Kostuch Media Ltd. (KML) continues to break new ground in Canada’s foodservice- and-hospitality industry. With more than 50 years of history, KML is the industry’s leading and longest-standing publisher committed to excellence in all facets of operation. Whether it’s through our portfolio of print products, our diverse digital offerings, or our growing stable of engaging events, KML offers an extensive one-stop resource for Canada’s dynamic foodservice-and-hospitality industry. There’s no need to go anywhere else!

**PRINT PRODUCTS**
Through our two magazine products, KML offers advertisers comprehensive coverage of the dynamic hospitality industry. Our magazine portfolio includes Foodservice and Hospitality, the industry’s leading hospitality publication, read by close to 120,000 industry leaders, and Hotelier, read by more than 45,000 hotel executives. Our magazines engage readers with insightful analysis of the key trends shaping the industries they serve, making them the most-trusted and objective sources of trend information in their respective fields.

**DIGITAL OFFERINGS**
Today’s readers expect up-to-date news and late-breaking developments delivered on an electronic platform. Our websites complement our magazines by offering readers news at their fingertips, as it happens, web-only features and video exclusives with the industry’s movers and shakers. Additionally, we offer e-newsletters, custom e-blast opportunities, digital magazines and iPad Apps. Our staff is also immersed in social-media platforms such as Facebook, LinkedIn, Twitter and Instagram.

**ENGAGING EVENTS**
KML produces a series of industry events where operators and suppliers come together to exchange information, network and celebrate achievement. KML offers a comprehensive lineup of events and conferences, including the Icons & Innovators Breakfast Series, the Housekeeping Forum, the Women in Tourism and Hospitality Summit (developed in partnership with Sequel Hotels & Resorts) and the renowned and celebrated Pinnacle Awards luncheon, held annually in December, and regarded as the “Academy Awards” of the foodservice-and-hospitality industry.

*N.B. Due to the lingering COVID-19 pandemic, some of these events have pivoted to virtual events. However, we hope to return to live events in the near future, as soon as government mandates allow.*

**KOSTUCH MEDIA LTD.**

*CLOSING RESOURCES*

*Media Planner 2022* | 1
Foodservice and Hospitality was born in 1968 and through more than six decades has become the industry leader and most recognized and trusted publishing brand in Canada’s dynamic foodservice and hospitality industry. Published eight times in 2022 through a combination of print and digital, Foodservice and Hospitality is Canada’s leading national hospitality magazine, delivering relevant, objective and compelling information operators require to run successful businesses, while providing context and analysis as to why it matters.

THE NUMBER-1 MAGAZINE PRODUCT IN HOSPITALITY

MISSION
The magazine’s objective is to provide operators with the tools they need to compete more effectively and to successfully grow their businesses. To accomplish this, the magazine draws on an experienced editorial team, coupled with a strong collection of freelance writers and photographers covering Canada from coast to coast. Our stories tackle the top trends, business developments, menu, merchandising and marketing tips and profiles of the industry’s movers and shakers. Our editorial team focuses on the why’s and how-to’s within a strong Canadian framework.
For more than six decades, we’ve been delivering the best, most relevant content to the industry’s leading influencers.

As the industry’s leading nationally distributed magazine, Foodservice and Hospitality is the only hospitality publication audited by a third-party audit company (CCAB, a division of BPA Worldwide). Strong, quality readership is the cornerstone needed to meet the desired results of marketers and to reach key decision-makers. The magazine’s unparalleled coverage of the marketplace enables advertisers targeting the foodservice industry — particularly those launching new products and services — to achieve their communication and sales objectives through targeting market segments where their products and services are required — locally, regionally and nationally.

120,000 readers per issue*

F&H has a SIX TO NINE MONTH LIFE CYCLE, (higher for issues featuring Signature Reports or Supplements)*

39.4 MINUTES READING TIME*

MORE THAN 2,000 professional chefs and cooks receive their own copy of F&H**

83% OF F&H READERS NORMALLY READ OR LOOK INTO THREE OUT OF FOUR ISSUES, THE MAJORITY (67%) READ EVERY ISSUE.*

GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION, MARCH 2021 ISSUE

TOTAL QUALIFIED CIRCULATION FOR CANADA 19,955

B.C. and Yukon 3,131
Alberta, N.W.T. and Nunavut 2,442
Manitoba 780
Saskatchewan 776
Ontario 9,135
Quebec 1,655
New Brunswick 658
Nova Scotia 772
Newfoundland and Labrador 314
Prince Edward Island 142

SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED, MARCH 2021
* STARCH READERSHIP REPORT
** PUBLISHER’S DATA
As digital channels have become more pervasive through the past decade, KML has always provided our readers with a choice of how they prefer to receive their content — either via print or digital formats. But as readers increasingly turn to digital magazines, especially throughout the lingering COVID-19 pandemic, in 2022, KML plans to offer a combination of four digital issues and four print issues. This change will allow our readers more convenience and ease, especially during these challenging times, all the while allowing them to continue to receive the content they’ve always come to expect from KML. And, our digital readership is equally as strong as our print with a total reach of approximately 33,000 industry influentials.
In June 2017, *Foodservice and Hospitality* commissioned Starch Research Services to undertake an extensive readership study of the June Top 100 Report issue. The results were generated through online interviews conducted with a nationwide sample that reflects *Foodservice and Hospitality*’s circulation profile.

**HERE’S A SAMPLING OF THOSE STARCH RESULTS:**

1. **OUR READERS ARE LOYAL AND LONGSTANDING**
   The average length of time as a reader is 5.7 years.

2. **OUR TOTAL FOODSERVICE AND HOSPITALITY READERSHIP IS 120,000**
   Based on the Starch Research Study, *Foodservice and Hospitality* is read by a total of 4.8 readers per copy, (the industry average is 3.4) for a total reach of 33,000 readers.

3. **OUR READERS WANT A CANADIAN PUBLICATION**
   94% of F&H readers claim it’s important to have a Canadian business publication reporting on the industry.

4. **OUR READERS VALUE FOODSERVICE AND HOSPITALITY**
   F&H readers spend an average of 39.4 minutes reading every issue of the magazine and 85% of F&H readers normally read or look into three or four out of four issues.
# EDITORIAL CALENDAR 2022

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COVER</th>
<th>FOOD FILE</th>
<th>EQUIPMENT</th>
<th>POURING FOR PROFITS</th>
<th>TECHNOLOGY</th>
<th>SEGMENT REPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/FEBRUARY</td>
<td></td>
<td>The Buyer’s Guide + Supply Chain Dynamics</td>
<td>The Top 10 Food Trends</td>
<td>Top Kitchen Equipment Trends</td>
<td>Top Trends in Beverage Alcohol</td>
<td>Ghost Kitchens</td>
</tr>
<tr>
<td></td>
<td>PRINT</td>
<td>The Trends Issue: 10 Innovations that Will Change the Restaurant Landscape.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>RC Show Preview</td>
<td>Hospitality Market Report</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH/APRIL</td>
<td></td>
<td>The Labour Report – How is the Industry Dealing with Shortages + Diversity &amp; Inclusion</td>
<td>Chicken All Ways</td>
<td>Air-Quality Equipment</td>
<td>Beers (Domestic &amp; Imported)</td>
<td>Digital Menu Boards</td>
</tr>
<tr>
<td></td>
<td>Digital + Protein Poster</td>
<td>The Franchise Report: The QSR Revolution</td>
<td></td>
<td></td>
<td></td>
<td>Colleges &amp; Universities</td>
</tr>
<tr>
<td>MAY</td>
<td></td>
<td>Sustainable Solutions + The New Digital Consumer - Demographics &amp; More</td>
<td>Plant-Based Dining (Alternative Protein)</td>
<td>Walk-in Coolers &amp; Refrigeration</td>
<td>Wines</td>
<td>Is Your Restaurant Instagrammable</td>
</tr>
<tr>
<td></td>
<td>Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Airline Feeding</td>
</tr>
<tr>
<td>JUNE</td>
<td></td>
<td>The Top 100 Report</td>
<td>Red Meat Update (including Burgers)</td>
<td>Smoke-Detection Equipment &amp; Safety Equipment</td>
<td>Cocktails</td>
<td>Apps</td>
</tr>
<tr>
<td></td>
<td>PRINT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Food Trucks</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td></td>
<td>The Food Issue: Chefs, Producers, and Purveyors</td>
<td>Signature Sauces</td>
<td>Dishwashers</td>
<td>The Beverage &amp; Alcohol Report (BAR Report)</td>
<td>Bar Technology</td>
</tr>
<tr>
<td></td>
<td>Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hospitals &amp; Institutions</td>
</tr>
<tr>
<td></td>
<td>PRINT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Food Halls</td>
</tr>
<tr>
<td></td>
<td>Digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Nightclubs</td>
</tr>
<tr>
<td>NOVEMBER/DECEMBER</td>
<td></td>
<td>The Pinnacle Awards</td>
<td>Fish &amp; Seafood: How is Supply Impacting Demand?</td>
<td>Combi-Ovens + Speed Cooking Equipment</td>
<td>Spirits</td>
<td>Virtual Reality</td>
</tr>
<tr>
<td></td>
<td>PRINT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fine Dining</td>
</tr>
</tbody>
</table>
Looking to promote your company’s newest initiatives with compelling content that appeals to today’s foodservice executives? Interested in telling your own story, your own way?

Want to attract your target market with information that’s on point and focused?

We have the perfect vehicle for your marketing needs. Our branded-content offerings provide you with the option to craft customized articles to amplify your message while engaging readers with content that’s authentic, timely and relevant. Get increased exposure by highlighting your narrative and establish your company as a trusted industry resource. Write it yourself, or if you prefer, our production team will write, design and provide proofs for your team to sign off on.

**Topics that can be featured within this format:**
- Q/A stories
- Product innovations
- Marketplace challenges and solutions

**THREE-MONTH LEAD TIME REQUIRED, LIMITED AVAILABILITY**

---

**FOR CONTENT OPPORTUNITIES CONTACT:**

**WENDY GILCHRIST**
wgilchrist@kostuchmedia.com

**ROSANNA CAIRA**
rcaira@kostuchmedia.com

**ELEANOR SANTOS**
esantos@kostuchmedia.com
**HOSPITALITY HEADLINES**

Every Monday and Wednesday morning, KML distributes its digital newsletter featuring a recap of the industry's hottest new stories to more than 13,000 subscribers. Within the newsletter there are one banner and four box ad positions, which allow advertisers to appear in a news-rich environment.

**BRANDED CONTENT IN HOSPITALITY HEADLINES**

Your content will be displayed in a news format and will be noted as “sponsored content.” Copy includes a URL link to the rest of the story.

**COST: $1,800**

**FOODPLUS**

To help chefs create innovative and inventive dishes with food ingredients that are as fresh and flavourful as possible, Foodservice and Hospitality produces FoodPlus, an expanded and enhanced version of the magazine’s food feature created for chefs, restaurant owners and F&B managers. FoodPlus is distributed electronically three times a year (January/February, June and September) to a list of more than 13,000 key influentials. The newsletter highlights Q&As with leading chefs and operators producing innovative and inventive cuisine, an overview of the popular ingredients they choose to use, as well as merchandising and marketing tips.

**FOOD/EQUIPMENT TALK**

(Sponsored Content)

Give us your content and we’ll develop a customized sponsored e-newsletter using your information/stories (combined with available KML content, if you choose). Our production team will develop, write and design your e-newsletter in our Food Talk/Equipment Talk template and incorporate multiple links to your videos, recipes and/or other landing pages. Your sponsored e-news will be delivered to our 12,000+ digital subscriber base.

**COST: $4,500**

**CUSTOM E-BLAST:**

Advertisers can provide customized content, supplied to KML in final HTML format and KML will distribute it to the entire newsletter subscriber database of 13,000+.

**COST: $2,800**
**WEB ADVERTISING**

**ONLINE RATES/MONTH**

<table>
<thead>
<tr>
<th>BANNERS</th>
<th>ROTATION</th>
<th>COST/MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner A</td>
<td></td>
<td>$1,500/month</td>
</tr>
<tr>
<td>Box Ad A or B</td>
<td></td>
<td>$1,300/month</td>
</tr>
<tr>
<td>Box Ad C or D</td>
<td></td>
<td>$1,100/month</td>
</tr>
<tr>
<td>Banner B</td>
<td></td>
<td>$1,100/month</td>
</tr>
</tbody>
</table>

**FORMAT**

Animated GIF or JPEG
Resolution is 72 dpi

**WEB-SPONSORED CONTENT**

**Format:** A horizontal ad placement on the homepage news section at foodserviceandhospitality.com with a link to a story page where the article resides. All content for the box ad on the homepage + picture(s) and for the secondary page, is supplied by advertiser. KML reserves the right to edit the content to ensure style consistency. Campaigns are sold one-per-two-week period and connect to a supplied link. **COST: $1,800**

**FOR MORE DETAILS CONTACT:**

WENDY GILCHRIST  
wgilchrist@kostuchmedia.com

ROSANNA CAIRA  
rcaira@kostuchmedia.com

ELEANOR SANTOS  
esantos@kostuchmedia.com
As digital channels continue to grow in popularity, Kostuch Media Ltd. continues to provide more varied digital products for our readership.

In late 2019, KML introduced two new podcasts: Table Talk is designed for the foodservice and hospitality market, and features lively discourse between Rosanna Caira, editor and publisher, and some of the industry’s leading restaurant owners and operators, as well as chefs, suppliers and associations, while Checking In takes the pulse of the hotel industry with one-one-one interviews with hotel owners, executives, hoteliers, analysts and suppliers.

According to Edison Research’s Infinite Dial 2021 report that was released in March 2021, monthly U.S. podcast listenership grew to an amazing 116 million people. It appears that the COVID-19 pandemic has accelerated the growth of podcast listening.

Last year was a banner year for the increased diversity of the podcast audience: According to The Podcast Exchange, 43% of U.S. men and 39% of women listen to podcasts, which is an all-time-high for female listenership.

Interestingly, various sources agree that podcast consumers listen to at least 80% of each episode.

If you’d like to target this growing number of listeners who form part of this educated audience, and connect with them as part of an engaging and focused industry discussion, this is the perfect way to direct your branded message to them.

For advertisers who are interested in being part of a popular new method of information exchange, KML provides a series of Special Introductory Options:

- Sponsor Logo on KML website promoting individual episodes: $300
- Voiceover Sponsorship:
  - Pre-Roll (Beginning of Podcast Episode): $250
  - Mid-Roll (During the episode): $300
  - Both (Pre-Roll and Mid-Roll): $500
THE BUYER’S GUIDE
The industry’s ultimate source directory for food/beverage/equipment products and services

AVAILABLE ONLINE YEAR-ROUND PLUS ANNUALLY IN THE JANUARY PRINT EDITION

BASIC
FREE

BASIC LISTING IN PRINT
❖ Company name, address, phone number and website

BASIC LISTING ONLINE
❖ Company name, address, phone number and website
❖ Company listed in two categories

ENHANCED
$495

ENHANCED LISTING IN PRINT
❖ Colour logo/brand image
❖ 25-word description
❖ Company name, address, phone number and website
❖ Company listed in up to five categories

ENHANCED LISTING ONLINE
❖ Colour logo/brand image
❖ 25-word description
❖ Company name, address, phone number and website
❖ Link to request more information
❖ Link to visit website
❖ Company listed in up to five categories

PREMIUM
$995

PREMIUM LISTING IN PRINT
❖ Colour logo/brand image
❖ 50-word description
❖ Company name, address, phone number and website
❖ Company listed in up to 10 categories

PREMIUM LISTING ONLINE
MICROSITE INCLUDES:
❖ Colour logo/brand image
❖ 50-word description
❖ Company name, address, phone number and website
❖ Three images of your product/services with flexibility to update at anytime
❖ Link to request more information
❖ Link to website
❖ Company listed in up to 10 categories
In an increasingly connected world, the popularity of events continues to grow. Over the years, KML has become an important player in producing immensely popular industry events. Whether it’s through our signature Pinnacle Awards, our Icons & Innovators Breakfast series, the Housekeeping Forum or the Women’s in Tourism & Hospitality Summit, KML offers a collection of extraordinary events that provide attendees with face-to-face access to the industry's movers and shakers, all the while providing sponsors with the opportunity to connect directly with potential customers.

In this new COVID-19 operating environment, some of our events have had to migrate to virtual events until government restrictions are lifted.

HOUSEKEEPING FORUM
APRIL 28, 2022

In 2016, Hoteller launched the Housekeeping Forum, an all-day conference highlighting the trends and issues impacting this pivotal and ever-changing hotel department. The Forum, which also features a mini tabletop tradeshow, gives attendees a chance to share best practices, learn from the industry's best housekeepers and become informed about new products and practices that will make this important department more efficient and profitable.

ICONS & INNOVATORS’ BREAKFAST SERIES
TBA

The Icons & Innovators’ Breakfast Series was launched in 2012 and features candid one-on-one conversations between editor/publisher Rosanna Caira and industry luminaries. Every year, KML hosts a Spring and Fall Icons session featuring a foodservice and a hotel icon.

THE PINNACLE AWARDS
DECEMBER 2022

Launched in 1988, the Pinnacle Awards are the “Oscars” of the dynamic $90-billion foodservice and hospitality industry. This annual luncheon event, typically held the first Friday of December, brings together more than 500 of the industry’s top executives to network, exchange ideas and celebrate the accomplishments and achievements of stellar restaurant and hotel operators and suppliers.
2022 AD RATES
(all rates are gross)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$6,675</td>
<td>$6,450</td>
<td>$6,250</td>
<td>$3,125</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$4,660</td>
<td>$4,525</td>
<td>$4,430</td>
<td>$2,215</td>
</tr>
<tr>
<td>1/2 ISLAND</td>
<td>$4,285</td>
<td>$4,170</td>
<td>$4,065</td>
<td>$2,033</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$3,680</td>
<td>$3,565</td>
<td>$3,495</td>
<td>$1,748</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$3,140</td>
<td>$3,090</td>
<td>$3,025</td>
<td>$1,513</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$2,685</td>
<td>$2,640</td>
<td>$2,600</td>
<td>$1,300</td>
</tr>
<tr>
<td>IFC/IBC</td>
<td>$7,135</td>
<td>$6,925</td>
<td>$6,740</td>
<td>$3,370</td>
</tr>
<tr>
<td>OBC</td>
<td>$7,330</td>
<td>$7,260</td>
<td>$7,105</td>
<td>$3,553</td>
</tr>
<tr>
<td>DPS</td>
<td>$10,690</td>
<td>$10,510</td>
<td>$10,130</td>
<td>$5,065</td>
</tr>
<tr>
<td>2/3 DPS</td>
<td>$7,575</td>
<td>$7,380</td>
<td>$7,180</td>
<td>$3,590</td>
</tr>
<tr>
<td>1/2 DPS</td>
<td>$5,980</td>
<td>$5,820</td>
<td>$5,660</td>
<td>$2,830</td>
</tr>
<tr>
<td>1/3 DPS</td>
<td>$5,180</td>
<td>$5,040</td>
<td>$4,910</td>
<td>$2,455</td>
</tr>
<tr>
<td>1/4 DPS</td>
<td>$4,445</td>
<td>$4,330</td>
<td>$4,210</td>
<td>$2,105</td>
</tr>
</tbody>
</table>

*RATES LISTED ARE IN CANADIAN DOLLARS/GROSS AND ARE SUBJECT TO CHANGE WITHOUT NOTICE.

FOR INSERTS/POLYBAGS, GATEFOLDS, TIP-ONS PLEASE CONTACT AN F&H ACCOUNT MANAGER FOR PRICING

TERMS AND CONDITIONS

- Publisher reserves the right to revise advertising rates on insertion orders should the advertiser change the agreed upon frequency or ad sizes contained within the agreement.
- Insertion Orders and production charges are invoiced at time of magazine printing, unless otherwise stated.
- Display and Online Ads or other materials will not be placed without a signed insertion order.
- Cancellation of advertising must be received by closing date. Verbal agreements are not recognized by the publisher.
- Inserts: Rates are available upon request. All inserts are subject to approval by the publisher well in advance of publication.
- The advertiser and advertising agency assume full liability for all content of advertisements (including text, representation and illustrations) and are solely responsible for any related claims against the publisher.
- The publisher reserves the right to add the word(s) “advertisement” or “advertorial” to the top of pages or paid/sponsored content, if the ad could be confused with Kostuch Media Ltd. editorial content.
- The advertiser and advertising agency agree that Kostuch Media Ltd. shall be under no liability in the event of failure to insert any advertisement, for any cause.
- In the event of a conflict with policies covered within the insertion order, the publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions. Publisher reserves the right to not publish an ad for any reason.
- Commissions, discount payments, cash discounts: Two per cent on net (after agency commission) if payment is received within 10 days of invoice date. Publisher reserves the right to cancel future insertions for advertisers with outstanding invoices.
- Payment should be made in Canadian funds, or equivalent funds, at the rate of exchange prevailing at the time of payment.
- Pages cannot be sold or copied.
AD SPECS

PRINT AD MATERIAL REQUIREMENTS

- All critical elements must be kept within the trim dimensions. Please allow .25” on each side to ensure type is not cut off for bleed ads.
- Ensure crop marks are kept out of bleed areas.
- All colours used must be CMYK.
- Please make sure company name is included in file name.

WHERE TO SEND IT

- PDF/X-1a:2001, or a generic PDF created to Kostuch Media Ltd. specifications.
- Send online using Hightail at https://www.hightail.com/u/KostuchMediaLtd

For further information contact: Courtney Jenkins, Art Director
  cjenkins@kostuchmedia.com