

# 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 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.

## Custom Media for Franchise, Finance, and Real Estate Marketers

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. *RF* will assign a writer to work with you to create a profile of up to 600 words in length. The profile will also include logo and photos, which we request that you provide.

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



**Buffalo Wild Wings**  
GREAT • FUN • FAST

With a multi-regional presence, Buffalo Wild Wings is one of the top 10 fastest-growing franchises in the country.

Buffalo Wild Wings has a proven business model that has made it one of the top 10 fastest-growing franchises in the country. With a multi-regional presence, Buffalo Wild Wings is one of the top 10 fastest-growing franchises in the country.

Buffalo Wild Wings is a multi-regional franchise that has made it one of the top 10 fastest-growing franchises in the country. With a multi-regional presence, Buffalo Wild Wings is one of the top 10 fastest-growing franchises in the country.

**BUFFALO WILD WINGS**

Featuring  
Big Screens & Satellite TV • Award Winning Wings  
14 Signature Sausages • The Hottest Sports Action  
Full Menu • Daily Drink Specials  
Wing Tuesdays • Sausage Thursdays  
FREE Buzzin' Time • Dine-in or Takeout

For franchising info, please visit our website at [buffalowildwings.com](http://buffalowildwings.com) or contact Carolyn Chappell at 800.296.7972.

## 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