ENERGIZED + INVOLVED READERSHIP

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

CULINOLOGY INSPIRES READERS

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

Marshall Scarborough - Manager of Global Product Development, Popeyes Louisiana Kitchen

“Culinology helps us stay connected with our industry and fellow members. There are always some great technical articles that are well written and on trend. It’s a great example of “the total is greater than the sum of the parts.”

Craig “Skip” Julius - Manager of culinary services, Sensient Flavors

RELEVANT CIRCULATION

Over 1/3 of Culinology readers are directly involved in research and development, with the other 2/3 reaching the ranks of management, putting your advertisement in front of the people setting the trends and making industry decisions.

- 15,000 Print Subscribers
- 35,000 Digital Users
- 43,000 Total Unique Audience
A DISTINCTIVE MAGAZINE
FOR A REVOLUTIONARY INDUSTRY

Culinology magazine creates an environment that stimulates new ideas and represents an important source of culinary and technical information for the food industry. Together with the Research Chefs Association, the leading professional community for food research and development, Culinology magazine is helping define the future of food.

BENEFITS OF ADVERTISING IN CULINOLOGY
The audience of Culinology represents a target market of decision makers with significant buying power. Advertising in the magazine places you in front of Research Chefs Association members and leading food industry product developers who may assist you in developing new products with new revenue streams. Be associated with the emerging Culinology movement today for a chance at these exciting opportunities.
2014 EDITORIAL CALENDAR

**March**
Ad Close: Jan 15
Materials: Feb 1

**2014 RCA CONVENTION ISSUE**
Culinology Leadership Profile
Flavor Trends: Tropical Flavors
Health & Wellness/ Gluten Free
Future Kitchen/Test Lab Technologies
Bonus Distribution:
New York I.F.T.
2014 RCA Convention

**SEPTEMBER**
Ad Close: August 1
Materials: August 15

**CLEAN LABEL**
Culinology Leadership Profile
Flavor Trends –Spicy Flavors
New Protein options
Health & Wellness/Super Foods
Bonus Distribution:
Supply Side West
Research Chefs Expo - AACC
Chicago IFT

**JUNE**
Ad Close: May 1
Materials: May 15

**CULINOLEGY LEADERSHIP PROFILE**
Culinology Student Competition Awards
“Reduction” without Sacrificing Flavor
Health & Wellness/Functional Foods
Flavor Trends from Around the World
Bonus Distribution:
Institute of Food Technologists Annual Meeting and Food Expo

**DECEMBER**
Ad Close: November 1
Materials: November 15

**SAUCES, MARINADES AND CONDIMENT TRENDS**
Culinology Leadership Profile
Flavor Trends-Texture and Mouth Feel
Health and Wellness/Healthy Oils
Bonus Distribution:
Dairy Forum
Sweetener Colloquium

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**RATES**

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For more information about Culinology or to advertise contact your Culinology Sales Representative.
Mike Gude: mgude@sosland.com, Bruce Webster: bwebster@sosland.com or Dave DePaul: ddepaul@sosland.com or call (816) 756-1000
EDITORIAL FEATURES

MEMBER PROFILE FEATURES
The real “stars” in the Culinology world are the Research chefs making the day-to-day decisions regarding new products in the food industry. That’s why the RCA has chosen to profile one of their members in each issue of Culinology Magazine. The best way to understand the impact of the Research Chef’s role in the product development process is to hear it directly from the chef.

CULINARY TRENDS
The editors at Culinology magazine harbor a natural curiosity that spills over into their coverage of the latest culinary trends shaping the food industry. Whether it is an analysis of new healthy alternatives on the menu or recognizing a consumer move to bolder flavors, if it is trending, our editorial staff will uncover it and bring it to our Culinology audience in a solutions based format.
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, with 45 minutes of PowerPoint presentation and 15 minutes of Q&A.

EXCLUSIVE VIDEO SPONSORSHIP

Culinology is proud to present informational videos designed to provide food product developers with new product trends, ingredient breakthroughs and other food science and food technology related market updates.

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.

We offer turnkey production solutions to film and edit your informational video. We will distribute your videos to your target markets. Let us help you tell your marketing story through video.

For more information or rates on any of these digital opportunities with Culinology contact your Sosland Sales Representative. Mike Gude: mgude@sosland.com, Bruce Webster: bwebster@sosland.com or Dave DePaul: ddepaul@sosland.com or call (816) 756-1000

Specifications and additional information are available on www.foodbusinessnews.net/magazine/mediakit
In addition to the printed version, all issues of Culinology are available online. The digital edition is convenient to access, downloads quickly and is easy to read. 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. It is also posted on culinology.com and foodbusinessnews.net on issue date and is available in over 50 languages.

**New in 2014!**

**Digital Edition Sponsorship**

Sponsorship Includes:

(1) 160x600px Wide Skyscraper - viewable on each page of the Digital Edition
(1) Company Logo at Top of Digital Edition - viewable on each page
(1) 160x600px Wide Skyscraper included on the Digital Edition E-mail Alert

$3,500/issue (3 month exposure included) Only one sponsorship available each issue. Talk to your Culinology Representative to find out more about the Digital Edition sponsorships.

**Digital Edition Video**

60-second e-mercial spot delivered on the intro page of the digital edition.

For pricing and more information on this exclusive opportunity please contact your Culinology representative.

To see examples of how digital edition advertising appears please see www.foodbusinessnews.net/magazine/media-kit
PRINT SPECIFICATIONS

4-Color Density 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
Standard 4-color process. Metallic and PMS colors printed at additional cost. At publisher’s discretion, PMS colors may be manufactured from process.

Binding: saddle stitched
Paper: Cover - 80-lb enamel; body - 45-lb enamel
Line Screen: 150-line required
Inserts: Contact publisher for specifications

Composition by Publisher
Publisher will compose advertisements and make corrections or alterations at advertiser’s request. The advertiser will be billed a minimal production charge (publisher’s cost + 15%). Hard proofs will be provided upon request to the advertiser if production deadlines are met.

Material Required
Ads should be submitted in a digital format. PDF/X1a, Native InDesign, Quark, Illustrator and PhotoShop documents are accepted for both PC and MAC. 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 resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap image resolution must be 1200 dpi.

Preferred Media: Email, CD or FTP
Files submitted via FTP require a PDF for proofing. MAC files must be compressed using Stuffit Software. PDF/X-1a files can be sent to preflight@sosland.com. For additional information, contact the PreFlight Department.

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For more technical information please visit www.foodbusinessnews.net/Magazine/Media-Kit

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