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. 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. Our readers are key decision makers at some of the largest and most progressive companies in the food industry. They possess significant buying power, with 95% having 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.
2021
EDITORIAL CALENDAR

JUNE
• Clean Label
• Flavor Trends (Ethnic, Beverage, Snacks)
• Protein

DECEMBER
• Sweeteners (Nutriative and Non-nutriative)
• Plant-based Proteins

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. Readers of Culinology are culinologists, research chefs, food scientists and company executives who are active and influential to the product development process.

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

95%
OF CULINOLOGY READERS ARE INVOLVED IN PRODUCT DEVELOPMENT AND/OR PURCHASING

FOR MORE INFORMATION ABOUT PRICING AND AVAILABILITY, REACH OUT TO THE CULINOLOGY SALES TEAM FOUND ON THE BACK COVER.
ADVERTISING OPPORTUNITIES

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.

DIGITAL EDITION SPONSORSHIP
Sponsorship Includes:
(1) 160x600px Wide Skyscraper
- to the right of each page of the digital edition
(1) 550x150px Blockbuster
- included on the digital edition email alert

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

Digital Edition Video
60-second video delivered on the intro page of the digital edition: $750/issue

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.

EDUCATIONAL WEBINARS
Build brand awareness and generate sales leads by presenting an educational webinar. Webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging the reach of Culinology and Food Business News to its exclusive subscriber database drives significant viewership and ensures that your messaging is heard by difference makers throughout the food industry.

TARGETED EMAIL MARKETING
Deliver your message directly to your best prospects. Targeted emails are a great way to introduce new products, announce special offers and drive qualified traffic and leads to your website.
ADVERTISING OPPORTUNITIES (CONT.)

E-ZINES
Spotlight your company’s technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to food companies’ challenges. Sharing the details behind success stories from your customers’ perspective, supplemented by input from your company’s subject matter expert, creates a credible, multimedia platform for informing your customers while enticing them with a call to action.

WHITE PAPERS
FoodBusinessNews.net will host your white paper and promote it to a targeted audience. White paper hosting includes reference on the white paper listing page and a dedicated landing page.

ADVERTORIALS
Tell your unique story and promote your special capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in the Culinology digital edition links directly to your website, driving engaged readers to your doorstep.

AUDIENCE EXTENSION
Reach FoodBusinessNews.net website visitors as they visit social media sites, navigate the web or use mobile apps. Audience Extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Place your message in the right place, at the right time, to the right people.

AUTOMATED MARKETING CAMPAIGN
Our Automated Marketing Campaigns (AMCs) empower brands to amplify their marketing efforts across various channels. With AMCs, we reach and engage your audience through a multi-touch, multichannel process to nurture and qualify them. AMCs deliver not only better results, but a highly defined level of engagement with the audience you want to reach.

CUSTOM PUBLISHING
For unique custom digital publishing projects, Sosland Publishing delivers a wealth of marketing solutions with creativity, professionalism and credibility.

FOR MORE INFORMATION ABOUT PRICING AND AVAILABILITY, REACH OUT TO THE CULINOLOGY SALES TEAM FOUND ON THE BACK COVER.
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: Email
PDF/X-1a files can be emailed 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.

Send materials to preflight@sosland.com.

For more information about specifications, please visit:
https://www.foodbusinessnews.net/media-guide/fbn-specs#cul.

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

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