

**NEW**  
FoodMaster.com

# FOOD MASTER

**NEW**  
Cataloger  
Packages

Where the Buying Process Begins

## 2016 Integrated Media Planner

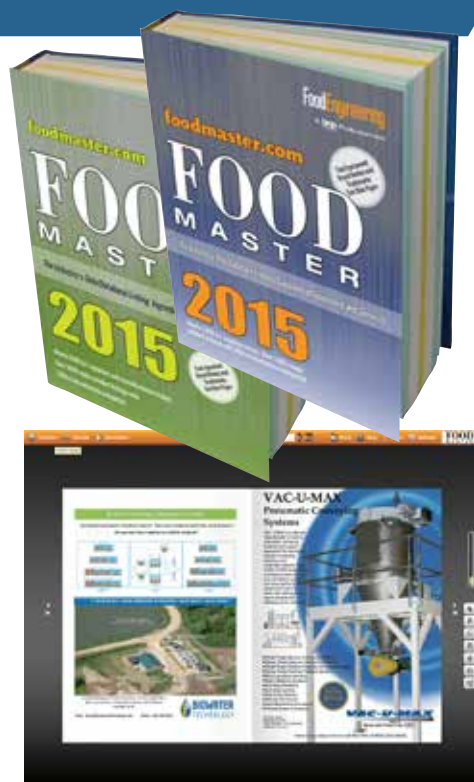
**INGREDIENTS**  
and R&D Services Database



**PRINT | FOODMASTER.COM | DIGITAL**

a reliable resource since 1978

## ABOUT *Food Master*



*Food Master* is a cornerstone of the food and beverage industry sourcing ingredients and R&D services. Product developers and key decision makers in the food and beverage industry rely on *Food Master* for purchasing decisions.

## PRINT | DIGITAL EDITION

### Total Circulation: 79,326\*

- Hardbound Circulation: 26,000\*
- Digital Edition Circulation: 53,326\*

As the only annual hardbound directory in the industry, *Food Master* provides universal access to your product information.

The digital edition ensures your product catalog data is easily retrieved when the buying process begins.

## ONLINE FoodMaster.com

### Upgrades & Efficiency

FoodMaster.com has recently received a dramatic upgrade in design and efficiency. And, it continues to be the only online directory that provides buyers with hundreds of catalog pages to expedite their search.

The new FoodMaster.com debuted with **MORE THAN DOUBLE** the amount of viewers when compared to last year.\*\*

Online Metrics**		
January-February	2014 (old website)	2015 (old website)
Unique Visitors	5,582	10,941
Visits	6,961	13,554
Pageviews	27,140	54,393

New options in the cataloger packages have been added to increase the visibility and awareness of your products.

Viewers recognize FoodMaster.com as a business-to-business site, which eliminates unwanted, time-consuming, consumer search results.

FoodMaster.com can leverage the strength of *Prepared Foods* to drive customers and prospects to your listing.

\*December 2014 BPA Brand Report. Duplication exists amongst the print and digital editions. Some subscribers received both versions.

\*\*Google Analytics, January 2014-February 2015.

**www.FoodMaster.com**  
*new and improved  
for advertisers and viewers*

## HOME PAGE



Request  
Information  
Program

Videos

Carousal  
and Roll-  
Over Box

Catalog  
Index

## PRODUCT PAGE



Categories  
&  
Sub-categories  
Search

Premium  
Package  
Position  
(non-catalogers)

Linked  
Breadcrumb  
Trail

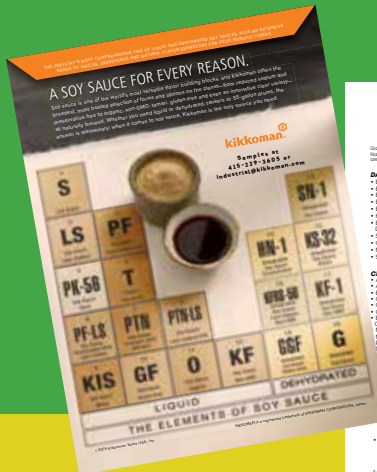
Prominent  
Placement

Lightbox

Leaderboard  
Ad



# CATALOGER Basic Package



**kikkoman®**

**KIKKOMAN SALES USA INC.**  
50 California St., Ste. 3600,  
San Francisco, CA 94111... p. IFC & 76-77  
Tel: (415) 956-7750  
Fax: (415) 391-1842  
industrial@kikkoman.com  
www.kikkomanusa.com/  
foodmanufacturers

**Product Line**  
Custom Manufacturing, Private Labeling  
Custom Manufacturing, Private Labeling, Dry  
Blending  
Custom Manufacturing, Private Labeling, Other  
Flavor Enhancers, Combinations  
MSG Replacers  
Marinades  
Sauces, Asian  
Sauces, Hot  
Sauces, Soy  
Sauces, Soy Powders  
Sauces, Specialty  
Seasonings, Snack Foods  
Soup Bases  
Vinegar, Liquid  
Vinegar, Liquid, Flavored

**Sales Offices/Brokers/Distributors:**  
CA Los Angeles .....(714) 621-1020  
GA Atlanta.....(770) 496-0605  
IL Chicago.....(830) 954-1244  
NY New York.....(516) 466-0020  
TX Dallas.....(972) 267-4207

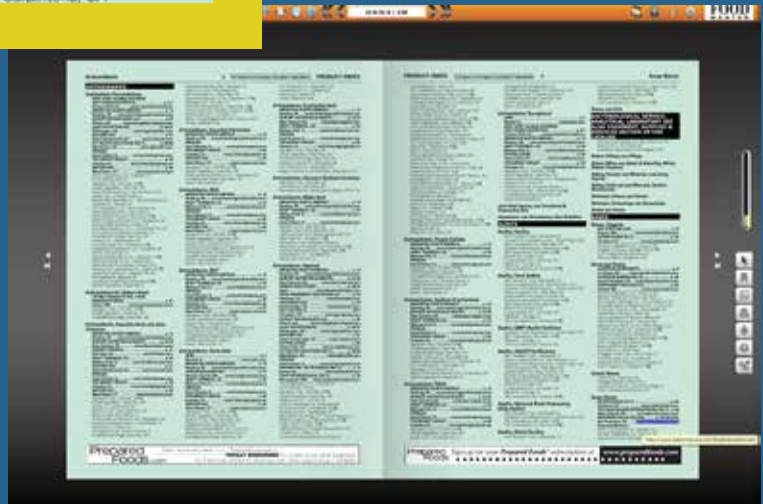
- Boldface listings in the Company Index, Product Listings and Brand Name sections in print & digital edition

**Soup Bases**

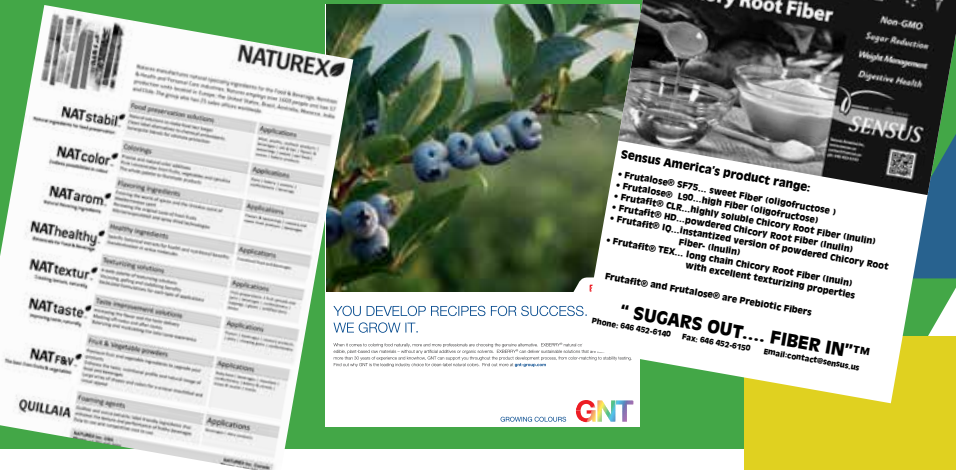
BAY STATE MILLING®	p. 14
Quincy, MA	www.baystatemilling.com
EATEM FOODS CO.®	p. 44
Vineland, NJ	www.eatemfoods.com
THE FOOD SOURCE INC.®	p. 51
West Chester, PA	www.foodsourceinc.com
KIKKOMAN SALES USA INC.	p. IFC & 76-77
San Francisco, CA	www.kikkomanusa.com/ foodmanufacturers
MCCLANCY	p. 84-85
Fort Mill, SC	www.mcclancy.com
SENSORY EFFECTS	p. 115
Bridgeton, MO	www.sensoryeffects.com
SIEMER MILLING COMPANY	p. 119
Teutopolis, IL	www.siemerspecialtyingredients.com
ABCO Laboratories Inc., Fairfield, CA	
Accord Foods Inc., Rochester, NY	
American Culinary Concepts, Cleveland, OH	
Brand Aromatics Inc., Lakewood, NJ	
Edward & Sons Trading, Carpinteria, CA	

- 1 full-page, black & white catalog page in print, digital and online
- 50 sales offices listings in print, digital and online
- Unlimited Product Categories Listing in print, digital and online

- Live email, website and links in digital edition and online



*Catalog pages  
allow customers  
to pre-qualify  
you as a  
potential vendor.*



- Catalog page in online Catalog Index
- Premium online ranking, appear at the top of Product Pages (in alpha order)
- 30-word About Us description in Company Profile online
- Included in the Request Information program online
- Social media links in Company Profile online
- Lightbox on Product Pages online includes:
  - Company contact info
  - Company description
  - Link to profile page
  - Live email link
  - Company Logo
- Logo on Company Profile online
- Unlimited Trademark and Brand Names on Company Profile online
- 1 product specific Leaderboard Ad\*



\*Leaderboard ads appear under selected Product Category Pages. Limited to 3 ads in rotation. Ad links to a company's website.

# ADVANCED Cataloger Packages

## CATALOGER PREMIUM PACKAGE

*Includes Cataloger Basic Package, plus these additional benefits:*

- Highlighted Product Line Listing in the Company Alpha section in print & digital
- Video on profile page online
- Unlimited specs sheets (PDF) on Company Profile online



- 3 product specific Leaderboard Ads online\*
- Color photo included in Lightbox on Product Pages online
- 5 Product Highlights on Company Profile online. Each Product Highlight includes:
  - Color product photo
  - 50-word product description
  - Link to a specific URL of your choice to promote your products



## CATALOGER HOME PAGE PACKAGE

*Limited to 5 packages available.*

*Contact your sales rep for availability.*

*Includes Cataloger Premium Package, plus these additional benefits:*

- 4 full-page, black & white catalog pages in print, digital and online
- Home page Carousal online
  - Linked to Company Profile page
  - Limited to 5 sponsors
  - Rotates visual image with text
  - Roll-over box includes 30-50 words of text
- 5 product specific Leaderboard Ads online\*



\*Leaderboard ads appear under selected Product Category Pages. Limited to 3 ads in rotation. Ad links to a company's website.





## SPINE

Maximize your exposure by reserving a premium position on the spine of the *Food Master*. Your logo will be seen every time your customers reach for their *Food Master*. Limited to 3 companies, first-come-first-served basis.

## FRONT COVER TILE



Maximize your exposure by reserving a premium position on the front cover of the *Food Master*. Your logo will be seen every time your customers reference their *Food Master*. Limited to 6 companies on each side, first-come-first-served basis.

## FOOT STOPPER IN PRODUCT INDEX



Draw attention to your product listing in the green Product Index pages in print with a 7-3/16" x 1/2" banner positioned at the bottom of the page where your product listing appears.

*Available to catalogers only.*

# UPGRADES

## TRAFFIC STOPPER IN MANUFACTURING & SALES OFFICE INDEX



- Black & white company logo above your Company Index listing in boldface in print and digital. Your entire list of products highlighted in yellow.
- Company logo on Company Profile page online

*Available to catalogers only.*

## PRODUCT LINE LISTINGS



Listing your complete product line in the company index pages is the best way to show *Food Master* users all the products you supply. This list appears under your company name, address, phone number and included with the Traffic Stopper.

## PRODUCT SPECIFIC LEADERBOARD AD



Leaderboard Ad (728 x 90 pixels) appears under selected Product Pages online for 12 months. Ad links to a company's website.

# FOOD MASTER

Where the Buying Process Begins

## Prepared Foods INGREDIENTS

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West Coast & Southwest  
415-387-7784  
wwiggins@wigginscompany.com

*Food Master* is published annually in November. Contact your sales rep or Suzanne Fairman for ad specifications.

### SHIPPING INSTRUCTIONS

Send all orders and advertising materials to:  
BNP Media/*Food Master*  
Suzanne Fairman, Production Manager  
24817 43rd Ave So - Kent, WA 98032  
Phone: 253-946-6854  
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*BNP Media Helps People  
Succeed in Business with  
Superior Information*