

Prepared Foods

2018 Planning Guide

Food + Beverage
Product Development
Ingredient Formulation
Culinary Trends





Prepared Foods

Prepared Foods content focuses on food and beverage product development, ingredient formulation and culinary trends. The top influence on product development stems from R&D, Product Development, QA/QC professionals,¹ which makes up over half of our audience.²

Product developers can find resources on seasonings & sauces, fruits & grains, fats & oils as well as better-for-you trends and nutritional products.



Channel Overview

June 2017 BPA Brand Report

MAGAZINE

- Distribution: 12 times per year
- Total Circulation: 40,000

eNEWSLETTER

- Name: Prepared Foods
- Distribution: 1 per week in 2018 (changing from 2 per week in 2017)
- Average # of subscribers: 18,517

EBLASTS

- Average eBlast Deployment: 16,000³

FOOD MASTER⁴

- Total Circulation: 78,976
 - Print: 26,500
 - Digital: 52,476
- Duplicates exist among print & digital.

WEBSITE

- Average Pageviews: 68,708
- Average Sessions: 42,827
- Average Users: 35,461

SOCIAL MEDIA

- LinkedIn: 2,797
- Twitter Followers: 3,314
- Facebook Likes: 1,682

SPECIAL ISSUES

MARCH:
State of the Industry:
Retail New Products

AUGUST:
State of the Industry:
Foodservice New Products

DECEMBER:
Annual Future Forecast Issue

SPECIAL PRODUCTS

FOOD MASTER

Food Master is the industry's exclusive database sourcing equipment suppliers and services as well as ingredient suppliers and R&D services to the food and beverage industry. Buyers and specifiers rely on *Food Master* for purchasing decisions.

EVENTS



August 2018, Chicago, IL

RDSEMINARChicago.com

A practical 2 day "how to" applications-oriented event dedicated to further educating the food & beverage industry's formulators on specific application challenges.



NEW PRODUCTS CONFERENCE

BRINGING INNOVATORS FACE TO FACE WITH THE FUTURE OF FOOD

September 2018

NewProductsConference.com

The food & beverage industry's premier event where product development leaders share inspiring perspectives on new product introductions, culinary advances and emerging consumer trends.

For more information about Prepared Foods, go to www.bnpsOLUTIONS.com/PreparedFoods

¹Examining the Product Development Process, June 2007. ²June 2017 BPA Brand Report. ³Media Owner's Data, 2017. ⁴December 2016 BPA Brand Report.



MARKETS + AUDIENCE

Prepared Foods is part of the FOOD | BEVERAGE | PACKAGING GROUP (FBP). The FBP builds its strength from the breadth and depth of market coverage, content and audience. Each brand falls within several markets, audience segments and comprehensive content themes, which cross-over and expand the overall reach of the FBP as a collective, comprehensive group.

FBP MARKETS⁺

Breadth of market coverage refers to horizontal markets: BROAD content that speaks to the overall processes of food and beverage equipment, ingredients and packaging.

Depth of market coverage refers to vertical markets: FOCUSED industry segments, targeting a specific market, and are encompassed within the horizontal markets.

		BI	BP	CNDY	DF	FP	FE	FM	IA	IP	PS	PF	RFF	SWFB	NP
EQUIPMENT	HORIZONTAL	•	•	•	•	•	•	•	•	•	•	•	•	•	•
INGREDIENTS		•	•	•	•	•	•	•	•	•	•	•	•	•	•
PACKAGING		•	•	•	•	•	•	•	•	•	•	•	•	•	•
BAKERY	VERTICAL	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BEVERAGE		•	•	•	•	•	•	•	•	•	•	•	•	•	•
CANDY/CONFECTIONERY		•	•	•	•	•	•	•	•	•	•	•	•	•	•
DAIRY		•	•	•	•	•	•	•	•	•	•	•	•	•	•
MEAT/POULTRY/SEAFOOD		•	•	•	•	•	•	•	•	•	•	•	•	•	•
FROZEN FOODS		•	•	•	•	•	•	•	•	•	•	•	•	•	•
SNACKS		•	•	•	•	•	•	•	•	•	•	•	•	•	•

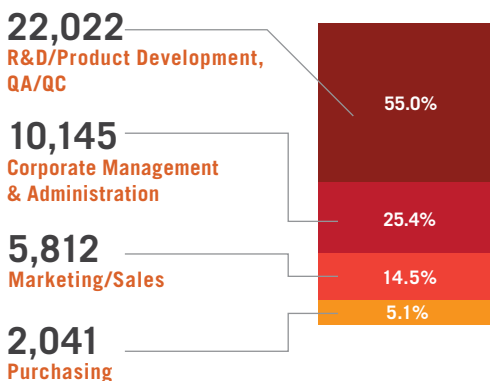
+Media Owner's Data, 2017.

FBP THEMES

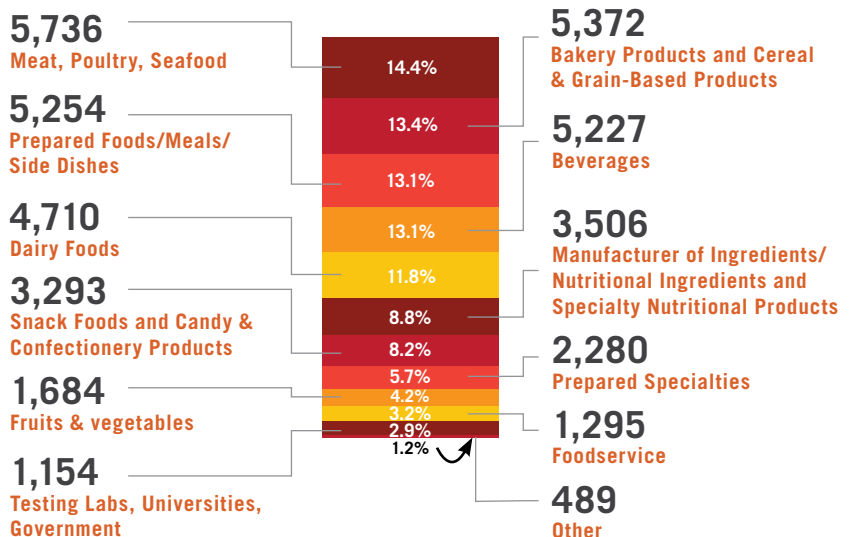
The FOOD | BEVERAGE | PACKAGING GROUP has examined our content to find common topics of interest across our brands. Each of the THEMES has a subset of more specific topics. Ask your sales strategists for details.

PREPARED FOODS AUDIENCE OVERVIEW*

Circulation by Job Title



Circulation by Business & Industry



*June 2017 BPA Brand Report.

MONTH: ad close: materials due:	JANUARY 12/5/17 12/6/17	FEBRUARY 1/12/18 1/15/18	MARCH 2/9/18 2/12/18	APRIL 3/12/18 3/13/18
special issue	BUY ONE GET ONE FREE		STATE OF THE INDUSTRY RETAIL NEW PRODUCTS	
new products & trends	Feature Protein 2.0 Hitting the Shelves Bars Plant to Plate Snacks & Appetizers	Feature Reduced Sugar Products Hitting the Shelves Bakery Foods Plant to Plate Entrées & Sides	This annual reference issue provides processors exclusives on trends and emerging concepts in food, beverage and nutritional products. Baked Goods: Trends in whole grains, fiber and fortification. Beverages: Fortifications for energy, relaxation, health, beauty-from-within. Special section on alcohol and other adult beverage trends. Cereals & Breakfast Bars: Fruits, nuts, whey/soy protein, plus probiotics and ingredients for energy (caffeine, vitamins, tea and botanical extracts).	Feature Authentic/Ethnic Comfort Foods Hitting the Shelves Dairy Foods Plant to Plate Beverages
	Magic Beans From whole beans to bean flours to protein fractions derived from beans, this feature covers the diverse uses of beans as a culinary ingredient—one that shot up like the proverbial eponymous stalk as the gluten-free movement took off.	Rice and Grains From sides to fillings to entrée bases, as well as use in inclusions and coatings—and even as nut replacers—whole grains are gaining ground for their health and texture benefits.	Confections & Snacks: Trends in sweetener systems, salt/sodium; flours, fiber, nuts, seeds, vegetables, herbs, colorants, vanilla, fruit flavorings & extracts + reformulations for health. Sauces, Marinades and Dressings: Stabilizers, oils and flavoring ingredients, gums, cheese sauces, plus ethnic spices and herbs. Dairy: Fortification, prebiotic and probiotic ingredients, dairy proteins, plus gums, texturants & stabilizers. Includes yogurts, kefir, ice cream and dairy analogs/substitutes. Prepared Meat, Poultry & Seafood: Including herbs, rubs, smoked, antimicrobials, tenderizers. Plus meat analogs/substitutes. Pizza, Meals & Entrées: Frozen, refrigerated, sous-vide & shelf-stable. Savory and cheese flavors. Plus: trends in meatless meals. Soups & Side Dishes: Stocks, meat extracts, bases, vegetables, cheese, plus yeasts, starches, stabilizers, texturants.	Up-Tempo Latin Forget tacos and enchiladas; Latin cuisine is now a micro-regional endeavor, from street food of the Mexican interior to specialties of the Peruvian highlands and all points in, south to Tierra Del Fuego and north to Ensenada, with Cal-Mex, Tex-Mex and NewYorkican in between.
culinary creations	SPECIAL REPORT: Getting Clean Minimally processed and socially responsible ingredients are now the most important thing on the label. This primer will cover choosing, sourcing, and getting the best use out of a gamut of ingredient classes to ensure that much coveted clean label. Sidebar: Regulatory aspects of claiming “clean.”	Enzymes on Board Enzymes are used in baking, meat products, and dairy to perform multiple functions, including fermentation, colloid formation, and tenderization. Let’s call this an “Enzymes 101” refresher.		Colors: New Angles, Options Clean-label and organic considerations have given a huge lift to natural colorants. But artificial colorants still are big business. We’ll explore the truths, myths, and future of artificial colors—and where the dividing line really should be.
ingredient challenges				
r&d applications	R&D Seminars Protein	R&D Seminars Sugar Reduction/Sweetener Strategies		R&D Seminars Formulating Texture
better for you foods & beverages	Young Seniors Nutrition needs for today’s 55-and-up are demanding ingredients to address energy, focus, muscle maintenance, digestive health and even a sense of calm.	Li’l Critters From probiotics to fermented foods to yeasts and living sprouts, microorganisms are asserting their dominance in the food chain.	Botanical Superstars The botanical ingredient toolbox is expanding as fast as new discoveries are made and ancient knowledge is confirmed. From powerful plant extracts and phytochemical compounds that must be microencapsulated or masked, to herbs and spices that flavor foods and beverages while providing functional benefits, plant superstars are trending big.	Better Babies The baby food industry is growing up, and the new fresh, frozen, and upscale foods for the 12 months and under set are nothing to cry to mom and dad about. Fertility (Baby Blues) 50 million people are trying to get pregnant, but today’s prospective parents are older than ever and that’s making it tough.
value added opportunities for full-page advertisers	BOGO - Buy One Get One FREE in Print	FREE Product Preview in Print	FREE Company Profile in Print	AdScore Study
bonus distribution		Research Chefs Association Annual Conference		Food Safety Summit PACK EXPO East
shows & events			Research Chefs Association Annual Conference March 26-28, Savannah, GA	SupplySide East April 16-18, Secaucus, NJ PACK EXPO East April 16-18, Philadelphia, PA

2019 FOOD MASTER - PUBLISHED NOVEMBER 2018

MAY
4/11/18
4/12/18

JUNE
5/10/18
5/11/18

JULY
6/11/18
6/12/18

AUGUST
7/12/18
7/13/18

PRE-PRE-IFT ISSUE	PRE-IFT SHOW ISSUE	IFT AT-SHOW ISSUE	STATE OF THE INDUSTRY FOODSERVICE NEW PRODUCTS
<p>Feature Seeds & Grains</p> <p>Hitting the Shelves Prepared Meals & Sides</p> <p>Plant to Plate Sauces, Dressings & Marinades</p>	<p>Feature Sports/Nutrition Products</p> <p>Hitting the Shelves Beverages</p> <p>Plant to Plate Meat, Poultry, Seafood</p>	<p>Feature Clean Label Foods, Drinks</p> <p>Hitting the Shelves Snacks</p> <p>Plant to Plate Breakfast Foods</p>	<p>Trends in ingredients, flavors and overall characteristics of foods and beverages found in foodservices often inspire R&D and marketers at food processing companies in their quest for new product inspirations. Some of these new products are destined for grocery shelves, others are distributed to restaurants and institutions.</p> <p>This annual foodservice issue provides statistics and showcases examples of prepared foods and beverages appearing on menus around the U.S.</p> <p>Typical food component and ingredient inspirations include savory sauces and flavoring systems, fruits, vegetables, grains and nuts, cheese and dairy-based components, sweeteners and emerging ethnic, dessert and beverage flavorings.</p> <ul style="list-style-type: none"> • Sauce and Seasoning Trends • Creative Appetizer Options • Menu Trends in Beverages • Main Meal Innovations in Entrees • Sandwiches • Salads • Soups <p>PLUS: Top 10 Menu Trends Flavors & trendy components inspire the formulations of processed prepared foods. Weight management gains ground.</p>
<p>Wet and Dry A BBQ Story—Barbecue is the great American Religion and each region prays in their own way. We'll cover dry rubs and wet sauces; marinades and sloppy slatherings—plus the cuts of meat that are best for getting the BBQ treatment.</p>	<p>Asian Appeal Capturing authentic Korean and regional Asian flavors with sauces, marinades, spices and more.</p>	<p>Pasta Pasta Review of all things farinaceous, new grains and prep techniques; and what chefs are using their noodles for. Get Stuffed Stuffed delights such as pierogis, calzones, pocket pastries, even mochi ice cream. Ingredients and techniques for keeping insides sumptuous—and inside.</p>	
<p>Trends in Fats & Oils The latest in plant and seed oils, shortening, butter and butter substitutes (margarines and spreads) for cooking, flavoring, and frying.</p>	<p>Starches & Gums Go Big Trending starches, gums, and fibers, from sweet potatoes, konjac, and bananas, to vegetable fibers and gums are hard working, bringing texture, fat replacement and stability to boost health and flavor and stretch shelflife.</p>	<p>Flavor Forward Researching the breadth of food, beverage, snack, dairy, and baking for the new BNP Annual Flavor Survey—a comprehensive look at trends product developers are focusing on as they create the next generation of products. Bonus Feature: The Nose Knows This unique two-page mini-feature explores how fragrances from fruits, vegetables, botanicals, and even floral sources can be used to improve and ensure the success of food and beverage products.</p>	
<p>R&D Seminars Building Blocks: Gums, Starches</p>	<p>R&D Seminars Flavor Formulating</p>	<p>R&D Seminars Clean Label, Non-GMO, Allergen Free</p>	<p>R&D Seminars Better For You & Plant-Based Foods</p>
<p>Inside/Outside Bones, joints, and muscles were made to last forever—but oh, those aches and pains! We look at the ingredients that help build solid structures, and keep them strong and active. Includes proteins (plant and dairy), vitamins (C, D, K), minerals (magnesium, calcium, selenium, potassium, phosphate), and just good food.</p>	<p>Building Up Immunity Vitamins, minerals, co-enzymes, antioxidants, phytochemicals/botanicals all do their part to help build the immune system that protects us from cancer, heart disease, and other diseases as well as control inflammation and diabetes.</p> <p>Sports Performance Formulating for Energy & Recovery</p>	<p>Top 7 Digestive Health Ingredients The 7 ingredients processors are turning to the most to add a digestive health benefit to their products—and why. (Survey-driven.)</p>	
	FREE Product Review in Print	FREE Product Review in Print	FREE Product Profile Online
<p>International Dairy Deli Bakery Association (IDDBA)</p>	<p>Institute of Food Technologists (IFT)</p>	<p>R&D Applications Seminar Chicago</p>	<p>New Products Conference</p>
<p>Food Safety Summit May 7-10, Rosemont, IL</p>	<p>International Dairy Deli Bakery Association (IDDBA) June 10-12, New Orleans, LA</p>	<p>Institute of Food Technologists (IFT) July 15-18, Chicago, IL</p>	<p>R&D Applications Seminar Chicago August, Chicago, IL</p>

R&D APPLICATIONS SEMINAR CHICAGO - AUGUST 2018

2018 EDITORIAL CALENDAR



MONTH: ad close: materials due:	SEPTEMBER 8/10/18 8/13/18	OCTOBER 9/12/18 9/13/18	NOVEMBER 10/12/18 10/15/18	DECEMBER 11/9/18 11/12/18
special issue	IFT POST SHOW ISSUE	SUPPLYSIDE WEST		ANNUAL FORECAST ISSUE
new products & trends	<p>Feature Crafted/Artisan Foods & Drinks</p> <p>Hitting the Shelves Candy & Confections</p> <p>Plant to Plate Dairy Foods</p>	<p>Feature Spirit of Innovation Honorees</p> <p>Hitting the Shelves Meat, Poultry & Seafood</p> <p>Plant to Plate Soups</p>	<p>Feature Plant-Based Foods</p> <p>Hitting the Shelves Dressings, Sauces & Marinades</p> <p>Plant to Plate Bakery Foods</p>	<p>Predictions for 2019's</p> <ul style="list-style-type: none"> • Break-out foods • Break-out beverages • Break-out food/beverage packaging <p>Predictions for 2019's</p> <ul style="list-style-type: none"> • On-trend culinary flavors • On-trend culinary sauces, seasonings • Prep methods
	culinary creations	<p>From the Farm "From the Farm" is the new "local/regional" with comforting, versatile fruits and vegetables minimally processed and applied to everything from fillings, sauces and condiments to dressings and beverages.</p>	<p>Plant Based The technology allowing plant proteins to enhance traditional formulations and create new ones (such as fake meat and dairy) just keeps getting better and better. We'll look at how plant proteins are being put to use to recreate formerly complex textures and flavors while providing health benefits.</p>	<p>Cakewalk Cake creation is a many layered topic. There are snack cakes, cupcakes, cheesecakes, fruitcakes, boozy Bundts and even savory cakes. We look at the base ingredients, the inclusions, and the flavorants—especially vanilla and chocolate—that rock the pastry world.</p> <p>Special Section: Rise Up! Leavenings come in all forms, from phosphates and bicarbonate to egg white to yeast and even beer.</p>
ingredient challenges	<p>Formulating for Food Safety & Extended Shelf Life</p>	<p>Nutritive Sweeteners Return Sugar, fruit syrups, maple, agave, molasses and other sweeteners that contribute calories and texture are coming back strong.</p>	<p>Bits & Pieces Fruits, nuts, seeds, nut analogs, and puffed grains join chocolate chips and nut analogs to enhance flavor and texture in stuffings, sauces, fillings and coatings.</p>	
r&d applications	<p>R&D Seminars Sugar Reduction, Sweetener Strategies</p>	<p>R&D Seminars Clean Label, Non-GMO, Allergen Free</p>	<p>R&D Seminars Beverage Formulating</p>	
better for you foods & beverages	<p>Diet is a Four-Letter Word Healthy ingredients for better weight management are changing the direction of formulating for weight control.</p>	<p>Fortification 101 An update on the vitamin and mineral systems and premix processors should be looking at for future development of better-for-you products. Special 2-page section: Vitamin D's Day in the Sun Vitamin D keeps revealing a wealth of benefit that contributes to cardiovascular, skeletal, mood, and cognitive abilities, among others.</p>	<p>High-Risk Hearts This annual heart health feature checks the pulse of the latest ingredient trends to keep the heart going, the arteries clear, and hypertension low.</p>	
value added opportunities for full-page advertisers		FREE Product Review in Print	AdScore Study	FREE Company Profile in Print
bonus distribution	SupplySide West	Chicago Section IFT Annual Suppliers' Night		
shows & events	New Products Conference September 2018	SupplySide West October 2018, Las Vegas, NV PACK EXPO October 14-17, Chicago, IL	Chicago Section IFT Annual Suppliers' Night November 2018, Chicago, IL	

NEW PRODUCTS CONFERENCE - SEPTEMBER 2018

PREPARED FOODS 2018 PRINT RATES

PRINT (NET)	OPEN	4X	6X	12X	18X
Full-Page	\$9,285	\$9,060	\$8,405	\$8,190	\$7,895
2/3-Page	\$7,520	\$7,305	\$6,585	\$6,360	\$6,240
1/2-Page Vertical	\$7,285	\$6,875	\$6,470	\$6,260	\$6,025
1/2-Page Island	\$6,825	\$6,605	\$6,145	\$5,915	\$5,810
1/2-Page Horizontal	\$6,430	\$6,245	\$5,805	\$5,645	\$5,470
1/3-Page (vertical, square or horizontal)	\$5,085	\$4,905	\$4,615	\$4,505	\$4,370
1/4-Page	\$4,300	\$4,190	\$3,920	\$3,835	
Spread	\$17,510				
Junior Spread	\$11,210				
4-Page Insert	\$15,235				
Belly Band	\$11,260				
Inside Front Cover			\$9,720	\$9,455	
Inside Back Cover			\$9,285	\$9,035	
Back Cover			\$10,175	\$9,860	

PREPARED FOODS 2018 DIGITAL RATES

WEBSITE	NET RATE
ROS	
Super Leaderboard	\$156/CPM
Leaderboard	\$125/CPM
Pushdown	\$181/CPM
Billboard	\$169/CPM
Half-Page	\$141/CPM
Wide Skyscraper	\$113/CPM
Filmstrip	\$169/CPM
Medium Rectangle	\$106/CPM
Home Page Only	
Floating/Interstitial Ads	\$3,915
Rectangle	\$895
Mobile Banner	\$850
Slider	\$4,505
Sponsorships & More	
Topic Sponsorship (5 ads)	\$188/CPM
Topic Sponsorship Upgrade	\$206/CPM
Article Sponsorship	\$670
Retargeting Impressions - Offsite	\$20/CPM
Custom Sponsorships	\$3,505
Featured Products	\$1,545
Podcast	\$3,715
Quiz Sponsorship	\$6,180

VIDEO	NET RATE
Supplied Video	\$3,000
Editing & Promotion	\$2,500
On-location Production - 2 Videographers	\$8,995
Booth Tour - Premium	\$3,995
Event Sponsorship - On-site Production	\$5,995

eNewsletters	MONTHLY NET RATE
Leaderboard	\$4,200
Rectangle	\$3,000
Medium Rectangle	\$3,450
Contextual Ad	\$3,950

EMAIL BLASTS	NET RATE/ eBLAST
Exclusive - Must See	\$4,020
Exclusive - Sneak Peek	\$4,020
Exclusive - Focus On	\$4,020
Multi-Sponsor - Must See	\$1,545
Multi-Sponsor - Sneak Peek	\$1,545
Multi-Sponsor - Focus On	\$1,545

DIGITAL EDITION	NET RATE
Sponsorship	\$7,420

SOCIAL MEDIA	NET RATE
Social Media Package, Facebook & Twitter	\$5,150

WEBINARS	NET RATE
Exclusive 60-Minute (Audio)	\$11,000
Multi-sponsor 60-Minute (Audio)	\$5,775

MOBILE APP	NET RATE
Banner Ad	\$3,410
Full Screen Interstitial Ad	\$2,845

ADDITIONAL OPTIONS	NET RATE
Custom eNews	\$6,860
Interactive Product Spotlight	\$10,870
Editorial Infographic	\$6,820
Conversion Infographic	\$5,770
eBook Single Sponsor	\$9,730
eBook Multi-Sponsored	\$4,060
Native Advertising	\$5,675
InfoCenter	\$17,050/6 mo.

*CPM= Cost Per Thousand (Impressions)
All Rates are monthly unless otherwise noted.

FOR FULL PRINT SPECS VISIT WWW.BNPSOLUTIONS.COM/PREPAREDFOODS



Prepared Foods

FBP EXTRA VALUE

Add a little extra to your marketing campaign with these products.

Only available to qualifying advertisers within corresponding magazine issues. See editorial calendars for scheduling.

PROFILES + PREVIEWS

Use this added space to share a brief profile of your company, products or services. Some profiles/previews will help you to announce a new product, connect with your company at a show, visit a website and much more. Fractional sizes vary per magazine in print. Online and eBlast options also available in select brands.



BOGO - BUY ONE, GET ONE

Buy one ad, get a second free of equal or less size within the same magazine issue.

SUPPLIED VIDEOS + WHITE PAPERS

Advertise in qualifying issues to receive a free video or white paper posting on the corresponding brand's website.

LEAD ADVANTAGE

The Lead Advantage program allows you to receive quality leads: key decision makers reveal purchasing plans. A great way to maximize your ROI.

ADSCORE STUDIES

Be included in a study where readers review your ad within a specific issue. Get honest feedback from real readers.



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MEET THE FBP TEAM

BNP Media's **FOOD | BEVERAGE | PACKAGING GROUP** is not only a group of brands, products and events, but also a group of people ready to support your success.

Meet the team of sales strategist, market leaders, editors, designers and production, event and special project managers and learn about how they will assist you throughout your marketing campaign by visiting our team page:

> bnpsolutions.com/FPB-Team