



Pizza Today®

2017 MEDIA KIT



The average pizzeria operator is a self-taught entrepreneur. They're capable of baking an excellent pizza, but many struggle to find a profit because they don't understand the business. Pizza Today addresses the critical needs of today's pizzeria operator in every issue.

Pizza Today's 2015 Editorial Awards & Reader Survey

... Our bi-annual reader survey is our method of confirming our editorial content is appropriately addressing the critical needs of today's pizzeria operators. Over the years, this practice has developed the magazine you see today. In fact, Pizza Today has won 34 TABBIE Awards over the last 6 years. In 2016, with 7 awards, Pizza Today is the leading foodservice magazine in the country and the most awarded trade magazine in the world!

Recipes, Food Prep & Safety ... having come from outside the industry, most operators began with little, if any, culinary experience. Recipes are extremely important. Whether the pizzeria be a dine-in, carryout & delivery, mobile, fast casual, coal & wood-fired or a combination of them all, the recipes, amount of food prep and methods of food safety vary from one type of pizzeria to the next.

Customer service ... as important as delicious pizza is to the success of a pizzeria, so is the dining experience. Whether it's to simplify the ordering process, decrease the wait-time or to accommodate the needs of a family on their night out ... a positive dining experience is all about customer service.

Marketing is what it takes to fill a restaurant with paying customers day after day ... and it's changing all the time. Remember door-hangers?

Business Management ... while appearing simple, specialized financial reports, selecting suppliers, proper site location and how and when to open the next location can make or break a pizzeria's success.

Employee Management ... in a pizzeria is different. Scheduling? Cross training? Manager's responsibilities and compensation? How does an owner work ON the business and not IN it? These continue to be some of the most frequently asked questions.

2015 Reader Survey confirms Pizza Today preference throughout the industry:

- 74.6% of Pizza Today's subscribers read 4 out of 4 issues
- Pizza Today reaches more than 96,000 pizzeria personnel every month with 2.4 readers per copy.
- 91.6% are Owners, Managers or CEO/President
- Pizza Today subscribers average 40.2 minutes of readership per issue ... that's 20 minutes more than the average trade magazine!
- 57.7% of Pizza Today's subscribers also read "the other industry publication".

Amongst those that read both magazines:

- 79.6% believe Pizza Today does a better job covering **MARKETING**
- 79.9% believe Pizza Today does a better job covering **BUSINESS SOLUTIONS & PRACTICES**
- 76.8% believe Pizza Today does a better job covering **EMPLOYEE MGMT & TRAINING**
- 82.0% believe Pizza Today does a better job covering **MENU EXPANSION**
- 87.5% believe Pizza Today does a better job covering **RECIPES**
- 80.7% believe Pizza Today does a better job covering **INDEPENDENT PIZZERIA REVIEWS**
- 75.4% believe Pizza Today does a better job covering **CHAIN PIZZERIA REVIEWS**
- 72.6% believe Pizza Today does a better job covering **INDUSTRY & TRENDS ANALYSIS**
- 82.6% believe Pizza Today has better **DESIGN & GRAPHICS**
- 86.1% believe Pizza Today is **EASIER TO READ**
- 88.3% believe Pizza Today is more **USEFUL**
- 84.9% believe Pizza Today is more **ACCURATE**
- 88.4% believe Pizza Today has more **INTEGRITY**

➔ CIRCULATION IS ONLY AS GOOD AS ITS EDITORIAL

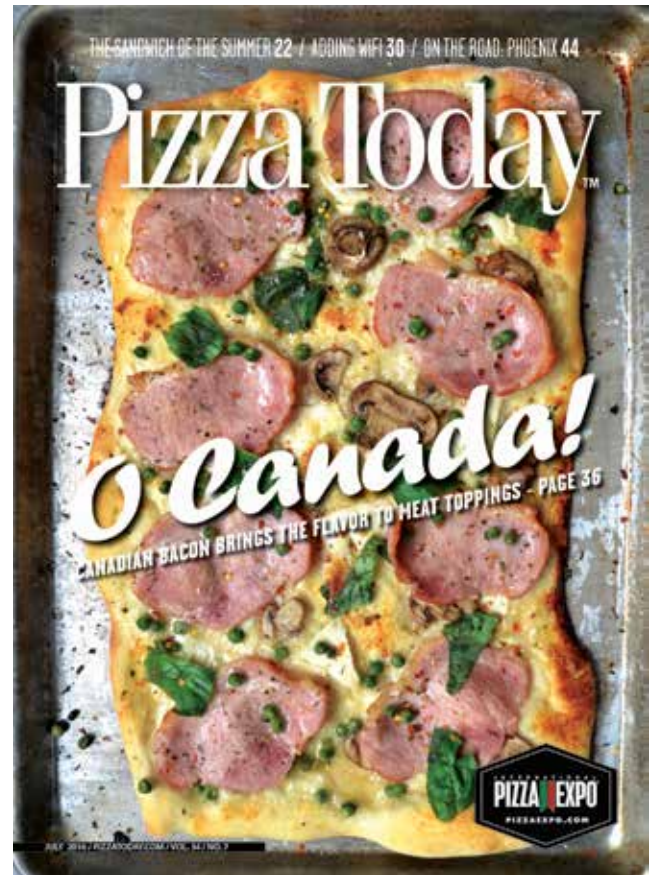
When describing circulation, the best analogy I can make is this; when you see a line entering a restaurant, there's no question the food is outstanding.

Pizza Today's circulation is the same. If the pizzeria operator takes the time to REQUEST to receive the magazine, the magazine is worth their time to read.

Based on the latest circulation auditing statements, more pizzeria operators have requested to receive Pizza Today in the last 12 months than all the other pizzeria publications in the world combined!

Pizza Today's Circulation Facts Based on Publishers' Statement 6/2016

- Total Average Monthly Print Circulation is 40,010.
Unlike the competitive publication, we DO NOT use digital circulation to increase our circulation. The readership of a digital magazine cannot be compared with the same publication in print. Pizzeria operators prefer the printed publication.
- 84.3% (27,496) of the pizzeria operators who receive Pizza Today have REQUESTED to receive the magazine in the last 12 months. That's 16,335 MORE pizzeria operators asked to receive our magazine in the last 12 months than the competitive publication.
- REQUEST circulation is the equivalent of PAID circulation. If someone receives a magazine that hasn't been requested or paid for, there's typically little to no interest in reading it on a regular basis.
- Pizza Today's Business Directory circulation is limited to only 6,298 - 15.7% of the total circulation. The competitive publication uses more than twice that amount with 15,068 names, (39% of their entire circulation.)
- Call your Pizza Today representative for an audited circulation statement.



JANUARY:

- Online Ordering & 3rd Party Delivery
- **Reservations due: 11/29**
- **Material due: 12/6**

FEBRUARY:

- International Pizza Expo Pre-Show Issue!
- Special ways to increase your check averages
- **Reservations due: 12/28**
- **Material due: 1/5**
- Ask your representative about our Preferred Supplier Program!!

MARCH:

- International Pizza Expo 2017 Issue
- **Reservations due: 1/25**
- **Material Due: 2/1**
- Ask your representative about our Preferred Supplier Program!!
- Bonus Distribution: 7,000 additional copies, including the Official Show Guide, will be handed out to every person walking through the front entrance of Pizza Expo!

APRIL:

- There's BIG Profits in Pasta!
- **Reservations due: 2/24**
- **Material due: 3/1**
- Bonus Distribution: Pizza & Pasta Northeast, October '17

MAY:

- Specialty Cheese Guide 2017
- **Reservations due: 3/29**
- **Material due: 4/5**

JUNE:

- Multiple Styles of Pizza in One Store!
- **Reservations due: 4/28**
- **Material due: 5/5**

JULY:

- Wood vs. Coal vs. Gas vs. Electric;
Does it really make a difference?
- **Reservations due: 5/31**
- **Material due: 6/7**

AUGUST:

- Independent Pizzeria of the Year
- **Reservations due: 6/27**
- **Material due: 7/5**

SEPTEMBER:

- Pizza & Pasta Northeast Pre-Show Issue
- Easy-to-Prepare Italian Meals
- **Reservations due: 7/28**
- **Material due: 8/4**

OCTOBER:

- Pizza & Pasta Northeast Show Issue
- Hot 100 Independents
- **Reservations due: 8/29**
- **Material due: 9/6**
- Bonus Distribution: 2,000 additional copies, including the Official Show Guide, will be handed to every person walking through the front entrance of Pizza & Pasta Northeast.

NOVEMBER:

- Top 100 Companies, who are they and why?
- **Reservations due: 9/28**
- **Material due: 10/5**

DECEMBER:

- 2018's Menu Development & Recipe Guide
- **Reservations due: 10/25**
- **Material due: 11/2**



➔ 2017 PRINT RATES & SPECS

AD SIZES AVAILABLE (INCHES)

Magazine Trim Size:	7.875" X 10.8125"
Full Bleed Page	8.125" X 11.0625"
(Keep live matter centered per page	7" X 10")
Full Bleed Spread	16" X 11.0625"
(Keep live matter centered per page	15" X 10")
Bleed Gutter (non-bleed spread)	15" X 10"
Full Page	7" X 10"
2/3 Page	4.625" X 10"
1/2 Page Horizontal Bleed	8.125" X 5.5"
1/2 Page Horizontal	7" X 4.875"
1/2 Page Vertical	3.375" X 10"
1/2 Page Island	4.625" X 7.5"
1/3 Page Horizontal	4.625" X 4.875"
1/3 Page Vertical	2.25" X 10"
1/4 Page Vertical	3.375" X 4.875"



PIZZA TODAY DISPLAY AD RATES 2017

SPACE	1x	3x	6x	12x
Full page	\$8,925	\$8,765	\$8,660	\$8,465
2/3 page	\$7,660	\$7,570	\$7,445	\$7,270
1/2 page	\$6,510	\$6,450	\$6,375	\$6,190
1/3 page	\$5,530	\$5,480	\$5,415	\$5,250
1/4 page	\$4,710	\$4,665	\$4,615	\$4,470
Cover 4	\$11,950	\$11,865	\$11,730	\$11,050
Covers 2 & 3	\$11,710	\$11,580	\$11,450	\$10,915

DISPLAY RATES ARE AGENCY COMMISSIONABLE

⬇️ **YELLOW PAGES AND MARKETPLACE RATES CONTINUED ON PAGE 2**

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PIZZA TODAY YELLOW PAGES AD RATES 2017

	BASELINE LISTINGS	ADDITIONAL LINE	LOGO LISTING 1/2" VERTICAL	PRICE PER 1" VERTICAL
One Listing	655	295	1,570	3,130
Two Listings (each)	590	280	1,430	2,855
Three Listings (each)	530	260	1,280	2,565
Four Listings (each)	495	240	1,210	2,410
Five Listings (each)	460	230	1,100	2,190
Six Listings (each)	410	195	950	1,915

Y/P RATES ARE NON-COMMISSIONABLE

PIZZA TODAY MARKETPLACE AD RATES 2017

SPACE	1x	3x	6x	12x
1 Column 2 1/4" wide x 1" Deep	\$210	\$195	\$185	\$175
1 Column 2 1/4" wide x 2" Deep	\$385	\$370	\$360	\$310
1 Column 2 1/4" wide x 3" Deep	\$570	\$525	\$485	\$440
1 Column 2 1/4" wide x 4" Deep	\$750	\$710	\$695	\$630
1 Column 2 1/4" wide x 5" Deep	\$935	\$895	\$855	\$780
1 Column 2 1/4" wide x 6" Deep	\$1,055	\$1,030	\$970	\$875
1 Column 2 1/4" wide x 7" Deep	\$1,230	\$1,190	\$1,120	\$1,015
1 Column 2 1/4" wide x 8" Deep	\$1,400	\$1,340	\$1,280	\$1,170
2 Column 4 5/8" wide x 2" Deep	\$750	\$720	\$695	\$630
2 Column 4 5/8" wide x 3" Deep	\$1,055	\$1,000	\$970	\$875
2 Column 4 5/8" wide x 4" Deep	\$1,400	\$1,290	\$1,300	\$1,060
1/3 Page	\$1,750	\$1,685	\$1,635	\$1,470
1/2 Page	\$2,730	\$2,470	\$2,360	\$2,230

MARKETPLACE RATES ARE NON-COMMISSIONABLE

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EMERALDEXPO AD PORTAL

Please Click here to sign up or go to website:

<http://emeraldexpoadservices.sendmyad.com/>
to set-up your account so you are ready to submit your advertising materials for Pizza Today. This system allows you to submit PDF files on a 24/7 basis.

Digital Marketing has been one of our primary focuses over the last 24 months. Our strong growth in both web traffic and e-newsletter subscriptions, is a direct result of the high-quality content generated by the industry's most experienced crew of foodservice writers. As with the editorial found in Pizza Today, we stick to our philosophy of distributing the industry's best solutions and opportunities. That's our sole purpose within the industry.

So, whether you're looking to build your brand's awareness or generate qualified sales leads, you can be assured, Pizza Today's Digital Network is sourcing the most qualified digital audience of pizzeria operators you'll find anywhere.

WWW.PIZZATODAY.COM

With a full menu of digital options from simple banner ads to imaginative rich media, we can develop an effective and efficient plan for your budget.

Average Monthly Users

- April – December **47,931**
- Pizza Expo Season (January – March) **72,335**

Average Page Views

- April – December **87,298**
- January – March **63,209**



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PIZZA TODAY'S QUICK-TIPS

Pizza Today's Quick-Tips e-Newsletter has been specifically developed to address the day-to-day critical needs of today's independent and multi-unit pizzeria operators. The newsletter alternates from week to week with new recipes for menu variety and expansion to the best quick-to-read business tips we've found through the industry.

As of August 31st, 2016, Quick-Tips has more than 17,300 subscribers! That's 9,000 new subscribers since this time last year!! Every single subscriber has personally requested to receive this newsletter.

Who are the subscribers?

- **95.6%** are Owners, Managers or Corporate Officers
- **77%** are Independent pizzeria operators with up to 9 units
- **49.4%** generated more than \$500,000 in revenue last year
- **13.2%** opened a new pizzeria in the last 12 months
- **38.7%** are planning on opening another within the next 12 months.



PIZZA TODAY
**QUICK
TIPS**

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WWW.PIZZAEXPO.COM

Looking to increase your booth traffic at International Pizza Expo?

81% of all International Pizza Expo registrations (6,981 attendees) come through the website! Most visit several times prior to the show to schedule seminars, competitions and travel arrangements.

2016 Peak-Season Traffic

January '16 : 14,000 visitors / 20,000 sessions / 89,500 page-views
February '16 : 15,000 visitors / 23,000 sessions / 115k page-views
March '16 : 29,000 visitors / 44,000 sessions / 198k page-views

2016 Off-Season Traffic

• 5,000 visitors / 6,000 sessions

Note: Pizza Expo's website had all the capabilities as Pizza Today's. If you're looking to maximize your exposure to those operators attending Pizza Expo, this site should be on your list!



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INDUSTRY E-BLASTS

If you're looking for the most qualified e-mail list of pizzeria operators in the country, look no further! At this moment we have **more than 23,000 pizzeria operator e-mails addresses** on file. Every one of them have opted to be on this list.

Our rates are extremely reasonable and from time to time, we offer seasonal discounts. Give us a call today!



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Welcome to Pizza Today's digital marketing opportunities menu. Let us help your company reach and engage your target markets to impact sales.

From sliding billboards to standard display ads, we can help you connect with the marketplace with the same award-winning editorial style as seen in Pizza Today's monthly magazine. Reach key decision makers while they dive into industry content they are passionate about. Our audiences are your clients.

Contact us today for a custom developed digital plan to help you reach and exceed your marketing goals.

WWW.PIZZATODAY.COM

Average Monthly Users:

- **Pizza Expo Season (Jan-March)** **72,335**
- **9 Months (Apr-Dec)** **47,931**

Page Views

- **Pizza Expo Season (Jan-March)** **163,209**
- **9 Months (Apr-Dec)** **87,298**

PIZZA TODAY DIGITAL RATES 2017

(All rates are gross and commissionable)

➔ Leader Board 970x90 300x50 (for Mobile)	\$1,335
➔ Rectangle #1 300x250	\$660
➔ Rectangle #2 300x250	\$660
➔ Rectangle #3 300x250	\$410
➔ Rectangle #4 300x250	\$205
➔ Footer 970x90 300x50 (mobile)	\$590

Note: Each of these positions will appear on all pages and, depending on scheduling, will rotate with up to 9 other banners.

⬇ **PIZZA EXPO AND QUICK TIPS RATES CONTINUED BELOW**

CORNERSTONE SPONSORSHIPS

These sponsorships are for suppliers who want to maximize their digital exposure to the pizzeria industry. This program "locks-down" the best ad positions on the site at a discounted rate. The positions included in this sponsorship are:

- **Leader Board**
 - **Rectangle #1**
 - **Footer**
- **12 Month Contract** **\$30,375 per year**
 - **Month-to-Month** **\$4,200 per month**

Note: Each of these 4 positions will appear on all pages and, depending on scheduling, will rotate with up to 9 other banners.

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WWW.PIZZAEXPO.COM

2016 Traffic during Peak-Season (January – March)

January '16	14,000 visitors / 20,000 sessions / 89,500 page views
February '16	15,000 visitors / 23,000 sessions / 115k page-views
March '16	29,000 visitors / 44,000 sessions / 198k page-views

Peak-Season Rates:

- Count-Down Clock \$825/month
- Medium Rectangle \$630/month
- Prestitial banner \$4,000/month
- Interstitial Pop-Up \$2,500/2 weeks
- Footer \$495/month

2015 Pre-Season Traffic (April thru December)

April '15	5k visitors / 6k sessions
May – September '15	3k visitors / 4k sessions
Oct – November '15	7k visitors / 9k sessions
December '15	9k visitors / 12k sessions

Pre-Season Rates:

- Count-Down Clock \$325/month
- Medium Rectangle \$300/month
- Prestitial banner \$2,000/month
- Interstitial Pop-Up \$1,000/2 weeks
- Footer \$250/month

• **Note: There are 3 Medium Rectangle positions with the ability to rotate a maximum of 5 banners each.**

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⬇ NEWSLETTER / QUICK TIPS AND MEDIA OPTIONS CONTINUED BELOW

NEWSLETTER / PIZZA TODAY'S QUICK-TIPS E-NEWSLETTER

Content

Pizza Today's Quick-Tips e-Newsletter has been specifically developed to address the day-to-day critical needs of today's independent and multi-unit pizzeria operators. The newsletter alternates from week to week with new recipes for menu variety and expansion to the best quick-to-read business tips we've found through the industry.

Frequency

Quick-Tips is a weekly digital newsletter sent out every Wednesday at 2pm.

Circulation

Quick-Tips is 100% personally requested and delivered to more than 16,400 industry professionals every week, nearly a 20% increase in the last 12 months!

Open Rate

With an excellent Effective Rate of 19%, Quick-Tips has the ability to attract and hold the attention of its readers better than most newsletters!

Effective Rate is the percentage of people who opened and clicked a link in each mailing, showing the amount of full engagement.

Click-Thru Rate

Average approximately 4%

Rates

1x	\$300/month
6x	\$275/month w/contract
12x	\$250/month w/contract

Advertising Agencies: Please note, all space is commissionable.

Dimensions

Button banner 180x150

RICH MEDIA OPTIONS:

These will require 3rd party tags. These tags can be supplied by the customer or Emerald Expositions can have them built. Please inquire for pricing.

• Prestitial

- This banner opens once a day per visitor (IP address) prior to entering the website.
- These are scheduled to run monthly.
- 600x400
- 300x50 (mobile)

• Interstitial

- This banner opens once per day per visitor (IP address) between the first and 3rd click pages visited.
- These are scheduled to run in 2 week flights.
- 600x400
- 300x50 (mobile)

Digital Specifications:

Guidelines

- All ad units must launch a new browser window when clicked on
- Ads are served via iframe ad calls
- Audio must be user initiated with a clearly recognizable on/off button.
- All expanding ad units must be user initiated
- DFP is used to serve all Emerald Exposition sites
- All rich media ads must have an alternative GIF/JPEG version of creative
- Emerald Exposition reserves the right to terminate any campaign upon our discretion.

Standard Units

- 960x90 Pixels (Responsive: 320x50, 468x60, 728x90)
- 300x250 Pixels

File size max: 40kb

Max Loops: 3 loops, 30fps

Animation Length: 30 seconds

File Types: FLA, JPEG, GIF

Flash: AS3

Delivery: Creative material may be delivered as packaged .ZIP folder to your sales representative or as a DoubleClick tag.