REACH THE FOOD INDUSTRY’S TOP INNOVATORS

Culinology® is an exciting partnership between 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. 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 at 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 with 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.

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 Company

“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 INCLUDE

Ahold USA
Ale House Management, Inc.
American Dining Corporation
Aramark Corporation
Arby’s Restaurant Group, Inc.
Aryzta
Bakemark USA
Bay Valley Foods
Bimbo Bakeries USA
Bloomin’ Brands, Inc.
Bob Evans Farms, Inc.
Bojangles’ Restaurants, Inc.
Bone Fish Grill
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
Dunkin’ Brands Group, Inc.
Five Guys Enterprises LLC
Flowers Foods, Inc.
Frito-Lay, Inc.
General Mills, Inc.
Ghirardelli Chocolate Co.
The Hershey Co.
In-N-Out Burger
Jack In The Box, Inc.
Kellogg Co.
Kraft-Heinz Co.
Kroger Co.
Mars, Inc.
McDonald’s
Nestlé
Tyson Foods, Inc.
Unilever
Wendy’s
Yum! Brands, Inc.
And more!
2020 CULINOLOGY EDITORIAL CALENDAR

MARCH
- Plant-based Ingredient Trends
- Flavor Trends
- RCA Member Profile
- Culinology Industry News

Bonus Distribution:
- 2020 RCA Annual Conference, San Diego, CA
- National Restaurant Show, Chicago, IL

Ad Close: January 20
Materials: February 10

JUNE
- Clean Label
- Sugar Reduction
- RCA Member Profile
- Culinology Industry News

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

Ad Close: May 1
Materials: May 15

SEPTEMBER
- Protein
- C.B.D. Ingredients
- RCA Member Profile
- Culinology Industry News

Bonus Distribution:
- IFT Suppliers Night, Chicago, IL

Ad Close: July 31
Materials: August 14

DECEMBER
- Sauces, Dressings, Marinades
- Fats and Oils Innovation
- RCA Member Profile
- Culinology Industry News

Ad Close: November 2
Materials: November 16
RCA CONFERENCE SPONSORSHIP

The annual RCA Conference attracts more than 1,200 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.
**CULINOLOGY DIGITAL EDITIONS**

Advertisements appear just as they do in print, and include live links for E-mail 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.

**DIGITAL EDITION SPONSORSHIP**

Sponsorship Includes:

1. 160x600px Wide Skyscraper
   - to the right of each page of the digital edition
2. 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

**E-ZINES**

E-zines are a customizable approach to sharing your company story or showcasing products in a flip-book format. They can also include company videos and link directly to your website.

**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 FoodBusinessNews.net video page — the best way to house and present your company’s product demonstrations, tutorials and other types of video presentations.

**E-BLASTS**

Deliver direct messages to targeted prospects with e-blasts. An effective way to introduce new products and announce special offers, these e-mail messages also drive qualified traffic and leads to your website.

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

RATES

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SIZES

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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: E-mail
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.

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, typeset in display material, ad alterations, etc. The advertiser will be billed $125 per hour. A digital soft-proof will be provided upon request to the advertiser if production deadlines are met.

For more information about specifications, 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.