

**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.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.

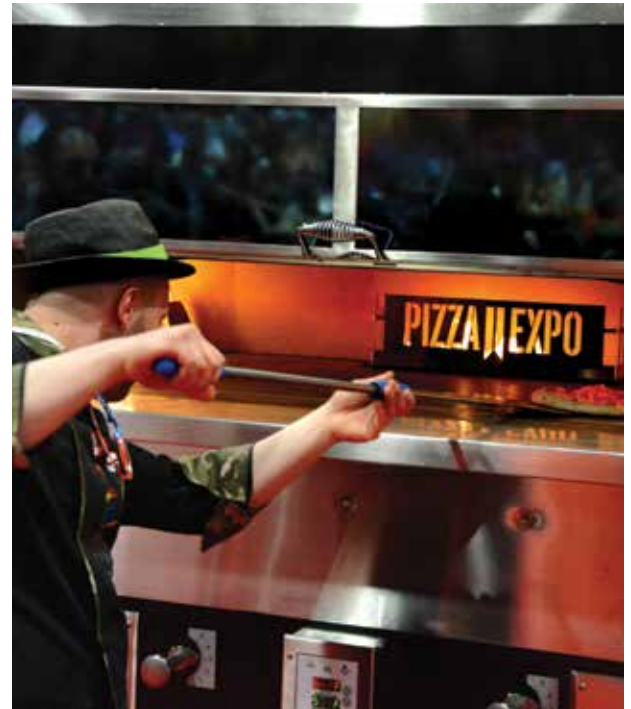
### **2016 Peak-Season Traffic**

January '16 : 15,812 visitors / 23,200 sessions / 51,307 page views  
February '16 : 19,129 visitors / 29,388 sessions / 66,876 page-views  
March '16 : 25,634 visitors / 33,960 sessions / 70,021 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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