



REIMAGINING
**THE WAY
WE EAT**

Culinology

2019 Media Guide

REACH THE FOOD INDUSTRY'S TOP INNOVATORS

Culinology[®] magazine is an exciting collaboration of the Research Chefs Association and Sosland Publishing. *Culinology* is the number one source of culinary and technical information for the industrial food community. It speaks directly to the product developers and culinologists who are challenging food norms and introducing nutritious and flavorful ingredients that satisfy consumers worldwide. In fact, a survey of *Culinology* readers showed more than 92% are actively engaged in ideation and prototype development at their company. For these individuals, *Culinology* fuels their breakthroughs in food, beverage and ingredient innovation.

WHY ADVERTISE IN *CULINOLOGY*?

Culinology readers play a pivotal role in business development with leading manufacturers and ingredient suppliers in all levels of the food industry. As key decision makers at some of the largest and most progressive companies in the food industry, our readers possess significant buying power. A survey of our audience showed that 95% have a role in product development and/or purchasing. By advertising in *Culinology*, your company remains top of mind for these culinologists, food scientists and research chefs working to reimagine food as we know it.



READERSHIP BY THE NUMBERS:

Over one-third of *Culinology* readers are involved in research and development, with the other two-thirds working in management-level positions throughout the industry. Reaching this audience puts your advertisement in front of the people setting the trends and making purchasing decisions.

★ **15,000 Print Subscribers** ★ **35,000 Digital Users**
★ **43,000 Total Unique Audience**

Readers of *Culinology* are culinologists, research chefs, food scientists and company executives who are active and influential to the product development process. Reaching this audience is a critical component of any food industry marketing strategy.

HOW DOES *CULINOLOGY* INSPIRE READERS?

"*Culinology* is an exciting magazine that provides information I use in my work and personally." - **Research Chef, Fortune 500 Food Processing Company**

"*Culinology* magazine is a great place to look for an inspirational take on emerging food trends that can be applied to product development."

- **Product Development Director, Multi-unit Food Service**

"*Culinology* is a place where I can find and share with people in the industry. It is my 'go-to' place to find ingredients."

- **R&D Chef, Product Development Company**

CULINOLOGY READERS

Ahold USA
Ale House Management, Inc.
American Dining Corporation
Applebee's International, Inc.
Aramark Corporation
Arby's Restaurant Group, Inc.
Aryzta
Bay Valley Foods LLC
Bimbo Bakeries USA
Bloomin' Brands, Inc.
Bob Evans Farms, Inc.
Bojangles' Restaurants, Inc.
Bremner Food Group, Inc.
Bridgford Foods Corporation
Brinker International, Inc.
Burger King Corporation
California Pizza Kitchen, Inc.
Campbell Soup Co.
Carlson Restaurants Worldwide, Inc.
Chick-fil-A
Chipotle Mexican Grill, Inc.
Clif Bar & Company
Coca-Cola Bottling Co.
Conagra Brands
Darden Restaurants, Inc.
Dean Foods
Domino's Pizza LLC
Dr Pepper Snapple Group
Dunkin' Brands Group, Inc.
Ferrara Foods & Confections, Inc.
Flowers Foods, Inc.
Frito-Lay, Inc.
General Mills, Inc.
The Hershey Co.
In-N-Out Burger
Jack In The Box Inc.
Keebler Foods Co.
Kraft-Heinz Co.
Kroger Co.
Mars, inc.
McDonald's
Nestlé
Tyson Foods, Inc.
Unilever
Wendy's
Yum! Brands, Inc.



2019 CULINOLOGY EDITORIAL CALENDAR

MARCH

- **2019 RCA Annual Conference Edition**
- Emerging Trends: Understanding Alternative Flours
- Ingredient Trends: Flavor Trends to Watch in 2019
- Culinology Industry News
- RCA Member Profile
- Expert Voices: Learning from Culinology Professionals

Bonus Distribution:
2019 RCA Annual Conference, Louisville, KY
National Restaurant Show, Chicago, IL

Ad Close: January 21
Materials: February 11

SEPTEMBER

- Emerging Trends: Sauces, Dressings and Marinades
- Ingredient Trends: The Vegan Market – Plant-based, Free-From Choices Abound
- Culinology Industry News
- RCA Member Profile
- Expert Voices: Advice from Culinology Professionals

Bonus Distribution:
IFT Suppliers Night, Chicago, IL

Ad Close: August 1
Materials: August 15

JUNE

- Emerging Trends: Fats and Oils Innovation
- What Makes an Idea Attractive for Investment
- Culinology Industry News
- RCA Member Profile
- Expert Voices: Advice from Culinology Professionals

Bonus Distribution:
IFT Annual Meeting and Food Expo, New Orleans, LA

Ad Close: May 1
Materials: May 15

DECEMBER

- Ingredient Trends: Reductions and Spirits
- Sugar Reduction Trends
- Culinology Industry News
- RCA Member Profile
- Expert Voices: Advice from Culinology Professionals

Ad Close: November 1
Materials: November 15



RCA CONFERENCE SPONSORSHIP

The annual RCA Conference attracts more than 1,200 top food industry professionals searching for the latest innovations and insights in food science and product development. Exhibiting at the RCA Conference increases your company's profile in the food industry, drives new sales opportunities and provides access to decision makers with buying power.

Contact Andrew Haigh, RCA Sales Manager, at ahaigh@culinology.org or 312-673-5442 to discuss conference sponsorship opportunities.



95%

**OF CULINOLOGY READERS
ARE INVOLVED IN
PRODUCT DEVELOPMENT
AND/OR PURCHASING**

DIGITAL EDITION SPONSORSHIP

Sponsorship Includes:

- (1) 160x600px Wide Skyscraper - to the right of each page of the digital edition
- (1) 468x60px Banner included on the digital edition e-mail alert

Only one sponsorship available each issue: **\$3,500/issue**

Digital Edition Video

60-second e-mercial spot delivered on the intro page of the digital edition: **\$750/issue**

Connect with the *Culinology* sales team to learn more about this sponsorship opportunity.

CULINOLOGY DIGITAL EDITIONS

Advertisements appear just as they do in print, and include live links for email addresses and websites. For the current issue, our database of more than 35,000 subscribers receives a special digital alert notifying them of its release. It's also posted on both *Culinology.org* and *FoodBusinessNews.net* on the day it's issued, and can be read in over 50 languages. All past digital issues of *Culinology* are conveniently accessible to everyone on RCA's website, at *Culinology.org*.

EDUCATIONAL WEBINARS

Build brand awareness and generate sales leads by presenting an educational webinar. Our team of experts will help your company market and present your webinar to our extensive database of food industry professionals. Webinars typically last one hour and may incorporate videos, surveys, polls and links to download marketing materials. In addition, a recording will be available for users to access whenever and wherever they want! Following the webinar, your company will also receive a full report to measure its success.

EXCLUSIVE VIDEO SPONSORSHIP

Time after time, videos have proven to drive more engagement than traditional link sharing or static images. Use video to reach the people that matter most to your business through the *Food Business News* video page — the best way to house and present your company's product demonstrations, tutorials and other types of video presentations.

For more information about pricing and availability, reach out to the *Culinology* sales team.

For more information or rates for these opportunities, please contact your Sosland sales representative.

Mike Gude: mgude@sosland.com · **Bruce Webster:** bwebster@sosland.com · **Dave DePaul:** ddepaul@sosland.com

Matt O'Shea: moshea@sosland.com · **Tom Huppe:** thuppe@sosland.com or call (816) 756-1000.

PRINT SPECIFICATIONS

RATES

	1X	2X	4X
Full Page	\$4,250	\$4,125	\$3,675
2/3 Page	\$2,950	\$2,800	\$2,425
1/2 page	\$2,250	\$2,100	\$1,850
1/3 page	\$1,425	\$1,325	\$1,200

SIZES

	Standard Ads (non-bleed)	INCHES (width x depth)	
		Trim	Bleed
2 Page Spread	15 X 10	16 X 10.75	16.25 X 11
1/2 Page Spread	15 X 4.875	16 X 5.375	16.25 X 5.625
Page	7 X 10	8 X 10.75	8.25 X 11
2/3 Page (V)	4.625 X 10	5.25 X 10.75	5.5 X 11
1/2 Page Island	4.625 X 7.5	5.25 X 8	5.5 X 8.25
1/2 Page (H)	7 X 4.875	8 X 5.375	8.25 X 5.625
1/2 Page (V)	3.375 X 10	4 X 10.75	4.25 X 11
1/3 Page (H)	7 X 3.25	8 X 3.75	8.25 X 4
1/3 Page (V)	2.125 X 10	2.75 X 10.75	3 X 11
1/3 Page Square	4.625 X 4.875	5.25 X 5.375	5.5 X 5.625

Publication Trim Size 8 x 10.75

Live Area: minimum .375 from trim

PRINTING: Offset

BINDING: Saddle stitched

PAPER STOCK: 100# Coated/60# Coated

MATERIAL REQUIRED: PDF/X-1a: 2001

Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi.

Laser proofs are for content only.

PREFERRED MEDIA: Email or FTP.

Files submitted via FTP require a PDF for proofing. PDF/X-1a files can be e-mailed to preflight@sosland.com. For additional information, contact the PreFlight Department.

4-COLOR SPECIFICATIONS

Density: Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

COLORS AVAILABLE

Publication prints standard 4-color process. PMS colors will be converted to the U.S. Web Coated (SWOP) v2 profile. Metallic and PMS colors are printed at additional cost.

COMPOSITION BY PUBLISHER

At advertiser's request, publisher may perform a specialized range of design, digital and media services in-house. Services may include the creation of advertisements, typeset in display material, ad alterations, etc. The advertiser will be billed \$125 per hour. Proofs will be provided upon request to the advertiser if production deadlines are met.

For more technical information, please visit www.sosland.com/FBNadv/culinology.html

For more information about *Culinology* or to advertise, contact your sales representative.

Mike Gude: mgude@sosland.com

Bruce Webster: bwebster@sosland.com

Dave DePaul: ddepaul@sosland.com

Matt O'Shea: moshea@sosland.com

Tom Huppe: thuppe@sosland.com

or call (816) 756-1000.

Send materials to preflight@sosland.com.

**CULINOLOGY IS A
JOINT VENTURE OF:**



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