

# QSR<sup>®</sup>

Limited-Service. Unlimited Possibilities! \* 2010 MEDIA INFORMATION

Still the Fastest Growing  
Segment of the  
Restaurant Industry

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# Limited-Service: The Other Side of the Recession

2009 represented one of the most challenging years the restaurant industry and business in general have faced. And yet *QSR* magazine weathered it well. Other magazines in other parts of the restaurant industry weren't as lucky. Frequencies declined, ad pages plummeted, editorial was cut—even the physical size of magazines shrank to save on paper and mailing costs. But not *QSR*.

While we'd like to take full credit for our great management, the fact is, *QSR* operates in the most vibrant, fastest-growing segment of the restaurant industry—regardless of what the economy is doing. Indeed, some highlights **during the heart of the recession** from publicly traded limited-service operations include:

- **MCDONALD'S** May 2009 sales increased 2.8 percent domestically and 5.1 percent internationally.
- **BURGER KING** posted its 21st consecutive quarter of positive sales growth in June 2009.
- **CKE** reported first quarter 2010 (ending 5/18/09) increased sales and steady 19.9 percent restaurant-level margins, which are among the highest in the industry.



- **DOMINO'S** reported first quarter 2009 same-store sales increases of 1 percent nationally and 6.6 percent internationally.

With the recession now thankfully fading behind us, limited-service operations can get back to the business of even more robust growth. Indeed, the pent-up demand in 2010 for growth will be rewarded to those marketers who reach out to the industry through *QSR*.

## About the Market

### After the Recession

Multiple Media Strategies

How We Cover the Industry

## QSR Magazine

The Leading Magazine

Best-Read Publication

What Others Say

The Hottest Market

Food & Beverage Coverage

Special Issues

2010 Editorial Calendar

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## Other Publications

OneSource

C-Store Foodservice

Restaurant Franchising

## E-Media

QSRmagazine.com

QSR e-Newsletters

## Custom Media

Smart Chain

Content Marketing

Best Practices e-Newsletter

Microsites

Webinars

QSRTV

## Contact Us

# Multiple Media Strategies

Research shows that multiple media strategies—those that incorporate print, online, e-mail, and custom—are far more effective than any single avenue.

That's why *QSR*'s media offerings provide the most diverse media solutions for reaching the power buyers of restaurant products and services. *QSR* reaches senior-level decision-makers offering multiple restaurant concepts including fast-casual, quick-service, full-service, snack, etc. *QSR*'s integrated media platform provides foodservice marketers with the ability to reach their primary customers and prospects all the time, everywhere they go for information.

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*QSR*'s market-leading print, online, and custom-media products satisfy the information needs of today's savviest restaurant owners and operators, providing them with the news, analysis, and insight they need to make the best decisions for growing their business.



Foodservice Decision-Makers Ranked the Following Sources for Information:

Web Sites . . . . .	68%
Print Magazines . . . . .	66%
E-Newsletters . . . . .	43%
Webinars/Virtual Events . . . . .	19%

SOURCE: QSR 2009 SUBSCRIBER PROFILE STUDY CONDUCTED BY HARVEY RESEARCH, JULY 2009

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# How We Cover the Industry

*QSR's* expert editorial team and writers provide the most comprehensive, integrated coverage of the issues that matter most to restaurant owners and operators. Whether in print or online, our readers 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.



And *QSR* doesn't disappoint. Through a combination of dynamic, in-depth features and shorter, hard-hitting columns and departments in the magazine, plus exclusive interactive content found online, *QSR* provides the business intelligence restaurant professionals need to succeed.

That's not all. An important part of *QSR's* mission is to make the industry better. We've promoted diversity and eco-friendly practices. We've cut to the heart of the matter on sodium, high fructose corn syrup, and trans fats. We've even helped the drive-thru become a faster and more profitable center of business.

With such effective and critically acclaimed editorial, *QSR* is the place for foodservice marketers to be.



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# The Leading Magazine

Restaurant industry sales will reach a record of \$566 billion in 2009 and should be even higher in 2010. The limited-service segment is the largest and fastest-growing of all segments, and *QSR* is the publication of choice for these powerful decision-makers.

In this extremely competitive environment, restaurant owners and operators need a trusted source for information that will keep them on top of the issues they face on a daily basis as they work to grow their business.

*QSR* has been their trusted source for strategic information for 12 years. *QSR* provides insight and analysis regarding the most important issues facing today's limited-service restaurant owners and operators. Each issue of *QSR* covers the most critical issues impacting today's most powerful restaurant decision-makers, serving as an essential guide to trends in consumer food taste, what the competition is doing, leveraging technology, creating additional revenue streams, advertising and promotion, and more.



**EDITORIAL MISSION:** Through top-notch reporting, *QSR* seeks to improve the restaurant industry by fostering better food, value, and service in a limited-service environment.

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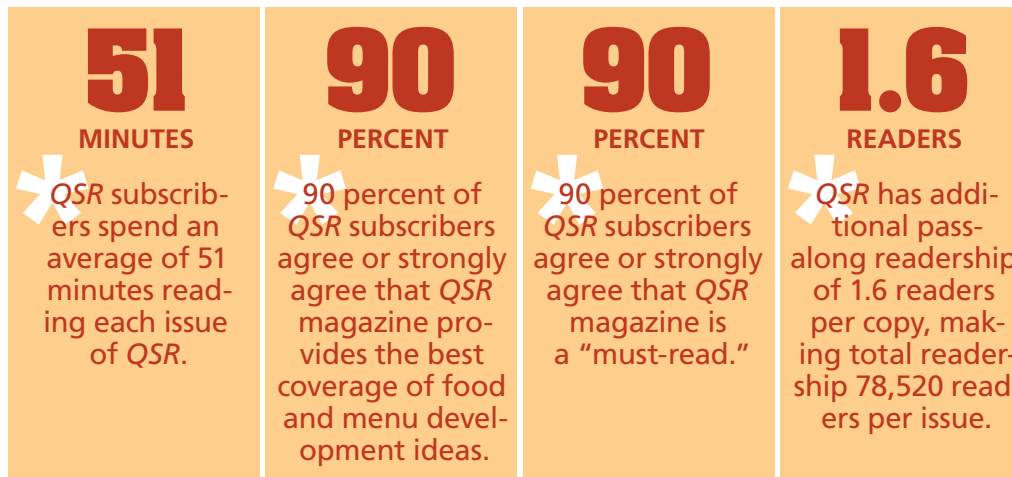
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# The Best-Read Publication Serving the Limited-Service Segment

Quick-service/fast-casual represents the largest and fastest-growing segment of the \$566 billion restaurant industry, and *QSR* is the preferred source for insight, analysis, and ideas on running operations.



\*SOURCE: 2009 QSR SUBSCRIBER PROFILE STUDY CONDUCTED BY HARVEY RESEARCH, JULY 2009

## What Others Are Saying

"*QSR* has been our best source of referrals from advertising. We want to stay with you—and do more!"

Madeline Pantalone  
VICE PRESIDENT OF MARKETING  
EMN8, INC.

"I just finished reading the latest issue of *QSR*, and I have to say it was jam-packed with useful information for my business. *QSR* has definitely become the preeminent foodservice magazine. Thanks for all the effort that I'm sure went into it—and keep up the great work and high standards. Your dedication shows!"

Jason Belkin  
HAMPTON COFFEE COMPANY

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# The Largest Reach to the Hottest Market

Subscriber demand for *QSR* has created the largest reach to the largest and fastest-growing segment of the \$566 billion restaurant industry. While virtually all other foodservice publications have seen significant yearly declines in their readership, *QSR's* readership continues to grow. Each issue of *QSR* reaches more than 30,000 subscribers (and more than 78,000 readers\*) with significant buying authority. In addition, *QSR* reaches the most senior-level decision-makers in the fast-casual/quick-service segment of the restaurant industry.

\*INCLUDES PASS-ALONG READERSHIP

## Reach the Most Buyers in the Quick-Service/ Fast-Casual Market Sweet Spot

In addition to reaching the most decision-makers in the quick-serve/fast-casual segment, more than 6,000 *QSR* subscribers also own/operate full-service restaurants, providing you with reach to even more buying influence.

*QSR* subscribers each operate an average of two different restaurant concepts:

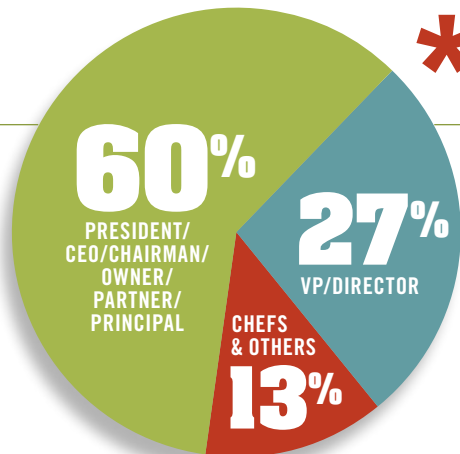
- 100% offer limited-service formats, including:
  - Quick-Service . . . . .66%**
  - Fast-Casual . . . . .27%**
  - Snack/beverage/  
convenience/concession . . . . .15%**
- 20% also offer full-service formats, including:
  - Casual Dining . . . . .17%**
  - Fine Dining . . . . .3%**

## Unparalleled Purchase Strength

- *QSR* subscribers have average annual food and beverage sales of **\$21,031,215**.
- The average *QSR* subscriber has been in the restaurant business for **16** years.
- The average *QSR* franchisor (corporate HQ) subscriber works in a system with **1,939** total units.
- The average *QSR* franchisee subscriber operates **14** units.
- **52%** of *QSR* subscribers are directly involved with menu development.

\*SOURCE: 2009 QSR SUBSCRIBER PROFILE STUDY CONDUCTED BY HARVEY RESEARCH, JULY 2009

**★ DOWNLOAD THE  
AUDIT STATEMENT**



**The Most Senior-Level  
Subscribers**  
in the limited-service restaurant market

SOURCE: DECEMBER 2008 ABC STATEMENT

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# Food & Beverage Coverage

More than half of QSR's readers are directly involved with menu development, and our coverage of F&B helps them keep their menus stocked for growth and success. Each issue focuses on one area in a special "Fresh Ideas" section, which includes:

- An in-depth examination of current trends in that issue's F&B focus.
- Practical ideas for incorporating the issue focus into menus.
- Recipes limited-service restaurateurs can use in their operations.
- A behind-the-scenes look at the creation of a popular menu item.



**SEE THE 2010 EDITORIAL CALENDAR FOR SPECIFIC ISSUE-BY-ISSUE F&B FOCUS.**



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# Highly Anticipated Special Issues



**MAY:**  
**National Restaurant Association Show**  
 Our hardest-hitting issue tackles subjects no one else will, with bonus distribution at the NRA Show.

**\* SEE NRA COVERAGE ONLINE**



**AUGUST:**  
**The QSR 50**  
 Our ranking of the top 50 chains, with stories behind the numbers and segment breakdowns.

**\* SEE THE QSR 50 ONLINE**



**OCTOBER:**  
**Drive-Thru Performance**  
 This annual report identifies which chains are doing drive-thru the best.

**\* SEE THE DRIVE-THRU PERFORMANCE STUDY ONLINE**

# 2010 Editorial Calendar

ISSUE	DESCRIPTION	DEADLINES
<b>JANUARY</b>	<b>America's Most Affordable Franchises</b> Not surprisingly, operators look beyond the brand they have. We review the most affordable franchises in America. <b>SPECIAL REPORT: How to Handle a Crisis</b>	SPACE: November 13 MATERIALS: November 25 2009
	<b>F&amp;B FOCUS:</b> Breakfast // <b>SMART CHAIN TOPIC:</b> POS	
<b>FEBRUARY</b>	<b>International</b> We track one franchise as it expands beyond the U.S. borders, looking at sourcing, culture, finance, and more. <b>SPECIAL REPORT: The Food Distribution Network</b>	SPACE: December 15 MATERIALS: December 28 2009
	<b>F&amp;B FOCUS:</b> Beverages // <b>SMART CHAIN TOPIC:</b> Kitchen Technology	
<b>MARCH</b>	<b>Being Green</b> Greenwashing: How it can kill your brand. Everyone's talking about going green. Here's how to do it wrong. <b>SPECIAL REPORT: The Organic v. Local Debate</b>	SPACE: January 15 MATERIALS: January 25 2010
	<b>F&amp;B FOCUS:</b> Buffets & Salads // <b>SMART CHAIN TOPIC:</b> Merchant Solutions	
<b>APRIL</b>	<b>Social Media</b> A whopping 55 percent of restaurant executives have Facebook pages. What are the new rules of connecting with your customers? <b>SPECIAL REPORT: Making Fast Food Better</b>	SPACE: February 15 MATERIALS: February 25 2010
	<b>F&amp;B FOCUS:</b> BBQ & Grill // <b>SMART CHAIN TOPIC:</b> Menuboard & Signage	
<b>MAY</b>	<b>National Restaurant Show Issue</b> The most expansive coverage of limited-service at the show. Includes a special report on McDonald's. <b>SPECIAL REPORT: The Most Innovative People in Foodservice</b>	SPACE: March 15 MATERIALS: March 25 2010
	<b>F&amp;B FOCUS:</b> Sandwiches // <b>SMART CHAIN TOPIC:</b> Specialty Beverage	
<b>JUNE</b> <small>*Signet Study</small>	<b>Real Estate Review</b> Looking for a hot market? Our first annual real estate review will get you started. <b>SPECIAL REPORT: Food Allergies</b>	SPACE: April 15 MATERIALS: April 26 2010
	<b>F&amp;B FOCUS:</b> Cheese // <b>SMART CHAIN TOPIC:</b> Dessert & Snack	

ISSUE	DESCRIPTION	DEADLINES
<b>JULY</b>	<b>2010 Tech Awards</b> Despite the recent recession, technology has blossomed. See who's leading the pack. <b>SPECIAL REPORT: Working with the FDA</b>	SPACE: May 14 MATERIALS: May 25 2010
	<b>F&amp;B FOCUS:</b> Dessert // <b>SMART CHAIN TOPIC:</b> Drive-Thru Technology	
<b>AUGUST</b>	<b>QSR 50</b> Did the recession hurt growth? See who grew and who didn't—and where the industry is headed now. <b>SPECIAL REPORT: The Next Market: Echo Boomers</b>	SPACE: June 15 MATERIALS: June 25 2010
	<b>F&amp;B FOCUS:</b> Condiments // <b>SMART CHAIN TOPIC:</b> Security	
<b>SEPTEMBER</b>	<b>The Anniversary Issue</b> Beyond our annual review of top chain anniversaries, we look at business models built entirely on carryout. <b>SPECIAL REPORT: Beyond Carryout</b>	SPACE: July 15 MATERIALS: July 26 2010
	<b>F&amp;B FOCUS:</b> Breads // <b>SMART CHAIN TOPIC:</b> Gift & Loyalty Programs	
<b>OCTOBER</b>	<b>America's Best Drive-Thru</b> How fast is fast enough? This year's winner has learned to do many things well. <b>SPECIAL REPORT: Look Who's Doing Take-Out</b>	SPACE: August 13 MATERIALS: August 25 2010
	<b>F&amp;B FOCUS:</b> Beer & Wine // <b>SMART CHAIN TOPIC:</b> Kiosks & Self-Service	
<b>NOVEMBER</b>	<b>Multi-Unit Franchising</b> How do you juggle multiple concepts? We help operators find the synergies they need. <b>SPECIAL REPORT: The Decade's Biggest Stories</b>	SPACE: September 15 MATERIALS: September 27 2010
	<b>F&amp;B FOCUS:</b> Snacks // <b>SMART CHAIN TOPIC:</b> Coffee & Tea	
<b>DECEMBER</b> <small>*Signet Study</small>	<b>Best of 2010</b> It's been a heck of a year—and decade. We review. <b>SPECIAL REPORT: Where's the Money Now?</b>	SPACE: October 15 MATERIALS: October 25 2010
	<b>F&amp;B FOCUS:</b> Poultry // <b>SMART CHAIN TOPIC:</b> Back-of House	

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# Print Rates & Specs\*



4 COLOR	24X	18X	12X	9X	6X	3X	1X
<b>FULL</b>	\$6,705	\$6,879	\$7,058	\$7,158	\$7,416	\$7,872	\$8,399
<b>1/2 PAGE SPREAD</b>	\$7,457	\$7,687	\$7,925	\$8,170	\$8,423	\$8,684	\$9,238
<b>2/3 PAGE</b>	\$5,018	\$5,132	\$5,283	\$5,402	\$5,599	\$5,905	\$6,252
<b>1/2 PAGE</b>	\$4,045	\$4,150	\$4,257	\$4,319	\$4,474	\$4,750	\$5,066
<b>1/3 PAGE</b>	\$2,713	\$2,771	\$2,857	\$2,896	\$3,001	\$3,186	\$3,399
<b>SPREAD</b>	\$12,731	\$13,066	\$13,401	\$13,595	\$14,084	\$14,940	\$15,946

BLACK & WHITE	12X	9X	6X	3X	1X
<b>FULL</b>	\$6,185	\$6,274	\$6,500	\$6,772	\$6,879
<b>2/3 PAGE</b>	\$4,298	\$4,358	\$4,520	\$4,840	\$5,112
<b>1/2 PAGE</b>	\$3,489	\$3,539	\$3,667	\$3,894	\$4,151
<b>1/3 PAGE</b>	\$2,158	\$2,190	\$2,269	\$2,408	\$2,570

MARKETPLACE	12X	6X	3X
<b>1/6 PAGE</b>	\$1,260	\$1,306	\$1,385
<b>1/12 PAGE</b>	\$657	\$682	\$723

\*Rates are net.

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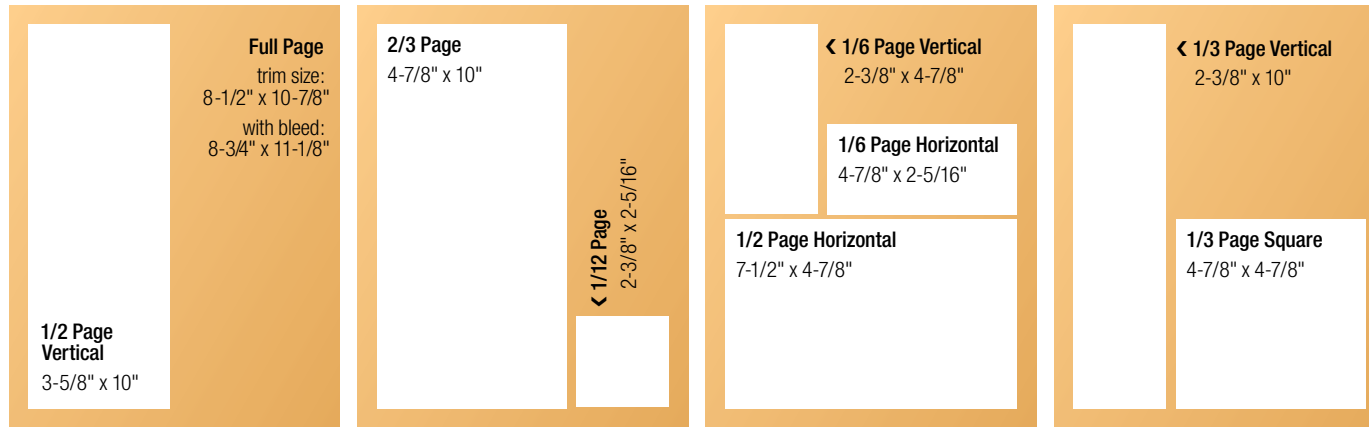
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Keep live matter 1/2" from trim.

	WIDTH	X	HEIGHT
Two-page Spread*	17"	x	10 7/8" trim size 11 1/8" with bleed
Full Page	8 1/2"	x	10 7/8" trim size 11 1/8" with bleed
1/2-Page Spread	17"	x	5 3/8" trim size 5 5/8" with bleed
	16"	x	4 7/8" no 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.

**INSERTS** QSR accepts approved inserts and outserts of all relevant sizes. Please call your sales representative for a quote based on your specific piece.

**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.

**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

 **UPLOAD YOUR AD MATERIALS**

## OTHER PUBLICATIONS

# QSR OneSource

*OneSource* is *QSR*'s annual print and online reference guide for the foodservice industry. Editorial content includes a staggering array of data, including economic trends, financial benchmarks, costs of doing business, segment trends, and much more.

*OneSource* also includes exhaustive vendor listings for the industry, which our readers turn to when they need guidance in finding the right products and services to help their business grow.

This powerful combination of content makes *OneSource* a year-round reference for restaurant professionals. With its evergreen relevance, *OneSource* is a publication you simply won't want to miss!



## Green Product Showcase

*OneSource* offers a special custom content opportunity for vendors with eco-friendly and sustainable products. When you purchase a full-page display advertisement, you will receive at no additional charge an adjoining editorial profile about your company and the Green products and services you offer. We will assign a professional writer to work with you to create a profile of up to 600 words in length.

**RATE**

Earned QSR Rate

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# C-Store Foodservice

### You CAN Open a New Market!

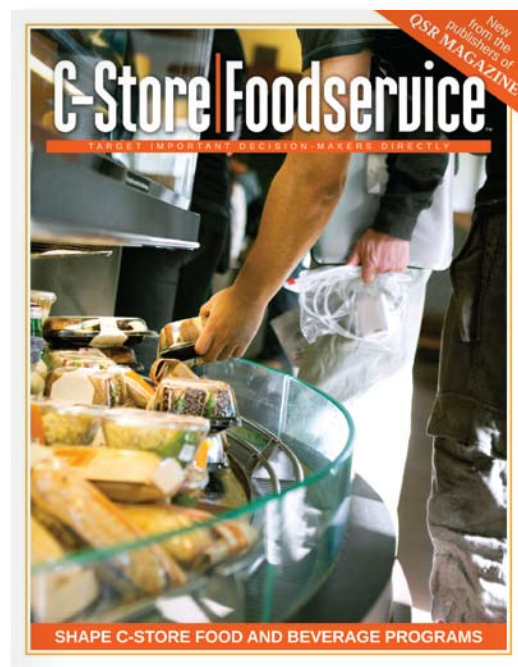
Today c-stores view foodservice as a huge opportunity: Sales in 2009 will reach about \$20 billion, and that number will continue to grow as operators struggle with traditional standbys like tobacco and fuel. These same operators are looking to suppliers like you for help in growing their foodservice business.

That's why the publishers of *QSR* have launched this exciting new publication. *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. It's a perfect match of our foodservice expertise and the needs of the growing c-store foodservice market.

*C-Store Foodservice* has primary distribution to 24,000 c-store executives and owner/operators at both chain and independent operations. Other distribution points include foodservice distributors and wholesalers, the National Association of Convenience Stores show, and a digital edition on [QSRmagazine.com](http://QSRmagazine.com).

#### 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

AD SIZE	4 COLOR	B&W
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
SPREAD	\$10,000	N/A

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C-Store Foodservice  
**Restaurant Franchising**

QSRmagazine.com  
QSR e-Newsletters

Smart Chain  
Content Marketing  
Best Practices e-Newsletter  
Microsites  
Webinars  
QSR TV

# Restaurant Franchising



*Restaurant Franchising* is an exclusive opportunity to reach growing franchisees. 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 market-

ing message with a publication that promotes growth through franchising.

*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*.

*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, and the National Restaurant Association Show.

## Custom Media Opportunity

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.

When you purchase a full-page display advertisement, you will receive a facing editorial profile about your company and the opportunities it offers to growing franchisees.

In addition, your editorial profile will appear in the Franchise Expo area of [QSRmagazine.com](http://QSRmagazine.com).

**FROOTS Smoothies**

There are many franchise opportunities out there. None as fresh as FROOTS!

Having a FROOTS franchise gives you the freedom of owning your own business while accepting only an established system. FROOTS combines the consistency of an established system with the total support of a global network. From training, where our franchisees receive intensive instruction to marketing, we provide support at every step.

**Why is FROOTS the Best Choice for You?**

- Proven operational business model
- Franchised in *Entrepreneur* Magazine as one of the Top 100 Franchises for 2009
- Ranked by *Franchise Times* Magazine as the "Best 50" and the "Fastest Growing New Franchise in the Country"

**FROOTS**  
Fresh Smoothies, Salads & Wraps

Eat Delicious and Smile.

**RATE** 80% of Earned QSR Rate

# QSRmagazine.com

QSR offers dynamic, online programs that deliver measurable marketing results. Our digital offerings provide ideal forums for generating leads, driving traffic to your web site, and positioning your brand as a market leader.

The cornerstone of our e-media program is QSRmagazine.com. Complementing the feature-based print magazine, the web site is a portal for the restaurant industry, updated daily and delivering a variety of content:

- Headline news items about hundreds of concepts
- Web-exclusive articles on timely topics
- Interactive industry data reports
- Foodservice job board
- Video files
- Blog written by a panel of industry insiders
- Guides to franchise opportunities and vendor resources
- Features and columns from the print magazine

 **SEE OUR WEB SITE**

QSRmagazine.com hosts approximately 125,000 visitors per month, generating 300,000 pageviews, and is the top-ranked foodservice web site according to both Alexa.com and Ranking.com. Our online audience is similar in makeup to our print audience, so you know you're reaching the right targets with your banner in rotation.

We offer a variety of run-of-site positions to fit any marketing budget, and we guarantee you will receive the number of impressions you purchase. Monthly reporting affords you the opportunity to track the results of your campaign.



## Run of Site Banners

### Leaderboard

\$55 net CPM  
728x90

### Skyscraper

\$52 net CPM  
180x600

### Above the Fold Rectangle

\$40 net CPM  
180x150

### Mid-page Rectangle

\$32 net CPM  
234x60

### Below the Fold Rectangle

\$25 net CPM  
180x150

### Foundation

\$25 net CPM  
468x60

All positions have a minimum buy of 10,000 impressions. File size may not exceed 25k for standard banners, or 30k for rich media banners. A standard .gif or .jpg must accompany any rich media banner.

**QSR E-NEWSLETTERS** 

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2010 MEDIA INFORMATION



# A.M. Jolt

In the extremely competitive restaurant environment, owners and operators can't afford to miss a headline. In fact, a recent study of *QSR* readers found that nearly half rely on e-newsletters for information when they're making purchasing decisions.\* That's why thousands of them subscribe to *QSR*'s line-up.

A.M. Jolt is *QSR*'s flagship e-mail newsletter. It delivers fresh content from *QSR*'s editors and writers, the latest industry headline news, the most recent programming on *QSRTV*, and more. This is the most timely, effective vehicle to deliver your marketing message directly to the inbox of opted-in restaurant owners and operators, as well as key industry executives who drive purchasing decisions.

\*SOURCE: QSR 2009 SUBSCRIBER PROFILE STUDY CONDUCTED BY HARVEY RESEARCH, JULY 2009

## RATES

POSITION	ISSUES		
	10-19	20-29	30+
LEADERBOARD	\$600 NET	550	500
MID-PAGE	400	350	300
SECTION SPONSORSHIP	550	500	450
CUSTOM SECTION	\$900 NET PER ISSUE		



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# New on the Market E-Blast

Foodservice thrives on vendor innovation. Your new products and services can help operators do business better, so put your latest innovations in front of them with our New on the Market E-Blast. We've expanded upon the popular NOTM product showcase found in the print magazine by adding a digital component that puts your product information directly in the email in-boxes of foodservice decision-makers.

There are two options for taking part:

- **DIGITAL** New on the Market E-Blast only: You provide art or just copy and an image for “narrative” insertions.
- **PRINT & DIGITAL** Marketplace Package: Blast your 1/6-page insertion in the Marketplace section of QSR magazine. We will convert your ad into a .jpg image that will appear in the New on the Market E-Blast.

RATES	6x E-Blast	3x E-Blast	1x E-Blast
NOTM E-BLAST ONLY	\$349	\$399	\$449
MARKETPLACE PACKAGE	\$1,499	\$1,549	\$1,599

[VIEW SAMPLE](#)

# Fast-Casual Blast

The fast-casual movement represents an evolution of quick-service, as consumers have shown a desire for upscaled menus and décor in a limited-service format. *QSR* has always understood that fast-casual is part of the limited-service restaurant industry, and it is a vital part of our coverage.

*QSR* offers a targeted e-letter for marketers who want to reach just the fast-casual segment of the limited-service market. With Fast-Casual Blast, *QSR*'s editors compile the top fast-casual news and deliver it directly to the email in-boxes of our opt-in fast-casual list.

RATES	Net Per Issue	Banner Size
TOP POSITION	\$600	468 x 60
MIDDLE POSITION	\$400	468 x 60
RIGHT POSITION	\$250	120 x 240
SOLE SPONSORSHIP (SHOWN HERE)	\$1,500	468 x 60 top position
Enjoy exclusivity with up to 100 words of customized promotional content.		

 [VIEW SAMPLE](#)



**Fast-Casual Blast**  
NEWS, TRENDS, AND INSIGHTS FOR FAST-CASUAL RESTAURANTS

QSR DIGITAL SIGNAGE WEBINARS  
Real-time Digital Menuboard Updating  
Click Here to Sign Up for a FREE QSR Digital Media Webinar

June 8, 2009

SPONSORED BY  
**Plug into the Power with RoninCast Digital Menuboards!**  
Discover how by attending our free webinars—visit [wirelessronin.com](http://wirelessronin.com)  
Wireless Ronin is a digital media leader in the Fast Casual and QSR industries with RoninCast® dynamic digital signage, along with creative and technical support services. RoninCast digital menuboards allow flexibility in product advertising, menu day-parting, and decreased time-to-market with new products and promotions. Maintain corporate brand identity, customize unique market segments, improve dining experiences with entertainment programming, provide employee training, or create an engaging drive-thru with dynamic digital menuboards for full audience reach. Join Wireless Ronin for our FREE online webinars to discover the many ROI models that can take your messages digital.

**How Green is Your Restaurant?**  
In a rating of how well restaurants are doing with green initiatives, fast-casual concepts performed reasonably well, with **Chipotle**, **Panera**, and **Le Pain Quotidien** all earning at least some recognition. However, the news isn't so good across the board for the limited-service restaurant industry.

**What Are You Doing About Salt?**  
Not all members of the media are out to bully their sources into saying something sensational that they don't really mean. When the voice on the other end of the phone doesn't know the answer to a question, it's often just as awkward for the journalist as it is for the interviewee. But this time it was clarity that dominated the moment.

**Bread for Breakfast**  
By focusing on breakfast breads, some restaurant chains might soon be, well, rolling in the dough. Among the examples are **Cosi's** Etruscan whole grain bagel, **Panera's** recently made-over cinnamon-raisin loaf, and **Great Harvest Bread Co.'s** wide range of fruit-based breads. Industry suppliers are also getting into the act.

**MORE FAST-CASUAL NEWS**

- Noodles & Co. Continues Midwest Expansion
- Gain for Boston Market Means Loss for P.F. Chang's
- Ice Cream That Doesn't Melt?
- New Leadership at Taco Del Mar
- Freshii Inks 20-Unit Deal for Colorado, Wyoming
- New LTO at Jamba Juice
- Smashburger Secures New Multi-Unit Midwest Deal

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# Smart Chain

QSR's line-up of custom media products provides marketers with a comprehensive portfolio of cutting-edge, cost-effective programs that will enhance your media strategy.

Leading the way is Smart Chain, a separate, branded section within each issue of QSR that offers you the opportunity to put your marketing message in front of our readership in an editorial context.

Each Smart Chain report focuses on a single topic, with the goal of informing readers of current trends and new developments. 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 for our readers.

**RATE**

Earned QSR Rate



DISTRIBUTION: QSR MAGAZINE / A.M. JOLT / ONLINE



## 2010 Smart Chain Line-Up

- JANUARY** POS Systems
- FEBRUARY** Kitchen Technology
- MARCH** Merchant Solutions
- APRIL** Menuboard & Signage
- MAY** Specialty Beverage
- JUNE** Dessert & Snack
- JULY** Drive-Thru Technology
- AUGUST** Security
- SEPTEMBER** Gift & Loyalty Programs
- OCTOBER** Kiosks & Self-Service
- NOVEMBER** Coffee & Tea
- DECEMBER** Back-of-House

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# Content Marketing



When display advertising space isn't enough to communicate your message, a custom content-marketing piece is an excellent strategy for sharing your marketing message in an attention-getting format. Choose either a one-page advertorial

**RATE**

Earned QSR rate, plus one-time \$995 editorial and design fee

or an advertorial paired with a facing display ad. Either way, you'll amplify your message, and the possibilities for content are endless: Share the results of new research, product specs, recipe ideas—literally any information you want to get in front of QSR's readership. You may create the content yourself or choose to have a QSR writer work with you to create it.

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# Best Practices e-Newsletter

## Your Message in Action

A case study is an extremely effective way to show how your product or service helps restaurant operators do business better. Our Best Practices e-letter puts case studies in operator in-boxes—affording you the custom-content opportunity to share your success stories. We pair your company with an operator you've helped and demonstrate why working with you constitutes an industry best practice. QSR will assign a writer to interview both you and the client of your choosing.

- 468 x 60 top position
- 120 x 600 side position
- In-copy text link



<b>RATE</b>	\$1,500 net per issue
-------------	-----------------------

## Best Practices

FROM QSR



America's Battery Experts

Try us for a little variety in your franchising diet.

[click here for more info >](#)

### Growing Beyond the Restaurant Industry

*Welcome to the latest installment of QSR magazine's Best Practices e-letter. Today we'll look at diversifying a franchise portfolio with Batteries Plus in a special Q&A with VP of franchise & business development John Twist.*

**At first glance, batteries seem to be an unusual niche. What about batteries makes it a good business?**

The battery market in the U.S. is about \$24 billion and grows about 6 percent a year. When we talk batteries, most people think of batteries for their vehicle or AA batteries for their devices at home. We sell our fair share of those, but our business really is about providing consumers and businesses with the batteries they need for cell phones, laptops, camcorders, stand-by power, emergency lighting, home security, scanners for distribution centers, and so on.

Currently we operate more than 350 stores in 42 states, with another 50 stores that are in development. We think there is room for 1,200 stores in the U.S.

**Why open a Batteries Plus franchise?**

We're in a business that is growing and has a bright future as technology and consumer demands for mobility converge. The number of battery-powered devices continues to expand, and there really isn't anybody else positioned like a Batteries Plus to provide replacement.

We've also proven to be somewhat recession resilient. When the economy is strong and discretionary income is robust, people are buying more battery-powered devices, so the total population of gadgets increases. And the old gadget you had before you bought the new gadget, you give to a family member or friend—and they need batteries.

When the discretionary income is not so robust, you're holding on to your older gadget longer and you still need batteries. So we've got them coming or going.

The device is useless without a battery. It's a purchase you can delay, but you can't avoid.



Power Like You've Never Seen Before

\$24,000,000  
US battery Market

\$1,293,705  
Average net sales per top performing store\*

350+  
stores nationwide

21  
years as a proven franchise system



Find Out More >

\* 2009 net sales average of \$1,293,705 is based on top 25% of chain companies of 30 stores. For further explanation, see Exhibit A in Item 19.



Subscribe  
Renew  
Advertise  
Reprints  
Contact Us

# Microsites: Your Home on QSRmagazine.com

Microsites are destinations on *QSRmagazine.com* that house comprehensive resources for targeted restaurant industry needs. Each microsite provides a home page with comprehensive sponsor resources. As the site visitor digs deeper into the microsite, they explore *QSR*-generated content of the highest quality.

Your sponsorship of a *QSR* microsite affords the opportunity to present your marketing message to visitors who are actively engaged in research about topics of key importance to the industry. The exclusive sponsorship of a topic-specific microsite gives your brand a powerful presence where foodservice professionals go online for their industry news and information.



## Microsite sponsorship includes:

- Leaderboard banner (728x90)
- "Sponsored By" promotional copy
- Foundation banner (468x60)
- Ability to post white papers, video, product specs, etc.

## Site Availability:

- Breakfast
- Drive-Thru
- Equipment
- Fast-Casual
- Food & Beverage
- Finance
- Franchising
- Marketing
- Menuboard
- POS

## RATES

\$195/m impressions, billed monthly. Six-month contract required.

Billing based on actual impression count. Maximum monthly cost is \$1,000, regardless of impression count. Anticipate impressions in the range of 3,000 to 5,000 per month.



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# QSR Webinars

## You Want Leads?

QSR webinars are the single best lead generation products in our line-up. Our experienced webinar team will work with you to develop a program and panel that encompasses your areas of expertise—resulting in an event that not only educates viewers but also allows you to position your company as a resource foodservice operators can turn to for insight and solutions.

All viewers must register for the webinar, and your sponsorship gives you access to the registration list, with full contact information. We market the event through a minimum of three email blasts to our opt-in promotion list, as well as in our twice-weekly A.M. Jolt e-letter and through banners in rotation on QSRmagazine.com.

## Exclusive, High-Impact Sponsorship Benefits

- Audience development
- Comprehensive event promotion, including 3 targeted e-mail blasts
- Audio delivery and presentation coordination
- Post-event participant data with complete contact information
- One-year online archiving for on-demand use at QSRmagazine.com



“Merchant Link’s QSR webinar was an extremely cost-effective way to reach our target audience for a two-way conversation about PCI compliance and credit card security issues. We found the staff committed to achieving our goal and providing a beneficial program for their audience. The end result was a program that continues to receive positive comments from our present and prospective business partners.” – *Merchant Link*

### RATES

\$15,000 net sole sponsorship  
 \$12,000 net / \$5,000 net dual sponsorship  
 (inquire for details)

**WATCH PREVIOUS AND NEW WEBINARS ONLINE**

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# QSRTV

## The Best of Web and Video Technology

QSR is now offering an array of video content, all divided into channels for ease of navigation. Channels include:


- **B-SCHOOL** Educational and instructional videos, such as speakers from our Dine America conference.
- **NEW CONCEPTS** Operator-generated tours of selected restaurants featured in our popular Ones to Watch feature.
- **QSR NEWS** Press conferences, speakers, informational campaigns, and in-house produced overviews of QSR reports.
- **CULINARY CLASS** Food and beverage instruction.
- **MARKETING** A library of new advertising and marketing campaigns.

New Concepts
B-School
QSR News
Culinary Class
Marketing




**Chop't**  
Take a tour of the New York City and Washington, D.C. salad concept Chop't.

▶ PLAY



**The Treats Truck**  
Learn how Kim Ima uses Twitter to stay connected with the faithful fans of her Treats Truck concept.

▶ PLAY



**Wildflower Bread Co.**  
The menu at Wildflower Bread Company is based on good ingredients, great flavors, and founder Louis Basile's passion for food. Learn more as Basile walks you through his offerings.

▶ PLAY

 WATCH QSRTV ONLINE



Now you can include your own video in one of these targeted channels. We will promote your video through our twice-weekly A.M. Jolt e-letter and on a special QSRTV “Now Playing” banner in rotation on QSRmagazine.com.

Individual purchases are bought in 250-play lots, so your message is seen no less than 250 times—and trust us ... you’ll have the viewer’s undivided attention.

**RATE**

\$2,000 net/250 plays or one year, whichever comes first

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## QSR Sales Contact Information

### Eugene Drezner

NATIONAL SALES MANAGER  
800-662-4834 ext. 126  
eugene@qsr magazine.com

### Will Bruwer

NATIONAL SALES REPRESENTATIVE  
800-662-4834 ext. 128  
will@qsr magazine.com

### Tracy Copley

ONESOURCE SALES  
800-662-4834 ext. 124  
tracy@qsr magazine.com



www.qsr magazine.com



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