

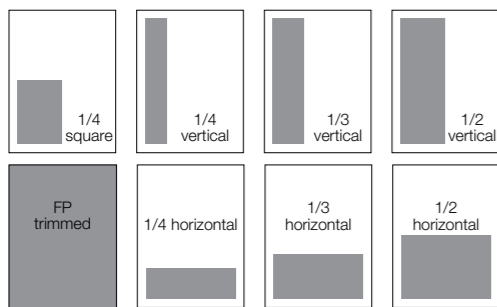
AD RATES, DEADLINES & MATERIAL SIZES 2012

4 COLOUR	CASUAL	3X	6X	11X
DPS	11,500	9,500	8,500	7,000
Full page	5770	5010	4830	4640
1/2 page	3610	3190	3090	2980
1/3 page	3120	2690	2600	2500
1/4 page	2300	2060	1990	1950

COVER DATE	BOOK/CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH/MAIL DATE
Jan/Feb	6 Jan	13 Jan	14 Feb
Mar	6 Feb	13 Feb	16 Mar
Apr	6 Mar	13 Mar	19 Apr
May	10 Apr	17 Apr	19 May
Jun	7 May	14 May	13 Jun
Jul	5 Jun	12 Jun	12 Jul
Aug	5 Jul	12 Jul	13 Aug
Sept	6 Aug	13 Aug	13 Sep
Oct	5 Sep	12 Sep	16 Oct
Nov	5 Oct	12 Oct	13 Nov
Dec	6 Nov	13 Nov	14 Dec

MATERIAL SIZES	DEPTH (MM)	WIDTH (MM)
DPS trimmed*	275	464
FP trimmed*	275	232
1/2 page vertical	247	98
1/2 page horizontal	123	202
1/3 page vertical	247	64
1/3 page horizontal	83	202
1/4 page horizontal	62	202
1/4 page square	123	98
1/4 vertical	247	47

* please include 5mm bleed on FP and DPS ads



AD AGENCY COMMISSION

10% agency commission allowed to approved advertising agencies. NOTE: These prices do not include GST.

SPECIAL COLOURS

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour.

SPECIAL POSITIONS

OBC plus 30%. All others - 20%.

COVER ADVERTISEMENTS AND INSERTS

All are subject to publisher's design an specifications approval prior to acceptance.

INSERTS

All are subject to publisher's approval prior to acceptance. Rates on application.

PRODUCTION CHARGES

Artwork and electronic files can be prepared by the Publisher and will be charged to the advertiser at trade house rates. Any changes made to repeat material or changes made to electronic files will also be charged at trade house rates. For more information and a guide to our charges please call the Production Coordinator on (02) 9281 2333.

MATERIAL DELIVERY

Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

MATERIAL REQUIREMENTS

- Digital files can be electronically transferred via Adstream or Websend.
- You can email your PDF file to production@yaffa.com.au where your production co-ordinator will pass the high resolution PDF through an Adstream approved flight check.
- Material supplied on CD/DVD and not saved as a PDF must be in Mac format, as an InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- Please ensure all fonts, scans and EPS/TIFF files are supplied with all colours created in CMYK. Yaffa will reject files that contain True Type fonts. All spot colours will be automatically converted to CMYK.
- Scanned images must be in CMYK with a minimum resolution of 280-300dpi at their final print size.

foodService

FOR THE PROFESSIONAL CHEF AND RESTAURATEUR

MEDIA GUIDE 2012



CONTACT

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FOODSERVICE MAGAZINE WAS NAMED B2B MAGAZINE OF THE YEAR AT THE PUBLISHERS AUSTRALIA EXCELLENCE AWARDS 2011 AMONGST A FIELD OF INCREDIBLY INFLUENTIAL BUSINESS MAGAZINES. THANKS TO THE MOST EXPERIENCED TEAM IN AUSTRALIA, FOODSERVICE MAGAZINE DISHES UP THE REGION'S MOST AUTHORITATIVE SOURCE OF INFORMATION SPECIFICALLY CATERED FOR THE PROFESSIONAL RESTAURATEUR, CHEF AND CATERER. EXPERT ANALYSIS, IN-DEPTH FEATURES, EXPLORATIVE TECHNICAL PIECES AND BREAKING NEWS IS ALL DELIVERED IN AN APPETISING, IF NOT WITTY AND IRREVERENT MANNER MAKING FOODSERVICE MAGAZINE AUSTRALIA'S MOST INFLUENTIAL MAGAZINE FOR THE PROFESSIONAL FOODSERVICE OPERATOR.

THE TEAM AT FOODSERVICE



ALL FOOD PHOTOGRAPHY BY ANTHONY HUCKSTEP

MEET THE TEAM BEHIND THE MAGAZINE THAT KNOWS THE FOODSERVICE INDUSTRY INSIDE OUT.

**FROM THE EDITOR
ANTHONY HUCKSTEP**

After ten years in the editor's chair, the award-winning journalist heads up the team on Australia's most authoritative and incisive magazine in the sector.

He is also a restaurant reviewer for the *SMH Good Food Guide*, *Good Cafe Guide* and *Sydney Eats*.

**MANAGEMENT
TONY ELDRED**

Australia's most experienced hospitality management consultant delivers a monthly dose of operational know-how.

**SEAFOOD
JOHN SUSMAN**

Australia's Mr Fish plumbs the depths to show how to source the best seafood and how it can work on your menu.

**LEGAL
JONATHAN KAPLAN**

Every issue our consultant solicitor dishes up a monthly dose of business legalities to help restaurateurs stay out of hot water.



ANTHONY HUCKSTEP



TONY ELDRED



MASTERCLASS

Each month a chef will guide us step-by-step through intricate techniques that deliver stunning dishes.

DINING

What drives success in the foodservice industry? We talk to successful restaurateurs about how they run their businesses.

CHEF CHALLENGE

Each month one of Australia's top chefs explores the culinary capabilities of a particular protein delivering four recipes using different parts of the beast.

CAFE

They are the belly of the foodservice beast, each month we go one on one with a cafe operator on how they balance profitability and consumer expectations.

SHOPPING CART

We profile the latest products to hit the market so the end-user can stay ahead of the game.



JOHN SUSMAN



JONATHAN KAPLAN

FAST FACTS

Circulation: 13,151 (Mar 2011)

Readership: 48,658

Frequency: Monthly

Editor: Anthony Huckstep

- Award winning journalist
- B2B Magazine of the Year recipient
- Restaurant Reviewer
- Author

Our readers comprise of key industry decision-makers including:

- Restaurateurs
- Executive or head chefs
- Cafe owners
- Food and beverage managers
- Caterers
- Purchasing managers
- Sommeliers
- Foodservice managers
- Catering managers
- Industry trainers

FEATURES 2012

FEBRUARY

- Breakfast and Coffee
- Gluten free

MARCH

- South and Central America
- Brisbane Fine Food

APRIL

- Pubs, clubs and bistros
- Business essentials

MAY

- Meat user guide
- Lamb, beef, pork and goat
- Foodservice Australia

JUNE

- Poultry and game

JULY

- Electrolux Appetite for Excellence
- Technology

BONUS DISTRIBUTION

AUGUST

- Fine Food Australia
- BONUS DISTRIBUTION**

SEPTEMBER

- Desserts Masterclass user guide

OCTOBER

- Asian Issue
- Sauce product showcase

NOVEMBER

- Italian issue: Pizza, pasta & gelato

DECEMBER/JANUARY

- Seafood user guide