representing restaurants, bars, caterers, institutions and other foodservice providers. The \$61-billion foodservice industry directly employs more than one million people.

#### Member Benefits Overview

CRFA helps its members across Canada to grow and prosper through the following member benefits and industry events.

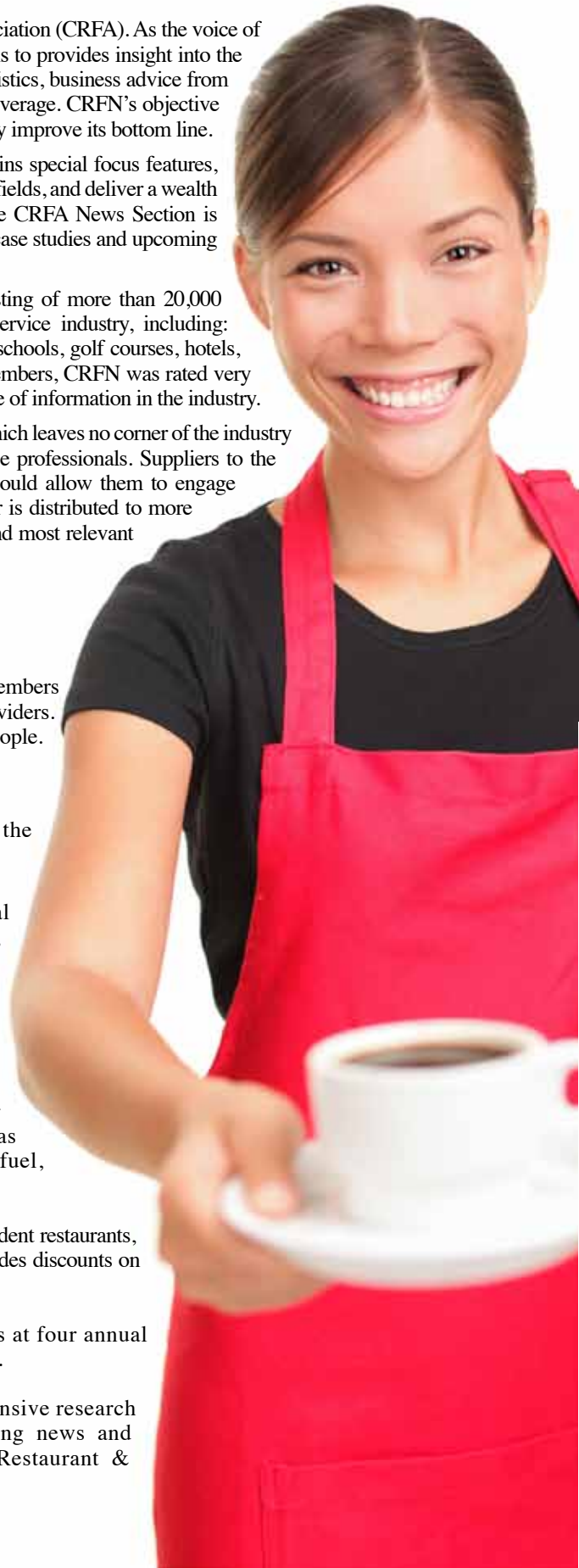
**Advocacy**—Through the national office in Toronto and five regional offices serving British Columbia/Alberta, Manitoba/Saskatchewan, Ontario, Quebec and the Atlantic region, CRFA's industry lobbyists speak on behalf of the industry on a range of issues – from meal taxes to minimum wage. CRFA's lobbying efforts secure millions of dollars a year in cost savings for foodservice operators.

**Member Savings**—CRFA members save money through special discounts and group buying. The average participating CRFA member saves more than \$2,100 annually through valuable benefits such as discounts on credit and debit card fees and various products (e.g. fuel, business insurance, energy).

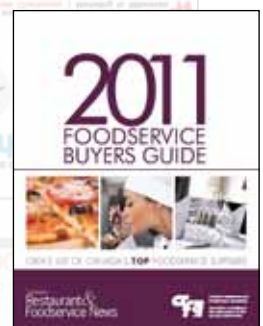
**Group Buying**—CRFA's Groupex is Canada's largest buying group for independent restaurants, giving independents the buying power of chains. Groupex's buying power provides discounts on essential commodities like soft drinks, dairy items and cleaning products.

**Trade Shows**—CRFA showcases the latest products, services and trends at four annual trade shows held in Toronto, Vancouver, Calgary and Halifax/Moncton.

**Research and Information**—CRFA provides its members with comprehensive research and analysis of industry trends and performance, as well as ongoing news and information through CRFA.ca, RestaurantCentral.ca and Canadian Restaurant & Foodservice News.



	January	March	May	July	September	November
<b>Issue Theme</b>	<b>Business Operations</b>	<b>Culinary Trends</b>	<b>Sustainability</b>	<b>The People</b>	<b>Marketing</b>	<b>The Year Ahead</b>
<b>Food</b>	Breakfast	Dinner	Snacks	Appetizers/ Small Plates	Lunch	Desserts
<b>Beverage</b>	Non alcoholic Drinks	Spirits	Beer	Tea	Coffee	Wine
<b>Equipment &amp; Infrastructure</b>	Kitchen Equipment	Furniture & Décor	Reducing Energy Consumption	Small Wares	Restaurant Design	Ambience
<b>Supplements</b>	Meat & Seafood	Ethnic Cuisine	Local Foods	New Cooking Techniques	POS	Cleaning & Maintenance
<b>Special Features</b>	<ul style="list-style-type: none"> <li>•Food Trucks</li> <li>•Foodservice Buyers' Guide</li> <li>•CRFA Show Preview</li> </ul>	<ul style="list-style-type: none"> <li>•Chef Survey</li> <li>•Chef Roundtable</li> <li>•Apex Show Preview</li> </ul>	<ul style="list-style-type: none"> <li>•Food Service Facts</li> <li>•Sustainability Report</li> </ul>	<ul style="list-style-type: none"> <li>•Compensation Survey</li> <li>•Alberta Foodservice Expo Preview</li> </ul>	<ul style="list-style-type: none"> <li>•Menu Design</li> <li>•Menu Costing</li> </ul>	<ul style="list-style-type: none"> <li>•Canadian Restaurant Report</li> <li>•BC Foodservice Expo Preview</li> </ul>





**VINE MUSINGS** – Come on a global journey of discovery, as our resident sommelier and consultant will advise on all aspects of proper wine service in restaurants. From the cellar to the table we've got you covered. *Sommelier Zoltan Szabo is a wine sourcing and staff training services to restaurants.*

**IN THE BREWS** – Fresh ideas on beer service, food pairing, micro brews and great marketing are just some of the topics to slake your thirst for knowledge. *Roger Mittag, a professor at Humber College's School of Hospitality, is also the founder of Canada leading beer education company, Thirst for Knowledge. He's also a consultant to several breweries.*



**SERVING UP GREEN** – Sustainability is gaining ground in all aspects of foodservice. Keep on top of the curve and learn how to lead the way in sustainable business practices.

*André LaRivière is executive director of the Green Table Network, a Vancouver-based organization helping operators, suppliers and diners across Canada to sustainability on the menu.*

**TO YOUR HEALTH** - Keeping up with nutritional guidelines and the latest scientific studies about foods, diet and foodservice is no easy task. Our resident nutritional expert tackles the tough issues and provides advice on how to incorporate healthy eating and options for operators. *Sue Mah RD, is a registered dietitian, nutrition writer and consultant to the food and beverage industry.*



**TURNING TABLES** – How do you cut through the media clutter to effectively market your establishment? Learn tips and techniques to fill the house and keep customers coming back for more. *David*

*Swanston is a hospitality and foodservice consultant, principal of Focused Industry Training Seminars and is an instructor at major Canadian university business schools.*

**MAKING MONEY** – Tips and techniques for daily business operations to increase bottom line profits and eliminate inefficiencies. *Hugh Johnston, CA, CMC, is a strategy consultant working with chain restaurants and foodservice leaders to unlock greater value in their business.*



**PLAYING IT SAFE** – Keeping your food, staff and customers safe is a tough job in today's marketplace. Learn the proper procedures from an expert and protect your livelihood. *Kevin Freeborn is an award-winning consultant, author and speaker with 30 years' foodservice safety experience.*

**CUSTOMER TRENDS** – What are customers ordering and why? What age groups are spending what? What will the next year have in store? This column will analyze the data and help you get ahead of the curve. *Linda Strachan is a restaurant industry analyst for the NPD Group. The NPD Group has more than 25 years of experience providing reliable and comprehensive consumer-based market information to leaders in the foodservice industry.*



**The Bottom Line** – Solid financial advice is the foundation of any foodservice concept. The experts at fsStrategy provide useful practical advice with everything from budgeting to taxes.

*Geoff Wilson is a principal with fsSTRATEGY Inc., consultants to the foodservice industry.*

**RAISING THE BAR** – Does your bar drive your bottom line? It should. This column will focus on beverage trends and how you can make them work for you. *Master mixologist Gavin MacMillan owns BartenderOne Corp., Canada's leading group of bartender training schools. An award-winning bartender, bestselling author and blogger, he is considered one of Canada's leading authorities on cocktails and mixology.*

## Regular Departments

**CHEF'S Q & A** – Our "Proust-syled" questionnaire gets behind the kitchen doors to explore the character of Canadian chefs from coast-to-coast.

**CANADIAN TRAILBLAZER** – Meet a Canadian foodservice personality to discover how they became involved and continue to contribute to our vibrant industry.

**CRUNCHING NUMBERS** -- Compiled from a compendium of industry resources, the statistics you need to make business decisions.

## Rates and Schedule

Advertising in *Canadian Restaurant and Foodservice News* magazine is a targeted and cost-effective way to reach the most qualified food service and hospitality professionals in Canada.

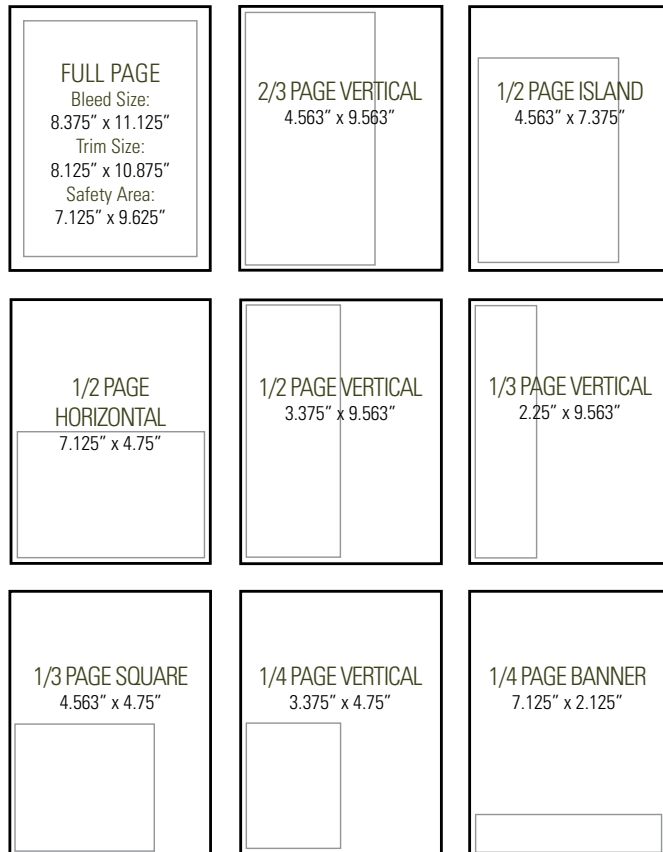
Size	1x	3x	6x
Full Page	<b>Contact Chuck Armitage for rates at chucka@mediaedge.ca</b>		
2/3 Page Vertical			
1/2 Page Island			
1/2 Page Horizontal/Vertical			
1/3 Page Sq./Vertical			
1/4 Page Horizontal			
1/4 Page Vertical			
Inside Front Cover			
Inside Back Cover			
Outside Back Cover			
Double Page Spread			

- Front Cover Over-wraps, special inserts, polybag mailings, etc are available upon request
- All rates include four colour
- Please add 15% for agency bookings
- Please add 10% if you are not a current CRFA member

## 2012 Publishing Schedule



Issue	Issue Theme	Booking Deadline	Material Deadline
January 2012	Business Operations	December 9, 2011	December 16, 2011
March 2012	Culinary Trends	February 3, 2012	February 10, 2012
May 2012	Sustainability	April 13, 2011	April 20, 2012
July 2012	The People	June 8, 2012	June 15, 2012
September 2012	Marketing	August 10, 2012	August 17, 2012
November 2012	The Year Ahead	October 12, 2012	October 19, 2012



## AD REQUIREMENTS

All ads should be sent press-ready with an appropriate proof. Publisher assumes no responsibility for accuracy where no proof has been provided.

### Printing Specifications

Trim size: 8.125" x 10.875"  
Half tones: 85-100 lpi  
Saddle Stitched

## DIGITAL FILES

Preferred format is InDesign CS4, Adobe Illustrator or PDF. Please include all image files and all fonts used in the document and a laser copy for reference.

## GENERIC PDF FILES

Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles), with all the fonts embedded. "Save-as" PDF files (Adobe Illustrator, Adobe Photoshop) and native application files (QuarkXpress, Adobe InDesign) are **not acceptable** for digital ad submissions. These files are not final material and can create problems with reproduction.

## WHEN SENDING MATERIAL

1. Submit files on a Macintosh formatted CD-ROM. Please label your files with the company name and issue name. eg. advertisername\_issuedate.pdf
2. Include a Magazines Canada standards colour proof for accurate reproduction.

**Four colour:** colour-corrected screened negatives, right-reading emulsion down with colour key or progressive proofs. **Digital files preferred.**

All colour files must be accompanied by a colour proof or a separated laser proof. Publisher assumes no responsibility for accuracy where no proof is provided.

3. Upload files to the FTP site. Host: ftp3.mediaedge.ca  
Username: me\_fsn\_ad  
Password: artwork

## SHIPPING INSTRUCTIONS FOR ALL OTHER MATERIALS

Digital materials, film, artwork, should be sent to: Production Manager, FoodService News  
5255 Yonge Street, Suite 1000, Toronto, Ontario M2N 6P4

## POLYBAG/INSERTS

Contact publisher for quotation and specifications.

## SHIPPING INSTRUCTIONS FOR INSERTS

Check with publisher for information. Send six samples of insert to production manager.



### Publisher:

Chuck Armitage  
416-512-8186 x 223  
1-866-216-0860 x 223  
chucka@mediaedge.ca

### Editor:

Sandra Eagle  
416-512-8186 x 265  
1-866-216-0860 x 265  
sandrae@mediaedge.ca

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5255 Yonge Street, Ste. 1000, Toronto,  
Ontario M2N 6P4  
Telephone: (416) 512-8186  
Fax: (416) 512-8344  
www.mediaedge.ca  
info@mediaedge.ca

*Our mission is to produce market leading, print, digital, conference and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.*

Publications produced by MediaEdge Communications Inc.

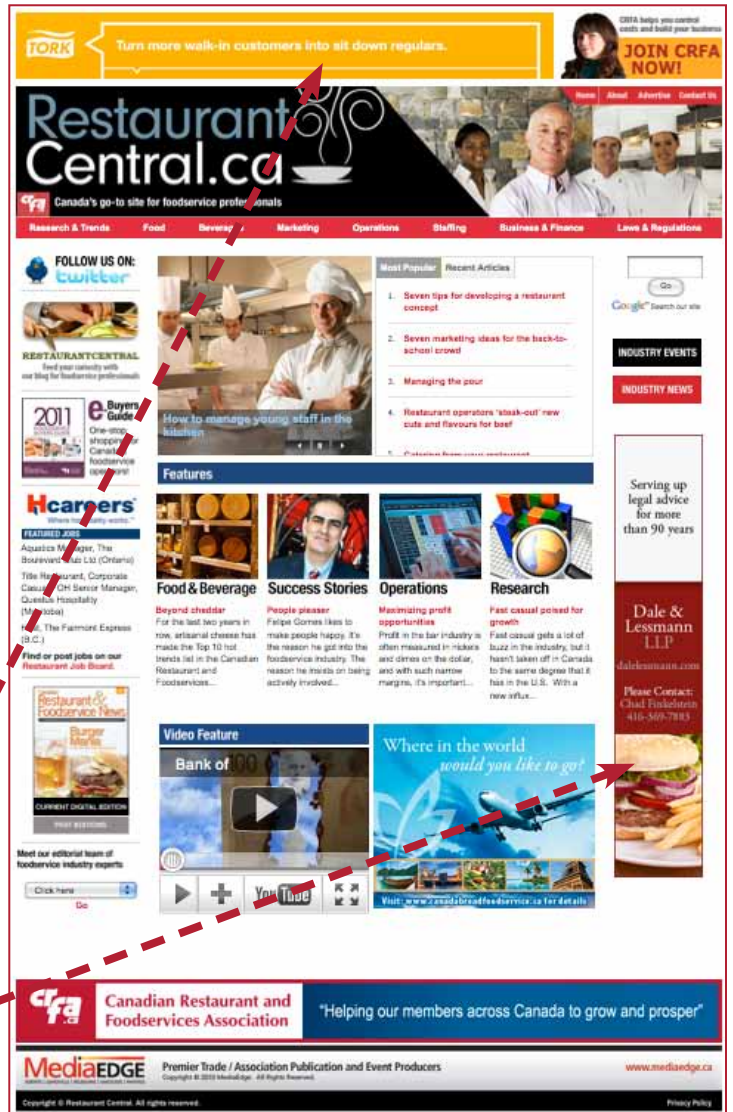




CRFA's *RestaurantCentral.ca* is Canada's go-to website for restaurateurs nationwide, providing the foodservices industry with market-leading information and articles covering topics such as: research & trends, local/organic, recipes, chef profiles, food, beverages, operations, laws and regulations, customer marketing, staffing, business and finance, and products and services. With more than 30,000 members across the country, the Canadian Restaurant and Foodservices Association (CRFA) has significant reach to every sector of Canada's foodservice industry, including restaurants, bars, cafeterias, coffee shops, caterers, accommodation, entertainment, and institutional foodservice plus the suppliers to the industry.

The Canadian foodservice industry is anticipated to grow to \$63 billion in 2011.

## AD OPPORTUNITIES



### WEBSITE MARKETING RATES (MINIMUM 3 MONTH COMMITMENT)

- Leaderboard.....  
728 x 90 pixels, 72 DPI gif or jpg only RGB
- Skyscraper.....  
120x600 pixels, 72 DPI gif or jpg only RGB
- Big Box Home.....  
300x250 pixels, 72 DPI gif or jpg only RGB
- Tab Sponsor.....  
360x180 pixels, 72 DPI gif or jpg only RGB
- Special Report.....  
360x180 pixels, 72 DPI gif or jpg only RGB
- Tip of the week.....  
360x180 pixels, 72 DPI gif or jpg only RGB
- Button.....  
125x125 pixels, 72 DPI gif or jpg only RGB

**Contact Chuck Armitage  
for rates at  
chucka@mediaedge.ca**

# E-News

User In-box view:

AD OPPORTUNITIES



## E-NEWS

CRFA's E-News are sent twice monthly to our database of more than 40,000 recipients. The CRFA eNews averages more than a 20% open rate and the timely highly relevant content ensures maximum exposure of your message. Advertisers will have the opportunity to take their message directly to readers' in-boxes allowing for a direct mail message with an extremely easy response mechanism.

## E-NEWS RATES

- Leaderboard.....  
728 x 90 pixels, 72 DPI gif or jpg only RGB
- Tower Ad .....  
180 x 600 pixels, 72 DPI gif or jpg only RGB
- Button Ad.....  
150 x 150 pixels, 72 DPI gif or jpg only RGB

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