Welcome to the Pizzeria Industry, where folks fulfill their dreams of building a career as a pizzeria owner, a professional pizzaiolo!

The vast majority begin with little to no experience in the business. They began as enthusiasts and then decided to take the next step. They’re self-taught entrepreneurs, capable of baking excellent pizza, but many struggle trying to find the profit because they don’t understand the business. They need help and advice.

Pizza Today provides the industry’s best-known Solutions and Opportunities. Our award winning editorial, selected by TABBIE Awards as not only being 2019’s #1 Foodservice publication in the country, but also being the most awarded trade magazine in the world for 4 straight years in a row!

Independent research has proven time and again, Pizza Today is delivering exactly the type of information today’s pizzeria owners are looking for. Our readers spend an average of 45 minutes reading every issue! That’s at least 25 minutes longer than the average time spent with similar trade magazines.

Pizza Today’s Editorial focuses on critical topics.

Year after year, five areas of the pizzeria business have proven to be most important amongst independent pizzeria owners. Remember they’re new to the business, these topics are the ones that give owners the most trouble.

**Recipes**, pizzeria owners can’t get enough of them. Generally speaking, they don’t have any culinary experience beyond their home kitchen. Regardless of the style of pizzeria; recipes, food prep and food safety is what they’re looking for.

**Customer Service** is all about the dining experience. Whether it’s making it easier to order online or on a smartphone app or making the pizzeria family-friendly, providing a positive experience is what customer service is all about.

**Marketing pizzerias** has changed immensely over the last several years. Social media, whether it’s Twitter, Facebook, Instagram or dealing with Yelp, digital marketing skills should be high on the list of skills pizzeria owners need to master.

**Every business has its unique challenges.** The pizzeria business is no different. Specialized financial reports, selecting suppliers, proper site selection and how and when to open the next location can make or break a pizzeria’s success.

**Employee management** in a pizzeria is completely different from most other businesses. Scheduling, cross-training, manager’s responsibilities and compensation continue to be frequent critical topics of discussion.
PIZZERIA INDUSTRY 2019 TRENDS

If you want to get an idea of how much the pizzeria industry has changed, find a beautiful photo of pizza today and compare it to a comparable shot 6 – 8 years ago. Pizza is maturing as a cuisine.

KEY TRENDS:

1. **Third-party delivery** seems to be an answer to many owners delivery problems, Grub Hub, Lyft, Uber and Amazon are all in the food delivery business. The key is agreeing to a contract that benefits both the pizzeria and the delivery service.

2. **Online ordering and smartphone apps** are critical revenue-generating tools for pizzeria chains and growing in popularity amongst independent operators as well.

3. **The introduction of regional styles** has dominated the scene for the last three years. Where there was one style of pizza in most pizzerias, the current trend is to add an additional style or two. Pan pizzas, such as Detroit, Grandma and Roman seem to be the most popular right now.

4. **Dome-top ovens** definitely have the “look” pizzerias are searching for, traditionally fired with coal and wood, BUT gas and electric fired ovens are regaining popularity.

5. **The use of Mobile pizzerias is growing** faster than we expected! Food trucks and trailers continue to become more advanced and efficient. Today they’re attracting not only weekend pizzaiolos, but many brick and mortar pizzeria owners are seeing the benefits to adding a mobile unit to their business.

6. **Gluten Free pizza** is here to stay. Flour millers now have GF flours that would satisfy even the most knowledgeable consumers.

2018 INDUSTRY STATISTICS:
(IBIS World Industry Report 12/2016)
- Projected growth through 2021: 1.3%
- Approximately 62,000 businesses operate 92,000 pizzerias: +2.3% since 2010
- 56% of the units are independents generating 44% of industry sales.

PRIMARY BUSINESS MODEL
- 53% takeout and delivery
- 33% sit-down service
- 14% catering

LARGE CHAIN RANKINGS

<table>
<thead>
<tr>
<th>Company</th>
<th>Units</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Domino’s</td>
<td>15,914</td>
<td>$13,545,200,000</td>
</tr>
<tr>
<td>2. Pizza Hut</td>
<td>16,748</td>
<td>$12,212,000,000</td>
</tr>
<tr>
<td>3. Little Caesar’s</td>
<td>5,500</td>
<td>$4,770,500,000</td>
</tr>
<tr>
<td>4. Papa John’s</td>
<td>5,199</td>
<td>$3,500,000,000</td>
</tr>
<tr>
<td>5. Papa Murphy’s</td>
<td>1,404</td>
<td>808,727,000</td>
</tr>
<tr>
<td>6. California Pizza Kitchen</td>
<td>244</td>
<td>785,000,000</td>
</tr>
</tbody>
</table>

HOT 100 INDEPENDENTS BY THE NUMBERS
- 17% have a buffet
- 34% offer take-n-bake
- 49% sell spirits
- 49% offer online ordering
- 50% sell slices
- 63% serve pasta
- 74% have a gluten-friendly menu
- 75% cater events
- 77% serve beer
- 79% serve wine
- 81% serve sandwiches
- 89% serve appetizers
- 97% serve salad
- 99% use a POS system
Based on Publisher’s Statement June 2019:

**Pizza Today’s average monthly circulation is 40,010 copies**

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent pizzeria owners</td>
<td>30,788</td>
<td>77.0%</td>
</tr>
<tr>
<td>Franchise owners</td>
<td>7,013</td>
<td>17.5%</td>
</tr>
<tr>
<td>Chain Managers</td>
<td>1,508</td>
<td>3.8%</td>
</tr>
<tr>
<td>Manufacturer / Supplier</td>
<td>346</td>
<td>0.9%</td>
</tr>
<tr>
<td>Dealer/Distributor/Food Broker</td>
<td>261</td>
<td>0.7%</td>
</tr>
<tr>
<td>Others Allied to the Field</td>
<td>94</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

- **34,259 (85.6%)** of the circulation has been verified within the last 12 months.
  - **25%** more than any other pizzeria magazine in the business
- **36,486 (91.2%)** pizzeria owners/managers have personally subscribed to receive Pizza Today
  - **30,746** (91.2%) pizzeria owners/managers have subscribed within the last 12 months
  - Estimated **15,000** more than any other pizzeria magazine in the business.

**Digital Circulation:**

- Pizza Today’s Quick-Tips E-Newsletter: 15,061 (100% Opt-In)
- **PizzaToday.com**
  - Average Monthly Visitors: 56,316
  - Average Monthly Sessions: 66,048
  - Site Page Views: 99,130

**Website Usefulness:**

A survey conducted in early 2019 asked “which industry-related sites do you find most useful?” 10 being the most valuable … 1 being the least.

<table>
<thead>
<tr>
<th>Website</th>
<th>Usefulness</th>
</tr>
</thead>
<tbody>
<tr>
<td>PizzaToday.com</td>
<td>57% between scores 8 – 10</td>
</tr>
<tr>
<td>PMQ.com</td>
<td>35% between scores 8 – 10</td>
</tr>
<tr>
<td>Pizzamarketplace.com</td>
<td>15% between scores 8 - 10</td>
</tr>
<tr>
<td>MONTH</td>
<td>CONTENT</td>
</tr>
<tr>
<td>---------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>January</td>
<td>• <strong>Marketing Focus</strong> Restaurant owners who can put together a savvy marketing plan are light years ahead of those who neglect it. In this issue we’ll talk online ordering apps, SMS marketing &amp; more!</td>
</tr>
<tr>
<td>February</td>
<td>• <strong>Pizza Expo’s Pre-Show Issue!</strong> Increase your leads from the show-floor by more than 100%. Become a Preferred Supplier &amp; make sure your exhibit “makes the list” of those ingredients, equipment &amp; services pizzeria owners are planning to visit by advertising in both the, February &amp; March issues.</td>
</tr>
</tbody>
</table>
| March   | • **International Pizza Expo’s Official Show Issue!** 8,000 additional copies handed to the most aggressive pizzeria operators in the business … to the operators who have come looking for solutions & opportunities.  
• Advertising a 1/2 page or more in both the February & March issues will earn your company Preferred Supplier status & all the benefits that come along with it.  
• **Bonus Distribution of 8,000 copies!** | 1/22/20            | 1/29/20        |
| April   | • **Financial Focus** Restaurateurs tend to get food focused & customer-service oriented, but oftentimes lack an understanding of even basic accounting principles. Sure, they hopefully see the value of hiring an accountant to keep them on track, but they still need to know how to read & interpret a balance sheet, P&L, etc. | 2/20/20            | 2/27/20        |
| May     | • **Ingredients Rundown** In this issue our editors & contributors will take a look at the top-trending & soon-to-become trending ingredients that pizza chefs will be working with for the rest of 2020 & into 2021. | 3/20/20            | 3/27/20        |
| June    | • **The Forgotten Pizzerias** In small towns across the nation, tiny family run pizzerias fight every day just to keep the doors open. These aren’t $1 million+ sales juggernauts, but true mom & pop shops earning far less than $500,000 in sales & struggling to stay relevant in a fast-changing industry. | 4/24/20            | 5/01/20        |
| July    | • **Young Entrepreneur of the Year!** There’s a new generation of pizzeria owners & they’re really making their mark on the business. We’ll interview this year’s winner to find out what’s behind their success. | 5/20/20            | 5/28/20        |
| August  | • **Independent Pizzeria of the Year.** Our annual selection & analysis of who we believe is 2020’s best independent pizzeria owner … as well as a review of the several runners up that made the decision so difficult. | 6/24/20            | 7/01/20        |
| September | • **Pizza & Pasta Expo 2020** … this 4th Annual Pre-Show Issue will show what’s hot in the Italian/Pizza Restaurant scene & what’s expected to be on display on the show-floor.  
• **Increase your leads from the show-floor by more than 100%**. Become a Preferred Supplier & make sure your exhibit “makes the list” of those ingredients, equipment & services pizzeria owners are planning to visit by advertising in the August & September issues. | 7/23/20            | 7/30/20        |
| October | • **Pizza & Pasta Expo 2020 Show Issue!** 3,000 copies will be handed out to the most aggressive independent pizzeria owners in the Northeast … to the owners who have come to the show looking for solutions & opportunities.  
• Advertising a 1/2 page or more in both the September & October issues will earn your company Preferred Supplier status & all the benefits that come along with it. | 8/20/20            | 8/27/20        |
| November| • **Hot 100 Independents & the Top 100 Companies** are two industry lists holding a special place in the minds of today’s pizzeria owners. While there will always be Domino’s, Papa John’s, Pizza Huts & their likes. Many of today’s Top 100 began as Hot 100 independents. This issue will provide a list of Who’s Who independents & a peak into the future of where these companies are headed. | 9/25/20            | 10/02/20       |
| December| • **The Menu Development & Recipe Guide** is the one issue pizzeria owners count on for the next year’s menu ideas. This issue delivers some of the best new recipes we’ve found over the past year & presents them in an easy-to-use format. | 10/23/20           | 10/30/20       |
## PIZZA TODAY AD RATES

### 2020 Display Ad Rates

<table>
<thead>
<tr>
<th>Space</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<td>7,890</td>
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<td>6,570</td>
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<td>Covers 2 &amp; 3</td>
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<td>11,790</td>
<td>11,240</td>
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### 2020 Marketplace Ad Rates

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<td>400</td>
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<td>1,420</td>
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<td>765</td>
<td>720</td>
<td>670</td>
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<tr>
<td>2 Column 4 5/8” W x 3” D</td>
<td>1,115</td>
<td>1,060</td>
<td>1,030</td>
<td>930</td>
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<tr>
<td>2 Column 4 5/8” W x 4”</td>
<td>1,430</td>
<td>1,365</td>
<td>1,375</td>
<td>1,120</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,855</td>
<td>1,785</td>
<td>1,735</td>
<td>1,560</td>
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<tr>
<td>1/2 Page</td>
<td>2,455</td>
<td>2,320</td>
<td>1,855</td>
<td>1,785</td>
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### 2020 Yellow Page Ad Rates

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<tr>
<th>Baseline Listings</th>
<th>Baseline</th>
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<th>Logo Listing 1/2” Vertical</th>
<th>Price per 1” Vertical</th>
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</thead>
<tbody>
<tr>
<td>One Listing</td>
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<td>315</td>
<td>1,660</td>
<td>3,290</td>
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<tr>
<td>Two Listings</td>
<td>630</td>
<td>295</td>
<td>1,590</td>
<td>3,030</td>
</tr>
<tr>
<td>Three Listings</td>
<td>565</td>
<td>275</td>
<td>1,395</td>
<td>2,670</td>
</tr>
<tr>
<td>Four Listings</td>
<td>525</td>
<td>255</td>
<td>1,285</td>
<td>2,510</td>
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<tr>
<td>Five Listings</td>
<td>495</td>
<td>250</td>
<td>1,170</td>
<td>2,280</td>
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<tr>
<td>Six Listings</td>
<td>435</td>
<td>215</td>
<td>1,010</td>
<td>2,030</td>
</tr>
</tbody>
</table>
PIZZA TODAY DIGITAL RATES

PIZZATODAY.COM
All prices are net rates / Agency discount is not included

PIZZATODAY.COM
Monthly Analytics 2020:
• Unique Visitors 56,316
• Total Sessions 66,048
• Page Views 101,892

Space | Rate | Positions
---|---|---
Leader-Board | 1,195 | 4
Rectangle #1 | 695 | 6
Rectangle #2 | 695 | 6
Rectangle #3 | 450 | 8
Rectangle #4 | 250 | 10
Expandable Banners | 725 |
Footer | 275 | 4

CORNERSTONE SPONSORSHIP
12 Month Contract 27,250
Month-to-Month 3,675

PIZZAEXPO.COM & PIZZAANDPASTAEXPO.COM
(Seasonal Rates Apply)
• Pizza Expo Peak-Season / January – March
• Pizza & Pasta NE Peak Season / August – October

Peak-Season Rates
• Count-down clock 750
• Header 795 w/5 – Home Page
• Pre-stitial (Rich Media) 2,500
• Inter-stitial (Rich Media) 2,500
• Inline 695 w/5 – Home Page
• Footer 300 w/5 – Home Page

Off Season Rates
• Header 695 w/5 – Home Page
• Medium Rectangle #1 595 w/5 – Interior Page
• Medium Rectangle #2 495 w/5 – Interior Page
• Medium Rectangle #3 495 w/5 – Interior Page
• Footer 200 w/5 – Home Page

• Off Season Rates 30% off Peak Season Rate
PIZZA TODAY DIGITAL RATES CONTINUED

E-BLAST
(All email addresses have opted-in) as of May 13, 2019

Pizza Today Magazine
• 32,975+ names  5,500
Pizza Expo 2018/2019
• 9,615+ names  1,500
Pizza & Pasta NE
• 3667+ names  1,250
All lists combined
• Approximately 39,618  6,750

Other custom lists can be created.
• Minimum order of 4,000 names @ $300 per thousand … $1,200/month
• Additional charges per selection

Pizza Today
• Average Open Rate = 5%  Average Click Rate = .65%
Pizza Expo
• Average Open Rate = 12%  Average Click Rate = 1%
Pizza Today + Pizza Expo
• Average Open Rate = 8%  Average Click Rate = 1%
combined & deduped

RETARGETING
• 10,000 Impressions (Minimum Package / $400)
• $4,000 / 100k impressions
• Impressions begin with those visiting www.pizzatoday.com and continue wherever they go until the impressions are fulfilled.

HOT SLICE SPONSORSHIP  … examples available.
• Weekly videos on www.pizzatoday.com
• Pizza Today generated content
  • One month minimum program / 4 videos
  • $800/month

STEP (Social Targeting Extension Program)
In our STEP program, we design and implement a social media campaign utilizing Facebook and Instagram, to increase awareness of your products and engagement with Pizza Today’s audience … the most qualified pizzaiolos and pizzeria owners available anywhere!

Your content is promoted by Pizza Today, the most respected source in the industry via a paid Facebook and Instagram campaign. We leverage Pizza Today’s account with a target audience comprised of Pizza Today readers and a custom look-a-like audience created from our first party data.

• 2-month – 20,000 minimum impressions per month program
  • $37.50 per 1,000 impressions
  • Ability to guarantee up to 100k impressions per program!
  • And we’ll guarantee 1.0% CTR or better!!
• We provide guidance and support from our staff of experienced and certified social media strategists and Client Services Team.
• Monthly campaign results of Impressions, Reach, Click-Through-Rates and Clicks are reported directly to the client.
• All ads are created by the Client Services Team at No Charge.
We recommend a minimum of 4 different versions.

• Sample Programs:
  • June & July … 20,000 impressions each month
  • June … 20k impressions … $750
  • July … 20k impressions … $750
  • June & July … total 100k impressions in 2 months
  • June … 50k impressions … $1,875
  • July … 50k impressions … $1,875

CUSTOM VIDEO SPONSORSHIP  … call for more information, examples available.
• Topics to include:
  • Recipes
  • Business Tips
  • Product Releases
• Video distributed to Pizza Today’s social media accounts

Instagram  27.2k followers
Facebook  13,200+ followers
Twitter  10,400 followers
LinkedIn
447
Total Social Media Following (as of 11/20/2019)  55,717+
Quick Tips e-Newsletter has been designed to address the day-to-day critical needs of today’s independent and multi-unit pizzeria owners. The newsletter alternates from week to week with recipes and the best quick-to-read business tips we’ve found throughout the industry.

- Published every Wednesday at 2pm EST
- 5,061 Industry Professionals / Personally Requested subscriptions
- Effective Open rate of 19%
- Click-Thru Rate averages 4%

<table>
<thead>
<tr>
<th>Net Rates/month</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>325</td>
<td>295</td>
<td>275</td>
</tr>
</tbody>
</table>

Dimensions
180 x 150 banner

**RICH MEDIA OPTIONS**

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

**Pre-stitial**
- Banner will open once a day per visitor (IP Address)
- Scheduled to run monthly
- 600 x 400
- 300 x 50 (mobile)

**Inter-stitial**
- Banner opens once per day between the first and third pages visited
- 600 x 400
- 300 x 50 (mobile)

**DIGITAL SPECIFICATIONS:**

- Ad units must launch a new browser window upon click
- Ads are served via iframe ad calls
- Audio must be user initiated with an obvious on/off button
- Expanding ad units must be user initiated
- DFP is used to serve all Emerald Expo sites
- Rich media ads must have an alternative GIF/JPEG version of creative
- Emerald Expo reserves the right to terminate any campaign upon its discretion.

**STANDARD UNITS**

- 960 x 90 pixels (Responsive: 320x50, 468x60, 728x90)
- 300x250 pixels

File Size max: 40kb
Max Loops: 3 loops, 30 fps
Animation Max: 30 seconds
Flash: AS3
Delivery: .ZIP folder or DoubleClick tag.

**CONTACT INFO**

PIZZA TODAY HEADQUARTERS
908 S. 8 Street, Suite 200
Louisville, KY 40207
502-736-9500
800-489-8324
FAX: 502-736-9501

DIGITAL & DISPLAY ADVERTISING
Brent Auman, Associate Publisher
baumän@pizzatoday.com
502-901-2524

Jerry Moschella, Associate Publisher
jmoschella@pizzatoday.com
502-901-2527

DIGITAL, MARKETPLACE & YELLOW PAGES
Stacie Dennison, Sales Director
sdennison@pizzatoday.com
502-901-2528