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2010 FOOD INDUSTRY ADVISOR - MEDIA KIT

**Covering The Mid-Atlantic
United States Marketplace**



Products Offered By GC Communications

Regional Trade Papers: Modern Grocer, Tri-State Food News, Food Industry Advisor, Modern Food Service, New England Food Service, Empire State Food Service News

Other Products: Regional Grocery Buyer's Guides, Corporate Marketing Profiles; Food Service Buyer's Guides (*Metro New York, New England, Upstate New York*); Group Subscriptions; Classified Advertising; Direct Mail Services; Graphic Design Services; And Custom Publishing Projects

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FOOD INDUSTRY ADVISOR

2010 Editorial Calendar & Closing Dates

UPDATED DEC 2009

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January	2009 Year In Review/NGA Show Issue Top Selling Bakery Listing; Passover Promotions	Closing Date: Dec. 31, 2009
February	Annual Frozen Food Issue/Loss Prevention & Security Top Selling Frozen Food Listing; Ethnic Foods Focus; Bottled Water Focus; Easter Ham Focus	Closing Date: Jan. 29, 2010
March*	Wholesaler's Study; PA Rest. Show Insert; MAFTO Show Issue Seafood Show Issue; Snack Food Issue; Beverages	Closing Date: Feb. 26, 2010
April*	Spring C-Store Insert Cookies & Crackers; Produce Focus; Cinco De Mayo Spectacular; Barbeque Bonanza	Closing Date: Mar. 26, 2010
May*	PFMA Conference Issue; IDDBA Show Issue NYACS Show Issue; Local Shows; National Candy Show Issue; Dairy Issue; Ice Cream Issue	Closing Date: April 30, 2010
June*	PA Market Study Issue NASFT Show Coverage	Closing Date: May 28, 2010
July	Salute to Independents Back To School Issue	Closing Date: June 25, 2010
August	Annual Distributors Issue; Regional Manufacturers Hispanic Heritage Month Spectacular; PPMCSA Conference Issue	Closing Date: July 30, 2010
September*	Whole Foods Expo East; ASMC Broker Issue PPMCSA Show Issue; Whole Foods Expo East Issue Equipment Issue	Closing Date: Aug. 27, 2010
October*	Annual Publisher's Award Issue/Fall C-Store Insert NACS Show Issue; PMA Show Issue; Expo Comida Latina Issue; Kosherfest Show Issue	Closing Date: Sep. 24, 2010
November*	Private Label Show Issue Condiments; Meat & Poultry Focus; Holiday Cheese Focus	Closing Date: Oct. 29, 2010
December	Top Selling Items Listing Olive Oils & Pasta Focus; Coffee & Tea Focus; Holiday Issue; Breakfast Focus	Closing Date: Nov. 26, 2010

***Bonus Convention or Show Distribution**

For more information, contact Tom Cirino 610-948-0644 tcirino@gccomm.net or Kevin Gallagher 732-603-5256 kgallagher@gccomm.net

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GC Communications Advertising Rates

FOOD INDUSTRY ADVISOR

	1 Time	3 Times	6 Times	9 Times	12 Times
Full Page (16"h x 10"w)	\$2,665.00	\$2,481.00	\$2,296.00	\$2,132.00	\$1,948.00
Half Page (10"h x 8"w or 8"h x 10"w)	\$1,394.00	\$1,292.00	\$1,189.00	\$1,087.00	\$ 984.00
Quarter Page (6"h x 6"w or 5"h x 8"w or 10"h x 4"w)	\$ 697.00	\$ 646.00	\$ 595.00	\$ 544.00	\$ 492.00
Center Spread (16"h x 21"w)	\$5,300.00	\$4,961.00	\$4,592.00	\$4,264.00	\$3,895.00

*Spot Color - Please add \$250 to above; Process Color - Please add \$750 to above
Please Contact An Account Executive For Multi-Publication Discounted Rates*

MECHANICAL REQUIREMENTS

Mechanical Requirements:

Open Rate	\$ 30.00 Per Column Inch
Guaranteed Position	15% Premium
Agency Commission	15% Discount For Camera Ready W/Written Order
Classified Ad Rates	\$ 40.00 Per Column Inch (Not Commissionable)
Single Leaf Insert	\$ 2,500.00 net
Double Leaf Insert	\$ 3,500.00 net

All papers are printed by offset press on newspaper stock

Material Specifications:

Trim Size (Paper's Actual Size)	11" wide x 17" deep
Live Area (Printable Area)	10" wide x 16" deep—no bleeds
Column Width	2"
Column Depth	16"
Columns Per Page	5
Column Inches Per Page	80"
Black & White Line Screen	85 line
Process Color Line Screen	100-133 line

*All ads should be in PDF format:
fonts embedded, no layers,
CMYK color and press optimized.
File size should be under 8MB.*

*For more complete specs, please
refer to "Ad Specs For Advertisers"
which may be found at
www.gccomm.net*

*Ads may be emailed directly
to your salesperson or to
production@gccomm.net.*

*Please note paper name
& issue date in email.*



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GC Communications Circulation By Publication

FOOD INDUSTRY ADVISOR 7,500

(Geographical Coverage: the Mid-Atlantic, Eastern & Central Pennsylvania, Southern New Jersey, Delaware.

Recipients: Retail Food Industry Executives in Corporate Chain Supermarkets (11+ stores); Small Chain (2-10 stores) & Independent Supermarkets; Convenience Stores; Wholesale Grocers & Distributors; Food Brokers, National & Regional Manufacturers, Trade Associations, Public Warehouses & Freezers, Equipment & Industry Related Suppliers. Also distributed to regional food service professionals and members of the PFMA. Additional copies distributed to advertisers, advertising agencies, nonqualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

MODERN GROCER: 8,000

(Geographical Coverage: Northeastern United States)

Recipients: Retail Food Industry Executives in Corporate Chain Supermarkets (11+ stores); Small Chain (2-10 stores) & Independent Supermarkets; Convenience Stores; Wholesale Grocers & Distributors; Food Brokers, National & Regional Manufacturers, Trade Associations, Public Warehouses & Freezers, Equipment & Industry Related Suppliers. Also additional copies distributed to advertisers, advertising agencies, nonqualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

TRI-STATE FOOD NEWS: 7,500

(Geographical Coverage: the Western PA, Ohio, West Virginia and Great Lakes)

Recipients: Food Industry Executives in Corporate Chain Supermarkets (11+ stores); Small Chain (2-10 stores) & Independent Supermarkets; Convenience Stores; Wholesale Grocers & Distributors; Food Brokers, National & Regional Manufacturers, Trade Associations, Public Warehouses & Freezers, Equipment & Industry Related Suppliers. Also distributed to regional food service industry professionals. Additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

MODERN FOOD SERVICE: 10,000

(Geographical Coverage: Metro NY, Long Island, New Jersey, Southern Connecticut, Philadelphia)

Recipients: Food Service Industry Executives & Professionals in Commercial Restaurants (independent, franchise, multi-unit chains and those operated in hotels and motels), Educational Institutions, Food Service & Specialty Distributors, Healthcare Establishments, Contract Food Service, Correctional Facilities, Caterers, Country Clubs, Private Clubs, Military Institutions, Travel, Religious Institutions, State Purchasing, Camps, Business & Industry, and Suppliers (Manufacturers, Canners, Packers, Dispensing Firms, Equipment Suppliers, and Food Brokers). Also additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

EMPIRE FOOD SERVICE NEWS: 10,000

(Geographical Coverage: Upstate New York regions of Buffalo, Rochester, Syracuse, & Albany)

Recipients: Food Service Industry Executives & Professionals in Commercial Restaurants (independent, franchise, multi-unit chains and those operated in hotels and motels), Educational Institutions, Food Service & Specialty Distributors, Healthcare Establishments, Contract Food Service, Correctional Facilities, Caterers, Country Clubs, Private Clubs, Military Institutions, Travel, Religious Institutions, State Purchasing, Camps, Business & Industry, and Suppliers (Manufacturers, Canners, Packers, Dispensing Firms, Equipment Suppliers, and Food Brokers). Also additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

NEW ENGLAND FOOD SERVICE: 10,000

(Geographical Coverage: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut)

Recipients: Food Service Industry Executives & Professionals in Commercial Restaurants (independent, franchise, multi-unit chains and those operated in hotels and motels), Educational Institutions, Food Service & Specialty Distributors, Healthcare Establishments, Contract Food Service, Correctional Facilities, Caterers, Country Clubs, Private Clubs, Military Institutions, Travel, Religious Institutions, State Purchasing, Camps, Business & Industry, and Suppliers (Manufacturers, Canners, Packers, Dispensing Firms, Equipment Suppliers, and Food Brokers). Also additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.