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.
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 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
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

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

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

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

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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: 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.

CULINOLEGY IS A JOINT VENTURE OF:

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

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

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Tom Huppe: thuppe@sosland.com
or call (816) 756-1000.

Send materials to preflight@sosland.com.