



FANCY FOOD

& CULINARY PRODUCTS

THE GOURMET PRODUCTS MAGAZINE FOR RETAILERS

JULY 2009
FANCY FOOD

& CULINARY PRODUCTS
 THE GOURMET PRODUCTS MAGAZINE FOR RETAILERS

Neita's Charleston Vinaigrette • Marinades

Artemis Olive Oil

Tea Forte

Denby USA

Food & Vine Inc.

Le Creuset of America Inc.

Wildly Delicious Fine Foods

Sagaform Inc.

Bluedogz Design

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Fancy Food & Culinary Products

build YOUR MARKET SHARE

Our tabloid-size pages command attention and generate terrific response for all sizes of advertisements. Our quality printing and paper will insure an outstanding product presentation, have more visual impact and produce better sales results!

create YOUR BRAND AWARENESS

Our editorial staff will assist you by highlighting your products in feature stories and special editorial product pages that influence the buying decisions of retailers and support your advertising campaign.

increase YOUR SALES IN NEW MARKETS

We can help you reach new markets by offering your products exposure in our two sister publications, Giftware News magazine and Chef magazine, which target the gift and foodservice industries. Check our 2010 editorial calendar inside for your opportunity to reach the gift industry three times in our exclusive Gourmet Gift Guides. Multiply your current customer base using these resources.

reach YOUR BONUS BUYERS

Fancy Food & Culinary Products magazine will distribute magazines at 15 industry trade shows in 2010! This is the way to get your message into the hands of attendees at these shows and more: Winter and Summer Fancy Food Shows, Atlanta AmericasMart Winter and Summer Markets, International Home & Housewares Show, Gourmet Housewares Show, NCA Sweets & Snacks Expo, IDDBA Show, SCAA Show and World Tea Expo, New York Spring and Fall Tabletop Shows, PLMA's Private Label Trade Show, Winter and Fall Philadelphia National Candy Gift & Gourmet Shows



Fleming • Stirrings • Zak Designs •
Pepper Creek Farms

Our easy-to-read and *authoritative editorial*
— along with *cutting-edge design* in a tabloid
format — delivers a steady stream of sales leads. Count
on *Fancy Food* to communicate your message and
drive traffic to your show booth, too!

2010 Editorial Calendar

<i>January</i>	<i>February</i>	<i>March</i>
<p>Winter Fancy Food Show Issue</p>	<p>Gourmet Gift Guide Issue  With bonus circulation of 22,000 in <i>Giftware News</i></p>	<p>International Home and Housewares Show Issue</p>
<ul style="list-style-type: none"> • Cookies & Biscuits • Gourmet Cooking Sauces • Jams, Jellies & Preserves • Pestos & Tapenades • Snacks: Oh, Nuts <p>Holiday: Easter Candy & Chocolates</p> <p>Deli Focus: Bacon</p> <p>Housewares: Lunch Bags & Boxes</p>	<ul style="list-style-type: none"> • Classic Condiments • Great Grilling Part 1: Dry Rubs and Seasonings • Wedding & Party Favors <p>Holiday: Mother's Day</p> <p>Deli Focus: Specialty Cheese</p> <p>Housewares: Grilling Accessories</p>	<ul style="list-style-type: none"> • Cheese Balls for Dessert • Great Grilling Part 2: Barbecue Sauces & Glazes • Salad Dressings • Specialty Gourmet Cleansers <p>Holiday: Memorial Day/Picnic Season</p> <p>Deli Focus: Ice Cream & Gelato</p> <p>Housewares: Cutlery & Cutting Boards</p>
<p>Editorial Deadline: 11/20/09 Advertising Deadline: 11/30/09</p>	<p>Editorial Deadline: 12/30/09 Advertising Deadline: 01/04/10</p>	<p>Editorial Deadline: 01/25/10 Advertising Deadline: 02/02/10</p>
<i>April</i>	<i>May</i>	<i>June</i>
<p>SCAA Show Issue</p>	<p>NCA's Sweets & Snacks Expo, IDDBA Show Issue</p>	<p>World Tea Expo, AmericasMart Summer Show, and Summer Fancy Food Pre-Show Issue</p>
<ul style="list-style-type: none"> • Breakfast Baking Mixes • Great Grilling Part 3: Brines and Marinades • Specialty Coffee <p>Holiday: Father's Day</p> <p>Deli Focus: Baked Goods & Cakes</p> <p>Housewares: Coffee & Tea Servingware</p>	<ul style="list-style-type: none"> • Classic Candies • Drink Mixers & Rimmers • Organic Chocolate <p>Holiday: Fall Favorites</p> <p>Deli Focus: Gourmet Cheese</p> <p>Housewares: "Green" Kitchenware</p>	<ul style="list-style-type: none"> • Crackers & Flatbreads • Creative Condiments • Delicious Dip Mixes • Giftbasket Essentials <p>Holiday: Oktoberfest</p> <p>Deli Focus: Specialty Meats</p> <p>Housewares: Aprons & Kitchen Linens</p>
<p>Editorial Deadline: 02/23/10 Advertising Deadline: 03/02/10</p>	<p>Editorial Deadline: 03/23/10 Advertising Deadline: 04/01/10</p>	<p>Editorial Deadline: 04/22/10 Advertising Deadline: 04/30/10</p>

July

Summer Fancy Food Show Issue

- All-Star Snacks
- Dessert Baking Mixes
- Holiday Chocolates
- Products with a Cause
- Seasonings & Spices
- Simmer Sauces

Holiday:

Halloween

Deli Focus:

Vinegars

Housewares:

Wine & Cheese Accessories

Editorial Deadline: 05/14/10
Advertising Deadline: 05/20/10

August

Gourmet Housewares Show and Gourmet Gift Guide Issue



With bonus circulation of 22,000 in *Giftware News*

- Baking Ingredients
- Specialty Soups
- Warm Dips

Holiday:

Thanksgiving

Deli Focus:

Olives & Pickled Vegetables

Housewares:

Glassware & Mugs

Editorial Deadline: 06/25/10
Advertising Deadline: 07/02/10

September

The Ultimate Holiday Issue

- Bake & Serve Appetizers
- Easy Hors d'Oeuvres
- Entertaining Partyware
- Giftable Holiday Sweets
- Gourmet Coffee & Cocoa
- Grab & Go Gifts
- Heavenly Desserts
- Holiday Tabletop Trimming
- Merry Cocktail Mixers

Editorial Deadline: 07/26/10
Advertising Deadline: 08/02/10

October/November

Natural Products Expo East, PLMA Show and NYC Tabletop Show Issue

Gourmet Gift Guide Issue



With bonus circulation of 22,000 in *Giftware News*

- Superbowl Snacks
- Oatmeal & Cereals
- Organic Coffee & Tea
- Pasta & Sauces

Holiday:

Valentine's Day

Deli Focus:

ACS Cheese Award Winners

Housewares:

Kitchen Tools

Editorial Deadline: 09/23/10
Advertising Deadline: 09/29/10

Looking to reach buyers in the gift industry?

The Gourmet Gift Guide is a special section of gourmet gift items featured in *Fancy Food* that is then reprinted in our sister publication, *Giftware News*. Just add 15% to your *Fancy Food* rate and your ad will be seen by more than 22,000 EXTRA gift-shop buyers.

It's like getting TWO ads for close to the price of ONE!

The Gourmet Gift Guide issues

February: Ad repeats in the March issue of *Giftware News*

August: Ad repeats in the September issue of *Giftware News*

October/November: Ad repeats in the December issue of *Giftware News*



Available Only in Fancy Food...

3 Unique Ad Sizes

FRONTIER SOUPS

hearty meals

ILLINOIS PRAIRIE CORN CHOWDER

OUTSTANDING PRODUCT WINNER
NASFT 2005

all natural soup mixes
deliver convenience,
nutrition and great taste

Simply Satisfying Meals
No salt, preservatives or MSG and glu

www.frontiersoups.com
or call toll-free 1.800.253.05

Super Size 1/4 Tabloid 4.5" x 6" = \$1195 net

We Maximize Your Budget

Don't miss this incredible opportunity! Our unique ad sizes provide big impact, with enough room to spotlight products and deliver your message.

Make a big impact at a small price!

The 1/4 Page Tabloid

\$1195 net

Size: 4.5 inch wide x 6 inch high

The Cube

\$795 net

Size: 4 inch wide x 4 inch high

The Mini Ad

\$495 net

Size: 3 inch wide x 3 inch high

Frequency Bonus: Generate sales by running a 6x schedule... Buy 5 ads and get a 6th ad FREE!

fastachi

2007 outstanding food gift 2007 outstanding innovation in packaging design or function
2008 outstanding snack food 2008 outstanding diet and lifestyle product

800 466 3022 fastachi.com info@fastachi.com

Mini 3" x 3" = \$495 net

Come visit us

New York
Fancy Food
Show
June 28-30
Booth #5311

Atlanta
Gift Show
July 10-14
Building 2 West Wing
Booth #2-526

The French Farm
www.TheFrenchFarm.com
716-660-0577

Cube 4" x 4" = \$795 net

2010 Rates & Dates

GROSS RATES

4-COLOR SPACE	1X	3X	6X	9X	12X
Tabloid Page	\$5,900	\$5,525	\$5,050	\$4,850	\$4,495
½ Page (Tab)	3,950	3,675	3,495	3,350	3,100
Standard Page	5,250	4,985	4,550	4,425	4,075
⅓ Page	4,250	3,925	3,775	3,650	3,500
½ Island	3,575	3,250	3,175	3,050	2,825
½ Page (Std)	3,350	3,150	2,875	2,750	2,600
⅓ Page	2,525	2,275	2,150	2,025	1,895
¼ Page	1,975	1,800	1,650	1,600	1,450
⅙ Page	1,550	1,425	1,250	1,200	1,135

SPECIAL-VALUE ADVERTISING

- **MINI:** (3" X 3"): **\$495 NET**
- **CUBE:** (4" X 4"): **\$795 NET**
- **SUPER-SIZE 1/4 PAGE:** (4.5" X 6"): **\$1,195 NET**

BILLING POLICY

Agency commission is 15% of gross billing allowed to recognized advertising agencies on space, color and position, provided account is paid net 45 days. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

PRODUCTION DATA

Cancellations are not accepted after closing date. Binding Method: Saddle-stitch. Printing: Web Offset. Film Charges: Prepress cost of \$200 for copy dot scan and match print. Standard page layout: Keep live matter .375" from all trim sides. All material stored for one year only.

CLOSING DATES

ISSUE	SPACE	MATERIAL
January.....	11/30/09.....	12/07/09
February.....	01/04/10.....	01/08/10
March.....	02/02/10.....	02/09/10
April.....	03/02/10.....	03/09/10
May.....	04/01/10.....	04/06/10
June.....	04/30/10.....	05/07/10
July.....	05/20/10.....	05/27/10
August.....	07/02/10.....	07/08/10
September.....	08/02/10.....	08/09/10
October/November.....	09/29/10.....	10/06/10

Please provide materials to the following specifications:

- Please supply your ad completed with no changes necessary.
- Please make sure your ad is the proper size.
- We accept ads in the following formats: PDF.
- PDF 1/4 Transparency Not Recommended. If PDF comes in with the above Talcott will not be responsible for any errors to the ad.
- Please make sure the effective resolution is 300 DPI or better.
- Please include or embed all fonts and images.
- Please make sure your ad is in CMYK.

MECHANICAL REQUIREMENTS

TABLOID SIZE	WIDTH	DEPTH
Bleed Size	10.375"	13.9375"
Trim Size (Full page)	10.125	13.6875
Non-bleed	9.25	12.75
½ Page Horizontal	9.25	6.375
½ Page Vertical	4.5	13

STANDARD SIZE (IN TABLOID-SIZE BOOK)

Standard Page Bleed	7.75"	11"
Trim Size	7.5	10.75
Std. Page (non-bleed)	7	10
⅓ Page	4.625	10
½ Page Horizontal	7	4.625
½ Page Vertical	3.125	10
½ Page Island	4.625	7.375
⅓ Page Square	4.625	4.875
⅓ Page Vertical	2.25	10
¼ Page	3.375	4.875
⅙ Page Horizontal	4.625	2.375
⅙ Page Vertical	2.25	4.875
Mini	3	3
Cube	4	4
Super-Size ¼ Page	4.5	6

B&W Rate, 2-Color Rate, Matched (Pantone) Rate and Insert Pricing available on request.



Circulation: Look Who's Reading Fancy Food!

Gourmet & Specialty Retailers
High-End Supermarkets
Natural Food Stores
Cheese, Deli & Wine Stores
Club & Warehouse Stores
Department Stores
Kitchenware & Cookware Retailers
Upscale Gift Stores
Gift Basket Retailers
Candy Stores
Coffee & Tea Retailers
Mail Order & Internet Retailers
Distributors & Brokers

= ***21,458 Qualified Buyers****

Fancy Food retailers are smart, savvy and sophisticated! They crave new products and merchandising ideas. Our editorial expertise and bold design have created a devoted readership and make us a must-read publication for the gourmet buyer.

94% sell gourmet & specialty foods*

86% sell kitchenware & housewares*

82% sell cheese & deli foods*

*Totals percentages calculated by multiplying the percents against the total circulation based on an in-house reader survey of 376 random Fancy Food subscribers.

**June 2009 BPA Statement



Rave Reviews

"Our Fancy Food magazine ads provide great exposure in the specialty food industry. Often at trade shows, when we ask attendees if they are familiar with our brand, they will say they saw us in Fancy Food Magazine."

Terry Brown, Wing-Time

"I advertise in Fancy Food ... I think running full page ads and the yummy food-forward photos are generating interest."

Tressa Cooper, Earth & Vine Provisions

"I advertise in Fancy Food magazine because we get positive results for our ad dollar!"

Rich Shaffer, Torn Ranch

"We have gotten calls for our ketchups because retailers saw them in Fancy Food magazine. Thank you for including them!"

Pam Kraemer, Dulcet Cuisine

"We have opened many accounts, large and small, from buyers who were not familiar with Nikki's Cookies until we started advertising in Fancy Food. The large format makes the ads pop! We count on Fancy Food to get our name out there!"

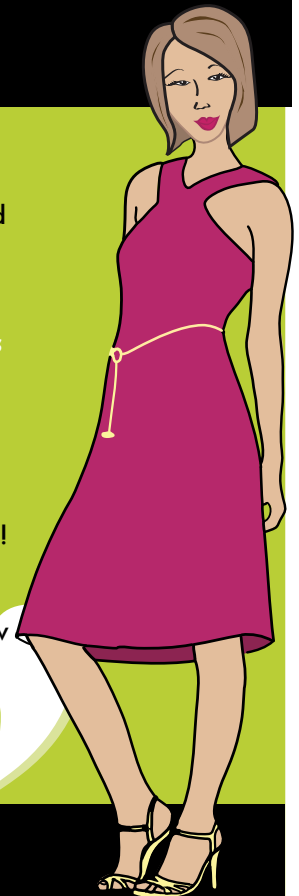
Nikki Taylor, Nikki's Cookies & Confections

"Thank you so much for our coverage in Ask Nancy. The calls have been tremendous."

Judy Smith, Wine-A-Rita

"Thanks so much for the sensational coverage! We got an amazing amount of calls and requests from customers. I think that such enthusiastic response goes a long way to show trust that retailers have in Fancy Food and Culinary Products."

Katie Das, Das Foods



Advertisers, send your new products to fancyfood@talcott.com for consideration for our popular Shelftalk new products department.

More Media Clout

Online Advertising

Our website offers a resource to specialty food buyers 24 hours a day, 365 days a year. Online readers can access selected magazine content, recipes, archives of our *NewsBytes E-Newsletter*. Our website receives thousands of hits each month.

Full banner ad:	Button ad:
3x \$895 per month	3x \$595 per month
6x \$695 per month	6x \$495 per month
12x \$495 per month	12x \$295 per month

All banner ads include a complimentary hyperlink to drive viewers directly to your company.

Fancy Food Contacts

Advertising:
800/229-1967, ext. 26
or jfallon@talcott.com

Editorial:
312/849-2220, ext. 38
or fancyfood@talcott.com

Production:
800/229-1967, ext. 36
or bmowrey@talcott.com



News Bytes E-Newsletter

This weekly e-newsletter provides current industry news, product releases and trade show information in an easy-to-read concise format directly into the e-mail inboxes of select subscribers. We can include a full banner in 2 consecutive issues of NewsBytes for only \$395 net. A 4-week schedule for a full banner ad is \$750 net!

Web In

Drive buyers to your website. Web-in ads measure 2.25 inches wide x 1 inch high and appear inside the magazine and on our home page. A 3-month consecutive program is \$125 per month. Or, go for a full year for only \$75 per month.

Gourmet Buyers' Guide

A directory ad will send retailers to your company when they are looking for specific products. Choose from more than 30 categories in this buyers' guide format. These ads appear in the magazine and online at www.fancyfoodmagazine.com. Ad size measures 2.25 inches wide x 2 inches high and is \$250 per month for 3 consecutive issues. A full year of buyers' guide advertising is only \$150 per month.

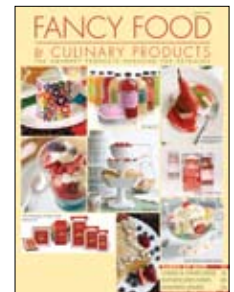
On Special Request

Reinforce your advertising message and support your marketing efforts with insert advertising, belly band advertising, reprints and list rental. Call for pricing.

TALCOTT
P U B L I S H I N G

www.talcott.com

Family-owned and -operated since 1976, Talcott Publishing is the respected publisher of *Fancy Food & Culinary Products*, *Giftware News*, *Baby & Kids*, *HomeFashion & Furniture Trends*, *Chef/Equipment Solutions*, and *Chef Educator Today*.



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