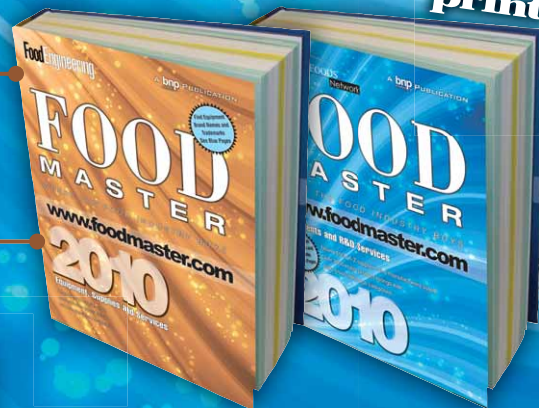


FOOD MASTER

integrated media PLANNER

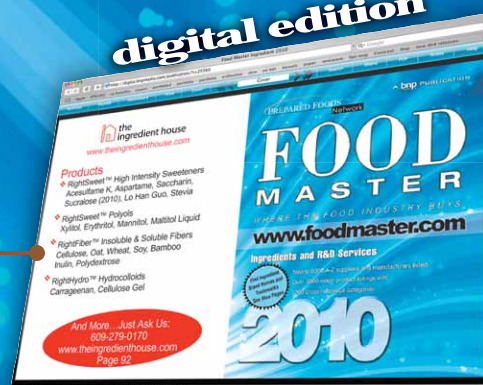
print



online



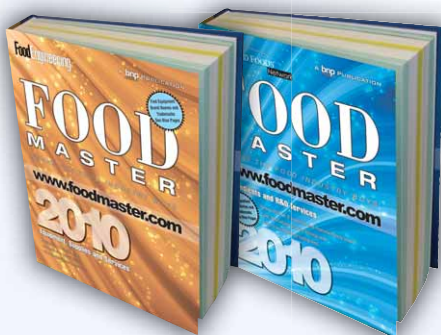
digital edition



Make sure your catalog is seen by

Food Master's multi-media distribution of almost 60,000 buyers and specifiers.*

Print



- The only hardbound directory divided into two sections, equipment and ingredients, ensuring your product catalog data is kept and easily retrieved.
- A trusted resource for the food and beverage industry for over 30 years!
- Year-round exposure to almost 30,000 buyers and specifiers.*

Online



- Recently redesigned, updated and upgraded – your potential customers will find you in a flash. And as always, no restrictive registration for buyers.
- It's all here – FoodMaster.com is the only online database that lists ingredients, equipment, supplies and services for the food and beverage industry.
- **Over 360,000 searches performed in 2009****
- Over 53,000 annual visitors** have easily searched FoodMaster.com in 2009:
 - By Ingredient, Equipment or Health & Wellness products
 - Over 4,000 Companies – **More than 100,000 company listings were viewed in 2009****
 - Over 4,300 Product Categories
 - Catalog Pages
 - White Papers
 - Videos
 - Product Announcements

Digital Edition



- The *Food Master* digital edition gives your catalog space greater exposure among the *Food Engineering* and *Prepared Foods* subscriber base – distributed electronically to over 30,000 buyers and specifiers.*
- Customers can download and save the entire digital edition catalog to their computer.

**Print +
Digital Edition
Distribution
=
Over 60,000
Buyers and
Specifiers***

*Publisher's Own Data, 2009.

**Urchin, January 1 - December 31, 2009.

The *Food Master* is the industry's all inclusive database on suppliers of ingredients and equipment for the food and beverage industry.

95%

of your customers want to reference technical product catalog data on your entire product line in the *Food Master*.²

79%

of users made a purchase that resulted from using the *Food Master*!¹

Food Master is more valuable than ever...

83%

of *Food Master* buyers would rate the catalog as very good to excellent.¹

Buyers are taking action after referring to the *Food Master*.¹

86% - go to supplier's website

74% - call company

42% - e-mail company

41% - specify a product

When buyers were asked "How has the *Food Master* helped to make a transaction?" buyers responded by saying:

- "Finding who sells a particular ingredient that we need and calling for pricing - then ordering."¹
- "I just like having all the suppliers in one location."¹
- "Finding a supplier and ability to make the contact."¹
- "It is a lot easier to look up an ingredient in the *Food Master* than to try to sort through (other) web pages; our purchasing department typically requests that we list a vendor on sample requests as well so I start with the *Food Master*."¹
- "It gives me a starting point to call people and see if they have what I need."³
- "Easy location. I can find different vendors that are out there. It's a great list of suppliers."³

82%

of your customers want suppliers to include more technical product catalog information in their *Food Master* pages.²

¹Food Master Catalog Interest Study - Ingredients, November 2008.

²Food Master Catalog Interest Study - Equipment.

³Food Master User Study, November 2008.

Catalog Pages

Buyers pre-qualify vendor with you



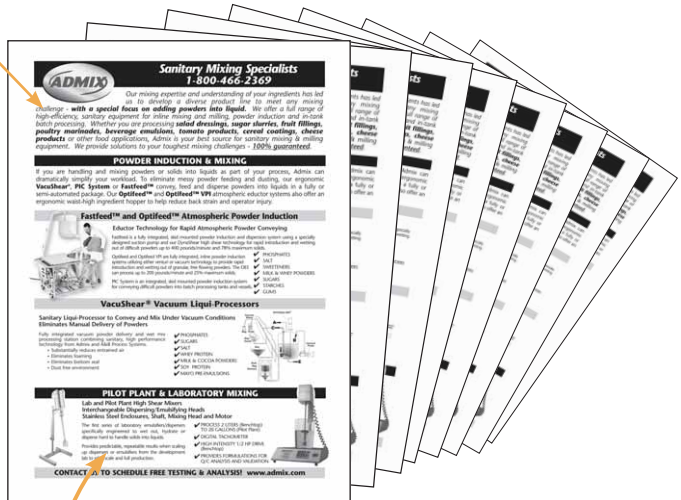
Print Section

- FM** Unlimited bold face product listings with premium position
- FM** Bold face in brand/trademark listing section
- FM** Bold face in yellow page section.
- FM** Discount on traffic stopper listing
- 50 FREE sales office listings in yellow page section



ADMIX, INC.
 234 Abby Rd., Manchester, NH 03103-3332 p. 5-7
 Tel: (603) 627-2340 (800) 466-2369
 Fax: (603) 627-2019 mixing@admix.com
 www.admix.com

Product Line
 Brine Making Systems
 Emulsifying Equipment
 Homogenizers
 Milling, Specialized Equipment
 Mixer-Grinders
 Mixers, 3-A
 Mixers, Batch
 Mixers, Blending Liquid Additives Into Dry Solids
 Mixers, Blending Powders with Liquids
 Mixers, Continuous
 Mixers, Continuous Batch
 Mixers, Dispensers
 Mixers, High Shear
 Mixers, Pipeline
 Mixers, Pneumatic
 Mixers, Portable
 Mixers, Propeller
 Mixers, Sanitary
 Mixers, Stainless Steel
 Mixers, Static
 Mixers, Turbine
 Mixers, Vacuum
 Mixing Systems, Automatic Batch
 Mixing Systems, Clean In Place
 Mixing Systems, Continuous
 Mixing Systems, Continuous Batch
 Mixing Systems, Hot & Cold Water
 Mixing Systems, Steam & Water
 Size Reduction Equipment, Colloid Mills
 Tanks, Portable
 Tanks, Stainless Steel



Digital Edition Section

- Live web and email links in your catalog page and yellow page listing
- FM** Live web link from your company name to your website in the green product index pages.
- FM** Live link from the page number within your product listing and company listing to your catalog page
- FM** FREE advertiser navigation index listing

Rates

# of catalog pages in FM	Food Engineering/Food Master or Prepared Foods/Food Master Combined Frequency							
	Open	4x	6x	12x	18x	24x	36x	48x
1 Page	\$5,305	\$5,065	\$4,875	\$4,725	\$4,475	\$4,295	\$4,115	\$3,785
2-3 Pages	\$5,215	\$4,880	\$4,665	\$4,540	\$4,245	\$4,135	\$4,010	\$3,765
4-7 Pages		\$4,775	\$4,550	\$4,420	\$3,845	\$3,675	\$3,575	\$3,230
8+ Pages			\$4,425	\$4,355	\$3,685	\$3,605	\$3,295	\$3,115
4-color end sheet	\$8,900	\$8,570	\$7,985	\$7,795	\$7,610			

4 Look for the **FM** to indicate exclusive items only offered to catalogers.

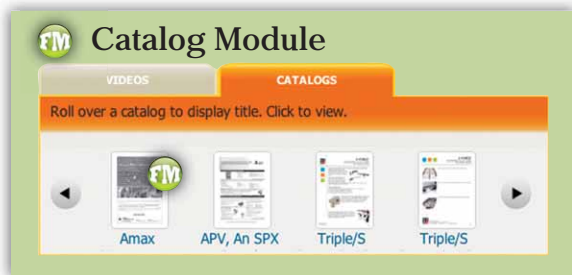
you as a potential Catalog Pages.

Catalog Pages



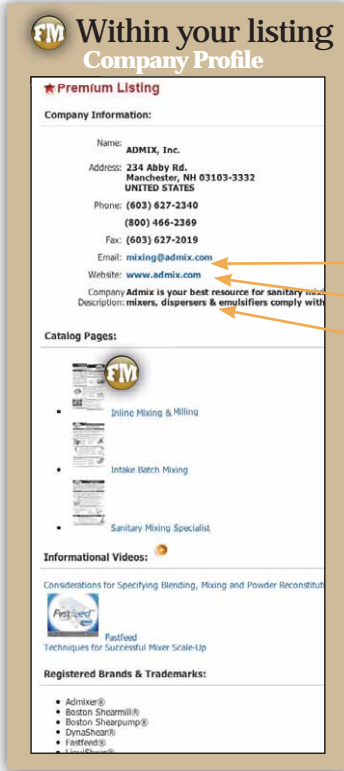
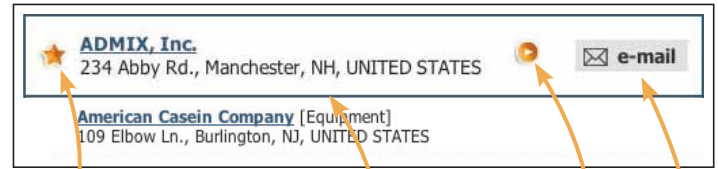
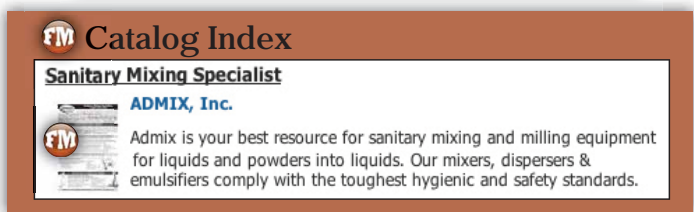
Online Section

Catalog pages are found online in multiple ways



Premium Online Positioning

Company Index



- FVM** Premium Listing includes:
 - FVM** Star designation
 - FVM** Border around your listing in large, bold font
 - FVM** Video designation on the index, which includes a link to E-Learning Center video within company profile, if applicable
 - FVM** Email link from index and company profile
 - FVM** Live link to your website in company profile.
 - FVM** 30-word description within company profile
 - FVM** FREE brand listing
 - FVM** FREE listing in cataloger index
 - FVM** Unlimited Product Listings
 - FVM** Run one print catalog page, get one catalog page posted to FoodMaster.com for FREE
 - FVM** Run 2+ print catalog pages and post your entire product catalog on FoodMaster.com for FREE
 - FVM** 1 White Paper posting



Print & Digital Edition

Product Index "Foot Stoppers"

Draw attention to your product listing in the green product index pages of *Food Master* with a Foot Stopper. Foot Stoppers are positioned at the

bottom of the page where your product listing appears.

Requirements:
Width 7 3/16", depth 1/2"
Supply all material as a digital file.
Rate: **\$980** (Gross)

Manufacturing and Sales Office Index "Traffic Stoppers"

Call attention to your listing in the yellow company index pages of *Food Master* with Traffic Stopper. Your company logo will appear directly above your address and phone number.

Requirements:
Width 2 1/8", depth 1"
Supply all material as a digital file.
Rate: **\$980** (Gross)

Product Line Listings

Listing your complete product line in the company index pages is the best way to show *Food Master* users all the products you supply. This list appears under your company name, address and phone number.
Rate: **\$520**/column inch. (Gross)

FM Spine
Maximize your exposure by reserving a premium position on the spine of the *Food Master*. Your logo will be seen every time your customers reach for their *Food Master*. Limited to 3 companies, first-come-first-served basis.
Rate: **\$10,200** (Gross)

FM Front Cover Tile
Maximize your exposure by reserving a premium position on the front cover of the *Food Master*. Your logo will be seen every time your customers reference their *Food Master*. Limited to 6 companies on each side, first-come-first-served basis.
Rate: **\$8,200** (Gross)

Digital Edition Cataloger Exclusive Sponsorships

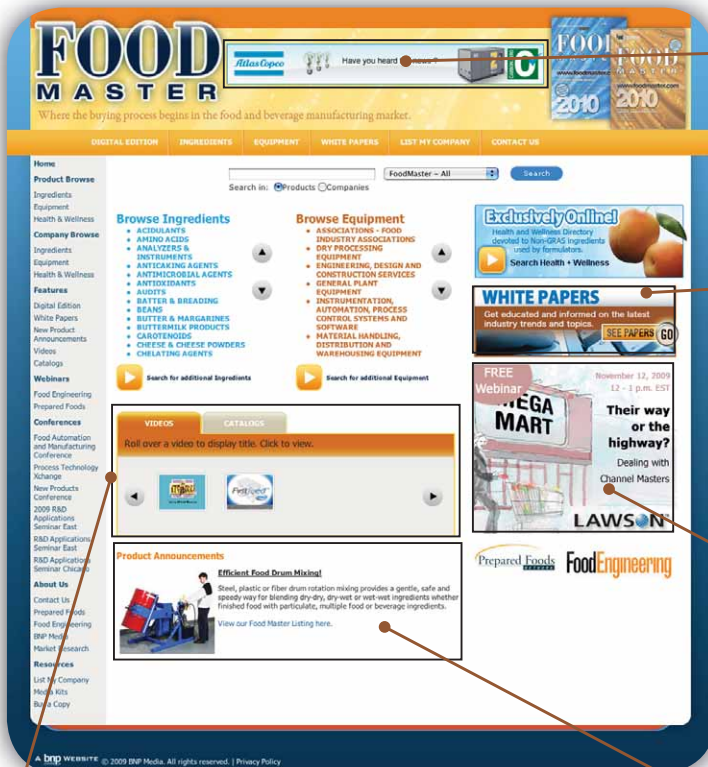
First Come, First Served – Only Three Positions Available

FM Left of Cover
- **\$4,950** (Gross)
Your Full Page Ad appears next to the cover of *Food Master* every time it loads. Includes a Tile Ad on FoodMaster.com.

FM Custom Loader Ad
- **\$3,800** (Gross)
Place an Ad Message that appears on screen while the Digital Edition loads. Includes a Tile Ad on FoodMaster.com.

FM Toolbar in Digital Edition
- **\$4,480** (Gross)
Place an Ad Message that appears on the toolbar throughout the digital edition. Includes a Tile Ad on FoodMaster.com.

Online @ FoodMaster.com



Home Page Banner

468 X 60 pixels.

1x **\$1,470**

3x **\$1,180**

6x **\$885**

12x **\$590**

White Papers/ Technical Articles

\$100 annually per paper

NEW! Tile Ads

Get prime visibility with the latest tile ad space on the Home Page. **New larger size: 300 x 250 pixels.** Tile ads on Ingredient, Equipment and Wellness pages also available.

1x **\$1,765**

3x **\$1,470**

6x **\$1,180**

12x **\$885**

Banner Ads by Product



Ingredients

\$300-\$700 per month

Equipment

\$100-\$500 per month

Contact your sales rep for availability and specific rates for your product category.

Video

\$600/month - Include a video embedded in your listing in the digital edition and posted in your online listing. Videos online are also highlighted in their own section and includes a special icon on your listing so visitors know your listing includes video.

Product Announcements

\$300/announcement - Posted for a 3-month period. Includes photo, product name and a 75-word description. Rotate on home page.

FOOD MASTER

rates & contacts

**Your customers
start their buying
process by referencing
the *Food Master*.
Contact your sales
rep to reserve your
space today!**

FoodEngineering

equipment

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November 2010.

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Kent, WA 98032
253-946-6854
fax **248-244-2080**
e-mail:

fairmans@bnpmedia.com

Contact your sales rep or
Suzanne Fairman
for ad specifications.

PREPARED FOODS

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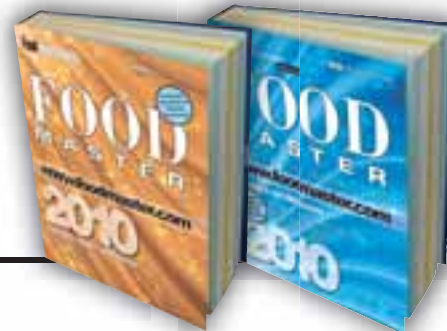
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Troy, Michigan 48084
www.bnpmedia.com

**BNP Media Helps People
Succeed in Business with
Superior Information.**

FOOD MASTER 2011



RATES AND SPECIFICATIONS

# of catalog pages in Food Master	PREPARED FOODS & FOOD MASTER OR FOOD ENGINEERING & FOOD MASTER COMBINED FREQUENCY							
	Open	4x	6x	12x	18x	24x	36x	48x
1 Page	\$5,305	\$5,065	\$4,875	\$4,725	\$4,475	\$4,295	\$4,115	\$3,785
2-3 Pages	\$5,215	\$4,880	\$4,665	\$4,540	\$4,245	\$4,135	\$4,010	\$3,765
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8+ Pages			\$4,425	\$4,355	\$3,685	\$3,605	\$3,295	\$3,115
4-color end sheet	\$8,900	\$8,570	\$7,985	\$7,795	\$7,610			

Pre-printed inserts, spine positions and bookmarks: Please consult publisher.

How to Calculate Your Food Master Rates

In the chart above, find the total frequency across the top by adding the number of your insertions in *Food Engineering* including *Food Master*. Down the left column, find the number of pages you are running in *Food Master*. Locate the place on the chart where these two columns intersect. Example, if your frequency in *Food Engineering* is 6 and four of those pages are in *Food Master*, your rate per page in *Food Master* is \$4,550.

Agency Commission: 15%, 30 days net.

Special Positions: \$300 premium for specified spread, right-or left-hand page starts.

Early Bird Discount

Reserve catalog pages early in the year to receive a special discount in the 2010 *Food Master*.

2010 Multiple Page Bonus Program

For new catalogers, buy two pages in the *Food Master* and get a third page FREE. For current catalogers, buy one or more pages than last year and get another FREE. Call your *Food Master* representative for details.

Free Catalog Page Design Service

You decide what products will appear on your pages and Food Master will create useful, effective catalog pages for you — FREE of charge. Layouts converted to digital files are billed at *Food Master's* cost.

Published annually in November 2010. Shipping Instructions

Send all orders and advertising materials to:

BNP Media/*Food Master*

Suzanne Fairman, Production Manager

24817 43rd Ave So, Kent, WA 98032

253-946-6854 | fax 248-244-2080 | e-mail: fairmans@bnpmedia.com

Digital File Specifications

All *Food Master* catalog pages will be included on FoodMaster.com, therefore we have migrated all catalog pages to a searchable pdf format. In order for catalog pages to be searchable on foodmaster.com these specs should be followed:

Important: Do not outline fonts or rasterize type. If you do your catalog page will not be searchable on FoodMaster.com.

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions).

Preferred File Formats: InDesign, Quark Xpress, Illustrator (do not outline text, please include fonts). PDF's are accepted, please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: Files should be grayscale for catalog pages and CMYK for Inside Front Covers.

Fonts: Include fonts on disk; both printer and screen fonts. Please use Type 1 fonts.

Electronic Submission: CD or DVD discs accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for page should be at trim size. No bleed for catalog pages. Inside Front Cover bleed ads extend beyond trim by 1/8 inch.

Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return a disk.

Charges will apply for changes we make to your files due to errors in ad size, type, color space, or file format. Charges are subject to the hourly rate with a 1/2 - hour minimum.

AD SPACE UNIT	WIDTH (IN.)	DEPTH (IN.)
1 page – B&W	7"	9-7/8" Trim: 8" x 10 3/4"
Inside Front Cover	8 1/4"	11" (Bleed); Trim: 8" x 10 3/4"
Foot Stopper	7 3/16"	1/2" Images must be black
Traffic Stopper	2 1/8"	5/8" Images must be black
Spine 4 Color customized	varies	2"
Front Cover Tiles	1"	2"

Food Master accepts only full-page black & white pages.

Bleeds: Not accepted on black & white pages.

Colors: Inside front covers & inserts – color accepted.

* A proof MUST accompany all material. DO NOT enlarge any image more than 115% in Quark. We cannot claim responsibility if digital specs are not followed with submitted materials and we have to make substitutions in order to successfully run the catalog pages through our process.

All catalog pages must be supplied as digital files.

Film will no longer be accepted.

Food Master orders can not be cancelled after May 21, 2010.

Closing date for space reservations: May 21, 2010

Material due date: June 4, 2010