

Restaurant Franchising

Restaurant Franchising is an exclusive opportunity to reach emerging and growing chains. Distributed to multi-unit and multi-concept franchisees, and with bonus distribution at various franchising and restaurant industry events, *RF* is the perfect opportunity to match your marketing message with a publication that promotes growth through franchising.

Editorial Content

RF features informative articles about current and upcoming trends and best practices in franchising, finance, and real estate, plus editorial profiles highlighting opportunities in each of these areas. This content is supplemented by a "best of" compilation of franchising topics from *QSR*.

Display Advertising

Full- and half-page display opportunities are available. *RF* is ideal for franchise sales, financing, real estate, and others who want to reach growth-minded restaurant professionals. Rates are 80 percent of earned *QSR* page rate.

Special Offer for Clients with Franchise, Finance, and Real Estate Opportunities

When you purchase a full-page display advertisement, you will receive at no additional charge an adjoining



editorial profile about your company and the opportunities it offers. *RF* will assign a professional writer to work with you to create a mutually agreeable profile of up to 600 words in length. The profile will also include logo and photos, which we request that you provide, as well as an informational pull-out box touting the highlights of your company.

In addition, your editorial profile will appear in the Franchise Expo area of *QSR*magazine.com.

More than 10 of Bojangles' franchise locations went over \$3 million in sales in 2007.

BOJANGLES' FAMOUS CHICKEN 'N BISCUITS
An iconic Southern restaurant brand offers growth potential for franchisees.

While our competitors were sleeping, we've said good morning to up to 40% of our customers.

Invest in the #1 ranked restaurant in chicken.

Bojangles' was listed as one of the "Top 25 Franchise High Performers." Success in all three day parts is one of the many reasons we've become a leader. The competition just can't match it. We are poised for growth with areas available for single-unit and multi-unit developers.

Bojangles'

www.bojanglesfranchise.com • 1-800-366-9921
Learn how we're cooking up mouth-watering opportunities. Call us today!

Distribution

RF is distributed by mail to approximately 15,000 franchise owners and 6,000 independent restaurant owners selected from the regular circulation base of *QSR* magazine.

RF is also distributed to attendees at the following shows:

- International Franchise Expo
- West Coast Franchise Expo
- Franchise Expo South
- National Restaurant Association Show