



- New for 2007**
- FREE Online Banners
 - FREE Online Videos
 - FREE Google Search
 - FREE Online Catalogs
 - FREE Traffic Reports

Food Master & FoodMaster.com 2007 Media Kit

*Where the buying process
begins in the
food & beverage industry*

Food Engineering

PREPARED
FOODS

Publishers of Food Engineering, Prepared Foods, NutraSolutions, New Products Conference, Food Automation & Manufacturing Conference, ProcessTechnologyXchange [PTX] Event, ProductInnovationXchange [PIX] Event, R&D Applications Seminar, PlantTech Seminar, FoodEngineeringmag.com and PreparedFoods.com.

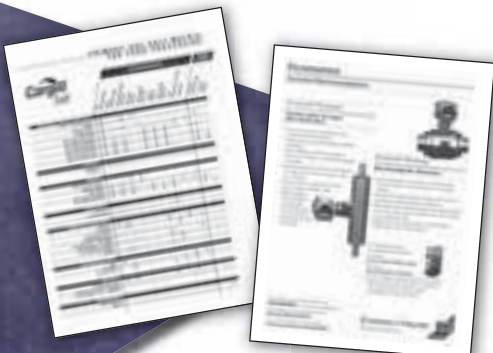
The buying process begins with the *Food Master*



In the food & beverage industry products are “bought” instead of “sold”. Research proves that 83% of the time, the buying process begins with your customers and prospects initiating the sales process. However, it’s nearly impossible for your company to be at every location, every potential customer, when they are ready to buy.

Your customers start their buying process by referencing the *Food Master*

- The *Food Master* is distributed to 30,000 of your key customers and prospects which ensures universal access to your important product information.
- The *Food Master* provides the most comprehensive supplier & product listings guaranteeing that your customers can always reference all the products you sell.
- The *Food Master* is the only hardbound directory which ensures your product catalog data is kept and easily retrieved when the buying process begins.
- The *Food Master* is the only hardbound directory that is divided into two sections, equipment and ingredients, providing customers easy access to your information year long.
- Your customers have been successfully referencing products and suppliers in the *Food Master* for 25 years.



Catalog pages allow customers to pre-qualify you as a potential vendor.

The *Food Master* is the only directory providing your customers hundreds of technical product catalog pages to reference. Technical product catalog data allows your customers to research & pre-qualify your company as a potential vendor.

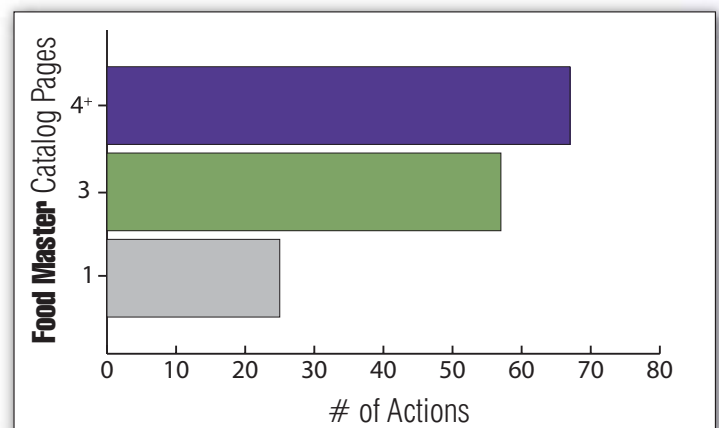
82%

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

95%

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

Effective catalog pages drive sales. More catalog pages drive even more sales.





*Only the **Food Master** provides
you a solid return
on investment*

Food Master provides every advertiser with a detailed report that clearly identifies the return on your cataloging investment. This **Food Master** report highlights how many customers referenced your catalog page[s], what companies they work for, what actions they took, and their purchases as a result of referencing your catalog page[s].

Ask your salesperson for your copy of the **Food Master** Research study to fully document your Return on Investment.

**FOOD MASTER INGREDIENT CATALOG USERS
RESPONSIBLE FOR \$179 MILLION IN SALES.***

Chocolate	\$ 59,341,000
Bulking Agents	\$ 20,053,000
Fats & Oils	\$ 18,077,000
Cheese & Cheese Powders	\$ 17,038,000
Coatings	\$ 10,603,000
Flours	\$ 7,344,000
Rice	\$ 3,261,000
Acidulants	\$ 2,025,000

* 2006 **Food Master** User Survey 3/2006. Sigma 2, Inc.

**FOOD MASTER EQUIPMENT CATALOG USERS
RESPONSIBLE FOR \$128 MILLION IN SALES.***

Ovens	\$ 11,500,000
Filling Machines	\$ 9,500,000
Aseptic Packaging Equipment	\$ 7,100,000
Slicing and Dicing Equipment	\$ 6,600,000
CIP Systems	\$ 6,700,000
Mixing and Blending Equipment	\$ 4,300,000
Pneumatic Conveying Equipment	\$ 4,100,000
Heat Exchangers	\$ 3,800,000

* 2006 **Food Master** User Survey 3/2006. Sigma 2, Inc.

**Food Master/FoodMaster.com
Bonus Programs**

The **Food Master** and **FoodMaster.com** provide suppliers a cost-effective cataloging package to ensure that your company will be fully represented, in-print and online, when your customers start the buying process.

- 10% Early Bird Discount on all FM pages reserved prior to January 31, 2007.
- FREE page when you buy one additional catalog page.
- FREE 3rd page with two paid pages.
- FREE unlimited product listings.
- FREE catalog page design services.
- FREE boldface for all your product listings.



**Plus additional
benefits on
FoodMaster.com!**

- FREE online catalog page for single page catalogers.
- FREE sales brochure online for multi-page catalogers.
- FREE Email & website links.
- FREE online Videos.*
- FREE banner with purchase of foot stopper.
- FREE Company Profile page.
- FREE company priority listings.

* To participate, suppliers must present at *Prepared Foods' 2005, 2006 or 2007 R&D Seminar* or *Food Engineering's 2007 PlantTech Seminar*.

Food Master and FoodMaster.com *a powerful combination*

FoodMaster.com

Research shows that 58.4 % of your customers also use online resources to further their search for products or suppliers. In a crowded field of online databases, **FoodMaster.com** is the overwhelming favorite among online users in the food industry.



***When asked “What online databases do you use?”*
respondents listed FoodMaster.com:***

- 3x more often than suppliers’ own websites
- 4x more often than IFT.com
- 6x more often than Globalspec.com.
- 4x more often than FoodIngredientsOnline/FoodProcessing.com and FoodProductDesign.com...combined!

FoodMaster.com’ growing popularity is a logical extension of your customers’ 25-year preference for the **Food Master**. It’s no wonder then that tens of thousands of your customers visit **FoodMaster.com** to do their buying.

- **FoodMaster.com** provides your customers with the industry’s most comprehensive database of equipment & ingredient suppliers.
- **Foodmaster.com** is a food industry business-to-business site, eliminating unwanted, time-consuming, consumer search results.
- **FoodMaster.com** provides users a premium **Google** search function for more accurate results.
- **FoodMaster.com** is the only online directory that provides buyers with hundreds of catalog pages to expedite their search.
- **FoodMaster.com** is the only online directory that provides visitors with educational videos on “How To” use your products.
- **Foodmaster.com** has no restrictive registration policies to discourage customer visits.
- Only **FoodMaster.com** can leverage the power of *Prepared Foods* and *Food Engineering* magazines to drive customers to your listings.

Food Master / FoodMaster.com Bonus Program

Supplier search results

- FREE company priority listings on **FoodMaster.com** for 2007 **Food Master** catalogers.
- FREE bold-faced company listings on **FoodMaster.com** for 2007 **Food Master** catalogers.
- FREE email link on **FoodMaster.com** for 2007 **Food Master** catalogers.



Product search results

- FREE product banner on **FoodMaster.com** for 2007 **Food Master** catalogers purchasing a foot stopper.
- FREE Google search for more accurate results.
- Over 6,000 product listings so all of your products can be evaluated.



Supplier Home

- 2 FREE catalog pages on your **FoodMaster.com** home page for 1-page 2007 **Food Master** catalogers.
- FREE sales brochure on your FM.com home page, for multi-page 2007 **Food Master** catalogers.
- FREE email and website links
- FREE educational videos on your FM.com home page*
- FREE trademark and brand directory.
- FREE company banners for 2007 **Food Master** catalogers.
- FREE visitor traffic reports for 2007 **Food Master** catalogers.





2007 RATES AND SPECIFICATIONS

# of catalog pages in Food Master	FOOD ENGINEERING, 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			

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* or *Prepared Foods* publications, 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 all *Food Engineering* or *Prepared Foods* publications is 18 and four of those pages are in **Food Master**, your rate per page in **Food Master** is \$3,845.

Agency Commission: 15%, 30 days net.

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

10% Early Bird Discount

Reserve catalog pages in the 2008 **Food Master** before January 31, 2007, and get a 10% discount.

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 October 2007. 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

NEW 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.

FM orders can not be cancelled after April 11, 2007.

Closing date for space reservations: April 11, 2007

Material due date: May 4, 2007

Increase Your Visibility with *Food Master* Listings!



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.

Print Mechanical Requirements:

Width 7 3/16", depth 1/2".
Supply all material as a digital file.
Rate: \$490 (Gross)



SALES OFFICE LISTINGS

Make it easy for users to contact the right sales office for their specific needs and location. Catalogers may use up to 50 lines in the company directory listings to list their sales offices, distributors and dealers, FREE of charge. Additional listing space can be purchased at

Rate: \$260/column inch. (Gross)



MANUFACTURING AND SALES OFFICE INDEX "TRAFFIC STOPPERS"

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

Mechanical Requirements: Width 2 1/8",
depth 1". Supply all material as a digital file
Rate: \$490 (Gross)



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)



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: \$260/column inch. (Gross)



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)

FM.com Rates & Specifications

Standard banner ad (horizontal header/footer)

For additional information on FM.com banner positioning, availability and pricing, please contact your *Food Engineering* or *Prepared Foods* salesperson, listed on the back cover.

Banner Ad Sizes: 468 x 60 pixels
Tile: 125 x 125 pixels
File Size: 20k (20,000 bytes) or less
Colors: 256 colors or less
Resolution: 72 dpi
File Formats: JPG, GIF (static or animated) and SWF* (Macromedia Flash)



FOODMASTER.COM

PRODUCT SEARCH RESULTS BANNERS

Own your product category by placing your banner on a specific product search results page. Qualify for a FREE banner, or purchase separately. See rates & specifications below.

Rate: \$490 (Gross)

2007 Banner & Tile Rates [gross]

Home Page Banner (rotating) \$6,000
Home Page Tile (static) \$7,500
Home Page Skyscraper (static) \$8,500

*SWF-FLASH ANIMATION AD NOTES:

It is best to supply us the source ".fla" file (this would include any fonts - PC only used in the design). If received, we can add the following "clickTAG."

IF SOURCE ".fla" FILE IS NOT SENT TO US...

The following steps must be taken while building the ad (before the Flash ".swf" file is sent to us) for it to be properly tracked in the Ad Juggler system: Flash banners contain a parameter called a "clickTAG". The Flash banner needs to have a specific click action assigned in order for AdJuggler to pass the URL entered when the banner was defined in AdJuggler. This is something that is done before the Flash banner is compiled from a .fla into an .swf file. If the click information is hard coded into the ad, then AdJuggler cannot properly track and process user clicks.

Go to <http://www.macromedia.com/resources/richmedia/tracking/> for more information. This site contains examples of how an ad should be coded in order to work with AdJuggler. Briefly, the banner should contain ActionScript code similar to the following: on (release){getURL(clickTAG,"_blank");}

Please note that this is specific to the flash ad itself, this is not code added to AdJuggler. The named Macromedia site above goes into more detail.

Food Engineering

PREPARED
FOODS

Sales Offices and Staff

1050 IL Route 83, Suite 200

Bensenville, Illinois 60106

Phone: 630-694-4353, Fax: 630-227-0527



FOOD MASTER

Peter Havens • **Group Publisher**

630-694-4345 • havensp@bnpmedia.com

FOOD MASTER (INGREDIENTS)

East Coast & Europe Ray Ginsberg

856-802-1343 • Fax: 856-802-1345 • ginsbergr@bnpmedia.com

West Coast & Southwest Wayne Wiggins, Jr.

454 Funston Avenue • San Francisco, CA 94118

415-387-7784 • Fax: 415-387-7855 • wwiggins@wigginscompany.com

Midwest & Southeast Greg Szatko

1050 IL Route 83, Suite 200 • Bensenville, IL 60106

630-694-4337 • Fax: 630-227-0527 • szatkog@bnpmedia.com

FOOD MASTER (EQUIPMENT)

Mid-Atlantic Territory Patrick Young

Publisher – Food Master Equipment

600 Willow Brook Lane, Suite 610 • West Chester, PA 19382

610-436-4220 ext. 20 • Fax: 610-436-6277 • youngp@bnpmedia.com

Midwest and Southeast Brian Gronowski

13973 Meadowlark Lane • Newbury, OH 44065

440-564-5732 • Fax: 440-564-5734 • gronowskib@bnpmedia.com

Midwest and Southwest Paul Kelly

1050 IL Route 83, Suite 200 • Bensenville, IL 60106

630-694-4336 • Fax: 630-227-0527 • kellyp@bnpmedia.com

West Coast & Southwest Wayne Wiggins, Jr.

454 Funston Avenue • San Francisco, CA 94118

415-387-7784 • Fax: 415-387-7855 • wwiggins@wigginscompany.com

Inside/Online Sales Manager Christin Schrei

5657 Cherry Court • Petoskey, MI 49770

231-487-0400 • Fax: 248-502-1025 • schreic@bnpmedia.com

MAGAZINES

Prepared Foods

Nutra Solutions

Food Engineering



CONFERENCES

New Products Conference

ProductInnovationXchange™ Event

R&D Applications Seminar

Food Automation &

Manufacturing Conference™

ProcessTechnologyXchange™ Event

PlantTech Seminar

WEBSITES

www.FoodMaster.com

www.PreparedFoods.com

www.FoodEngineeringmag.com

PRODUCTION

Suzanne Fairman

BNP Media | Food Master

24817 43rd Ave So

Kent, WA 98032

253-946-6854 | fax 248-244-2080

e-mail: fairmans@bnpmedia.com

DIRECTORIES

Carolyn Perucca

BNP Media | Food Master

2401 W. Big Beaver, Suite 700

Troy, MI 48084

248-244-6474 | fax 248-786-1426

e-mail: peruccac@bnpmedia.com

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