



**Regarded worldwide as** a “One-Stop Shop” for purchasing and specifying, *Foodservice Yearbook International* reaches buyers at the very beginning of the decision-making process. *FYI* is the original and most widely used annual buyers’ guide in global foodservice. It reaches over 20,000 buyers and specifiers around the world, and with pass-along readership of five *additional* users per copy, you reach over **125,000** foodservice professionals worldwide. Also, our 2004 buying patterns survey showed that our readers refer to *FYI* 11 times per year, and these contacts have produced *actual sales* for the advertisers. Full survey results available from publisher.

*Foodservice Yearbook International* contains the most comprehensive listing of exporting suppliers and manufacturers to the foodservice world with more than 1,300 manufacturers’ listings and over 3,000 product listings. *FYI* readers know that if a company advertises in *FYI*, they’ll be able to buy from them, whether they’re specifying stainless in Spain, buying blenders in Brazil or purchasing potatoes in the Philippines.



**For over a decade,** *Global Foodservice* stands as the originator, and continues to be the leader, delivering valuable industry information and product news to foodservice executives worldwide. Editorial features are written for high-volume operators/specifiers and distributors, and include industry trends, market reports, global news, new product introductions and more.

In addition to a worldwide audience of over 20,000 readers, *Global Foodservice* is distributed at major foodservice industry trade shows worldwide. Regular features in *Global Foodservice* include regional market reports, segment reports, major worldwide foodservice show previews, specific product features as well as sections on equipment, tabletop and food and beverages.

Advertising in *Global Foodservice* positions your company in the center of a well-respected and intensively read publication, which will get your company’s advertisement seen by the most important foodservice executives worldwide.

## Global Foodservice • FYI • 2005 Advertising Rates

All rates listed are gross, in US Dollars, and 15% commissionable to advertising agencies (unless otherwise specified as net).

Black & White	1x	3x	6x	9x	12x	18x	24x
Full-Page	\$5,990	\$5,780	\$5,560	\$5,360	\$5,180	\$4,990	\$4,750
2/3 Page	4,690	4,480	4,350	4,180	4,050	3,920	3,730
1/2 Page Island	4,070	3,950	3,760	3,650	3,500	3,360	3,220
1/2 Page	3,750	3,550	3,430	3,350	3,250	3,050	2,920
1/3 Page	2,650	2,530	2,440	2,340	2,290	2,190	2,080
1/4 Page	2,050	1,980	1,890	1,820	1,780	1,690	1,620
Two-Page Spread	9,450	9,080	8,740	8,400	8,150	7,840	7,440

Advertisements in *Global Foodservice*, *Foodservice Yearbook International*, *Global Foodservice en Español* and *FYI Directorio Anual de la Gastronomía* combine for the highest frequency discount available.

Color	Larger than 1/2 Page	1/2 Page or Smaller	Literature/Website Showcase (rates include production)
Standard AAAA colors	\$740	\$630	1/8 Page, 4-color \$890 Advertiser
Matched color	890	730	1/8 Page, 4-color 1,150 Non-advertiser
4-color process	1,560	1,260	
Spread 4-color process	2,360	—	

### Inserts

(Supplied; maximum 80 lb. “book” or “text” stock per page)

2 page	\$7,250
4 pages	9,990
6 pages	11,390
8 pages	14,590

Binding:	\$690 net
Tipping:	990 net

Regional or Industry Split-run inserts available; Contact publisher for more information.

### Custom Publishing and “Advertorials”

2, 4 and 8-page designs available. Includes writing, design, typesetting, layout, photo scanning (photos supplied by advertiser), film creation, printing and insertion into full circulation of magazine. 1,000 overruns provided free of charge as part of package. Additional overruns extra. Contact publisher for details.