

# FOOD MASTER NETWORK

Where the Buying Process Begins

## 2017 Integrated Media Planner



The Industry's Only Database  
Listing Suppliers of Equipment  
and Services to the Food and  
Beverage industry.

**PRINT | FOODMASTER.COM | DIGITAL EDITION**

a reliable resource since 1978

# THE BUYING PROCESS Begins With The *Food Master*

## Why Place Catalog Space in the 2017 *Food Master*!

The *Food Master* is the industry's only database listing equipment suppliers to the food and beverage industry. Buyers and specifiers reach for the *Food Master* when they are searching for potential suppliers. Catalog space guarantees year round exposure at 12,000 food and beverage manufacturing locations and ensures your company and products will be considered at the all important time of need.

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

The *Food Master* is the only directory providing your customers hundreds of product catalog pages to reference. Product catalog data allows your customers to research & pre-qualify your company as a potential vendor.

In the food & beverage industry products are "bought" instead of "sold". Research proves that 83% of the time, the buying process begins with your customers and prospects initiating the sales process. However, it's nearly impossible for your company to be at every location when they are ready to buy.

## Food Master User Data\*

- 66% of users reference the *Food Master* print at least once a month
- Average number of pass-along users is 3.8, helping you reach more than 87,000 buyers and specifiers
- 91% of users refer to the *Food Master* to search by product or company

## Actions Taken As a Direct Result of Using Food Master-Print\*

- 66% Visited a Suppliers Website
- 43% Called or Emailed a Supplier
- 31% Recommended The Purchase of a Product
- 25% Purchased a Product

\*Food Master User Study-June 2015

Your customers start their buying process by referencing the *Food Master*.

- The *Food Master* is distributed to 26,000 of your key customers and prospects which ensures universal access to your important product information.
- The *Food Master* provides the most comprehensive supplier & product listings guaranteeing that your customers can always reference all the products you sell.
- The *Food Master* is the only hardbound directory which ensures your product catalog data is kept and easily retrieved when they buying process begins.
- Your customers have been successfully referencing products and suppliers in the *Food Master* for over 30 years.



# PRINT, ONLINE & DIGITAL EDITION

## A powerful combination



### 82,397 Total Circulation\* + More Impressions Online

- Distributed to 26,262\*  
hardbound subscribers
- Distributed to 56,135\*  
digital edition subscribers

### Website Metrics\*\*

- Total Pageviews: 390,000
- Total Unique Visitors: 86,200
- Total Visits: 109,300
- Average Monthly Visitors: 6,057

### ONLINE

- FoodMaster.com is a food industry business-to-business site, eliminating unwanted, time-consuming, consumer search results.
- FoodMaster.com is the only online directory that provides buyers with hundreds of catalog pages to expedite their search.
- FoodMaster.com can leverage the power of Food Engineering magazine to drive customers and prospects to your listings.
- FoodMaster.com updates include: one click category access; advanced keyword search; listings will be searchable from FoodEngineeringmag.com

### DIGITAL EDITION

- *Food Master* digital edition is a complete replica of the printed edition. Your catalog page will be in both print and digital edition at no additional cost!
- Digital edition catalog pages will include live links to your company website.

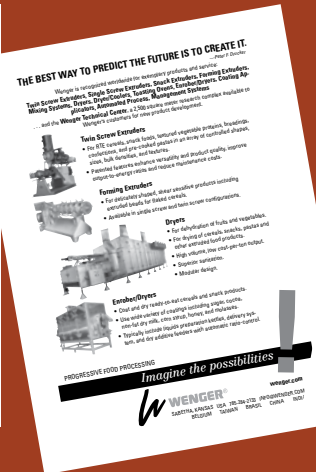
\*December 2015 BPA Brand Report.

\*\*Webtrends, January 2015 - March 2016



# CATALOGER Basic Package

## Get More with you



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Drives, Gear  
Drives, Right Angle  
Drives, SCR  
Drives, Sprockets, Pulleys & Sheaves  
Drives, Variable Speed  
Gears  
Motor Controls  
Motors, Brake  
Motors, Definite Purpose  
Motors, Electrical  
Motors, Electrical, Wash Down Duty  
Motors, Electronic Soft-Starts  
Motors, Gear  
Motors, Inverter Duty  
Motors, Permanent Magnet  
Motors, Special Environment  
Motors, Stainless Steel  
Power Transmission Equipment & Systems  
Speed Reducers  
V-Belts & V-Belt Drives

**Sales Offices/Brokers/Distributors:**  
AR: Clarksville Baldor Electric Company  
Motor and Drive Sales.....(479) 754-9108  
AZ: Phoenix Baldor Electric Company  
Motor and Drive Sales.....(602) 470-0407  
CA: Hayward Baldor Electric Company  
Motor and Drive Sales.....(510) 785-9800

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

- 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



# ur Catalog Pages



*Catalog pages in print and online allow prospects to pre-qualify your company as a potential supplier.*

- 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 page
- Unlimited trademark and brand names on company profile page
- 1 product specific leaderboard ad\*



\*Leaderboard ads appear under selected Product Category Pages. Limited to 3 ads in rotation. Digital ad links to your company 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 Carousel 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 12 companies on each side, first-come-first-served basis.

## FOOT STOPPER IN PRODUCT INDEX



Draw attention to your product listing in the green page 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.

# 2017 CATALOGER RATES



# FOOD MASTER

*Food Engineering/R&FF/Food Master Combined Frequency*

# OF CATALOG PAGES IN FM*	OPEN	4X	6X	12X	18X	24X	36X	48X
1 PAGE	\$5,080	\$4,850	\$4,670	\$4,525	\$4,285	\$4,115	\$3,935	\$3,830
2-3 PAGES	\$4,995	\$4,670	\$4,465	\$4,350	\$4,070	\$3,955	\$3,840	\$3,605
4 + PAGES		\$4,570	\$4,355	\$4,230	\$3,685	\$3,520	\$3,430	\$3,090
4-COLOR END SHEET	\$8,515	\$8,200	\$8,200	\$7,460	\$7,285			

\*All rates are in net \$.

**CATALOGER PREMIUM PACKAGE** - add \$5,000 to basic cataloger package

**CATALOGER HOME PAGE PACKAGE** - add \$7,500 to basic cataloger package

PRINT PROGRAM UPGRADES	
SPINE & FRONT COVER TILE	Contact Publisher for Pricing and Availability
TRAFFIC STOPPER	\$490
FOOT STOPPER	\$490
PRODUCT LINE LISTING	\$490

Above pricing is in addition to the basic cataloger program

## 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  
Fax: 248-244-2080  
fairmans@bnpmedia.com

DIGITAL PROGRAM UPGRADES	
LEADERBOARD AD	\$1,800
PRODUCT PHOTOS	\$235 ea.

AD SPACE UNIT	WIDTH (IN.)	DEPTH (IN.)
1 page - B&W	7"	9-7/8" Trim: 8" x 10 3/4"
Inside Front Cover	8 1/4"	11" (Bleed); Trim: 8" x 10 3/4"
Foot Stopper	7 3/16"	1/2" Images must be black
Traffic Stopper	2 1/8"	5/8" Images must be black
Spine 4 Color customized	varies	2"
Front Cover Tiles	1"	2"

*Food Master accepts only full-page black & white pages.*

**Bleeds:** Not accepted on black & white pages.

**Colors:** Inside front covers & inserts - color accepted.

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



Contact your sales rep:  
[bnpSOLUTIONS.com/FBP](http://bnpSOLUTIONS.com/FBP)