

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

THE INDUSTRY'S #1 BUSINESS MAGAZINE

*The Only National Magazine Devoted Exclusively to the
Buying End of the Retail Deli, Prepared Food,
Foodservice and Specialty Cheese Markets.*

Deli Business covers the market segments found within the retail deli department, including the deli, prepared foods, foodservice and specialty cheese markets. The magazine is edited for the buying end of the trade: retailers (supermarkets, specialized retail chains, club stores, mass merchandisers and restaurants), distributors, wholesalers, exporters and importers. Editorial is geared toward the marketing, merchandising, management and procurement interests of the field.

Feature editorial brings profit opportunities into focus and includes original research and analysis of industry data, special merchandising reports, tracking and review of trade and consumer trends, and retail and foodservice case histories.

Also included is exclusive commentary and analysis on developments in finance, commerce and government as they affect the deli trade.



PUBLISHED BY PHOENIX MEDIA NETWORK, INC.

DeliBusiness@phoenixmedianet.com

P.O. Box 810217, Boca Raton, FL 33481

(561) 994-1118

THE MAGAZINE FOR INDUSTRY PROFESSIONALS

2022 EDITORIAL CALENDAR

	FEB/MARCH	APRIL/MAY	JUNE/JULY
COVER STORY	Food Safety	Sandwiches	17th Annual People's Awards
FEATURES	Prepared Foods	Packaging	Salads
MERCHANDISING	Condiments Sushi	Side Dishes	Cross Merchandising
PROCUREMENT	Private Label	Deli Bread, Pickles	Salads, Snacks
PREPARED FOODS	Pizza	Asian Fare	Mediterranean Foods
DELI MEATS	Roast Beef	Salami	Deli Meat Supplement
CHEESES	Gruyere	Grana Padano	Gouda
SUPPLEMENTS	Corporate Profiles		
AD CLOSING	1/15/22	3/5/22	5/7/22
BONUS DISTRIBUTION	Refrigerated Food Show		IDDBA, ACS
	AUG/SEPT	OCT/NOV	DEC/JAN
COVER STORY	Grab 'n Go	Sustainable Delis	Going Green
FEATURES	Back to School Gucamole	Holiday Dinners Private Label	Soup Charcuterie
MERCHANDISING	Tailgating	Organic Food	Olives
PROCUREMENT	Rotisserie Chicken	Crackers	Dips & Spreads
PREPARED FOODS	Party Platters	Appetizers	Italian Foods
DELI MEATS	Salami	Jamon Ham	Turkey
CHEESES	Appenzeller	Sao Jorge	Ossau Iraty
SUPPLEMENTS			
AD CLOSING	7/16/22	9/10/22	11/5/22
BONUS DISTRIBUTION	Summer Fancy Food Show	PLMA	Winter Fancy Food Show

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

BUSINESS ANALYSIS OF CIRCULATION

Retailers	3,305
Corporate, voluntary, cooperative chains, single unit operations, retail buying organizations. Includes supermarkets, supercenters, convenience stores, warehouse clubs and other retailers.	
Wholesale Grocers and Foodservice Distributors	1,555
Wholesale grocers, foodservice distributors, and specialized wholesalers.	
Brokers	266
Contract Feeders	18
Exporters / Importers	95
Manufacturers	990
Miscellaneous	2,213
Total Circulation	8,442
Additional Distribution	2,765
Distributed at Conventions and Trade Shows 2,000	
Others allied to the field 765	
Total Distribution	11,207

DELI BUSINESS provides saturation coverage of deli/foodservice executives located at headquarters or division locations of supermarkets, mass merchandisers, club stores, convenience stores, major distributors and appropriate wholesalers. This includes all personnel with managerial, procurement, merchandising, menu planning and other relevant authority.

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

THE MAGAZINE FOR INDUSTRY PROFESSIONALS

ADVERTISING RATES

Four-Color	1X	3X	6X
Page	\$5,315	\$4,775	\$4,180
2/3 Page	\$4,180	\$3,790	\$3,350
1/2 Page	\$3,700	\$3,370	\$3,025
1/3 Page	\$3,070	\$2,820	\$2,540
1/6 Page	\$2,245	\$2,100	\$2,000

Two-Color (Black and one PMS color)

Page	\$4,350	\$3,800	\$3,210
2/3 Page	\$3,250	\$2,825	\$2,380
1/2 Page	\$2,740	\$2,400	\$2,090
1/3 Page	\$2,100	\$1,850	\$1,575
1/6 Page	\$1,280	\$1,140	\$980

Premium Positions

BACK COVER	\$5,850	\$5,255	\$4,590
INSIDE COVERS	\$5,580	\$5,010	\$4,390
SPREAD	\$7,445	\$6,685	\$5,845

When Available:

FULL PAGE PROFILES	\$6,380	\$5,730	\$5,010
1/2 PAGE PROFILES	\$4,255	\$3,885	\$3,470

Noncommissionable Handling Charges:

\$1,200 for tipping (glued) in
\$1,500 for hand insertion

Frequency Discounts: Applied to the number of insertions used by an advertiser within a 12-month period from date of first insertion of contract.

Discounts and Terms

15% of gross billing is allowed for supplied artwork that meets our specifications. To earn discount, account must be paid within 30 days of invoice. Terms are net 30 days, no cash discount. Commission is not allowed on charges such as inserting, reprinting or special handling. Publisher reserves the right to change rates upon 60-day notice. Inserts are accepted subject to size and scheduling limitations. Contact Publisher for availability. Postcards must be accompanied by full page ad size or larger. Insertion orders must be received by closing dates. Ads requiring composition or mechanical work, allow ten additional working days. Neither the advertiser nor its agency may cancel advertising after the closing date. If new copy is not received, publisher has the right to run material that is, in publisher's sole opinion, suitable.

Rate Policy and Contracts

If within a 12-month period from the date of first insertion, advertiser does not use amount of space upon which its billing has been based, advertiser will be short-rated. If during that same period, advertiser uses sufficient additional space to reach a higher rate break, advertiser will be rebated. All insertion orders for advertising in DELI BUSINESS are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the advertisement. No conditions—printed or otherwise appearing on the space order, billing instructions or copy instructions—that conflict with the publisher's stated policies and current rate card will be binding on the publisher. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Failure (by the

advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice. Uniform rates apply to all advertisers at all times. Conversion of ad material to publisher's digital or mechanical requirements will be billed at publisher's cost. Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or its agency. All advertisements for DELI BUSINESS are accepted and published by Phoenix Media Network, Inc. on the representation that both the advertiser and advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of the advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless Phoenix Media Network, Inc., its officers, agents, and employees, against all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement. All contents of advertisements are subject to publisher approval. Publisher reserves the right to reject, exclude or cancel any advertisement, insertion order, space reservation, or position commitment at any time. The publisher will insert the word "advertisement" prominently into any advertisement which simulates editorial content. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. The publisher assumes no liability if for any reason it becomes necessary to omit or cancel an advertisement. The publisher's liability for any error will not exceed the charge for the advertisement in question. The publisher assumes no liabilities for error in type set by the publisher. As used in this section, the term "publisher" shall refer to Phoenix Media Network, Inc.

PUBLISHED BY PHOENIX MEDIA NETWORK, INC.

DeliBusiness@phoenixmedianet.com

P.O. Box 810217, Boca Raton, FL 33481

(561) 994-1118

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

THE MAGAZINE FOR INDUSTRY PROFESSIONALS

MECHANICAL SPECIFICATIONS

UNIT	NON-BLEED	BLEED
Page	7 1/2 x 10	8 5/8 x 11 1/8
Spread	15 7/8 x 10	17 x 11 1/8
2/3V	4 3/4 x 10	5 3/4 x 11 1/8
1/2 Island	4 3/4 x 7 2/3	N/A
1/2H	7 1/4 x 4 7/8	8 5/8 x 5 1/2
1/3S	4 3/4 x 4 7/8	N/A
1/3V	2 1/4 x 10	N/A
1/6	2 1/4 x 4 7/8	N/A

- Magazine Trim Size: 8 3/8" wide by 10 7/8" deep
- Binding: Perfect; Printing: Web Offset, Four-Color
- All Dimensions are Width x Depth
- For gutter safety on spreads, keep all live matter 1/4" from each side of center line for total 1/2"



Electronic Files

Preferred formats are: QuarkXpress, Illustrator, PhotoShop, hi-res PDF. Scans should be at 300 dpi, CMYK (not RGB), saved as EPS or TIFF. Any file compression on your images, such as JPG, must be saved at the highest resolution. Scale and rotate your scans in their original application so they are imported into the page layout program at 100%/0 degrees, cropped loosely (in QuarkXpress, no more than plus or minus 10% scaling margin is allowed). Photoshop flatness settings should not be too low (3 is good). Avoid complex clipping paths. Line art converted to bitmap should be at least 1000 dpi.

Nesting and layering images in illustration program can cause problems when importing to a page layout program (i.e. TIFF placed in an Illustrator EPS file with an embedded font, then the whole file saved as EPS is placed in the application program). Putting your final ad together (images, illustrations and text) in the layout program is preferable. Check to ensure you have included all linked graphic files. With Illustrator files, include the native files as well as the EPS. Import scans to the layout program rather than rastering it in the drawing application. Do not use white boxes for cropping, masking or

other. But if you must, then use a black box with a zero percentage fill. Remove unneeded objects from your ad, rather than covering them. Use only Postscript 1 or 2 fonts. If you use a Truetype font, you must change the final copy/text to outlines. Truetype fonts that have not been converted shall be replaced by the closest possible postscript font match. Include all screen and printer fonts needed for your ad. Open files on the disk you are sending us to ensure all linked files are present and updated. Run "Collect for Output" in QuarkXpress (this will ensure there are no missing images).

Contact and Delivery

E-mail only if the file(s) you are sending are less than 5 MB. Larger files can be placed on our FTP site—call for more information. Please make sure that all your files are within a folder containing all necessary documents (fonts, illustrator or Freehand artwork and text) before E-mailing them as an attachment. Please alert us by telephone. In subject line, identify the magazine, client and subject matter. Files being sent should have recognizable name (preferably the client's name as part of the structure). **Deliver to:**

Diana Levine

Production Manager
dlevine@PhoenixMediaNet.com
561.994.1118 ext. 106

DELI BUSINESS

P.O. Box 810425
Boca Raton, FL 33481

Material sent via traceable courier to:

5400 Broken Sound Blvd. NW
Suite 400
Boca Raton, FL 33487

PUBLISHED BY PHOENIX MEDIA NETWORK, INC.

DeliBusiness@phoenixmedianet.com

P.O. Box 810217, Boca Raton, FL 33481

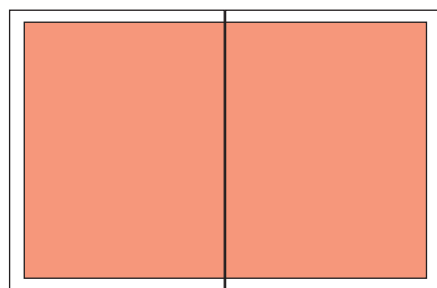
(561) 994-1118

DELI BUSINESS

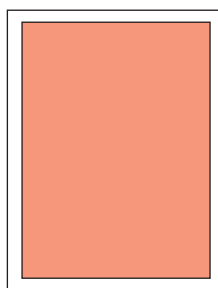
MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

THE MAGAZINE FOR INDUSTRY PROFESSIONALS

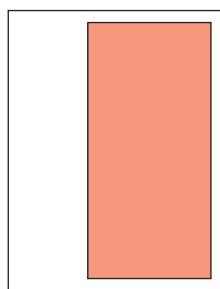
AD SIZES



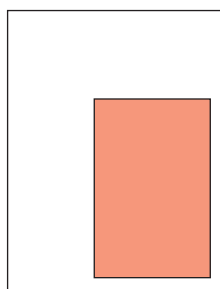
2 PAGE SPREAD
15.875" by 10"



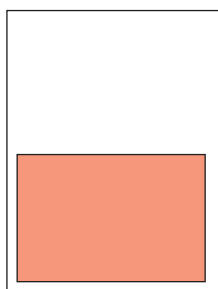
FULL PAGE
7.5" by 10"



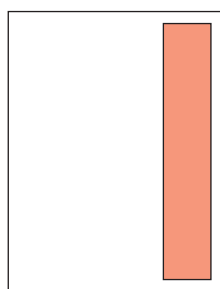
2/3 PAGE
4.75" by 10"



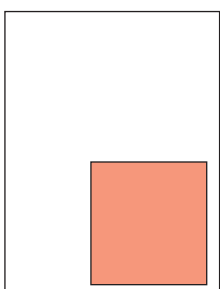
1/2 ISLAND
4.75" by 7.667"



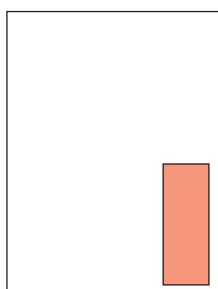
1/2 HORIZONTAL
7.25" by 4.875"



1/3 VERTICAL
2.25" by 10"



1/3 SQUARE
4.75" by 4.875"



1/6 PAGE
2.25" by 4.875"

Electronic Files

Preferred formats are: QuarkXpress, Illustrator, Photoshop, hi-res PDF. Scans should be at 300 dpi, CMYK (not RGB), saved as EPS or TIFF. Any file compression on your images, such as JPG, must be saved at the highest resolution. Scale and rotate your scans in their original application so they are imported into the page layout program at 100%/0 degrees, cropped loosely (in QuarkXpress, no more than plus or minus 10% scaling margin is allowed). Photoshop flatness settings should not be too low (3 is good). Avoid complex clipping paths. Line art converted to bitmap should be at least 1000 dpi. Nesting and layering images in illustration program can cause problems when importing to a page layout program (i.e. TIFF placed in an Illustrator EPS file with an embedded font, then the whole file saved as EPS is placed in the application program). Putting your final ad together (images, illustrations and text) in the layout program is preferable. Check to ensure you have included all linked graphic files. With Illustrator files, include the native files as well as the EPS. Import scans to the layout program rather than rastering it in the drawing application. Do not use white boxes for cropping, masking or other. But if you must, then use a black box with a zero percentage fill. Remove unneeded objects from your ad, rather than covering them. Use only Postscript 1 or 2 fonts. If you use a Truetype font, you must change the final copy/text to outlines. Truetype fonts that have not been converted shall be replaced by the closest possible postscript font match. Include all screen and printer fonts needed for your ad. Open files on the disk you are sending us to ensure all linked files are present and updated. Run "Collect for Output" in QuarkXpress (this will ensure there are no missing images).

Contact and Delivery

E-mail only if the file(s) you are sending are less than 5 MB. Larger files can be placed on our FTP site—call for more information. Please make sure that all your files are within a folder containing all necessary documents (fonts, illustrator or Freehand artwork and text) before E-mailing them as an attachment. Please alert us by telephone. In subject line, identify the magazine, client and subject matter. Files being sent should have recognizable name (preferably the client's name as part of the structure). **Deliver to:**

Diana Levine

Production Manager
dlevine@PhoenixMediaNet.com
561.994.1118 ext. 106

DELI BUSINESS

P.O. Box 810425
Boca Raton, FL 33481

Material sent via traceble courier to:

5400 Broken Sound Blvd. NW
Suite 400
Boca Raton, FL 33487

PUBLISHED BY PHOENIX MEDIA NETWORK, INC.

DeliBusiness@phoenixmedianet.com

P.O. Box 810217, Boca Raton, FL 33481

(561) 994-1118