

**2013**  
MEDIA KIT

print • online • digital

# Beverage<sup>®</sup> Industry

The ad page leader  
reaching the entire global  
beverage marketplace  
with the most relevant  
editorial coverage.

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



## Position Your Products in Front of Top Decision-Makers Who Drive Innovation

Through a comprehensive platform of print, online and digital communications, *Beverage Industry* can help you develop and execute a marketing strategy that connects with exactly the right people.

*Beverage Industry* delivers a valuable global audience of beverage professionals to complement your marketing efforts in North America. With respected editorial coverage of power beverage brands and niche drinks, no other publication delivers the right customers like *Beverage Industry*.

Coverage of the entire marketplace means *Beverage Industry* provides customers targeted access to the most innovative creative groups and admired leadership teams in the business. Your partnership with *Beverage Industry* will extend your message each month to industry executives.



GENERATE HIGH-QUALITY SALES LEADS BY REACHING CUSTOMERS ACROSS MULTIPLE PLATFORMS — PRINT, ONLINE & DIGITAL.

## The Beverage Market

GENERATING \$208 BILLION IN ANNUAL REVENUE

Carbonated Soft Drinks	\$51.7	Coffee	\$8.7
Beer	36.4	Tea	7.7
Milk	27.0	Energy Drinks	5.3
Distilled Spirits	22.2	Sports Beverages	4.3
Fruit Beverages	15.2	Value-Added Water	1.8
Wine	14.5	Other	1.6
Bottled Water	11.1		

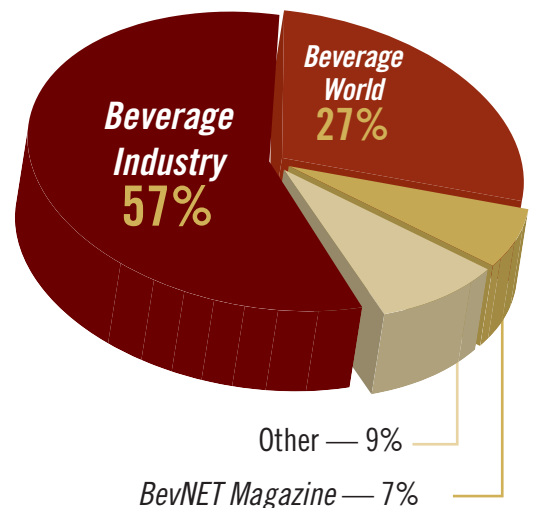
Industry Source, 2011 Data

*BI* readers spend an average of 30 minutes reading a typical monthly issue.

Source: 2011 BI Reader Preference/Profile Study

## MOST USEFUL INDUSTRY MAGAZINE

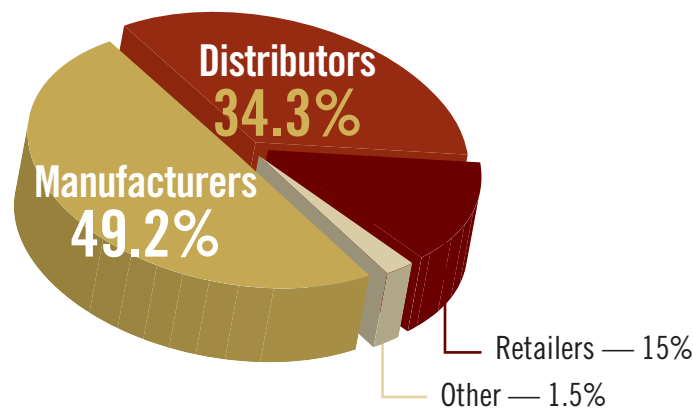
In a recent readership study, readers were asked which publication is most useful for work.



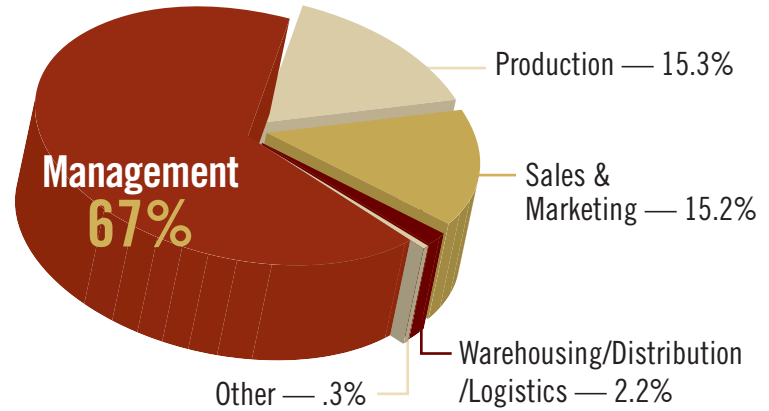
Source: 2011 BI Reader Preference/Profile Study

# Reach our Targeted Audience of Beverage Professionals

**BUSINESS/OCCUPATION\***



**JOB TITLE\***



**TOTAL QUALIFIED CIRCULATION: 35,407\***

- > Print Subscribers - 34,001
- > Digital Subscribers - 1,406



**97%** of readers believe advertisements in *Beverage Industry* are relevant and useful.

Source: 2011 BI Reader Preference/Profile Study

## WHO SUBSCRIBES TO BEVERAGE INDUSTRY MAGAZINE?

The top names at beverage companies, bottlers, distributors and retailers.

- > CEOs, COOs, CFOs
- > Presidents
- > Executive Vice Presidents
- > Production/Operations Managers
- > Vice Presidents of Sales & Marketing
- > Directors of Distribution
- > Directors of Purchasing
- > R&D Directors



\*Source: December 2012 BPA Brand Report

Each month, *Beverage Industry* talks to the industry's leading processors. We interview corporate and plant management executives and deliver in-depth profiles and behind-the-scenes plant features. No other magazine offers your target audience this essential information. Your ad benefits from viewership alongside this type of specialized editorial resource.

## In Every Issue...

### CORPORATE PROFILES & PLANT FEATURES

Taking subscribers inside the leading companies in the beverage industry.

### NEW PRODUCTS

Extensive new product coverage that keeps subscribers up-to-date on the latest beverage offerings in all categories.

### PACKAGING

Packaging features that profile innovative designs and the newest packaging technologies available in the beverage marketplace.

### CATEGORY FOCUS

Features that delve into specific beverage segments, examining sales trends and new product introductions.

### CHANNEL STRATEGIES

A department that takes on issues and trends in beverage retailing.

### BEVERAGE R&D

Covering the latest ingredient trends and expert formulation advice.

### TRUCKS/TRANSPORTATION

Helping beverage companies keep their fleets running in tip-top shape and their drivers safe on the roads.

### WAREHOUSE/DISTRIBUTION

Articles that help beverage bottlers and distributors make the most efficient use of warehouse space as well as sales and delivery technology.

### OPERATIONS

A look at the latest operations technology that features solutions for processing, bottling and palletizing.



99% of readers consider *Beverage Industry* to be a reliable source of information.

97% believe the editorial content in *Beverage Industry* covers a wide variety of topics and issues facing the industry.

Source: 2011 BI Reader Preference/Profile Study

## Beverage Industry Annual Manual

### YOUR ULTIMATE MARKETING TOOL

Whether your potential customers use print, digital or online to source beverage products, the *Beverage Industry* Annual Manual is there. By listing your company information in the Annual Manual, you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags; or give them easy access to product info with spec sheets, photos and videos. Get listed today!

Visit the online directory at

<http://directories.bevindustry.com/manual>

### PRINT & DIGITAL

- > Reach more than 34,001\* beverage professionals in print
- > Display advertisers receive boldfaced listings, company logo placement, and free Package 1 upgrade in the online version
- > Free Corporate Profile page with your full-page ad
- > Includes the only widely distributed Contract Packaging Guide

### ONLINE

- > Keyword searches & live links
- > Premium packages offer prime designation and ranking
- > Brand identity in prime position
- > Expanded print, digital and online packages for 2012-2013

### NEW! MOBILE TAGS

Your print listing now has eMedia connectivity!

Add a Mobile Tag to your print listing and give customers your contact info in an instant. You can choose a v-card or website link for your mobile tag. Only \$225 added to any listing!

For more information, please contact your sales rep or Catherine Wynn at 847.405.4010 or [wynnc@bnpmedia.com](mailto:wynnc@bnpmedia.com).

\*Source: December 2012 BPA Brand Report



## Comprehensive Industry Exposure

Our diverse and expansive portfolio of food, beverage and packaging magazines gives you an unmatched resource to reach decision-makers in all areas of these industries. Consider these other BNP Media publications as part of your marketing reach:

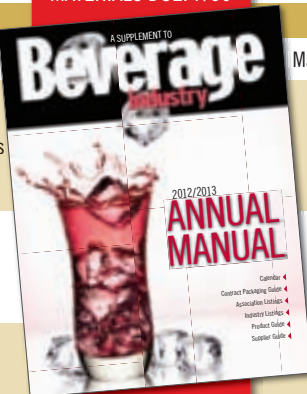
- > BrandPackaging
- > Candy Industry
- > Contract Manufacturing & Packaging Supplement
- > Dairy Foods
- > Flexible Packaging
- > Food & Beverage Packaging
- > Food Engineering
- > Food Master
- > Independent Processor Supplement
- > Industria Alimenticia
- > Perishables Buyer
- > Prepared Foods
- > Private Label Buyer
- > Refrigerated & Frozen Foods
- > Snack Food & Wholesale Bakery
- > The National Provisioner

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Ad Close: 12/7	Ad Close: 1/10	Ad Close: 2/11	Ad Close: 3/11	Ad Close: 4/10	Ad Close: 5/10
	Materials Due: 12/12	Materials Due: 1/15	Materials Due: 2/15	Materials Due: 3/15	Materials Due: 4/15	Materials Due: 5/15
<b>SPECIAL REPORT</b>	Bottler Of The Year	Health & Wellness	<b>Annual Beer Report</b>	<b>Annual Soft Drink Report</b>	<b>NEW</b> Supplement Convergence Trends	Top 100 Beverage Companies
<b>CATEGORY FOCUS</b> Top brands New products Category sales results	Juice & Juice Drinks	<b>NEW</b> Coconut Water	Wine	Spirits & Craft Spirits	Sports & Protein Drinks	Tea & RTD Tea
<b>BEVERAGE R&amp;D</b>	Product Development Outlook	<b>NEW</b> Cognitive Health Beauty & Anti-Aging	<b>NEW</b> Stevia & Masking	<b>NEW</b> Energy Ingredients	Digestive Health IFT Pre-Show Planner	Sweeteners
<b>INGREDIENT SPOTLIGHT</b>	<b>NEW</b> Antioxidants	<b>NEW</b> Aloe	Coffee	<b>NEW</b> Omega Fatty Acids	Cherry	Hydrocolloids
<b>PACKAGING EQUIPMENT</b>	Can Filling & Seaming		Case Packers & Wrappers	Filler Technology		
<b>PACKAGING MATERIALS</b>	Caps & Closures	Shrink & Stretch Labels	<b>NEW</b> Glass Bottles	<b>NEW</b> Aluminum Cans & Bottles	<b>NEW</b> Plastic Secondary Packaging	<b>NEW</b> Plastic Bottles
<b>TRUCKS/TRANSPORTATION</b>	Best Practices	CNG Power Update	Controlling Fuel Costs	Buy or Lease?	Mid-America Trucking Show Roundup	Straight Trucks vs. Tractor Trailers
<b>CHANNEL STRATEGIES</b>	Supermarkets	On-Premise	Drug Stores	Category Management & Merchandising	Discount Retailers	Vending
<b>WAREHOUSE/DISTRIBUTION</b>		Storage Systems		DSD Supply Chain Solutions	Carts & Hand Trucks	Telematics
<b>OPERATIONS</b>	<b>NEW</b> Facility Planning		Processing Automation		Conveyor Systems	Reusable Packaging Systems
<b>SHOW COVERAGE</b>			ProMat Food Safety & Security Summit Pre-Show	Natural Products Expo West	Craft Brewers Conference & Brew Expo America	NAMA OneShow
<b>BONUS DISTRIBUTION</b>	<b>PROMAT</b> Jan. 21-24, Chicago		<b>NIGHTCLUB &amp; BAR SHOW</b> March 19-21, Las Vegas	<b>FOOD SAFETY &amp; SECURITY SUMMIT</b> April 30-May 1, Washington, D.C.		<b>IFT ANNUAL MEETING &amp; FOOD EXPO</b> July 13-16, Chicago
<b>SPECIAL OFFERS/SUPPLEMENTS</b>	<b>PRODUCT DEVELOPMENT SURVEY AVAILABLE</b> Buy One Full Page Ad and Get One from the Following Options:  <b>FREE</b> Full Page Ad or Full Page Advertorial in This Issue or Banner Ad Placement on <a href="http://www.bevindustry.com">www.bevindustry.com</a> for One Month	<b>NEW</b> <b>FREE Media Optimizer Research Study</b> with 1/2 Page or Larger Paid Ad in This Issue		<b>FREE White Paper with Link for 3 Months</b> Hosted on <a href="http://BevIndustry.com">BevIndustry.com</a> with 1/2 Page or Larger Paid Ad in This Issue	<b>FREE 1/6 Page IFT Profile</b> with 1/2 Page or Larger Paid Ad in This Issue	

**IN EVERY ISSUE:** Corporate Profiles - Plant Features - New Products - Industry Issues - Global Trends - Supplier's Marketplace

**BONUS ISSUE**

AD CLOSE: 7/22  
MATERIALS DUE: 7/30



**2013 ANNUAL MANUAL**

THE INDUSTRY'S ONLY  
PRINT & ONLINE  
REFERENCE GUIDE

Contract  
Packaging Guide

Standard  
8" x 10.75" Issue

FREE Corporate  
Profile Page with  
full-page paid ad  
in this issue

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close: 6/10	Ad Close: 7/10	Ad Close: 8/9	Ad Close: 9/10	Ad Close: 10/10	Ad Close: 11/11
Materials Due: 6/14	Materials Due: 7/15	Materials Due: 8/14	Materials Due: 9/16	Materials Due: 10/15	Materials Due: 11/15
State Of The Industry	<b>NEW</b> Government Standards & Regulations	Wholesaler Of The Year	Executive Of The Year	Contract Packaging	Craft Beer Report Innovations Of The Year
<b>NEW</b> Flavored Malt Beverages & Ready-To-Drink Cocktails	Energy Drinks & Energy Shots	Coffee & RTD Coffee	Bottled Water & Enhanced Water	Dairy Drinks & Dairy Alternatives	Private Label Beverages
Weight Management	<b>NEW</b> Botanicals Generational Formulations	Flavor Trends	<b>NEW</b> Performance Beverages	Color Concepts	Fortification: Vitamins & Minerals
<b>NEW</b> Honey	Citrus	Tropical Fruits	<b>NEW</b> Fiber	<b>NEW</b> Protein	Tea
Inspection Equipment	Labeling Equipment	Coding Technology		Plastic Bottle Manufacturing	
<b>NEW</b> Paperboard Secondary Packaging		Labeling Materials	<b>NEW</b> Pouches, Cartons & Aseptic Packaging	<b>NEW</b> Inks & Graphics	Best Packages of 2013
Choosing Van Bodies/Trailers	Temperature Control and Engine Idling	Fleet Managers' Virtual Forum	Fleet Graphics Awards	2014 Truck Roundup	Fleet Survey
Foodservice	Schools	Convenience Stores	Natural & Organic Retailers	Mass Merchandisers	
	Automatic Guided Vehicles	Forklifts	New Warehouse Technology	Warehouse Management Systems	
Palletizers & Depalletizers			Robotics		<b>NEW</b> Lab Testing Showcase
	Drinktec Pre-Show Pack Expo Pre-Show IFT Post-Show Report			Drinktec Post-Show Pack Expo Post-Show Natural Products Expo East	SupplySide West
	<b>DRINKTEC</b> Sept. 16-20, Munich, Germany	<b>PACK EXPO</b> Sept. 23-25, Las Vegas <b>NACS SHOW</b> Oct. 12-15, Atlanta <b>NBWA CONVENTION</b> Sept. 29-Oct. 2, Las Vegas	<b>AMERICAS FOOD &amp; BEVERAGE SHOW</b> Nov. 14-15, Miami		
<b>SPONSORSHIPS AVAILABLE</b>		<b>SPONSORSHIPS AVAILABLE</b>		<b>NEW</b>	<b>NEW</b>
<b>STATE OF THE INDUSTRY REPORT CATEGORY SPONSORSHIPS AVAILABLE</b>		<b>NEW PRODUCT DEVELOPMENT WEBINAR &amp; SUPPLEMENT</b>		<b>CAPITAL EXPENDITURE RESEARCH STUDY</b> With 1/2 Page or Larger Paid Ad in This Issue	<b>MATERIAL HANDLING SUPPLEMENT</b>

# BevIndustry.com

Get maximum exposure on BevIndustry.com with our highly visible, dynamic Web options. BevIndustry.com offers high impact advertising options for the most cost-effective way to strengthen your print advertising campaign and build your brand.

## LEADERBOARD (728 X 90)

Located above the fold (ROS)

## MEDIUM RECTANGLE (300 X 250)

Minimum ad competition (ROS)

## RECTANGLE (180 X 150)

Two adjacent spots. Home page only.

## WIDE SKYSCRAPER (160 X 600)

Run of site, except home page. Above the fold.

## FLOATING AD

Rich media ad that floats in the center of the page

## PAGE PEEL AD

Rich media ad that expands from the corner to reveal an attractive ad underneath

## TOPIC SPONSORSHIP

Ad package for targeted editorial, includes wide skyscraper and medium rectangle ads

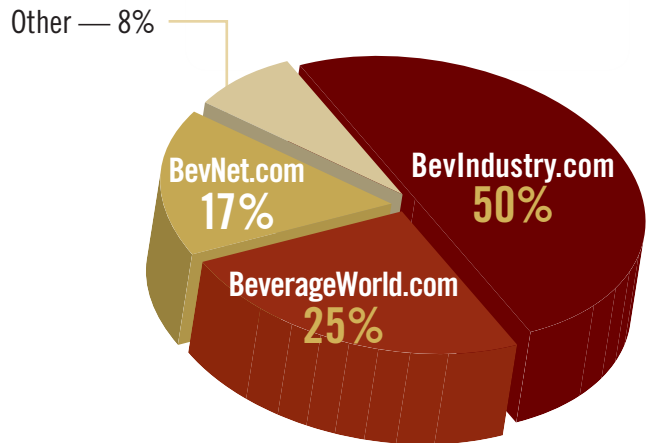
## ARTICLE SPONSORSHIP

Sponsor an article and your rectangle ad appears with the article for life

Additional website advertising opportunities are available.  
Please contact your sales rep for more information.



## Most Useful Website\*



## Website Traffic Continues To Grow

Month	June 2011	June 2012	Increase of:
User Sessions	14,913	31,146	<b>110%</b>
Page Impressions	36,396	63,269	<b>75%</b>
Unique Browsers	12,101	26,583	<b>120%</b>

Source: BPAWW Interactive, June 2011-June 2012

Readers spend an average of 20 minutes on BevIndustry.com with each visit.\*

\*Source: 2011 BI Reader Preference/Profile Study

## eNewsletter

### BEVERAGE INDUSTRY INSIDER

Reach our targeted audience by placing your advertising message within a timely, informative and contextual environment, carrying the latest industry news, trends and information. *Beverage Industry's* weekly INSIDER provides complete market coverage including industry headlines, new products, packaging innovations, company profiles, research & development, distribution and marketing. eNewsletter ads can generate sales leads, promote new products or drive traffic to your website. Contact a sales rep for details.

## Custom eNewsletters

YOUR CONTENT CREATES UNIQUE ENEWSLETTERS DEPLOYED TO *BEVERAGE INDUSTRY'S* ENEWS SUBSCRIBERS.

Why is it time to develop your own eNewsletter?

- > Become a news leader for the industry.
- > Stay in touch with your past, present and future customers.
- > Educate the industry with valuable and compelling content delivered on a consistent basis.
- > Show your products and/or services as solutions to industry problems.

By working with *Beverage Industry*, you'll be able to tap into our expert and experienced creative and editorial teams. Contact your sales rep for more information.



**BANNER AD**  
(468x60 pixels)

**WIDE SKYSCRAPER**  
(160x600 pixels)

**VERTICAL RECTANGLE**  
(240x400 pixels)

**MEDIUM RECTANGLE**  
(300x250 pixels)

**BANNER AD**  
(468x60 pixels)

## Digital Edition

INTERACTIVE, ENGAGING AND A GREAT WAY TO REACH CUSTOMERS!

Combine the look of a print edition with the interactivity of the Web! Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable Web links, ad view tracking and of course access to view on a laptop or PC.

Digital editions are deployed via e-mail and posted to the *Beverage Industry* website for one year — opening your ad up to an audience of potential buyers. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation, video or audio to your ad. Contact a sales rep today for more details.





**60%** of registrants attend video webinars,\* which is a **12%** increase from BNP's current attendee average.†

## Webinars – Now with video!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:

- > Dynamic audience interaction
- > One-on-one pre-qualified sales
- > Brand reinforcement
- > Market growth
- > Measurable ROI
- > And more!

For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>

\*ON24 2010 Webcasting Report, Webcast Benchmarks and Best Practices for Lead Generation, Averages  
†2011 BNP Media Corporate Webinar Averages

## BevIndustry TV

Use the high engagement factor of video to attract customers like never before. Promote your brand, educate customers and drive traffic to your website with a video placed on *Beverage Industry's* website.

**62%** of readers use/view videos for business.

Source: 2011 Reader Preference/Profile Study



## Social Media

Social media usage is now the number one activity on the Web. It's no longer a fad; it's a fundamental shift in the way we communicate. Collaborate with *Beverage Industry* to create a smart social media strategy that communicates with customers and prospects. *Beverage Industry* offers a number of opportunities for audience engagement through Facebook, Twitter, YouTube and QR Codes/Mobile Tags. Partner with *Beverage Industry* to build a social presence for your brand! Contact your sales representative for more information.

## Virtual Events

### TRADE SHOW BENEFITS WITHOUT TRADE SHOW COSTS!

Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to American Business Media and Forrester Research, 75 percent of business decision-makers said they attended three or more Web-based events during the past 12 months. Don't miss your opportunity to generate high-quality leads – more than 250 per exhibitor booth on average\*. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

View a demo at <http://portfolio.bnpmmedia.com/virtual>

\* Market Research Media Ltd, "Virtual Conference & Trade Show Market Forecast 2010-2015"  
†BNP Media Corporate Virtual Event Averages

## Beverage Industry can put you in touch with the audiences you seek for your targeted marketing programs.

### CLASSIFIED ADVERTISING

Advertise your equipment for sale, contract packaging services, career and business opportunities, and auctions to 34,001\* subscribers who are mailed the magazine. We will work with you to put together an effective program to fit your needs. Please contact Catherine Wynn at 847.405.4010 or [wynnc@bnpmedia.com](mailto:wynnc@bnpmedia.com).

### LIST RENTAL

BNP Media's postal, telemarketing, and e-mail mailing lists offer quality data that will produce responsive sales leads. With more than 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists, please contact Kevin Collopy of InfoGroup at [kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com) or 402.836.6265.

### EDITORIAL REPRINTS

Use articles from *Beverage Industry* to complement your sales, promotion or educational programs. Use them as trade show handouts, direct mail to customers and sales training aids. Reprints are available in 4-color or black-and-white in quantities of 500 or more. Contact Jill DeVries at 248.244.1726 or [devriesj@bnpmedia.com](mailto:devriesj@bnpmedia.com).

\*December 2012 BPA Brand Report



orangetap

## Content Development Custom Publishing Market-Specific Delivery

Orangetap helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you – we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at [www.bnporangetap.com](http://www.bnporangetap.com) or contact us for a free marketing consultation at [orangetap@bnpmedia.com](mailto:orangetap@bnpmedia.com).

## Clear Seas Research

### MAKING THE COMPLEX CLEAR.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI, please contact Beth Surowiec at 248.786.1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).

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

**Clear Seas**  
RESEARCH  
*Making the complex clear*

## 2013 B&W PRINT RATES (Gross Rates)

Ad Size	Dimensions	1x	3x	6x	12x	18x	24x
Full Page	9" x 11-3/4"	7,015	6,410	5,945	5,350	5,050	4,730
2/3 Page	6" x 11-3/4"	5,330	4,680	4,370	3,885	3,555	3,225
Junior Page	7" x 10"	6,575	5,965	5,350	4,895	4,595	4,310
1/2 Page (vertical)	4-1/2" x 11-3/4"	4,360	3,895	3,565	3,080	2,775	2,475
1/2 Page (horiz)	9" x 6"	4,360	3,895	3,565	3,080	2,775	2,475
1/3 Page (vertical)	3" x 11-3/4"	3,300	2,980	2,710	2,340	2,040	1,775
1/3 Page (square)	6" x 6"	3,300	2,980	2,710	2,340	2,040	1,775
1/4 Page (square)	4-1/2" x 6"	2,380	2,185	1,960	1,620	1,455	1,340
Cover 2"			9,705	9,035	8,450		
Cover 3"			9,365	8,840	8,275		
Cover 4"			9,890	9,200	8,625		

\*Includes bleed and color

## CLASSIFIED RATES

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is an additional charge.

	1x	3x	6x	12x
Per Inch	\$165	\$145	\$135	\$125

### TERMS & CONDITIONS

> **Payment & Terms:** Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

> **Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

> **Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

> **Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be canceled by advertiser or publisher on written notice 30 days in advance of closing date.

### COLOR RATES (4 OR 3 COLOR)

Per Page: \$2,270  
Per Spread: \$3,795  
Per 1/2 Page: \$1,495

### SPECIAL COLOR RATES

Per Page: \$1,690  
Per Spread: \$2,990  
Per 1/2 Page: \$1,280

### INSERT RATES

Contact Publisher for more information.

### BLEEDS

No extra charge for bleed.  
Specifications for bleed:  
Full Page: 10-1/4" x 13-1/4"  
Spread: 20-1/4" x 13-1/4"  
1/2 Page (horiz): 10-1/4" x 6-5/8"  
1/2 Page (vert): 4-3/8" x 13-1/4"

### MECHANICAL INFORMATION

Trim Size: 10" x 13"  
Printing: Body forms and covers heat-set web offset.  
Binding: Saddle-stitched. Jogs to head.

### ISSUE & CLOSING DATES

Issues are published 12x a year.  
See editorial calendar for closing dates.

## SALES STAFF

### STEVE PINTARELLI

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### CATHERINE WYNN

Sr. Classified Sales Mgr.  
Ph: 847-405-4010  
wynnc@bnpmedia.com

## SHIPPING INSTRUCTIONS

Ship materials, insert samples, insertion orders, etc. to:

### COURTNEY WARNIMONT | BNP MEDIA

155 N. Pflugsten Rd., Suite 205  
Deerfield, IL 60015  
warnimontc@bnpmedia.com  
Ph: 847.405.4032  
FTP Login: <http://upload.bnpmedia.com>

