



# 2009 Media Kit

A Talcott Publication

# Chef

CELEBRATING  
**53**  
years

The Magazine for Foodservice Professionals

Readership Facts • Advertising Rates • Marketing Opportunities • Mechanical requirements



A Talcott Publication March 2008  
Volume 52, Number 3

# Chef

The Magazine for Foodservice Professionals

Recipe Cards: Vietnamese crêpes  
Online exclusive: potato's role around the world  
Lisa Dupar, owner, chief creative officer, Lisa Dupar Catering and Farmgate Bistro, Redmond, Wash.

**INSIDE**

- Kitchen crew outfitters
- Tapping into water trends
- Customer loyalty strategies
- Display cases to draw in diners
- Warewashing know-how
- Thermometers play it safe

Better burger recipes  
Equipped to cater  
Interviews with America's top chefs/owners

www.chefmagazine.com **EQUIPMENT SOLUTIONS** EQUIPMENT, PRODUCTS AND TRENDS FOR SUCCESSFUL FOODSERVICE OPERATIONS

## Readership Designed To Deliver



**With its powerful combined editorial, the magazine takes the lead in attracting purchasing decision-makers at the top!**

"Great publication, state of the art. Excellent food preparation tips and recipes."

—Chef Todd Jones, *The Crab Cracker Restaurant*

"Very educational. I learn something new with every issue. I'm a better culinarian today because of Chef Magazine."

—Robert Okura, *Vice President of Culinary Development and Corporate Executive Chef, The Cheesecake Factory*

"Great magazine, very current and enjoy as you keep changing the format to stay ahead of the curve."

—Michael Garbin, *CEC, AAC, HGT, Executive Chef, Union League Club of Chicago*

"I enjoy Chef Magazine as I am on the editorial board for Flavor and the Menu so I am very particular about what magazines I take time to actually read."

—James P. Cassidy, *Executive Chef/Purchasing Director, Ram Restaurant Group*

**Cross-channel representation:** Chef Magazine/Equipment Solutions reaches influential chefs and decision-makers in all foodservice segments, from fine dining to family casual, hotels and resorts to the top chain headquarters

"The magazine has a great look and is way superior to all the other countless items that come our way. ... I made a magazine shelf in a small waiter's area and I've noticed more staff are reading it."

—Paul Valin, *Executive Chef, Hotel New Yorker, New York City*

"Nothing keeps me current with the Chicago culinary scene like Chef Magazine! There are a few publications that I cannot live without and Chef Magazine is one of them!"

—Charlie Trotter, *Chef/Owner, Charlie Trotter's Chicago*

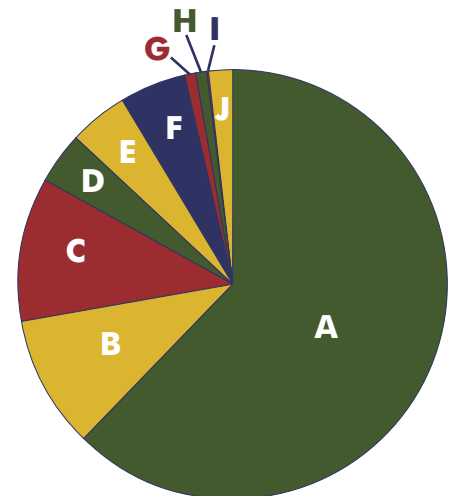
"Love the magazine. I especially liked the issue on Cioppino, I got more out of that feature than I have anything else all year long. Excellent! Also the

woman who writes at the back of the magazine—every single article she writes is brilliant. ... You have a very, very smart columnist there."

—David Malek, *Chef, The Red Devil Restaurant*



|   | Business and Industry                  | Total         | Percent     |
|---|--|---------------|-------------|
| A | Independent Restaurants                | 24,456        | 62.49%      |
| B | Restaurant Chain HQ                    | 3,827         | 9.78%       |
| C | Hotel/Resorts/Inn/Casino Country Clubs | 4,291         | 10.96%      |
| D | Business/Contract Mgmt                 | 1,460         | 3.73%       |
| E | Healthcare Feeding                     | 1,818         | 4.65%       |
| F | Dealer FS Equipment                    | 1,916         | 4.90%       |
| G | Consultant Non-Food                    | 333           | 0.85%       |
| H | Multi Unit Commercial                  | 318           | 0.81%       |
| I | Multi Unit Non Commercial              | 43            | 0.11%       |
| J | Other                                  | 675           | 1.72%       |
|   | <b>TOTAL</b>                           | <b>39,137</b> | <b>100%</b> |



# Chef Magazine, reaching key decision-makers

## Mission Statement

*Chef Magazine* strives to assist foodservice professionals make the right decisions for their business by delivering ideas, information and inspiration for success. *Chef Magazine* integrates the art of food preparation from back-of-house techniques to the front-of-house dining experience.

## Editorial Profile

*Chef Magazine* offers a unique blend of food and equipment articles, enhanced by reports on industry news and events and other cutting-edge topics affecting the success of today's industry professional. Its departments provide case studies/profiles, décor ideas, business solutions, beverage trends, ingredient uses, management tips and equipment and technology.

## Chef Delivers

There is an average of 4.11 readers per copy, resulting in over 157,088 readers exposed to your advertising message.

- 78.5% have been in the foodservice longer than 10 years—the average is 28.4 years
- 91.3% find the information in *Chef Magazine* helpful in making purchasing decisions
- 92.8% have taken action as a result of reading an advertisement or editorial in *Chef Magazine*
- 72% spend 30 minutes or more reading their copy of *Chef Magazine*



## Chef's readers have Purchasing Power:

|  |       |
|--|-------|
| Apparel/Footwear .....                   | 66.3% |
| Appetizers .....                         | 70.6% |
| Breads .....                             | 77.5% |
| Coffees/Teas .....                       | 75.6% |
| Dairy/Cheese .....                       | 78.7% |
| Desserts.....                            | 72.3% |
| Eggs .....                               | 76.6% |
| Food Preparation Equip .....             | 91.3% |
| Fruits/Vegetables/Nuts .....             | 78.2% |
| Furnishings/Décor.....                   | 71.6% |
| Ingredients/Seasonings .....             | 78.3% |
| Meat.....                                | 76.0% |
| Oils .....                               | 78.0% |
| Poultry .....                            | 75.0% |
| Primary Cooking/Holding .....            | 86.4% |
| Refrigeration & Ice Equip .....          | 83.0% |
| Seafood .....                            | 74.1% |
| Serving/Dispensing Equip .....           | 83.0% |
| Smallwares/Cookware & Kitchen Tools..... | 88.5% |
| Soups & Sauces .....                     | 70.3% |
| Storage & Handling .....                 | 85.8% |
| Tabletop & Servingware .....             | 77.3% |
| Warewashing Janitorial/Safety Equip..... | 76.9% |

Source: 2006 Chef Magazine Readership Survey by Purdue University



# Marketing & Online Opportunities

## Marketing opportunities

At *Chef Magazine* our goal is to partner with companies and offer opportunities that will enhance and fortify their marketing objectives. We offer value added incentives that actually have value and will fit into all budgets.

### Cube Ad

Big Impact at a Small Price!

*Chef Magazine* gives small-space advertisers the visibility and impact of display advertising in a unique environment all their own. Have your full-color ad read by more than 40,000 foodservice professionals who need to know more about your product. (Actual size: 4" X 4")

### Chef Magazine's Marketplace

A value-priced advertising opportunity! Highlight your product with a photo, 50-word description and contact information. Marketplace is the section where chefs search for the products they need. (Actual size: 2 1/4" X 3 7/8")

## Online opportunities

Further your advertising campaign and capture the attention of the industry's decision-makers with *Chef Magazine's* Web site, [www.chefmagazine.com](http://www.chefmagazine.com), and *Stirrings*, our monthly e-newsletter.

### Online Ads @ [www.chefmagazine.com](http://www.chefmagazine.com)

Banner ads appear on the home page and interior pages of [www.chefmagazine.com](http://www.chefmagazine.com).

| Online Ads, net rate | 1x      | 3x    | 6x      | 11x   |
|----------------------|---------|-------|---------|-------|
| • Leader Board       | n/a     | n/a   | \$1,095 | \$995 |
| • Full Banner        | \$995   | \$895 | \$795   | \$695 |
| • Skyscraper Banner  | \$1,095 | \$995 | \$895   | \$795 |
| • Square Button      | \$695   | \$595 | \$495   | \$395 |

- Leader Board (728 x 90 pixels)
- Full Banner (392 x 72 pixels) or (468 x 60 pixels)
- Skyscraper Banner (120 x 600 pixels)
- Square Button (125 x 125 pixels)

### Stirrings, Chef's Monthly E-newsletter

Limited to only five sponsors per e-newsletter, available at a first come, first served basis.

- Banner (392 x 72 pixels)
- Vertical Banner (120 x 240 pixels)
- 1-4 months: \$700 net per month
- 5-8 months: \$500 net per month
- 9-12 months: \$300 net per month

## Recipe Cards: Your Recipe For Success!

Oversized, full-color recipe cards let you show chefs the fascinating ways they can use your products.

Limited to only 3 recipes per issue, you are sure to gain product attention when you sponsor one of these eye-catching recipes. They feature an appealing finished product photo on the front and detailed recipe on the back, which includes your logo and Web address. Sponsor all three recipes in a single issue and own the entire page, including room for your advertising message. Consult advertising rep for pricing and complete details.

actual Size

### GRILLED PORK FILETS WITH MANGO TEQUILA SAUCE AND GREEN CHILE SALSA



### GRILLED PORK FILETS WITH MANGO TEQUILA SAUCE AND GREEN CHILE SALSA

**Yield:** 12 servings

**Pork Filets**  
12 Farmland Bacon-Wrapped Pork Filets, thawed

**Mango Tequila Sauce**  
2 oz. sweet yellow onion, chopped  
1 T. olive oil  
4 oz. yellow bell pepper, chopped  
2 T. sugar  
1 jar (1 lb., 8-oz.) mango in light syrup, drained  
2 T. tequila  
1 T. Key lime juice

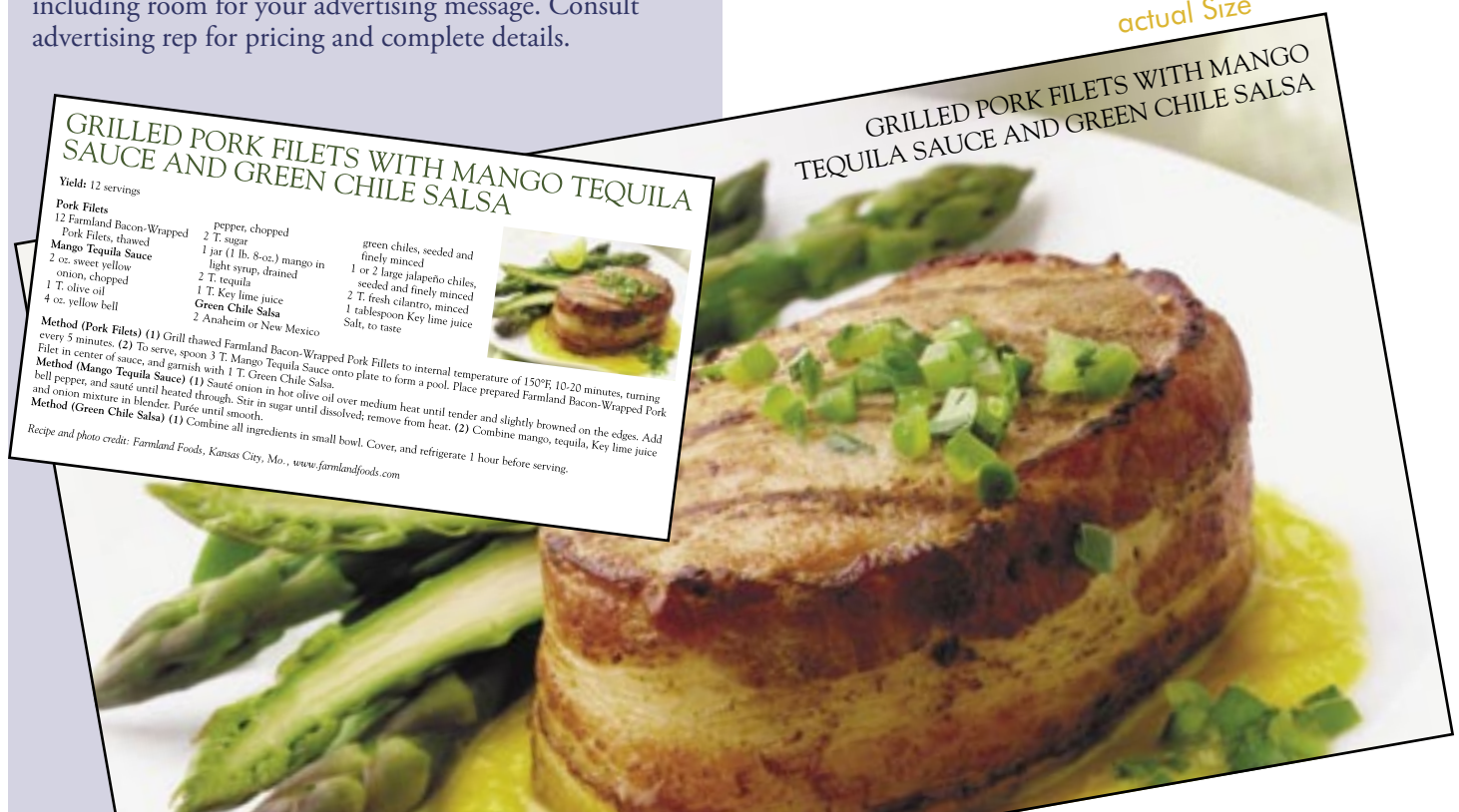
**Green Chile Salsa**  
2 Anaheim or New Mexico green chiles, seeded and finely minced  
1 or 2 large jalapeño chiles, seeded and finely minced  
2 T. fresh cilantro, minced  
1 tablespoon Key lime juice  
Salt, to taste

**Method (Pork Filets)** (1) Grill thawed Farmland Bacon-Wrapped Pork Filets to internal temperature of 150°F; 10-20 minutes, turning every 5 minutes. (2) To serve, spoon 3 T. Mango Tequila Sauce onto plate to form a pool. Place prepared Farmland Bacon-Wrapped Pork Filet in center of sauce, and garnish with 1 T. Green Chile Salsa.

**Method (Mango Tequila Sauce)** (1) Sauté onion in hot olive oil over medium heat until tender and slightly browned on the edges. Add bell pepper, and sauté until heated through. Stir in sugar until dissolved; remove from heat. (2) Combine mango, tequila, Key lime juice and onion mixture in blender. Purée until smooth.

**Method (Green Chile Salsa)** (1) Combine all ingredients in small bowl. Cover, and refrigerate 1 hour before serving.

*Recipe and photo credit: Farmland Foods, Kansas City, Mo., [www.farmlandfoods.com](http://www.farmlandfoods.com)*



# Chef Magazine's

## Food Focus

## Equipment Solutions

|   |   |   |
|---|---|---|
| <b>January</b><br>Closing date: 12/1/08<br>Material due: 12/9/08                              | <b>Health &amp; Nutrition Focus</b><br>Nutrition on the menu<br>Produce<br>Grains                           | Food processors<br>Portion control<br>Product Spotlight: Reach-in refrigeration<br>Tech Update: Ranges  |
| <b>February</b><br><b>NAFEM Show Issue</b><br>Closing date: 12/23/08<br>Material due: 1/08/09 | <b>Seafood Focus</b><br>Seafood purchasing<br>Fish menuing trends<br>Boston Seafood Show Preview            | NAFEM At-Show Guide<br>Chopping, slicing and dicing<br>Product Spotlight: Water-saving equipment<br>Tech Update: Smokers and grills                     |
| <b>March</b><br>Closing date: 1/30/09<br>Material due: 2/9/09                                 | <b>Poultry Focus</b><br>Turkey and chicken<br>Sandwiches<br>Spices & herbs                                  | Customizing your kitchen suite<br>Kitchen Spotlight: Green restaurants<br>Product Spotlight: Catering equipment<br>Tech Update: Cook-chill              |
| <b>April</b><br><b>NRA Pre-Show Issue</b><br>Closing date: 3/4/09<br>Material due: 3/12/09    | <b>Beef, Veal and Lamb Focus</b><br>Barbecue and grilling<br>Menuing unique cuts<br>Side dishes             | Dessert equipment<br>Ice machines<br>Product Spotlight: Cleaning supplies<br>Tech Update: POS Solutions   |
| <b>May</b><br><b>NRA Show Issue</b><br>Closing date: 4/1/09<br>Material due: 4/9/09           | <b>American Cuisine Focus</b><br>U.S. foodways<br>NRA Show Preview<br>NRA Product Spotlight                 | Convection ovens<br>Blenders<br>Product Spotlight: Coolers and freezers<br>Tech Update: Thermometers  |
| <b>June</b><br>Closing date: 5/5/09<br>Material due: 5/13/09                                  | <b>Pork Focus</b><br>Choosing the right cut<br>Pork around the world<br>NRA Show Recap                      | Chef suites<br>Warewashing<br>Product Spotlight: Broilers and rotisseries<br>Tech Update: Bar equipment   |
| <b>July</b><br><b>ACF Show Issue</b><br>Closing date: 6/3/09<br>Material due: 6/11/09         | <b>Breakfast Focus</b><br>Eggs beyond expectations<br>Breakfast proteins<br>ACF Show Preview                | Braising equipment<br>Kitchen Spotlight: Banquet kitchens<br>Product Spotlight: Display and merchandising<br>Tech Update: Food processors               |
| <b>August</b><br>Closing date: 7/2/09<br>Material due: 7/13/09                                | <b>Dessert Focus</b><br>Chocolate<br>Pastries<br>Breads   | Food safety<br>Bakery equipment<br>Product Spotlight: Shelving and storage<br>Tech Update: HACCP Compliance Equipment                                   |
| <b>September</b><br>Closing date: 8/5/09<br>Material due: 8/13/09                             | <b>Holiday Planning Focus</b><br>Planning for special events<br>Soups & salads<br>Potatoes                  | Buffet equipment<br>Transport equipment<br>Product Spotlight: Quick-cooking equipment<br>Tech Update: microwave ovens                                   |
| <b>October</b><br>Closing date: 9/1/09<br>Material due: 9/10/09                               | <b>Cheese Focus</b><br>Cooking with cheese<br>Cheese accompaniments<br>Domestic cheese styles               | Multifunction ovens<br>Kitchen Spotlight: Asian kitchens<br>Product Spotlight: Undercounter/small footprint equipment<br>Tech Update: Induction cooking |
| <b>Nov./Dec.</b><br>Closing date: 10/1/09<br>Material due: 10/9/09                            | <b>Global Cuisine Focus</b><br>Trends in ethnic cuisine<br>2010 Trends Report<br>Chef of the Year finalists | Prep tools<br>Beverage equipment<br>Product Spotlight: Steam equipment<br>Tech Update: Rethermalization   |

In every issue: People & Places •

Talcott Publishing • 20 West Kinzie, Suite 1200 • Chicago

# 2009 Editorial Calendar

| <b>Foodservice Business</b>  | <b>Bottom Line Solutions</b>                    | <b>Beverage &amp; Spirits</b>                 | <b>Party Planner</b>  | <b>Show Distribution</b>  |
|------------------------------|---|---|---|---|
| Restaurant legislation       | Labor savings                                   | Nonalcoholic drinks                           | Premium center-of-plate proteins                                  | Hotel, Motel & Restaurant Supply Show of The Southeast  |
| Apparel                      | Cost control                                    | Red wines                                     | Seafood on the catering menu                                      | NAFEM Show<br>Research Chefs Association Conference<br>Intl. Boston Seafood Show<br>Intl. Restaurant & Foodservice Show NY<br>The Great American Dessert Experience |
| Customer loyalty programs    | Energy savings                                  | Bar chef spotlight: creating signature drinks | Action stations and walk-around events                            | Women's Foodservice Forum (WFF) Annual Leadership Development Conference<br>SIAL Montreal   |
| Employee training            | Scratch vs. prepared                            | Beer  | Wedding planning  | Pennsylvania Restaurant & Foodservice Expo  |
| Tabletop trends              | Waste management                                | American wines                                | The dessert course  | National Restaurant Association (NRA)<br>Restaurant, Hotel-Motel Show   |
| Advances in POS              | Sound bar and beverage sales                    | Bar chef spotlight: food-cocktail pairings    | NRA Show catering product roundup                                 | Southwest Foodservice Expo<br>All Things Organic<br>Expo Conida Latina<br>All Asia Food   |
| Leadership in the kitchen    | Avoiding service calls                          | Coffee  | Cross-menus in the dining room and banquet space                  | American Culinary Federation (ACF)<br>National Convention<br>Produce Marketing Association (PMA)<br>Foodservice Conference & Expo                                   |
| Takeout & delivery tools     | Profitable menu development                     | White wines                                   | Ethnic catering menus   | Western Foodservice Expo  |
| Restaurant & brand marketing | Portion control                                 | Sparkling & dessert wines                     | Surviving the holidays with maximum profits and minimum headaches | The Florida Restaurant & Lodging Show<br>IFE Americas Food & Beverage Show  |
| Apparel                      | Credit card security                            | Tea   | Buffets vs. sit-down events                                       | -----   |
| E-marketing                  | Building a customer base through special events | Bar chef spotlight: trend-spotting            | The catering bar  | International Hotel/Motel & Restaurant Show   |

# 2009 Rates

Effective January 1, 2009

## RATES: 4-COLOR SPACE, COMMISSIONABLE

| Tabloid Size              | 1X       | 3X       | 6X       | 9X       | 11X      |
|---------------------------|----------|----------|----------|----------|----------|
| Tabloid Spread .....      | \$14,560 | \$13,980 | \$13,420 | \$12,880 | \$11,980 |
| Tabloid Page.....         | \$9,100  | \$8,820  | \$8,550  | \$8,290  | \$8,040  |
| 2/3 Page .....            | \$7,645  | \$7,450  | \$7,265  | \$7,080  | \$6,905  |
| 1/2 Page .....            | \$6,640  | \$6,440  | \$6,250  | \$6,060  | \$5,870  |
| 1/3 Page .....            | \$5,280  | \$5,120  | \$4,960  | \$4,820  | \$4,675  |
| Big Impact 1/4 Page ..... | \$3,000  | \$2,910  | \$2,830  | \$2,750  | \$2,330  |

| Standard Size    | 1X      | 3X      | 6X      | 9X      | 11X     |
|------------------|---------|---------|---------|---------|---------|
| Standard Pg..... | \$8,000 | \$7,760 | \$7,530 | \$7,300 | \$7,080 |
| 2/3 .....        | \$5,520 | \$5,380 | \$5,245 | \$5,115 | \$4,990 |
| 1/2 Island.....  | \$4,570 | \$4,455 | \$4,345 | \$4,235 | \$4,130 |
| 1/2 .....        | \$5,600 | \$5,440 | \$5,280 | \$5,120 | \$4,960 |
| 1/3 .....        | \$3,325 | \$3,240 | \$3,160 | \$3,080 | \$2,985 |
| 1/4 .....        | \$2,650 | \$2,580 | \$2,515 | \$2,450 | \$2,390 |
| Cube .....       | \$1,695 | \$1,595 | \$1,495 | \$1,395 | \$1,295 |

Rates are based on the number of insertions used within 12 months from the first insertion, whether units are the same or varied size. Spread rates are based on the number of spreads run.

- Standard 2-color ads deduct 20%
- Black & White ads deduct 30%
- Matched color, use 4-color rate

Mechanical Requirements: see back page

## Marketplace product ads & Recipe Cards, net rates

|                    | 1X      | 3X      | 6X    | 11X   |
|--------------------|---------|---------|-------|-------|
| Marketplace .....  | \$895   | \$795   | \$695 | \$595 |
| Recipe Cards ..... | \$1,200 | \$1,000 | \$800 | \$600 |

### Premium Positions:

(Cover and page one positions are non-cancelable.)

- Inside front cover, inside back cover and page one: Add 15% to space and color.
- Back cover: Add 20% to space and color.

### Supplied Insert Rates:

(Production costs are non-commissionable)

- Consult publisher for rates and quantities.
- Tip-in charges may apply.
- Call sales representative for quote on production costs.

### Combination Frequency Discounts:

Available with other Talcott publications. Call your sales representative for discount information.

### Billing policy:

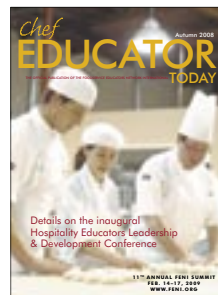
Agency commission is 15% of gross billing allowed to recognized advertising agencies on space, color, bleed and position, provided account is paid net 30 days. Bills rendered on date publication is mailed. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

# TALCOTT

PUBLISHING

www.talcott.com

Family owned and operated since 1976, Talcott Publishing is the respected publisher of Baby & Kids, HomeFashion & Furniture Trends, Giftware News, Chef/Equipment Solutions, Pizza & Italian Cuisine, Chef Educator Today and Fancy Food & Culinary Products.



# Mechanical Requirements

## Tabloid Size

|                                | Width  | Depth    |
|--------------------------------|--------|----------|
| Tab Spread (bleed).....        | 20.75" | 13.9375" |
| Tab Spread Trim.....           | 20.25  | 13.6875  |
| Tab Full Page (bleed).....     | 10.375 | 13.9375  |
| Tab Full Page Trim.....        | 10.125 | 13.6875  |
| Tab Full Page (non-bleed)..... | 9.25   | 12.75    |
| Tab 2/3 Page Vertical.....     | 6      | 12.75    |
| Tab 1/2 Page Vertical.....     | 4.5    | 12.75    |
| Tab 1/2 Page Horizontal.....   | 9.25   | 6.375    |
| Tab 1/3 Page Vertical.....     | 3      | 12.75    |
| Tab 1/3 Page Square.....       | 6.125  | 6.25     |
| Tab 1/4 Page Vertical.....     | 4.375  | 6.25     |
| Cube.....                      | 4      | 4        |
| Marketplace.....               | 2.25   | 3.875    |

## Standard Size

(in tabloid-size book)

|                            | Width | Depth |
|----------------------------|-------|-------|
| Full Page (bleed).....     | 7.75" | 11"   |
| Full Page Trim.....        | 7.5   | 10.75 |
| Full Page (non-bleed)..... | 7     | 10    |
| 2/3 Page Vertical.....     | 4.625 | 10    |
| 1/2 Page Horizontal.....   | 7     | 4.625 |
| 1/2 Page Vertical.....     | 3.125 | 10    |
| 1/2 Page Island.....       | 4.625 | 7.375 |
| 1/3 Page Square.....       | 4.625 | 4.875 |
| 1/3 Page Vertical.....     | 2.25  | 10    |
| 1/4 Page Vertical.....     | 3.375 | 4.875 |
| 1/6 Page Horizontal.....   | 4.625 | 2.375 |
| 1/6 Page Vertical.....     | 2.25  | 4.875 |

## Standard Size Pullout Sections

|            | Width  | Depth   |
|------------|--------|---------|
| Trim.....  | 8.125" | 10.875" |
| Bleed..... | 8.375  | 11.125  |



## Production Data:

Cancellations are not accepted after closing. Offset web printing. Supply color proof of furnished ad. (Color keys and progressive proofs are acceptable.) Keep live matter 3/8" from all trim sides.

It is crucial for materials to arrive on or before the "Material Due" date indicated on the editorial calendar in the media kit. Please call the ad production department if you need extra time for a late arrival date. Do not contact the sales representative. Ad disk should be accompanied by a digital color proof, i.e., Kodak Approval or Matchprint (No ink jet printouts!). Without this proof we will not be held responsible for color. Call (800) 229-1967 ext. 36, or e-mail [bmowrey@talcott.com](mailto:bmowrey@talcott.com) for electronic specifications and clarification of questions.

**Send ad material to:** Beverly Mowrey, 20 W. Kinzie, Suite 1200, Chicago, IL 60654; [bmowrey@talcott.com](mailto:bmowrey@talcott.com)

**Sales office:** 20 W. Kinzie, Suite 1200, Chicago, IL 60654; (312) 849-2220, fax (312) 849-2174

## Please provide materials in the following formats:

- Please supply your ad completed with no changes necessary.
- Please make sure your ad is the proper size.
- We accept ads in the following formats: Quark, InDesign, EPS, TIFF, JPEG, and PDF.
- Please make sure the effective resolution is 300 DPI or better.
- Please include or embed all fonts and images.
- Please make sure your ad is in CMYK.

