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2012 MODERN GROCER - MEDIA KIT

**Covering The Northeastern
United States**



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 ~ Dennis, MA 02638
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2012 Editorial Calendar & Closing Dates

Updated December 2011

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January*	Top Selling Bakery Items/Year In Review/NGA Show Issue Top Selling Bakery Listing; Passover Promotions Market Movers: Facts, Figures & Industry Trends	Closing Date: Dec. 30, 2011
February	Annual Frozen Food Issue/Top Selling HBC/GM Items Top Selling Frozen Food Listing; Ethnic Foods Focus; Bottled Water Focus; Easter Ham Focus	Closing Date: Jan. 27, 2012
March	Regional Manufacturer's Issue/Snack Food Focus Seafood Show Issue; Snack Food Issue; Passover Promotions; Beverages	Closing Date: Mar 2, 2012
April*	NEPC Show Issue/Cinco De Mayo Focus/Spring C-Stores Cookies & Crackers; Produce Focus; Cinco De Mayo Spectacular; Barbeque Bonanza	Closing Date: Apr 6, 2012
May*	Annual Metro NY & New England Market Study IDDBA Show Issue MFA Convention; NYACS Show Issue; National Candy Show Issue; Dairy Focus; Ice Cream Focus	Closing Date: May 11, 2012
June	Upstate NY Market Study/Specialty Foods/Pest Control NASFT Show Coverage/Pest Control Focus	Closing Date: June 1, 2012
July	Salute to Independents/Equipment Issue Top Independent Retailers; What's New In Equipment And Supplies	Closing Date: July 29, 2012
August	Annual Distributor Issue/Hispanic Heritage Month Back To School Issue;	Closing Date: Aug 3, 2012
September*	Annual Publisher's Award Issue/Whole Foods Expo East ASMC Broker Issue; Whole Foods Expo Issue	Closing Date: Sept 27, 2012
October *	NY Produce Show Issue/NACS Show Issue/Kosherfest b NY Produce Show Issue;PMA Show Issue; Kosherfest Show Issue; NECSA Show Issue; Wholesaler Study	Closing Date: Oct 7, 2012
November*	Private Label Show Issue/The Greening Of Retail Products Condiments; Meat & Poultry Focus; Holiday Cheese Focus/Focus On Green Products	Closing Date: Nov 2, 2012
December	Top Selling Grocery & Deli Items Listing/Holiday Issue Olive Oils & Pasta Focus; Coffee & Tea Focus; Holiday Issue; Breakfast Focus	Closing Date: Dec. 9, 2012

*Bonus Convention or Show Distribution

UPDATED DEC 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

MODERN GROCER

	1 Time	3 Times	6 Times	9 Times	12 Times
Full Page (16"h x 10"w)	\$2,665.00	\$2,481.00	\$2,296.00	\$2,132.00	\$1,948.00
Half Page (10"h x 8"w or 8"h x 10"w)	\$1,394.00	\$1,292.00	\$1,189.00	\$1,087.00	\$ 984.00
Quarter Page (6"h x 6"w or 5"h x 8"w or 10"h x 4"w)	\$ 697.00	\$ 646.00	\$ 595.00	\$ 544.00	\$ 492.00
Center Spread (16"h x 21"w)	\$5,300.00	\$4,961.00	\$4,592.00	\$4,264.00	\$3,895.00

*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 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.

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.