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2010 MODERN FOOD SERVICE - MEDIA KIT

**Covering The Metro
New York Food Service Market**



Products Offered By GC Communications

Regional Trade Papers: Modern Grocer, Tri-State Food News, Food Industry Advisor, Modern Food Service, New England Food Service, Empire State Food Service News

Other Products: Regional Grocery Buyer's Guides, Corporate Marketing Profiles; Food Service Buyer's Guides (*Metro New York, New England, Upstate New York*); Group Subscriptions; Classified Advertising; Direct Mail Services; Graphic Design Services; And Custom Publishing Projects

**GC Communications ~ P.O. Box 2010 ~ 744 Main Street ~ Dennis, MA 02638
Phone: 508.385.7700 ~ Fax: 508.385.0089 ~ www.gccomm.net**



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MODERN FOOD SERVICE

2010 Editorial Calendar & Closing Dates

UPDATED DECEMBER 2009

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| | | |
|------------------|---|----------------------------------|
| January | Menu Planning & Recipes For 2010 Menu Planning & Recipes/ Fire Suppression Overview | Closing Date: Jan 8, 2010 |
| February | Int'l Restaurant Show Of NY Issue/Boston Seafood Show Seafood Spectacular; Healthy Trends In Fried Foods Planning Your Spring Food Show Schedule/Coffee & Espresso | Closing Date: Feb 5, 2010 |
| March | 2010 State Of The Industry/Greening Of Food Service NACUFS Conference Issue/Boston Seafood Show/Culinary School Listings | Closing Date: Mar 5, 2010 |
| April | Annual Distributor Ranking/Circle Of Excellence Awards Produce Focus/Bakery Bonanza | Closing Date: Apr 2, 2010 |
| May | NRA Show Issue Ideas In Dairy/Ice Cream/Soft Serve | Closing Date: May 7, 2010 |
| June | Organic & Natural Foods Focus/Franchise Opportunities Insurance And Financial/NASFT Show Issue | Closing Date: Jun 4, 2010 |
| July | Advances In Food Service Health Care/Back To School Fall Food Show Season Planning/What's New In School Food Service | Closing Date: Jul 2, 2010 |
| August | Regional Manufacturers Issue/Green Ideas For Fall Getting The Most From Your Insurance Plan | Closing Date: Aug 6, 2010 |
| September | Pizza/Pasta Promotions/Soup Focus Viva Italian Foods | Closing Date: Sep 3, 2010 |
| October | Publisher's Award Issue/Annual Equipment Issue Re-Creating The Center Of The Plate The World Contract Food Service/Meat & Poultry Highlights | Closing Date: Oct 1, 2010 |
| November | IH/M&RS Show Issue Sanitizing The Food Service World/Beverage Bonanza | Closing Date: Nov 5, 2010 |
| December | Breakfast In Food Service/Holiday Edition Making The Most Of Breakfast/What's New In Uniforms, Aprons & Footware | Closing Date: Dec 3, 2010 |

For more information, contact Steve Griffin 508-385-7700 sgriffin@gccomm.net or Kevin Gallagher 732-656-7700 kgallagher@gccomm.net

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GC Communications Advertising Rates

MODERN FOOD SERVICE

| | 1 Time | 3 Times | 6 Times | 9 Times | 12 Times |
|---|------------|------------|------------|------------|------------|
| Full Page (16"h x 10"w) | \$1,886.00 | \$1,763.00 | \$1,620.00 | \$1,476.00 | \$1,353.00 |
| Half Page (10"h x 8"w or 8"h x 10"w) | \$1,128.00 | \$1,050.00 | \$ 975.00 | \$ 902.00 | \$ 820.00 |
| Quarter Page (6"h x 6"w or 5"h x 8"w or 10"h x 4"w) | \$ 565.00 | \$ 525.00 | \$ 487.00 | \$ 451.00 | \$ 410.00 |
| Center Spread (16"h x 21"w) | \$3,775.00 | \$3,526.00 | \$3,239.00 | \$2,952.00 | \$2,706.00 |

*Spot Color - Please add \$250 to above; Process Color - Please add \$750 to above
Please Contact An Account Executive For Multi-Publication Discounted Rates*

MECHANICAL REQUIREMENTS

Mechanical Requirements:

| | |
|----------------------------|---|
| Open Rate | \$ 30.00 Per Column Inch |
| Guaranteed Position | 15% Premium |
| Agency Commission | 15% Discount For Camera Ready W/Written Order |
| Classified Ad Rates | \$ 40.00 Per Column Inch (Not Commissionable) |
| Single Leaf Insert | \$ 2,500.00 net |
| Double Leaf Insert | \$ 3,500.00 net |

All papers are printed by offset press on newspaper stock

Material Specifications:

| | |
|---------------------------------|-------------------------------|
| Trim Size (Paper's Actual Size) | 11" wide x 17" deep |
| Live Area (Printable Area) | 10" wide x 16" deep—no bleeds |
| Column Width | 2" |
| Column Depth | 16" |
| Columns Per Page | 5 |
| Column Inches Per Page | 80" |
| Black & White Line Screen | 85 line |
| Process Color Line Screen | 100-133 line |

*All ads should be in PDF format:
fonts embedded, no layers,
CMYK color and press optimized.
File size should be under 8MB.*

*For more complete specs, please
refer to "Ad Specs For Advertisers"
which may be found at
www.gccomm.net*

*Ads may be emailed directly
to your salesperson or to
production@gccomm.net.*

*Please note paper name
& issue date in email.*



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GC Communications Circulation By Publication

MODERN FOOD SERVICE: 10,000

(Geographical Coverage: Metro NY, Long Island, New Jersey, Southern Connecticut, Philadelphia)

Recipients: Food Service Industry Executives & Professionals in Commercial Restaurants (independent, franchise, multi-unit chains and those operated in hotels and motels), Educational Institutions, Food Service & Specialty Distributors, Healthcare Establishments, Contract Food Service, Correctional Facilities, Caterers, Country Clubs, Private Clubs, Military Institutions, Travel, Religious Institutions, State Purchasing, Camps, Business & Industry, and Suppliers (Manufacturers, Canners, Packers, Dispensing Firms, Equipment Suppliers, and Food Brokers). Also additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

EMPIRE FOOD SERVICE NEWS: 10,000

(Geographical Coverage: Upstate New York regions of Buffalo, Rochester, Syracuse, & Albany)

Recipients: Food Service Industry Executives & Professionals in Commercial Restaurants (independent, franchise, multi-unit chains and those operated in hotels and motels), Educational Institutions, Food Service & Specialty Distributors, Healthcare Establishments, Contract Food Service, Correctional Facilities, Caterers, Country Clubs, Private Clubs, Military Institutions, Travel, Religious Institutions, State Purchasing, Camps, Business & Industry, and Suppliers (Manufacturers, Canners, Packers, Dispensing Firms, Equipment Suppliers, and Food Brokers). Also additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

NEW ENGLAND FOOD SERVICE: 10,000

(Geographical Coverage: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut)

Recipients: Food Service Industry Executives & Professionals in Commercial Restaurants (independent, franchise, multi-unit chains and those operated in hotels and motels), Educational Institutions, Food Service & Specialty Distributors, Healthcare Establishments, Contract Food Service, Correctional Facilities, Caterers, Country Clubs, Private Clubs, Military Institutions, Travel, Religious Institutions, State Purchasing, Camps, Business & Industry, and Suppliers (Manufacturers, Canners, Packers, Dispensing Firms, Equipment Suppliers, and Food Brokers). Also additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

MODERN GROCER: 8,000

(Geographical Coverage: Northeastern United States)

Recipients: Retail Food Industry Executives in Corporate Chain Supermarkets (11+ stores); Small Chain (2-10 stores) & Independent Supermarkets; Convenience Stores; Wholesale Grocers & Distributors; Food Brokers, National & Regional Manufacturers, Trade Associations, Public Warehouses & Freezers, Equipment & Industry Related Suppliers. Also additional copies distributed to advertisers, advertising agencies, nonqualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

TRI-STATE FOOD NEWS: 7,500

(Geographical Coverage: the Western PA, Ohio, West Virginia and Great Lakes)

Recipients: Food Industry Executives in Corporate Chain Supermarkets (11+ stores); Small Chain (2-10 stores) & Independent Supermarkets; Convenience Stores; Wholesale Grocers & Distributors; Food Brokers, National & Regional Manufacturers, Trade Associations, Public Warehouses & Freezers, Equipment & Industry Related Suppliers. Also distributed to regional food service industry professionals. Additional copies distributed to advertisers, advertising agencies, non-qualified subscribers, at trade shows and conventions, dinners and other trade gatherings.

FOOD INDUSTRY ADVISOR 7,500

(Geographical Coverage: the Mid-Atlantic, Eastern & Central Pennsylvania, Southern New Jersey, Delaware.)

Recipients: Retail Food Industry Executives in Corporate Chain Supermarkets (11+ stores); Small Chain (2-10 stores) & Independent Supermarkets; Convenience Stores; Wholesale Grocers & Distributors; Food Brokers, National & Regional Manufacturers, Trade Associations, Public Warehouses & Freezers, Equipment & Industry Related Suppliers. Also distributed to regional food service professionals and members of the PFMA. Additional copies distributed to advertisers, advertising agencies, nonqualified subscribers, at trade shows and conventions, dinners and other trade gatherings.