



Put your advertising message in front of Latin America's biggest foodservice buyers at the very beginning of their decision-making process. *FYI Directorio Anual de la Gastronomía* is Latin America's first and most comprehensive annual Spanish-language foodservice buyer's guide. Translated from *Foodservice Yearbook International*, with over 1,300 manufacturers' listings and over 3,000 product listings, *FYI Directorio* is a powerful connection between supplier and purchaser. *FYI Directorio* is the most cost-effective way to advertise your products for up to a full year, to grow your export business to Latin America. 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.



PUBLISHED BIANNUALLY, *Global Foodservice en Español* is your connection to one of the most important growing foodservice markets in the world: Latin America. *Global Foodservice en Español* is the ONLY Spanish-language foodservice trade publication covering all of Mexico, Central, South America and the Caribbean. *GFSEE* provides regional and local decision-makers with valuable industry information and news. By advertising in *Global Foodservice en Español* you'll benefit by reaching foodservice purchasing management in Latin America's largest importing country, Mexico, and other key countries in Latin America.

Global Foodservice en Español • FYIEE • 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	\$3,990	\$3,870	\$3,750	\$3,650	\$3,460	\$3,360	\$3,250
2/3 Page	3,160	3,050	2,940	2,830	2,730	2,630	2,550
1/2 Page Island	2,850	2,750	2,650	2,550	2,420	2,340	2,240
1/2 Page	2,500	2,390	2,320	2,240	2,130	2,080	1,980
1/3 Page	1,780	1,680	1,620	1,570	1,510	1,470	1,390
1/4 Page	1,370	1,320	1,270	1,220	1,170	1,110	1,080
Two-Page Spread	6,350	6,110	5,890	5,660	5,460	5,270	5,090

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
Standard AAAA colors	\$610	\$500
Matched color	710	600
4-color process	1,220	1,040
Spread 4-color process	1,630	—

Literature/Website Showcase

(rates include production)

1/8 Page, 4-color	\$620 Advertiser
1/8 Page, 4-color	920 Non-advertiser

Inserts

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

2 page	\$5,940
4 pages	8,650
6 pages	10,200
8 pages	12,490

Binding:	\$710 net
Tipping:	1,020 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, translation, 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.