

From the  
publishers of  
**QSR MAGAZINE**

# C-Store | Foodservice

TARGET IMPORTANT DECISION-MAKERS DIRECTLY

MAIL DATE:  
October 4, 2010

## ADVERTISING INFORMATION 2010

YOU CAN  
OPEN A  
**New**  
**Market!**

SEE  
INSIDE  
FOR  
DETAILS

SHAPE C-STORE FOOD AND BEVERAGE PROGRAMS

# C-Store | Foodservice™



## Foodservice: A Major Growth Area for the C-Store Industry

There was a time when food served at convenience stores meant little more than sandwiches in triangular plastic packages sold from reach-in coolers next to the beer. That time has passed—much to the benefit of consumers and c-store operators alike. Today c-stores view foodservice as a huge opportunity, and they're looking to suppliers like you for help.



## Shape the Food and Beverage Programs C-Stores Will Offer

Research shows that c-store foodservice will reach about \$21 billion in sales in 2010. As the market continues to grow, it's a great time for foodservice suppliers to reach out to the industry.



## Your Best Vehicle to Reach C-Store Foodservice Decision-Makers Directly

The publishers of *QSR* magazine offer a powerful way to market to c-stores. *QSR* is the leading source of information for decision-makers in the limited-service restaurant industry; c-store foodservice is built largely on the principles of limited-service restaurants and partnerships with limited-service brands. With this perfect match of our restaurant expertise and the needs of the growing c-store foodservice market, *QSR* launched *C-Store Foodservice*, an annual publication that helps c-store executives and operators run a more profitable foodservice operation.





## Dynamic and Compelling Editorial

Created by *QSR* magazine's expert, award-winning editorial team, the content of *C-Store Foodservice* helps c-store professionals do their foodservice business better. Our writers provide comprehensive, integrated coverage of the issues that matter most to c-store executives, owners, and operators. Readers can count on us to analyze industry news, keep them abreast of current operational trends and best practices, share food trends and ideas for menu development, identify the hottest emerging concepts, and much more.

Through a combination of dynamic, in-depth features and shorter, hard-hitting columns and departments, *C-Store Foodservice* provides the business intelligence restaurant professionals need to succeed. With such effective editorial, *C-Store Foodservice* is an environment where marketers will want to be present.

## Special Custom-Content Opportunities

*C-Store Foodservice* offers two custom-content opportunities that help marketers focus their efforts with cutting-edge, cost-effective programs to enhance the overall media strategy.

### Co-Brand Showcase

For restaurant brands actively seeking to partner with c-stores through franchising or licensing agreements, we offer a special **Co-Brand Showcase**. This engaging custom-content opportunity allows you to convey your message in an advertorial context. When you secure a full-page display advertisement, you will also receive a facing editorial profile of up to 600 words in length. *C-Store Foodservice* will assign a professional writer to work with you to create copy for the profile, which you will have an opportunity to review and approve prior to press date.



### Smart Chain: Sustainable Packaging

Smart Chain is a separate, branded, custom-content section within *C-Store Foodservice* that helps operators understand current trends and new developments in sustainable packaging options for c-store operators. Securing a full-page display advertisement ensures that your voice will be heard in a section that focus groups have indicated is an important source of information and direction.

**Space in these custom-content sections is limited!**

## Distribution That Matters

*C-Store Foodservice* has primary distribution to 24,000 c-store executives and owner/operators at both chain and independent operations. The c-store industry comprises about 70 percent independently owned operations and 30 percent large multi-unit chains. It's important to reach both types in order to hit all the spots where foodservice purchasing decisions are made.

Other distribution points include:

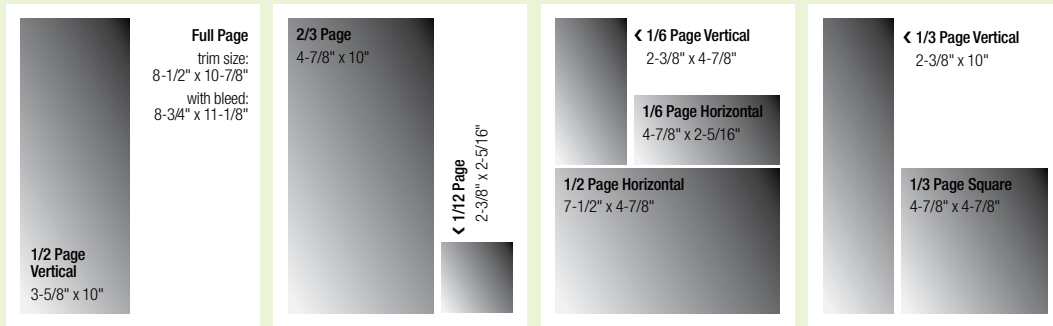
- Foodservice distributors and wholesalers who serve c-stores
- Bin distribution at the annual National Association of Convenience Stores show
- A digital edition on *QSR* magazine's highly trafficked Web site



***C-Store Foodservice* is ideal for:**

- Food and beverage companies
- Equipment manufacturers
- Packaging suppliers
- Distributors and wholesalers
- Any supplier who can help c-stores grow!

## Rates and Specs



AD SIZE	4 COLOR	BLACK & WHITE
Spread	10,000	N/A
Full	5,300	4,700
2/3 page	3,950	3,500
1/2 page	3,210	2,850
1/3 page	2,150	1,775
1/6 page	950	950
1/12 page	500	500

### Ad Sizes

Keep live matter 1/2" from trim.

	WIDTH	X	HEIGHT
Two-page Spread*	17"	x	10 7/8" trim size
	17 1/4"	x	11 1/8" with bleed
Full page	8 1/2"	x	10 7/8" trim size
	8 3/4"	x	11 1/8" with bleed

\*Two-page spreads should be set up as single facing pages (following the dimensions for a full page as listed above) in the layout application, then saved as two separate pages. The two pages will be electronically stitched together when the job is impositioned.

**Second Colors** (BUILT FROM PROCESS INKS): Ads requiring more than two screens to build a color will be billed at the 4-color earned rate. Ads with a single additional screen add 50% to the earned B&W rate.

**See [www.QSRmagazine.com/advertising/requirements/](http://www.QSRmagazine.com/advertising/requirements/) for mechanical requirements.**

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**Mail date:** October 4, 2010  
**Space deadline:** August 23  
**Materials deadline:** September 2

### Premium Positions

(FULL-PAGE 4-COLOR ADS ONLY) Specified positions add indicated premium to the earned rate. All premium positions are subject to availability.

20% premium	■ Inside front cover
	■ Back cover
	■ Page 1
15% premium	■ Inside back cover
	■ Opposite table of contents
	■ Opposite masthead
10% premium	■ Any guaranteed position

### Inserts

*C-Store Foodservice* accepts approved inserts and outserts of all relevant sizes. Please call your sales representative for a quote based on your specific piece.

## Secure Your Space Today!

**C-Store Foodservice**™

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