Culinology®
BLENDING CULINARY ARTS AND FOOD SCIENCE
2018 Media Guide
GET YOUR MARKETING MESSAGE TO THE “IDEA PEOPLE”

*Culinology*® creates an environment that stimulates new ideas and represents an important source of culinary and technical information for the food industry. The magazine speaks directly to the “Idea People” in the industrial food community. A recent survey of *Culinology* readers shows more than 92% are actively engaged in ideation and prototype development at their company.

**Benefits Of Advertising In *Culinology*:**

The *Culinology* audience represents a target market of decision makers with significant buying power. Representing the largest and most progressive companies in the food industry, 95% of *Culinology* readers have a role in product development and/or purchasing. Advertising in *Culinology* places you in front of the leading industry “Idea People” in a highly effective editorial environment.
ENERGIZED + INVOLVED READERSHIP: CULINOLOGY INSPIRES 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

TARGETED CIRCULATION

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.
**MARCH**

2018 RCA Annual Conference Edition
Regional Flavor Trends
Fresh on the Menu
Natural, What Does it Mean?
Culinology Industry News
Expert Voices from Culinology Professionals

Bonus Distribution:
2018 RCA Annual Conference: Savannah, GA

Ad Close: January 20
Materials: February 10

**JUNE**

International Flavor Trends
Ingredient Trends: Fermented Ingredients
Grain-based Foods on the Menu
Dieting Menu Trends
Culinology Industry News
Expert Voices

Bonus Distribution:
IFT Annual Meeting and Food Expo: Chicago, IL

Ad Close: May 1
Materials: May 15

**SEPTEMBER**

Healthy Alternative Ingredients
Seasonal Flavor Trends
Health and Wellness on the Menu
Culinology Industry News
Expert Voices

Bonus Distribution:
Supply Side West: Las Vegas, NV
IFT Supplier’s Night: Chicago, IL

Ad Close: August 1
Materials: August 15

**DECEMBER**

Culinary Collaboration, Ingredient R&D and Culinary Expertise
Non-GMO and Natural Digestive Health
Plant Proteins
Culinology Industry News
Expert Voices—Learning From Culinology Professionals

Ad Close: November 1
Materials: November 15
95% of CULINOLOGY readers are involved in product development and/or purchasing.
CULINOLOGY DIGITAL EDITIONS

All issues of *Culinology* are available on-line. The digital edition is convenient to access and is simple to flip through advertising and editorial pages. Your advertisement appears just as it does in the print version, plus e-mail and web addresses in the ads are live links. The digital edition is delivered to food industry professionals via a special digital alert. In addition, it is posted on *culinology.org* and *foodbusinessnews.net* on issue date and is available in over 50 languages.

LIMITED SPONSORSHIP POSITIONS:
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


Talk to your *Culinology* representative to find out more about the digital edition sponsorships.

EDUCATIONAL WEBINARS

Webinars offer a great opportunity to build brand awareness and generate sales leads with potential customers no matter where they are located. Let *Culinology* help you market and present your event to our unique database. Our support staff and moderators will help you every step of the way. Webinars typically run 1 hour. Your webinar may incorporate videos, surveys, poll questions, provide links to your site and deliver marketing materials for the audience to download. Your event will be recorded and archived for viewing on-demand. Following your webinar, you will receive full reporting.

EXCLUSIVE VIDEO SPONSORSHIP

Video is extremely effective in presenting ideas and products. So whether your video strategy is designed as a product demonstration, an instructional video, or you just want to “humanize” your company, the Food Innovations Channel is uniquely positioned to house and present your video presentations.

Talk to your *Culinology* representative to find out more about pricing and availability.

For more information or rates on these digital 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 · **James Boddicker:** jboddicker@sosland.com or call (816) 756-1000.
PRINT SPECIFICATIONS

PRINTING: Offset

BINDING: Saddle stitched

MATERIAL REQUIRED: PDF/X-1a

The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images minimum resolution, 300 dpi/CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi or vector.

PREFERRED MEDIA: Email

PDF/X-1a 2001 files can be e-mailed to preflight@sosland.com or FTP. Large files may need to be submitted via FTP. Contact Preflight Department for assistance.

RATES

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4-COLOR SPECIFICATIONS:
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. Metallic and PMS colors are printed at additional cost. At publisher’s discretion PMS colors may be manufactured from process colors.

CREATIVE SERVICES:
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, layout, ad alterations, etc. The advertiser will be billed $125 per hour.

For more technical information, please visit www.foodbusinessnews.net/Culinology-Mediakit

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
James Boddicker: jboddicker@sosland.com
or call (816) 756-1000.

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