

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.

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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