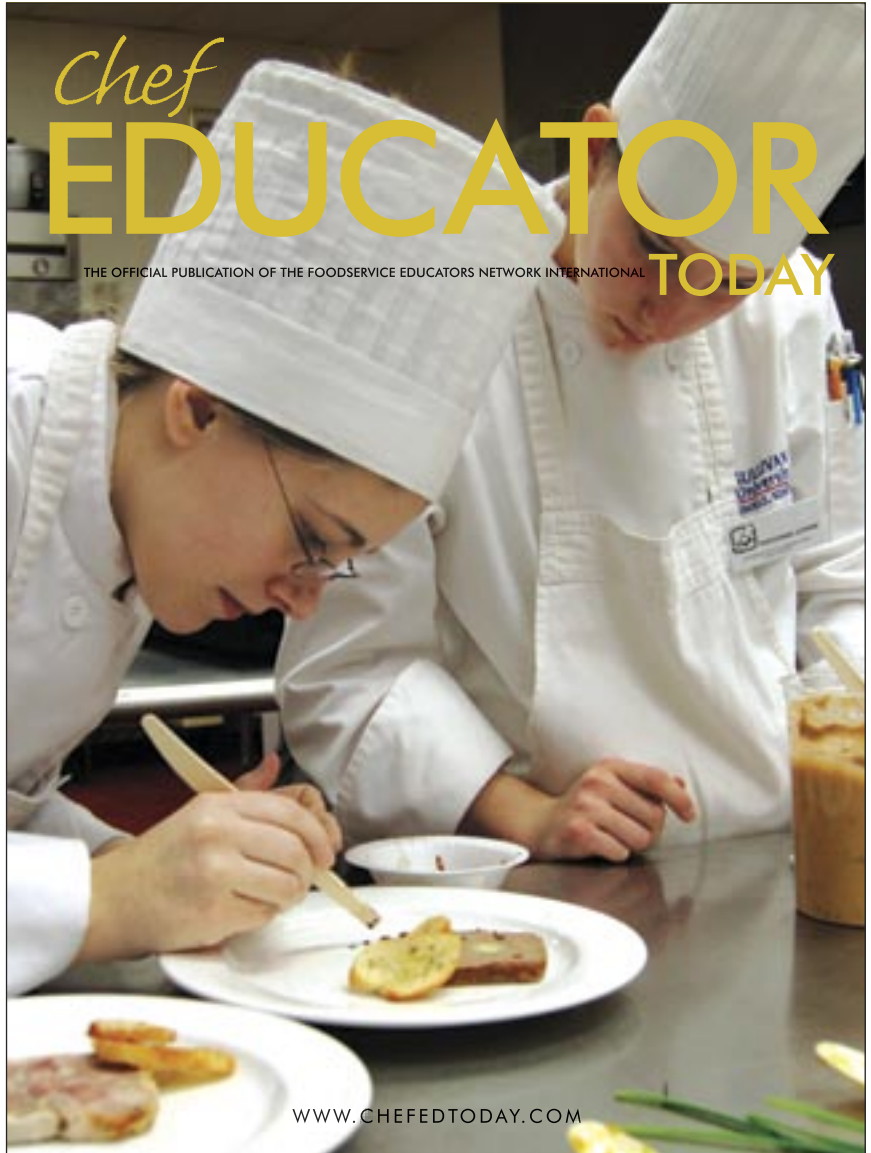




# *Chef* **EDUCATOR**

THE OFFICIAL PUBLICATION OF THE FOODSERVICE EDUCATORS NETWORK INTERNATIONAL **TODAY**



## **2008** MEDIA FILE

Editorial Calendar   Advertising Rates & Data   Circulation Information

Production Specifications   Marketing Opportunities

## SPRING (FEBRUARY)

### FENI EDUCATORS SUMMIT PREVIEW

**Food Focus:** Beef and Veal  
**Feature:** Going Green in the Foodservice Industry and Culinary Classroom  
**Teach:** Faculty Learning Communities (FLC)  
**Think:** Formula for Having Productive FLC  
**Equipment:** Maintenance and the Green Kitchen  
**Technique:** Applied to Baking

**Bonus Distribution:** FENI and RCA

## SUMMER (MAY)

### FENI EDUCATORS SUMMIT RECAP

**Food Focus:** Dairy  
**Feature:** Pastry  
**Teach:** Curriculum Design with Assessment in Mind  
**Think:** Lesson Plan for Curriculum Assessment  
**Equipment:** Selecting New Or Used Equipment  
**Technique:** Applied to Poultry

**Bonus Distribution:** NRA and ACF

# 2008 EDITORIAL CALENDAR

## AUTUMN (AUGUST)

### ANNUAL SURVEY OF POST-SECONDARY CULINARY PROGRAMS IN THE U.S.

**Food Focus:** Seafood  
**Feature:** Survey of Post-Secondary Culinary Programs  
**Teach:** Culinary Tourism  
**Think:** Pastry Competitions  
**Equipment:** Kitchen Safety  
**Technique:** Applied to Pork

**Bonus Distribution:** Fla. Rest. Show and Western Expo

## WINTER (NOVEMBER)

### CET SPECIAL REPORT: TRENDS IN CULINARY PROGRAMS

**Food Focus:** Spices  
**Feature:** Trends in Culinary Education  
**Teach:** Blended Learning via a Hybrid Course  
**Think:** Applying Blended Learning in the Classroom  
**Equipment:** Apparel & Cutlery Supply Programs  
**Technique:** Applied to Seafood

**Bonus Distribution:** IH/MRS—New York

## REGULAR COLUMNS

### Spotlight:

A profile of an award-winning teacher.

### Placement:

An exploration of the vast range of careers awaiting culinary graduates.

### Tool Kit:

Educator news, scholarship updates and culinary contest announcements.

### New Products:

A review of new culinary products from an educator's point of view.

### Crunch:

A new department dedicated to teaching culinary math to students.

### Guest Speaker:

The latest trends in culinary education written by industry experts will be discussed.



**Technique** is a new department for 2008. It combines two previous food focus department features—Skill

and Flavor—into one comprehensive lesson plan. Writers will focus on teaching teachers how to make the most out of classrooms demonstrations, which are made on a daily basis in professional kitchens and classrooms across the United States with respect to cooking.

# MARKETING OPPORTUNITIES

## PURCHASING POWER

- The average dollar amount spent on food for one month to stock labs and operate student-run restaurants is \$10,826.\*
- The average dollar amount spent on new or used equipment in the past 12 months was just over \$33,308.\*

Bottom line: *Chef Educator Today* readers have immediate purchasing authority and influence the purchasing habits of their students—your future customers!

*\*Results are from the 2006 National Survey of Post-Secondary American Culinary Programs, conducted by Purdue University.*

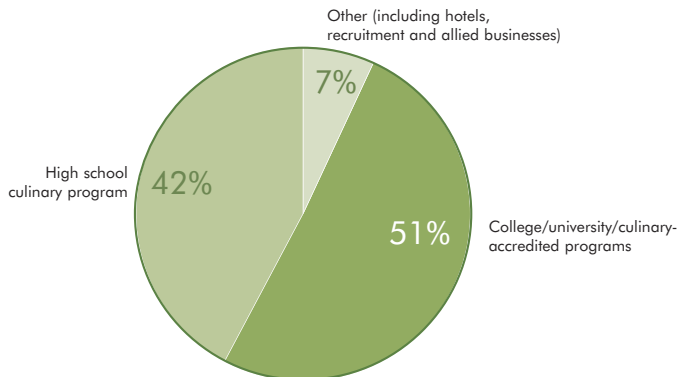


## CIRCULATION AND READERSHIP

**Total Circulation:**  
**13,500+ Educators and Schools**

Readers of *Chef Educator Today* are professional educators who are learning to upgrade and enhance their culinary skills and to effectively teach those skills to others. They seek new information and welcome new ways of solving problems in the kitchen, classroom, and in the field.

*Chef Educator Today* helps culinary educators do a better job by being a resource as well as an inspiration to the next generation of chefs.



*Chef Educator Today* (CET), a quarterly publication, partners with the Foodservice Educators Network International (FENI) to accomplish its core mission of working with foodservice educators to enhance their professional development. The mission of CET is to be the publication that foodservice educators can depend on to help them better prepare their students for the dynamic careers that await them upon graduation. CET strives to accomplish its mission by featuring:

- teaching methods that make learning fun, interesting, and effective.
- people, programs, and others who are leading the way to foodservice education.
- resources that are available to those seeking to be better educators.
- cooking techniques and information to assist educators in the kitchen/lab.

**The 10th Annual FENI Educators Summit** will be held, February 21-23, 2008, in Las Vegas. The FENI Summit—a *Chef Educator Today*-sponsored conference—offers educators of post-secondary, vocational/tech and high school a valuable learning experience. The focus is on creativity through practical training and theory. Educational modules, master classes, meal functions, networking breaks, live demonstrations and evening receptions offer a range of opportunities for your company to highlight its products and services. Sponsorships and booth/tabletop exhibits help you bring your message to 300-plus attendees who directly influence the purchasing decisions of more than 250,000 future chefs. Partnerships start at \$900. Check it out at [FENI.org](http://FENI.org).

## CURRICULUM ENHANCEMENT POSTCARDS

A special postcard section bound into each issue of *Chef Educator Today*. For only pennies per lead, use these cards to present product information, recipes, offer your catalog—whatever you choose. A full-page, four-color ad earns a FREE card. Half-page advertisers receive a 50% discount. See rate card for pricing.

## PROJECT DEVELOPMENT SERVICES

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

# 2008 RATES

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

4-COLOR SPACE	1X	2X	4X
Inside/Outside Cover.....	\$5,445	\$5,205	\$4,870
Spread.....	7,925	7,565	7,090
Full Page.....	4,950	4,730	4,430
<sup>2</sup> / <sub>3</sub> Page.....	3,995	3,835	3,665
<sup>1</sup> / <sub>2</sub> Island.....	3,375	3,225	3,075
<sup>1</sup> / <sub>2</sub> Page.....	3,160	3,035	2,795
<sup>1</sup> / <sub>3</sub> Page.....	2,325	2,205	2,070
<sup>1</sup> / <sub>4</sub> Page.....	1,795	1,680	1,570
<sup>1</sup> / <sub>6</sub> 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

## BLEED CHARGE

Add 10% to space and color.

## CURRICULUM ENHANCEMENT POSTCARDS

- Free for full-page, 4/C advertisers!
- 50% discount for 1/2 page, 4/C advertisers.
- Material due date is same as space closing date for issue.
- B/W cards (4 to the page, bound into the center of each issue).
- Postcard size: 5" x 3.5"

1 card per year.....	\$1,495 net
2 cards per year.....	\$1,095 net each
4 cards per year.....	\$895 net each

## WEB SITE ADVERTISING: WWW.CHEFEDTODAY.COM

Home Page Banner Positions (per month):

	FULL	HALF
3 months.....	\$895	\$695
6 months.....	695	495
12 months.....	495	295

**FULL** Banner Ad specifications: 468 pixels x 60 pixels

**HALF** Banner Ad specifications: 392 pixels x 72 pixels

maximum file 50 kilobytes send in jpg or gif formats

## CLASSIFIED ADVERTISING RATES

For details, call (312) 849-2220, ext. 36.

It is crucial for materials to arrive on or before the "Material Due" date indicated on the editorial calendar & rate page in the media kit. Please call the ad production department if you need extra time for a late arrival date. Do not contact the sales representative. Ad disk should be accompanied by a digital color proof, i.e.: Kodak Approval or Matchprint (**No ink jet printouts!**). Without this proof we will not be held responsible for color.

If you have any production questions, please call (800) 229-1967, ext. 36.

Advertising: **Diane Borker**, (800) 229-1967, ext. 47;  
(312) 849-2220, ext 47; or e-mail at [dborker@talcott.com](mailto:dborker@talcott.com).

## SPECIFICATIONS

Space	Width (In.)	Depth
Trim Size	8.125	10.875
Bleed Size	8.375	11.125
Full Page Non-bleed	7	10
<sup>2</sup> / <sub>3</sub> Page	4.625	10
<sup>1</sup> / <sub>2</sub> Page Horizontal	7	4.625
<sup>1</sup> / <sub>2</sub> Page Vertical	3.375	10
<sup>1</sup> / <sub>2</sub> Page Island	4.625	7.375
<sup>1</sup> / <sub>3</sub> Page Vertical	2.125	10
<sup>1</sup> / <sub>3</sub> Page Square	4.625	4.875
<sup>1</sup> / <sub>4</sub> Page	3.375	4.875
<sup>1</sup> / <sub>6</sub> Page	2.125	4.875

## 2008 ISSUE & CLOSING DATES (4 ISSUES)

Issue	Space	Material
Spring	1/07/08	1/14/08
Summer	04/01/08	04/07/08
Fall	07/07/08	07/14/08
Winter	10/06/08	10/13/08

## 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.

## PRODUCTION DATA

Cancellations are not accepted after closing date. Binding Method: Saddle stitched. Printing: Web Offset. Max. density: 300. Standard page layout: Keep live matter .375" from all trim sides.

Film Charge: Avoid \$200 film charge by sending your advertisement electronically. If sending film, call production department for specifications.

## PLEASE PROVIDE MATERIALS IN THE FOLLOWING FORMATS

- 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: Quark, InDesign, EPS, TIFF, JPEG, and PDF.
- 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.

Please include a SWOP certified proof generated from the files supplied to us. Without this proof we will not be held responsible for color.

**SHIP  
MATERIALS TO:**

### Production Department

Chef Educator Today  
Talcott Publishing

20 W. Kinzie, Suite 1200  
Chicago, IL 60610

e-mail: [bmowrey@talcott.com](mailto:bmowrey@talcott.com)