

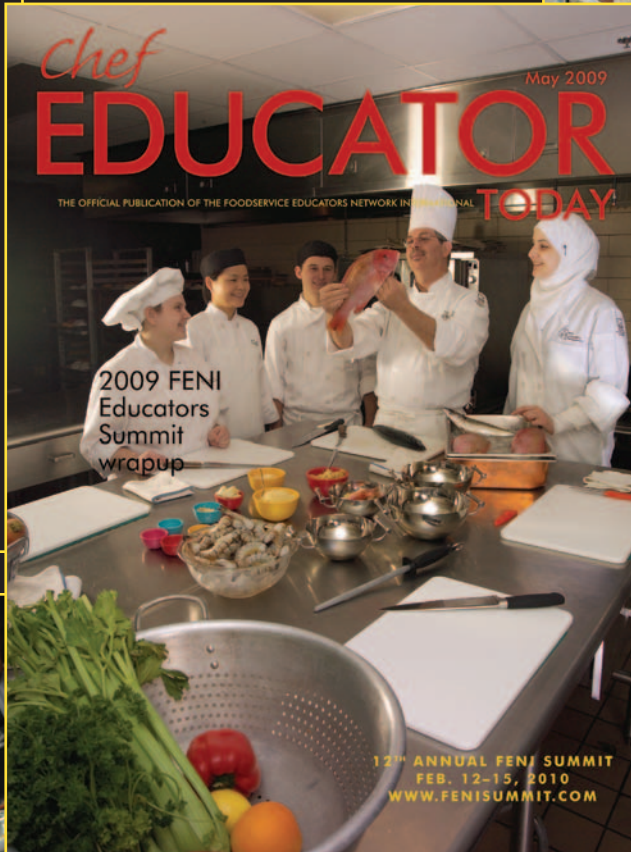
Chef EDUCATOR

THE OFFICIAL PUBLICATION OF THE FOODSERVICE EDUCATORS NETWORK INTERNATIONAL

TODAY

Print ads appear in the digital
edition for FREE!

Editorial Calendar • Print, Digital & Electronic Media Advertising Rates & Data
Circulation Information • Mechanical Requirements • Marketing Opportunities



2010 Media Kit

www.chefedtoday.com • www.fenisummit.com

2010 Editorial Calendar

Spring (February)	Summer (May)
<p>FENI Educators Summit At-Show Issue</p> <p>Feature: Teaching allergen-friendly cuisine Food Focus: New cuts of meat Baking & Pastry: Advanced bread techniques Lesson Plan: Poultry Teaching Tools: Maintaining a course Web site In the Classroom: Teaching special-needs students Culinary Math: Determining menu prices by utilizing profit margins</p> <p>Bonus Distribution: FENI Educators Summit, Research Chefs Association Annual Conference</p>	<p>Feature: Career center: Helping students find jobs Food Focus: International cuisine Baking & Pastry: Chocolate Lesson Plan: Beef Teaching Tools: Podcasting to further student learning In the Classroom: Assessment and grading Culinary Science: Molecular gastronomy</p> <p>Bonus Distribution: National Restaurant Association Restaurant, Hotel-Motel Show, American Culinary Federation National Convention</p>
<p>Space Close: 1/06/10 Material Due: 1/14/10</p>	<p>Space Close: 04/01/10 Material Due: 04/09/10</p>
Autumn (August)	Winter (November)
<p>FENI Summit Wrap-up</p> <p>Feature: Culinary competitions Food Focus: Side dishes Baking & Pastry: Specialty cakes Lesson Plan: Cheese Teaching Tools: Designing multimedia assignments In the Classroom: Facilitating student learning Culinary Math: Calculating restaurant profitability</p> <p>Bonus Distribution: Western Foodservice Expo, Florida Restaurant & Lodging Show</p>	<p>Feature: Learning outside of the classroom: Culinary field trips Food Focus: Spices and herbs Baking & Pastry: Pâtisserie Lesson Plan: Seafood Teaching Tools: Interactive whiteboards In the Classroom: Encouraging student character development Culinary Science: The microbiology of fermentation</p>
<p>Space Close: 07/08/10 Material Due: 07/16/10</p>	<p>Space Close: 10/06/10 Material Due: 10/14/10</p>
Regular Departments	Online
<p>Career Search: An exploration of the vast range of careers awaiting culinary graduates</p> <p>Tool Kit: Educator news, scholarship updates, new products and culinary contest announcements</p> <p>Spotlight: A Q&A with an outstanding secondary or postsecondary school, instructor and/or students</p>	<p>Digital Magazine: www.chefedtoday.com/digital Online-only feature articles and white papers published with each quarterly issue</p> <p>Online Tool Kit Blog: ChefEducatorToday.blogspot.com Culinary education news delivered every week day and online exclusives from <i>CET's</i> editors</p> <p>E-newsletter: Monthly highlights from the Online Tool Kit blog, published the third Monday of each month</p>

Mission Statement

Chef Educator Today (CET) is the key resource for professional development and enhancement for culinary and baking/pastry arts educators. CET provides educators with the ideas and information they need to better prepare their students for the dynamic careers that await them upon graduation. Each issue features effective teaching tools and methods, people and programs that are leading the way in foodservice education, and further culinary techniques and information to enhance classroom curriculum.

Custom Development Services

Let us create educational modules and lesson plans to build your product's brand awareness. Bound into both the print and digital editions and published online, these informative lesson plans promote your products to our readers and the hundreds of thousands of students they teach. Contact your sales representative for details.

Conference



The 12th Annual FENI Educators Summit: Feb. 12-15, 2010, Chicago

The FENI Summit (www.fenisummit.com) features more than 40 programs on effective motivation, culinary skills, leadership development and lesson planning, with an expanded pastry arts program, as well as Master Classes geared toward professional chefs. Instructors take home what they discover at the FENI Summit and introduce new concepts to tomorrow's workforce, as well as share knowledge and exchange ideas with their fellow educators through networking opportunities and poster presentations.

Marketing Opportunities

In addition to your advertising, we offer marketing options to maximize exposure, including multiple online opportunities in our digital edition, e-newsletter, blog and Web site. For more information, call (312) 849-2220, ext. 47.

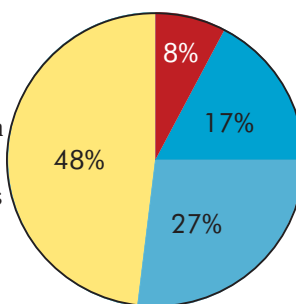
Digital edition: FREE for print advertisers!

If you advertise in the print edition, your ad also appears in the *CET* digital edition for free. The digital edition contains all the same great content as the print edition in an easy-to-use Web format, perfect for educators to use in the classroom with their Web-savvy students. The archives will give your ad a longer shelf life, extending your reach and maximizing your advertising message. Call for more information on exciting digital magazine advertising opportunities, from belly bands to inserts and more.

Circulation and Readership

Total Circulation: 12,196 Educators and Schools

Readers of *CET* are professional educators who desire to upgrade and enhance their culinary skills and to effectively teach those skills to others, while continuing to hone their teaching techniques. They want to excel in the kitchen, classroom and lab—and maximize their own professional development.

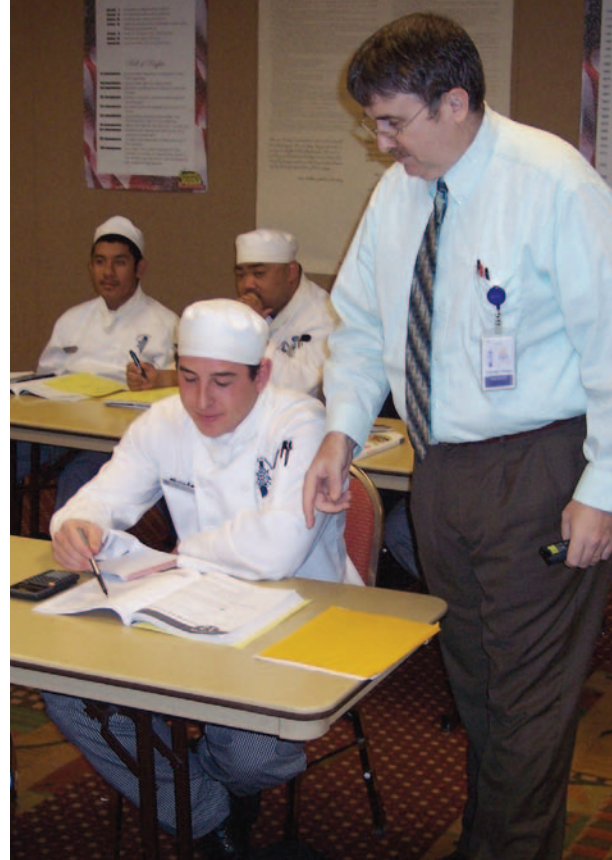


48% College/university/culinary-accredited programs

27% High school culinary programs

17% Voc./tech. accredited programs

8% Other (including hotels, recruitment and allied businesses)



Why *Chef Educator Today* is the Number One Choice to reach Culinary Educators

- *CET* features your print ad in the digital edition for **free**, giving your ad message **additional exposure**.
- *CET* reaches **more educators** than all other foodservice publications combined.
- *CET* is the **only** magazine in the foodservice category that **exclusively** reaches the culinary educator.
- *CET* has the **most targeted editorial** to reach the culinary school educator audience.
- *CET* has deeper **penetration** into culinary schools than any other publication.
- *CET* has the **most cost-efficient CPM** in the industry to reach this targeted audience.

2010 Print Rates

Print advertisers will also have their ads appear in the digital edition for **FREE!**

B&W Space	1x	2x	4x
Spread	\$6,235	\$5,890	\$5,415
Full Page	3,890	3,680	3,380
2/3 Page	2,945	2,785	2,615
1/2 Island	2,530	2,410	2,230
1/2 Page	2,310	2,190	1,950
1/3 Page	1,685	1,565	1,430
1/4 Page	1,395	1,275	1,165
1/6 Page	1,110	1,020	910

4-Color Space	1x	2x	4x
Covers	\$5,445	\$5,205	\$4,870
Spread	7,925	7,565	7,090
Full Page	4,950	4,730	4,430
2/3 Page	3,995	3,835	3,665
1/2 Island	3,375	3,225	3,075
1/2 Page	3,160	3,035	2,795
1/3 Page	2,325	2,205	2,070
1/4 Page	1,795	1,680	1,570
1/6 Page	1,420	1,330	1,215

2-Color

2-Color, standard, extra per page (CMYK)	\$400
2-Color, matched, extra per page (Pantone)	\$500
2-Color, metallic, extra per page	\$700

2010 Electronic Media Rates

Web site, www.chefedtoday.com

Online ads*, net	1x	6x	12x
Full banner, 468 x 60 pixels	\$995	\$895	\$795
Skyscraper, 120 x 600 pixels	\$1,095	\$995	\$895
Cube, 300 x 250 pixels	\$695	\$595	\$495

* *jpg, gif, animated gif and flash banner types accepted*

Streaming video, www.chefedtoday.com

Streaming video*, net	
Advertisers	\$1,000 per month
Nonadvertisers	\$1,550 per month

(minimum three months)
* *Streaming video materials: the audio clips must be mp3, and the video clip must be flv*

E-newsletter, monthly

E-newsletter ads*, net	1x	6x	12x
Full banner, 468 x 60 pixels	\$995	\$895	\$795
Vertical banner, 120 x 600 pixels	\$1,095	\$995	\$895

* *jpg, gif, animated gif and flash banner types accepted*

Blog sponsored post, www.chefeducatortoday.blogspot.com

Sponsored post materials*, net	1x	6x	12x
500 words and two images (max)	\$995	\$895	\$795

* *Word or plain-text documents accepted (no PDFs); jpg, gif, bmp and png images accepted*

Specifications

Space	Width (In.)	Depth
Full Page Trim	7.5"	10.75"
Full Page Bleed	7.75	11
Full Page Non-bleed	7	10
2/3 Page Vertical	4.625	10
1/2 Page Horizontal	7	4.625
1/2 Page Vertical	3.125	10
1/2 Page Island	4.625	7.375
1/3 Page Vertical	2.25	10
1/3 Page Square	4.625	4.875
1/4 Page	3.375	4.875
1/6 Page	2.25	4.875

Production Data

Please provide material in the following formats:

- Please supply your ad completed with no changes.
- Please make sure your ad is the proper size.
- We accept ads in PDF format ONLY (we have a new preflight system that only accept PDF files).
- Please include or embed all fonts and images.
- Please make sure your ad is in CMYK. *NO RGB IMAGES
- Bleed ad: Please keep live matter .375 from all trim sides for safety
- Please include a SWOP certified proof generated from the files supplied to us. Without this proof, we will not be held responsible for color.
- All materials are stored for one year only.

FTP site instructions:

- Log on to: tp://stclftp1.qwinc.com/
- Enter User ID: talcott
- Password: jkti77
- Place your PDF file in the "Chef ads go here" folder
- Please put your company name in the name of your file

Send ad materials to: Beverly Mowrey, 20 W. Kinzie, Suite 1200, Chicago, IL 60654; bmowrey@talcott.com

Sales office: Diane Borker, 20 W. Kinzie, Suite 1200, Chicago, IL 60654; dborker@talcott.com; (312) 849-2220 ext. 47; fax (312) 849-2174

If you have any production questions, please call Beverly at (312) 849-2220, ext. 36.

Billing Policy

Agency commission is 15% of gross billing allowed to recognized advertising agencies on space, color, bleed and position, provided account is paid net 30 days. Bills rendered on date publication is mailed. 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.