

Global Foodservice • FYI • 2005 Editorial Calendar

Foodservice Yearbook International 2005/06

Global Buyers' Guide

Includes the most accurate, comprehensive listings of:

- Exporting Suppliers/Manufacturers
- Equipment, Tabletop and Food/Beverage Products
- Calendar of Events for 2005

BONUS CIRCULATION

• Selected major global trade shows during 2005

NEW SPECIAL EDITORIAL SECTION:

All advertisers in *Foodservice Yearbook International 2005 Global Buyers' Guide* receive a FREE New Products Press Release in this issue.

SPECIAL BONUS: On-Line Buyers' Guide

All listings up-dated automatically on www.globalfoodservice.com

Ad Space Close: February 25, 2005

MARCH/APRIL

Global Foodservice

SEGMENT REPORT: Institutional Food Service

NRA (Chicago) 2005 Preview *Bonus Distribution*

USFES/FMI (Chicago) 2005 Preview

HOFEX (Hong Kong) 2005 Preview *Bonus Distribution*

SEGMENT REPORT: Quick-Serve Restaurant Trends

Product Focus: Coffee Products

Includes Coffee, Espresso, Cappuccino Machines, Grinders, Dispensers, Accessories

Product Focus: Beverage and Bar Products

Includes Blenders, Dispensers, Ice Machines, Soft-Serve Machines, Juicers, Bar Carts, Purifiers

Product Focus: Food Storage and Holding

Includes Warmers, Steamers, Cook/Hold, Cabinets, Containers, Racks, Shelving

Ad Space Close: March 14, 2005

JUNE/JULY

Global Foodservice

NAFEM (Anaheim) 2005 Preview *Bonus Distribution*

ABASTUR (Mexico City) 2005 Preview *Bonus Distribution*

SEGMENT REPORT: Casual Dining Trends

Product Focus: Cooking Equipment

Includes Ovens, Fryers, Induction, Ranges, Steamers, Broilers, Griddles, Smokers

Product Focus: Pizza Products

Includes Deck, Conveyor and Stone Hearth Pizza Ovens, Pans, Delivery Bags, Merchandisers, Trays, Accessories

Product Focus: Ice Machines/Refrigeration

Includes Ice Machines, Beverage Dispensers, Walk-and Reach-in Coolers, Refrigerators

Ad Space Close: June 14, 2005

SEPTEMBER/OCTOBER

Global Foodservice

Expo Tour (Milan) 2005 Preview *Bonus Distribution*

IH/M&RS (New York) Preview *Bonus Distribution*

SEGMENT REPORT: Hotel Foodservice

Product Focus: Food Safety

Includes Blast Chillers, Thermometers, Hand Washers, Color-Coded HACCP Products

Product Focus: Tableware

Includes Napkins/Tablecloths, China, Glassware, Flatware, Decorative Accessories

Product Focus: Warewashing

Includes Dishwashers, Warewashers, Glass Washers, Racks, Trays, Spray Units, Hoses

Ad Space Close: September 16, 2005

CIRCULATION TOTAL 20,088

Global Foodservice and Foodservice Yearbook International's

targeted audience of 20,088 readers control over 80% of the world's \$1.3 trillion annual foodservice volume. The readers of *Global Foodservice* and *FYI* are buying-empowered professionals at global and regional headquarters of hotel and restaurant chains, major hotel and restaurant locations, consultants, contract caterers, cruise ships/airline/rail/amusement caterers, supermarket/c-store chain headquarters and a global network of distributors, in over 140 countries worldwide.

The targeted circulation of *Global Foodservice* and *Foodservice Yearbook International* allows you to consolidate your advertising budget into one magazine group, which reaches the entire foodservice world.

| INDUSTRY | |
|--|-------|
| Hotel Management/Owners & Locations | 8,193 |
| Restaurant Chain Headquarters/Regional Offices | 4,204 |
| Amusement/Transportation/Institution | 518 |
| Contract Catering | 307 |
| Convenience/Supermarket Headquarters | 432 |
| Consultants | 1,045 |
| Distributors/Suppliers | 5,228 |
| Associations/Other Allied | 161 |

| GEOGRAPHIC | |
|--------------------|-------|
| Asia/Far East | 6,104 |
| Canada | 744 |
| Caribbean | 607 |
| Europe | 6,113 |
| Latin America | 1,023 |
| Middle East/Africa | 1,315 |
| United States | 4,182 |

| TITLE/FUNCTION | |
|----------------------------------|--------|
| Corporate Management/Owners | 10,006 |
| Food & Beverage Management | 2,381 |
| Purchasing/Operations Management | 3,384 |
| Executive Chefs | 3,262 |
| Sales/Marketing/Other Management | 1,055 |