



2009 Media Kit

Chef EDUCATOR THE OFFICIAL PUBLICATION OF THE FOODSERVICE EDUCATORS NETWORK INTERNATIONAL TODAY

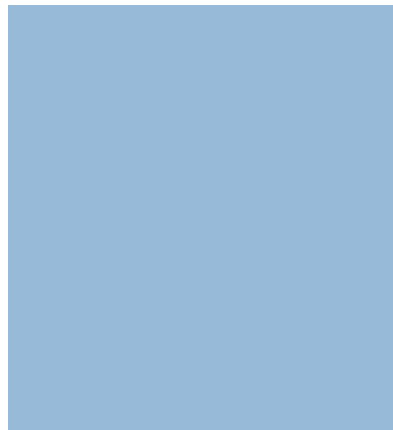
Editorial Calendar • Advertising Rates & Data • Circulation Information
Production Specifications • Marketing & Online Opportunities

Chef
EDUCATOR
THE OFFICIAL PUBLICATION OF THE FOODSERVICE EDUCATORS NETWORK INTERNATIONAL TODAY

Autumn 2008

Details on the inaugural
Hospitality Educators Leadership
& Development Conference

11TH ANNUAL FENI SUMMIT
FEB. 14-17, 2009
WWW.FENI.ORG



**In Print
Online**

2009 Editorial Calendar

January	March
<p>FENI Educators Summit At-Show Issue Feature: After the diploma: Preparing students for the workforce Food Focus: Oils Baking & Pastry: Bread-making Lesson Plan: Poultry Teaching Tools: Classroom management skills In the Classroom: Blended classrooms Culinary Math: Food costs and menu planning</p> <p>Bonus Distribution: FENI Educators Summit, Research Chefs Association Annual Conference</p>	<p>Feature: Health and nutrition Food Focus: Beef Baking & Pastry: Chocolate work Lesson Plan: Garde manger Teaching Tools: Internet-based teaching tools In the Classroom: Creative communication Culinary Chemistry: Baking and pastry</p>
<p>Space Close: 12/04/08 Material Due: 12/12/08</p>	<p>Space Close: 01/30/09 Material Due: 02/09/09</p>
May	August
<p>FENI Summit Wrap-up Feature: Successful internships and externships Food Focus: Complementing your center-of-plate Baking & Pastry: Viennoiserie Lesson Plan: Sauces Teaching Tools: Curriculum development and assessment In the Classroom: Critical reading and listening skills Equipment: Portion control</p> <p>Bonus Distribution: National Restaurant Association Restaurant, Hotel-Motel Show, American Culinary Federation National Convention</p>	<p>Feature: Culinary competitions for education enhancement Food Focus: Global cuisine Baking & Pastry: Cakes Lesson Plan: Desserts Teaching Tools: Building a strong lesson plan In the Classroom: Culinary capstone classes Culinary Math: Recipe conversion and yields</p> <p>Bonus Distribution: Western Foodservice Expo, Florida Restaurant & Lodging Show</p>
<p>Space Close: 04/02/09 Material Due: 04/10/09</p>	<p>Space Close: 07/09/09 Material Due: 07/17/09</p>
November	Regular Departments
<p>Special Report: Trends in Culinary Education Feature: In the workplace: teaching restaurant management and operational principles Food Focus: Spices and herbs Baking & Pastry: Fruit-based desserts Lesson Plan: Seafood Teaching Tools: Teaching across the curriculum In the Classroom: Creating effective rubrics Culinary Chemistry: Sautéing, roasting, braising</p>	<p>Career Search: An exploration of the vast range of careers awaiting culinary graduates.</p> <p>Tool Kit: Educator news, scholarship updates and culinary contest announcements.</p> <p>New Products: A review of new culinary products for classrooms and kitchen labs.</p>
<p>Space Close: 10/06/09 Material Due: 10/14/09</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.

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 sales representative for details.

Conferences

The 11th Annual FENI Educators Summit: Feb. 14-17, 2009, Las Vegas

The FENI Summit features more than 50 programs on effective motivation, culinary skills, leadership development and lesson planning. Culinary 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.

2009 Inaugural Hospitality Educators Leadership and Development Conference

The FENI Summit is excited to announce the expansion of its conference programming to include the hospitality market with the first Hospitality Educators Leadership and Development Conference, providing hospitality instructors an education program for their own professional development and to better teach their students. For more information, visit www.feni.org.

Don't miss the opportunity to communicate to today's key influencers and build your future customer base. FENI will customize a partnership package that best positions your product, service or message to gain the greatest ROI with the nation's foodservice educators. For partnership opportunities, call (312) 849-2220.

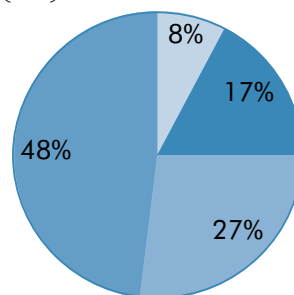
Marketing Opportunities

In addition to your advertising, we offer marketing options to maximize exposure, including the New Products section and multiple online opportunities.

Circulation and Readership

Total Circulation: 13,214 Educators and Schools

Readers of *Chef Educator Today* 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 program

17% Voc./tech. accredited program

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



Top 5 Reasons Why Chef Educator Today is the Number One Choice for Your Marketing Plans

1. CET reaches **more educators** than all other foodservice publications combined.
2. CET is the **only** magazine in the foodservice category that **exclusively** reaches the culinary educator.
3. CET has the **most targeted editorial** to reach the culinary school educator audience.
4. CET has deeper **penetration** into culinary schools than any other publication.
5. CET has the **most cost-efficient CPM** in the industry to reach this targeted audience.

2009 Rates

B&W Space	1X	3X	5X
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	3X	5X
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

Bleed Charge

Add 10% to space and color.

Web Site Advertising: www.chefedtoday.com

Online Ads, net	1X	3X	5X
Leader Board	n/a	n/a	\$1,095
Full Banner	\$995	\$895	\$795
Skyscraper Banner	\$1,095	\$995	\$895
Square Button	\$695	\$595	\$495

- Leader Board (728 x 90 pixels)
- Full Banner (392 x 72 pixels) or (468 x 60 pixels)
- Skyscraper Banner (120 x 600 pixels)
- Square Button (125 x 125 pixels)

Display Advertising Contact

Call (312) 849-2220.

Classified Advertising Rates

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

Specifications

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

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.

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.

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 Beverly at (800) 229-1967, ext. 36.

Production Department

Chef Educator Today
Talcott Publishing
20 W. Kinzie, Suite 1200
Chicago, IL 60654
bmowrey@talcott.com

Ship Materials to: