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2012 EMPIRE STATE FOOD SERVICE NEWS - MEDIA KIT

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



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2012 Editorial Calendar & Closing Dates

Updated December 2011

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January	Breakfast Focus/Menu Planning/2012 Anniversaries Menu Planning & Recipes/ Fire Suppression Overview	Closing Date: Jan 13, 2012
February	NY Restaurant Show Issue/Greening Of Food Service Frozen Food Spectacular/Bakery Bonanza/Boston Seafood Show Seafood Spectacular; Healthy Trends In Fried Foods Planning Your Spring Food Show Schedule/Coffee & Espresso Boston Seafood Show Issue	Closing Date: Feb 17, 2012
March	2011 State Of The Industry/Greening Of Food Service NACUFS Conference Issue	Closing Date: Mar 3, 2012
April	Annual Distributor Issue/Culinary Schools Listings Regional Manufacturer's Issue Produce Focus/Bakery Bonanza	Closing Date: Apr 6, 2012
May	NRA Show Issue/Dairy & Ice Cream Focus/Produce Ideas In Dairy/Ice Cream/Soft Serve/NACUFS Conference Issue	Closing Date: Apr 27, 2012
June	Organic & Natural Foods Focus/Franchising Opportunities Insurance And Financial/NASFT Show Issue	Closing Date: Jun 29, 2012
July	Health Care/Back To School/Desserts Fall Food Show Season Planning/What's New In School Food Service	Closing Date: Jul 29, 2012
August	Publisher's Award Issue/Fall Greening Ideas/ French Fries In Food Service/Holiday Cheese Focus ride Of New York/Organic & Natural Foods	Closing Date: Aug 3, 2012
September	Pizza/Pasta Promotions/Soup Focus/Salad Bar Focus Viva Italian Foods	Closing Date: Sep 7, 2012
October	Re-Creating The Center Of The Plate/Meat Spectacular Annual Equipment Issue The World Of Contract Food Service/Meat & Poultry Highlights	Closing Date: Oct 5, 2012
November	IH/M&RS Show Issue/Coffee & Tea/Appetizer Delight Sanitizing The Food Service World/Beverage Bonanza	Closing Date: Nov 2, 2012
December	2012 Year End Review/Holiday Edition What's New In Uniforms, Aprons & Footware	Closing Date: Dec 9, 2012

UPDATED DECEMBER 2011

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For more information, contact Steve Griffin 508-385-7700 sgriffin@gccomm.net or
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GC Communications Advertising Rates

EMPIRE STATE FOOD SERVICE NEWS

	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"
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*Ads may be emailed directly
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Your Premier News Advantage

GC Communications Circulation By Publication

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.

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.

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.