

Warehousing and Transportation Solutions for the Food and Beverage Supply Chain

Food Logistics

2011 MEDIA PLANNER



MARKET OVERVIEW

2011 MEDIA PLANNER

Warehousing and Transportation Solutions for the Food and Beverage Supply Chain

Food Logistics is the only publication exclusively dedicated to covering the movement of product through the food and beverage supply chain. In every issue, we write about the news, insight, innovation and analysis that will help grocery and foodservice manufacturers and distributors make better business decisions.

Our subscribers are true decision-makers. With 24,000* readers, *Food Logistics* reaches corporate level executives at food and beverage warehouse and distribution centers, as well as on-site vice presidents, directors and managers. These execs make the critical buying decisions for the products, services and technologies that move, store and track product throughout the food and beverage supply chain.

With so many logistics-related publications around, you may wonder why there's a need for a magazine specifically devoted to the food and beverage industry. In fact, the industry is one of the largest and fastest growing in the world – last year, supermarket retail sales reached \$557 billion, according to the Food Marketing Institute. And the restaurant industry posted \$580 billion in sales in 2009, according to the National Restaurant Association.¹

The food and beverage industry faces many unique logistical challenges that don't impact other industries—such as perishable and cold chain issues, SKU proliferation, short shelf life and lead time, smaller and more frequent deliveries, safety and quality concerns and increasing regulations. There isn't any other logistics, material handling or transportation publication that covers these topics for the food and beverage industry to the depth and breadth that *Food Logistics* does.

Food Logistics covers your products, technologies and services from the food and beverage industry perspective: our targeted editorial talks to your most promising prospects. Our seasoned editorial staff keeps readers up-to-date on the latest trends in:

- Warehousing and Material Handling
- Transportation
- Information Technology
- Third-party and Refrigerated Logistics

If you are providing logistics products, services or software to the food and beverage industry, there's no better magazine to deliver your message than *Food Logistics*.

Food Logistics



Food Logistics

is the only logistics publication 100% dedicated to the grocery and food service distribution supply chain. All 24,000* of our subscribers are transportation, warehousing, technology and 3PL logistics decision makers. If the grocery and foodservice distribution industry is your target audience then no other publication has a more comprehensive reach than *Food Logistics*.

EDITORIAL OVERVIEW

Connecting to Our Readers—News, Trends and Analysis

For the past 14 years, the food and beverage industry has undergone dramatic changes that have transformed many traditional distribution systems. And only one publication has been there to cover and report on the full impact of these changes: *Food Logistics*.

Since 1997, *Food Logistics* has been serving this virtually unrecognized segment of the food and beverage industry—those buying decision makers who work behind the scenes, operating warehouses and running fleets, moving product through the supply chain.

Today, we continue to provide our readers with the best logistics coverage of the food industry. In every issue, we report on the critical issues that our readers are addressing.

Here are some of the highlights of this year's content:

Warehouse Automation: The latest in AS/RS, conveyors, pick-to-light and voice solutions—January/February issue.

Logistics Innovators: Ten food companies will be featured—March issue.

Facility Design and Sight Selection: The latest trends in facility design and where to build them—April/May issue

Sustainability Outlook: A look at “green” warehousing and transportation trends—June issue.

2011 Outsourcing Directory: A listing of the leading third-party logistics and cold storage providers— July/August issue.

Annual Safety Issue: Improving warehouse and transportation safety practices and reducing supply chain risk—September issue.

Warehouse Manager's Handbook: Improving productivity at the distribution center—October issue.

Eighth Annual FL100: 100 software and hardware solution providers to the food and beverage industry—November/December issue.*

And in every issue:

Third-Party /Refrigerated Logistics Series

Today's food and beverage companies are turning to 3PLs and cold storage providers to help them meet their warehousing and transportation needs.

January/February: Multi-vendor Consolidation

March: Rail Update

April/May: PRW Update

June: Reverse Logistics

July/August: Rail/Intermodal Trends

September: Managing the Cold Chain

October: Intermodal Update

November/December: Partnering With Diversified Carriers

Case Studies

An in-depth look at food and beverage companies that have improved their warehouse and/or fleet operations

Status Reports

Articles offering hands-on information about products and services regarding:

- Warehousing and Material Handling
- Transportation
- Information Technology

Departments

- Supply Scan: News and trends from across the supply chain.
- Columnists: Leading industry experts and analysts share their thoughts on logistics trends in the industry.
- The Last Word: Interviews with food industry professionals.
- Plus: Calendar, People and New Products.

www.foodlogistics.com

ON-LINE EXCLUSIVES: SAFETY AND SUSTAINABILITY

Food Logistics has launched an on-line only section featuring news, trends and stories about food safety and sustainability. In addition, we've developed two bi-monthly safety and sustainability newsletters to deliver even more information on these topics.

GOLDEN PALLET AWARDS

Food Logistics Golden Pallet Awards acknowledge the food industry's leaders in warehousing. The Golden Pallets are bestowed upon warehouses that demonstrate substantial productivity improvements. Two companies are selected in each of the following categories:

March: Large Distribution Center

November/December: Small Distribution Center

* To nominate a company, go to www.FoodLogistics.com. There is no submission cost.



¹ Source: Food Marketing Institute, National Restaurant Association * Source: June 2010 BPA Statement

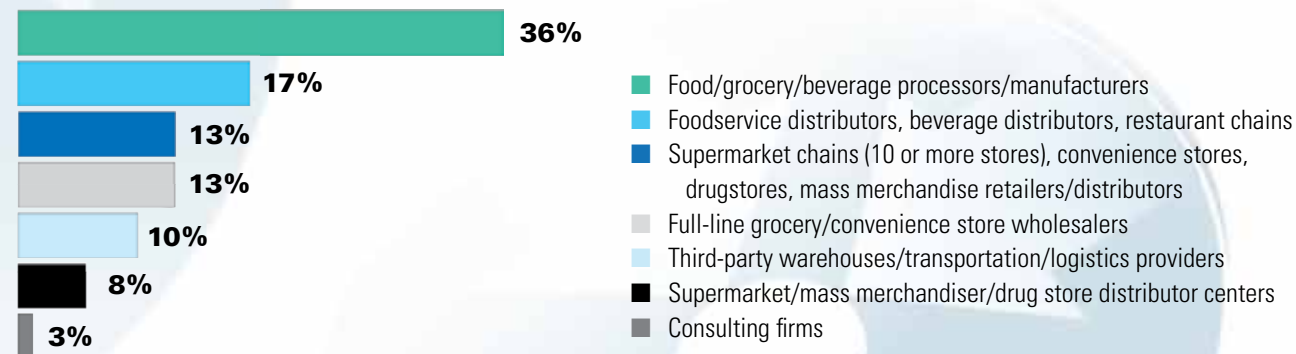
Connecting You—To The Decision Makers

Food Logistics provides broad market coverage, while penetrating deep into the food and beverage industry. With a qualified circulation of 24,000* subscribers, *Food Logistics* has the deepest penetration of food and beverage logistics professionals of any publication. We reach corporate level executives at food warehouses and distribution centers, as well as on-site vice presidents, directors and managers. And because *Food Logistics* delivers a unique editorial mix of strategy and hands-on practice, it appeals to the entire management team. Advertisers reach the multiple influencers on buying decisions. In addition, *Food Logistics* has over 5,000 eBook subscribers.***

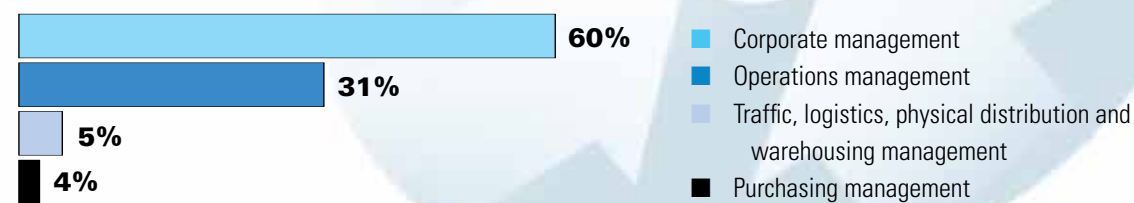


TOTAL QUALIFIED CIRCULATION: 24,000*

QUALIFIED CIRCULATION BY BUSINESS*



QUALIFIED CIRCULATION BY TITLE*



QUALIFIED CIRCULATION BY FLEET SIZE**



Our readers plan to purchase the following products in the next 12 to 18 months:**

Trucks 48%	WMS 29%	3PL services/warehouse 25%
Lift trucks 33%	Logistics software 29%	Batteries/chargers 24%
Pallets 32%	Trucking services 28%	Barcode/Auto ID scanners 24%
Refrigerated trailers 30%	Racking systems 27%	Dock equipment 22%
3PL services/transportation 30%	Doors—dock/interior 27%	
Computer hardware/software 30%	Dry trailers 27%	

FOOD LOGISTICS READERS MAKE PURCHASING DECISIONS

48% of our readers report that they specify, evaluate, recommend, select or buy equipment, products or services for transportation, material handling and information technology.**

Food industry leaders are deciding where to invest in products and services. If you're interested in capturing a piece of this growing market, *Food Logistics* will help you get your marketing message to these readers throughout the food supply chain. Here is a sample of some of the companies we reach.

MANUFACTURERS

- American Bottling Co.
- Anheuser-Bush
- Birds Eye Foods
- Blue Bell Creameries
- Blue Diamond Brewing
- Boars Head Provisions
- Cadbury Schwapp's Americas BE
- Campbell Soup
- Canada Dry Bottling Co.
- Chiquita Brands
- Coca-Cola
- ConAgra
- Coors Brewing Co.
- Del Monte Corp.
- Flowers Baking Co.
- Frito Lay Inc.
- General Mills
- Heinz USA
- Hershey Foods Corp.
- Hidden Valley Industries
- Hormel Foods Corp.
- International Brand
- Interstate Brands Corp.
- Kellogg Co.
- Kraft Foods
- Land O'Lakes
- Miller Brewing
- Nestle USA
- Ocean Spray
- PepsiCo
- Perdue Farms
- Procter & Gamble
- Quaker Oats
- Sara Lee
- 7 UP / RC Cola Bottling Co.
- Tropicana Products
- Tyson Foods Inc.
- Unilever
- United Dairy Farmers
- Welch Foods Inc.
- Wells Dairy Inc.
- Windsor Foods
- Wrigley

RETAILERS

- A&P
- Albertsons
- Brookshire Bros.
- Circle K
- Costco Wholesale Corp.
- CVS Caremark
- CVS Corp.
- Exxon Mobil Corp.
- Food 4 Less
- Food City
- Food Lion
- Holiday Foods & Groceries
- Hy Vee Incorporated
- Kroger Co.
- Kwik trip Foods Inc.
- Marsh Supermarkets
- Meijer
- New Albertson's Inc.
- Oscor Drug
- Pathmark Stores
- Piggly Wiggly Carolina Co.
- Publix Supermarkets
- Rite Aid
- Safeway Inc.
- Sam's Club
- Save-A-Lot Food Stores Inc.
- Save Mart Supermarkets
- 7 Eleven
- Shaw's Supermarkets
- Smart & Final Stores Corp.
- Smith's Food & Drug Centers
- Target
- Walgreens
- Wal-Mart Supercenters
- Whole Foods Market
- Winn-Dixie Stores

DISTRIBUTORS

- Affiliated Foods Inc.
- Associated Grocers
- Associated Wholesale Grocers
- Columbus Distributing
- DiCarlo Distributors
- Giant Eagle Co.
- GSC Enterprises
- Harris Teeter
- Imperial Trading
- McLane
- Nash Finch Co.
- Penn Traffic Co.
- Roundy's Inc.
- Spartan Stores
- Supervalu Inc.
- Unified Western Grocers
- United Wholesale Grocery
- Wakefern Food Group

FOODSERVICE

- Ben E. Keith Foods
- Bashas
- Ditta Meat Foodservice
- Dot Foods
- Farmer Bros. Co.
- Foodservices of America
- Gordon Food Service
- Keystone Foods
- LaBatt Food Service
- McCain Foodservice
- McLane Foodservice
- Performance Food Group
- Reinhart Foodservice
- Shamrock Foods
- Stanz Foodservice
- Sysco Food Service
- U.S. Foodservice

THIRD-PARTY LOGISTICS PROVIDERS

- AmeriCold Logistics
- Atlas Cold Storage
- C.H. Robinson
- Cloverleaf Cold Storage
- CSX Transportation
- DSC Logistics
- Eckert Cold Storage
- Greatwide Logistics
- Hanson Logistics
- Henningson Cold Storage
- Interstate Warehousing
- Kane Is Able
- Landstar Global Logistics
- Millard Refrigerated Service
- Penske Logistics
- Polar Cold Storage
- Preferred Freezer Services
- Ruan Transportation
- Ryder System Inc.
- Total Logistic Control
- U.S. Cold Storage



*Source: June 2010 BPA Statement **Source: Food Logistics Reader Study, May 2010 ***Publisher's own data

ISSUE DATE	SPECIAL REPORTS	KEY FEATURES	STATUS REPORTS	BONUS DISTRIBUTION/TRADE SHOWS
JANUARY/ FEBRUARY Double Issue Ad Close: 1/25/11 Material Due: 2/2/11	Warehouse Automation: Trends in Automated Storage/Retrieval System (AS/RS), conveyors, pick-to-light and voice solutions Fleet Manager's Guide: The latest in equipment applications, management services and trends	Third-Party/Refrigerated Logistics: Multi-Vendor Consolidation	Warehousing: Lift Trucks Transportation: Routing Systems Information Technology: Yard Management	<ul style="list-style-type: none"> • IWLA Annual Convention • NTEA Work Truck Show • MHIA's ProMat 2011
MARCH Ad Close: 3/3/11 Material Due: 3/7/11	Golden Pallet Award: Large Distribution Center (>100,000 sq. feet) Top 10 Logistics Innovators: The who, what, where and when of logistics innovation	Third-Party/Refrigerated Logistics: Rail Update	Warehousing: Racking Systems Transportation: Truck Report 2011 Information Technology: Voice Solutions	<ul style="list-style-type: none"> • Logicon 2011 • RFID Journal Live • NPTC Annual Convention • IARW-WFLO Annual Cold Chain Convention • WERC Annual Conference • United Fresh 2011 • MHIA's ProMat 2011
APRIL/MAY Double Issue Ad Close: 4/14/11 Material Due: 4/22/11	Perishables Logistics: Trends in temperature control from farm to fork Facility Design and Site Selection: The latest trends in facility design and the best places to locate them	Third-Party/Refrigerated Logistics: PRW Update	Warehousing: Pallets and Containers Transportation: Load Planning Information Technology: Annual WMS Review	<ul style="list-style-type: none"> • GCCA's Food Logistics Forum • Logistics and Supply Chain Forum • NLS Food Chain Summit
JUNE Ad Close: 5/13/11 Material Due: 5/23/11	Sustainability Outlook: A look at the latest "green" warehousing and transportation initiatives that food companies are implementing throughout their supply chain Top 25 Green Supply Chain Partners: From pallet suppliers to lift truck vendors, and truck manufacturers to third-party logistics providers, Food Logistics names 25 supply chain partners that are leading the green revolution	Third-Party/Refrigerated Logistics: Reverse Logistics	Warehousing: Automated Storage/Retrieval System (AS/RS) Transportation: Trailer Update Information Technology: On-demand TMS	
JULY/ AUGUST Double Issue Ad Close: 7/15/11 Material Due: 7/25/11	Best Practices: Managing relationships with 3PL and cold chain providers Rail/Intermodal Trends: Reducing costs, increasing productivity with rail	Third-Party/Refrigerated Logistics: 2011 Outsourcing Directory—100 3PL and Cold Storage Providers	Warehousing: Lift Truck Leasing Transportation: Fleet Leasing Information Technology: 3PL's Offer Tech Solutions	<ul style="list-style-type: none"> • IFDA Distribution Solutions Conference
SEPTEMBER Ad Close: 8/19/11 Material Due: 8/29/11	Annual Safety Issue: Warehouse and transportation safety issues will be addressed in this special issue. Topics include: Creating a safe working environment, warehouse and dock safety points, training workers and drives, setting up safety programs Supply Chain Management: Is your supply chain at risk?	Third-Party/Refrigerated Logistics: Managing the cold chain	Warehousing: Lift Truck Training Transportation: Cargo Theft Information Technology: Data Security	<ul style="list-style-type: none"> • NFRF Convention • CSCMP Annual Conference • IFDA Distributions Conference • Worldwide Food Expo
OCTOBER Ad Close: 9/15/11 Material Due: 9/23/11	Warehouse Manager's Handbook: Improving productivity in the DC Product Recall: Tracking, tracing product through the supply chain	Third-Party/Refrigerated Logistics: Intermodal Update	Warehousing: Dock Equipment Transportation: Reefer Update Information Technology: Cloud Computing	<ul style="list-style-type: none"> • IFDA Distribution Solutions Conference
NOVEMBER/ DECEMBER Double Issue Ad Close: 11/11/11 Material Due: 11/18/11	FL100: 100 software and hardware solution providers in the food industry Golden Pallet Award: Small distribution center (<100,000 sq. feet)	Third-Party/Refrigerated Logistics: Partnering with diversified carriers	Warehousing: Cubing and Weighing Transportation: Route Vehicles Information Technology: Handheld Devices	<ul style="list-style-type: none"> • NLS Food Safety Quality Summit

FACT-

ADVERTISING IN FOOD LOGISTICS GENERATES ACTION:

Almost 90 percent of our respondents took a positive action with regard to a product or service after seeing it advertised in *Food Logistics*. Of those, 21 percent said they contacted an advertiser after they saw an ad and 22 percent said they recommended or purchased a product or service.*

*Source: Food Logistics Reader Study, May 2010

FOOD LOGISTICS READERS ARE ENGAGED:

Half of our readers reported spending at least 30 to 60 minutes reading each issue of *Food Logistics*.*

*Source: Food Logistics Reader Study, May 2010

FOOD LOGISTICS READERS MAKE PURCHASING DECISIONS:

Forty-eight percent of our readers report that they specify, evaluate, recommend, select or buy equipment, products or services for transportation, material handling and information technology.*

*Source: Food Logistics Reader Study, May 2010

PRINT RATES

2011 MEDIA PLANNER

Food Logistics' publishes each issue in print and electronically using e-Book, an exact replica of the printed magazine.

2011 AD RATES

Four-Color Print Ad Rates (gross) - includes print & electronic version

Ad Size	1X	3X	6X	8X
Full Page	5,835	5,603	5,377	4,893
2-Pg Spread	9,445	9,177	8,693	8,147
1/2-Page Spread	6,051	5,809	5,572	5,093
2/3 Page	4,671	4,481	4,300	3,919
1/2 Page Island	3,713	3,419	3,265	3,116
1/2 Page	3,399	3,100	2,853	2,570
1/3 Page	2,972	2,858	2,735	2,498
1/4 Page	2,549	2,441	2,338	2,137

Premium Positions

Back Cover	7,298	7,004	6,721	6,113
Ins Front Cover	7,004	6,726	6,453	5,871
Ins Back Cover	6,422	6,165	5,912	5,382

Print List Rental—35¢ per name. Minimum 1000 names. 3rd party Mail House.

Make your print advertising stand out by utilizing one or more premium, high impact options:

- Inserts
- Belly Band
- French Door Cover
- Gatefold Cover
- Posters
- Fold-out Tabs
- BRC Cards
- Stickers

AGENCY COMMISSION

15% of gross to recognized Advertising Agencies submitting material to specifications. Commission is disallowed if payment is not submitted within 30 days of invoice date. Commission applies to space, color and position charges. No agency commission on production or handling charges.

TERMS & CONDITIONS

Production charges may be billed at a rate of \$85 per hour if applicable. Interest will be charged if an invoice is not paid within 30 days. The rates are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate. Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.

PRINT VALUE-ADDED
Electronic Lead Generation Program
Display Ads Only

2011 Marketplace Classified Advertising Rates

FL Circ. 24,201 BPA Audited - Published 8x Annually: Jan/Feb, Mar, Apr/May, June, July/Aug, Sept, Oct, Nov/Dec

Ad In Food Logistics Magazine	1x	3x	6x	8x	12x	Duplicate On 1 Website	
1 Column Inch	3.125"w x 1"d	235	210	200	190	180	35
1/8th	3.125"w x 2.25"d	400	360	335	310	290	45
1/4th	3.125"w x 4.75"d	670	610	560	520	475	65
1/2 Journal	6.375"w x 4.75"d	1,090	990	915	835	760	85
Full Journal	6.375"w x 10"d	1,685	1,575	1,445	1,330	1,175	105

Free Color To All 8x Advertisers

Add 2nd Color To Any Size Ad (Black + Red, Blue, Green or Yellow): Add \$50

Add Full Color / (4-Color) To Any Size Ad: Add \$125

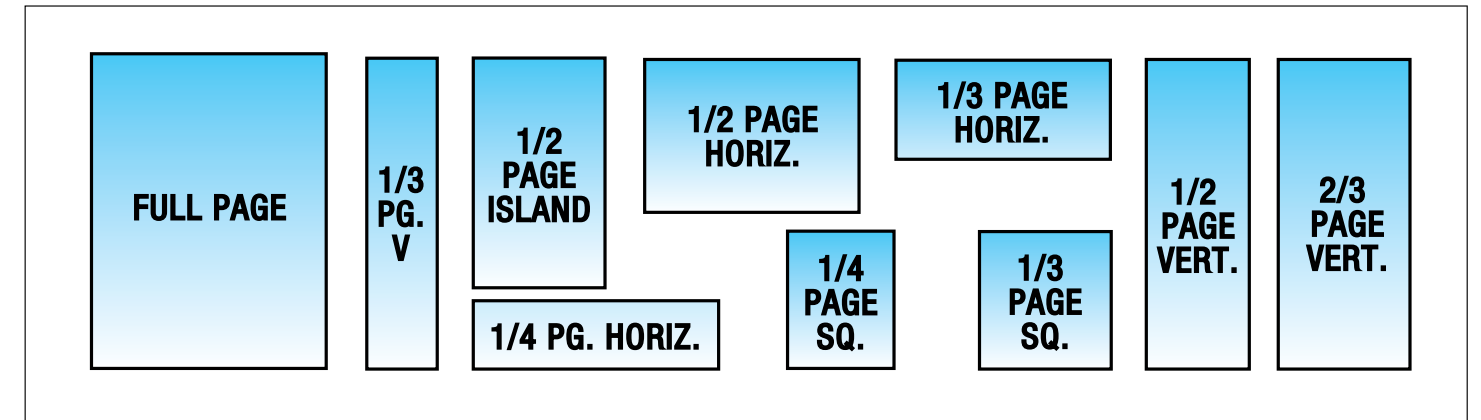
Ad Duplication On The Website: Appear On The Classified Page & Include A Free Link To Your Web site and/or E-mail Address
www.FoodLogistics.com

All rates listed are net rates per insertion per publication. All marketplace classified Advertising is pre-paid prior to closing. Mastercard, Visa, American Express

CONTACT:
Sara-Emily Steadman
Phone: 800-547-7377 Ext. 1344
Email: sara-emily.steadman@cygnusb2b.com
Fax: 866-854-2976

PRE-PAYMENT MAILING ADDRESS:
Sara-Emily Steadman
Cygnus Business Media
1233 Janesville Avenue
Fort Atkinson, WI 53538

SPECIFICATIONS



DIGITAL SPECIFICATIONS

Publication trim size	7 15/16" w x 10 3/4" h
Full page no bleed	7" w x 10" h
Full page bleed size	8 1/8" w x 11" h
Full page spread no bleed	15" w x 10" h
Full page spread bleed size	16 1/4" w x 11" h
2/3 page no bleed	4 9/16" w x 10" h
2/3 page with bleed	5 5/16" w x 11" h
1/2 page spread no bleed	15" w x 5" h
1/2 page spread w/bleed	16 1/4" w x 5 1/2" h
1/2 page island no bleed	4 9/16" w x 7 1/2" h
1/2 page island w/bleed	5 1/8" w x 8 1/8" h
1/2 page horizontal no bleed	7" w x 4 7/8" h
1/2 page horizontal w/bleed	8 1/8" w x 5 1/2" h
1/2 page vertical no bleed	3 3/8" w x 10" h
1/2 page vertical w/bleed	3 7/8" w x 11" h
1/3 page square	4 9/16" w x 4 7/8" h
1/3 page horizontal	7" w x 3 1/4" h
1/3 page vertical w/bleed	3 1/16" w x 11" h
1/3 page vertical no bleed	2 3/16" w x 10" h
1/4 page square	3 3/8" w x 4 7/8" h
1/4 page horizontal	7" w x 2 1/4" h

KEEP LIVE MATTER 3/8" AWAY FROM FINAL TRIM
AND 1/2" FROM BLEED SIZE
CRITICAL MATERIAL SHOULD NOT RUN INTO GUTTER

EMAIL ADS TO:

suzette.schear@cygnuspub.com
File(s) must not exceed 10MB in size.
All graphics must be 300 dpi or higher.

MAIL AD MATERIAL TO:

Cygnus Business Media
Attn: Suzette Schear
3 Huntington Quad., Suite 301N • Melville, NY 11747

INSTRUCTIONS FOR SENDING MATERIAL TO THE CYGNUS FTP SITE

We are able to accept email through our FTP site. Files must be compressed. Please call ahead and let me know that you are sending to this site.

To send a file to the Cygnus FTP site:

1. Go to <http://webftp.cygnuspub.com>
2. Type in Suzette - press continue
3. Select Suzette Schear from list that comes up
4. Fill in your name/subject/email address and message.
5. Press the browse button to attach the file.
6. Hit continue.

Once your ad has been successfully been downloaded, you will receive an email confirmation.



INTERACTIVE ADVERTISING RATES

2011 MEDIA PLANNER



Website

FoodLogistics.com

According to the most recent Harris Interactive Executive Survey, when advertisers use combined print and interactive channels for their B2B marketing programs, industry buyers respond:

- More likely to ask for more information
- More likely to recommend the brand of product or service
- More likely to request meeting with a sales representative

Today, every marketing program benefits from strategic inclusion of an interactive program. ROI is more important than ever before and online programs can play a major role in your media-spend accountability. The benefits of an interactive ad campaign include:

- Reinforcing your print message
- Increasing your reach and frequency
- Providing immediate and measurable results
- Enabling on-line surveys for research and product feedback
- Directing your customers to a specific location on your website
- Increasing brand awareness
- Proven lead-generation programs.

FoodLogistics.com is the single source solution providing a powerful, online resource that helps marketing executives connect with influential customers in the food industry.

Exclusive eBlasts — No spamming! Sponsored exclusively by YOU. E-blasts can work to secure instant leads and help to increase traffic to your website.

Exclusive eBlasts
(Monday, Wednesday, & Thursday)
\$2,575 each

eNewsletter Text and Banner Ads — Are exclusive and most include two advertising positions above the fold plus one text ad position below the fold.

Monthly eNewsletter Advertising (non-animated)
(Tuesday & Friday)
Leaderboard - **\$1,545**
Skyscraper - **\$1,236**
Mid-Page Banner Ad - **\$773**

Hot Product—**\$800** each edition

Weekly eNewsletter Text Ads
(Title, 50 word description and url link)
\$600 each

Website Ads — Rotating and fixed ads on home or interior pages can increase exposure to influential customers. AdRelevance reports 63% of all online ads are created for branding purposes.

Monthly Rotating Website Advertising

Welcome Ad - **\$3,000**
A large eye-catching ad appearing when visitor first enters site
Videospokesperson - **\$2,500**
An audio ad conveying your company's exclusive message
EyeBlaster - **\$2,060**
Corner Peel - **\$2,000**
Leaderboard - **\$1,545**
Skyscraper - **\$1,236**
Medium Rectangle - **\$1,030**
Banner - **\$773**
Button - **\$485**

Interactive Ad Sizes

We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

Maximum file size:
Leaderboard - 728 X 90
Banner - 468 X 60
16K animated Gif or JPEG, 35k rich Media
Skyscraper - 120 X 600
Medium Rectangle - 300 X 250
30K Animated GIF or JPEG, 50K Rich Media
Button - 120 X 60
10K Animated GIF or JPEG, 25K Rich Media
Corner Peel - 75 x 75 / 500 x 500 - 400k
10K Animated GIF or JPEG, 25K Rich Media
Welcome Ads - 640 x 480, .jpg, .gif, Flash
10K Animated GIF or JPEG, 25K Rich Media
Video spokesperson - Ask sales rep. for details.
For detailed Interactive specifications, visit www.foodlogistics.com/arc.

Web Seminars — Customized content delivered to decision makers where they want to view it. Web seminars are great for sales lead generation and are a direct communication path to talk to your prospects — LIVE!

Web Seminars - \$12,000



Welcome Ad

Buyers' Guide Listings — The Food Logistics Buyers' Guide is the food logistics industry's most comprehensive list of companies that service this important market. A Premium or Featured listing, means your listing is moved to the top of the list or highlighted — it stands out from your competitors.

Premium - \$995, Featured - \$495
Bold - \$250, Basic - complimentary

Podcasts — This effective communication tool utilizes the news/talk radio concept and the Internet's delivery capabilities, allowing you to increase your marketing reach and visibility while building your lead generation database. To learn more about integrating these programs into your marketing strategies for 2010, contact your Food Logistics sales representative.

Podcast - \$5,665

Custom eSurvey — Food Logistics can create an attractive, custom-designed survey for the brand analysis and research you are looking for.

Exclusive Custom e-Survey
1-5 questions - **\$3,100**
6-20 questions - **\$6,180**

Video Network — Video marketing is the hottest effort online and it is a unique, effective way to market your products in action. The Food Logistics Video Network allows you to leverage the power of video to highlight your competitive advantages, showcase your customers using your products and announce exciting new products or services coming to the market.

\$600/month

Why does the industry come to FoodLogistics.com?

News. Information. Assessment. Community.

News — FoodLogistics.com provides real-time and breaking news specific to your industry.

Information — FoodLogistics.com allows visitors quick search capabilities for industry products, services and in-depth research.

Assessment — FoodLogistics.com's wide-ranging editorial format allow for multiple views and opinions, with links to relevant content that, in total, gives a more intimate view of industry trends and thinking.

Community — FoodLogistics.com features a number of interactive reader mechanisms, including such venues as open event calendars, forums, blogs, etc.

YOUR ADVERTISING INVESTMENT IS SAFE AND MONITORED!

All marketing programs on FoodLogistics.com include reliable, third-party reporting on campaign performance, so you have quantifiable results in order to see what's working and what can be expanded.

Leaderboard

Button

Banner

Med. Rectangle

Skyscraper

growengage

Let **Cygnus Custom Marketing** bring your messages to life and **illuminate** your brand to those who matter most . . . **your customers.**

We know them. They know us.
Let us make an introduction for you.

Gerry.Whitty@cygnuspub.com / CygnusCustomMarketing.com

Cygnus Custom Marketing

engage • illuminate • grow



Cygnus Business Media reaches millions of professionals annually. As one of America's top business-to-business media companies, Cygnus is leading the way in providing targeted content to top decision-makers and organizations. The company's corporate initiatives and organizational architecture are built with one goal: fully engaging audiences in Aviation, Building & Construction, Public Safety & Security, Agriculture vertical markets and a variety of other industries. www.cygnusb2b.com

Food Logistics

Jolene Gulley

Publisher

480- 413- 0354

jgulley@foodlogistics.com

Judy Welp

East Coast Sales Manager

480-821-1093

jwelp@foodlogistics.com

Carrie Konopacki

West Coast Advertising Manager

920-568-8309

ckonopacki@foodlogistics.com

Kathy Doherty

Editor-in-Chief

631-963-6228

kdoherly@foodlogistics.com