

**Best-Met Publishing Co., Inc.**

**Food World**

**Food Trade News**

**Grocery Industry Directory**





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### ***Mid-Atlantic Grocery Industry Directory***

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#### ***Best-Met Publishing Co., Inc.***

5537 Twin Knolls Road, Suite 438  
Columbia, MD 21045  
www.best-met.com

Jeffrey W. Metzger	<i>Publisher</i>
William H. Speakman	<i>Secretary/Treasurer</i>
Richard J. Bestany	<i>Chairman Emeritus</i>

#### ***Food World***

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Jeffrey W. Metzger	<i>Publisher</i>
Terri Maloney	<i>VP/Editorial Director</i>
Carol Cherington	<i>VP, Advertising Sales</i>
Lou Rosenthal	<i>Account Executive</i>
Mike Keba	<i>Account Executive</i>
Beth Pripstein	<i>Circulation Manager</i>

#### ***Food Trade News***

410-557-9134  
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email: office@best-met.com

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Nina Weiland	<i>VP/General Manager</i>
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Lou Rosenthal	<i>Account Executive</i>
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## Circulation

### Food World

### Food Trade News

#### Category of Trade

#### Percentage of Circulation

#### Food World - Total circulation 21,534

Corporate Chains: executives / buyers / store managers	33
Small Chains / Independent Operators	12
Convenience Stores / Mass Retailers	9
Wholesalers / Distributors	10
Manufacturers / Brokers	31
All Others	5

#### Food Trade News - Total circulation 22,056

Corporate Chains - executives/buyers/store managers	35
Small Chains / Independent Operators	15
Convenience Stores / Mass Retailers	8
Wholesalers / Distributors	9
Manufacturers / Brokers	31
All Others	2



The area of coverage for Food World is Maryland, Virginia, Delaware, Central Pennsylvania and the District of Columbia. The area of coverage for Food Trade News is Pennsylvania, New Jersey and Delaware. Both publications enjoy national circulation to the corporate headquarters and buying offices of all the major retail chains that operate stores in the areas we cover.

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## Editorial Calendar

### Food Trade News

#### Publication Date

**November 19, 2007**

*Materials: November 9*

**December 17, 2007**

*Materials: December 7*

**January 21, 2008**

*Materials: January 11*

**February 19, 2008**

*Materials: February 8*

**March 17, 2008**

*Materials: March 7*

**April 21, 2008**

*Materials: April 11*

**May 10, 2008**

*Materials: May 9*

**June 16, 2008**

*Materials: June 6*

#### Special Issues & Features

##### Holiday/Seasonal Foods Merchandising

*Food Trade News* covers the holiday merchandising plans of the area's retailers, featuring a "Meet the Buyers" segment.

##### Year in Review / Wholesalers

A review of the year 2007, with a retailer roundtable discussion. Also, a study of the wholesalers in the *Food Trade News* market, along with company listings.

##### Futurecast 2008

A look ahead at the year 2008, with a retailer roundtable discussion. Also, *Food Trade News* will take a look at Super Bowl merchandising with a surprise interview.

##### Frozen Food

IRI Infoscan's listings of the fastest moving frozen food items in the Delaware Valley and Central Pennsylvania markets. Also, spotlight interviews with frozen food and seafood companies in the market.

##### Foodservice

A look at the foodservice industry within the retail supermarket business. Also included, "Meet the Buyers" in the retail foodservice industry as well as featurettes on several area suppliers.

##### Specialty Food

*Food Trade News* will take a look at the specialty food industry, highlighting interviews with area retailers, distributors and wholesalers handling specialty categories. Plus: bonus circulation at the FMI Show in Chicago and the IDDBA show in Anaheim, CA.

##### FMI / Dairy-Deli-Bakery

*Food Trade News* will "Meet the Buyers" in the dairy-deli-bakery segment. Also, IRI Infoscan's listings of fastest moving dairy-deli-bakery items in the Delaware Valley and Central Pennsylvania markets.

##### Retail Market Study

*Food Trade News'* biggest and most important of the year! The annual market study breaks down sales and share for retailers from all segments doing business in the Delaware Valley, Central Pennsylvania, ABE and Northeast PA markets.

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## Editorial Calendar

### Food Trade News

*cont.*

#### Publication Date

##### July 21, 2008

Materials: July 11

##### August 18, 2008

Materials: August 8

##### September 15, 2008

Materials: September 5

##### October 20, 2008

Materials: October 10

##### November 17, 2008

Materials: November 7

##### December 15, 2008

Materials: December 5

#### Special Issues & Features

##### Manufacturer / Ethnic Foods

*Food Trade News* will "Meet the Buyers" in the ethnic categories, exploring trends and highlights of the fast-growing segment. Also, listings of the manufacturers with locations in our marketing area.

##### Direct Store Delivery

*Food Trade News* will "Meet the Buyers" in the DSD arena and spotlight suppliers and wholesalers in the arena. Also, DSD company listings.

##### Naturals and Organics

*Food Trade News* explores the natural/organics business in the retail sector, highlighting future trends and showing you who's on the cutting edge.

##### Grocery IRI / Brokers

IRI Infoscán's listings of the fastest moving edible and non-edible grocery items in the Delaware Valley and Central Pennsylvania markets. Also, a listing of the brokers doing business in those markets, along with a question-answer panel with some of the region's brokers.

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Updated: July 23, 2007

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## Editorial Calendar

### Food World

#### Publication Date

**November 5, 2007**

*Materials: October 26*

**December 3, 2007**

*Materials: November 23*

**January 7, 2008**

*Materials: December 28*

**February 4, 2008**

*Materials: January 25*

**March 3, 2008**

*Materials: February 22*

**April 7, 2008**

*Materials: March 28*

**May 5, 2008**

*Materials: April 25*

**June 9, 2008**

*Materials: May 23*

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## Editorial Calendar

### Food World

*cont.*

#### Publication Date

##### July 7, 2008

Materials: June 27

##### August 4, 2008

Materials: July 25

##### September 1, 2008

Materials: August 22

##### October 6, 2008

Materials: September 26

##### November 3, 2008

Materials: October 24

##### December 1, 2008

Materials: November 21

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## Display Advertising Rates

### Food World

### Food Trade News

10-10-07

*Food World* is published the first Monday of the month.

*Food Trade News* is published the third Monday of the month.

### Food World / Food Trade News Typical Space Costs

Size of ad	1 time	3 times	6 times	9 times	12 times
Full page	\$3,187.80	\$3,087.75	\$2,887.75	\$2,587.75	\$2,574.10
Vertical half page	1,912.68	1,884.96	1,839.18	1,797.60	1,748.46
Horizontal half page	1,593.90	1,570.80	1,532.65	1,498.00	1,457.05

### Food World / Food Trade News Typical Space Costs

(per paper when bought in combination)

Size of ad	1 time	3 times	6 times	9 times	12 times
Full page	\$2,656.50	\$2,556.45	\$2,356.50	\$2,056.50	\$1,656.50
Vertical half page	1,593.90	1,566.60	1,520.82	1,475.04	1,429.68
Horizontal half page	1,328.25	1,305.50	1,267.35	1,229.20	1,191.40

### Insert Costs

Single leaf: \$2,970.00

Double leaf: \$4,070.00 (commissionable)

Must have a minimum of 20,000 inserts PER paper. Inserts must be pre-printed and sent directly to our printer. The cost of having the insert inserted into the paper depends on size, single means no larger than one page of the paper, (10x11.5) double leaf is two pages (both sides).

### Agency Discounts

Agencies receive a 15% discount on gross cost.

### Color

\$350.00 extra per page (net).

### Closing Dates

Materials must be received at least 10 days prior to publication date.

For more information, contact:

*Food World*: Carol Cherington, 410-730-5013 or  
ccherington@best-met.com

*Food Trade News*: Nina Weiland, 410-557-9134 or  
nweiland@best-met.com

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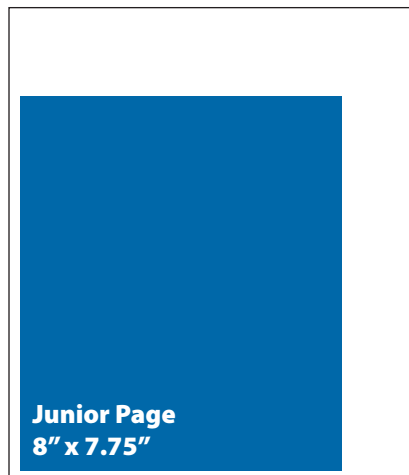
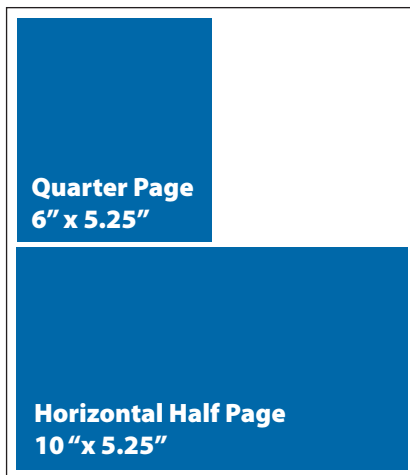
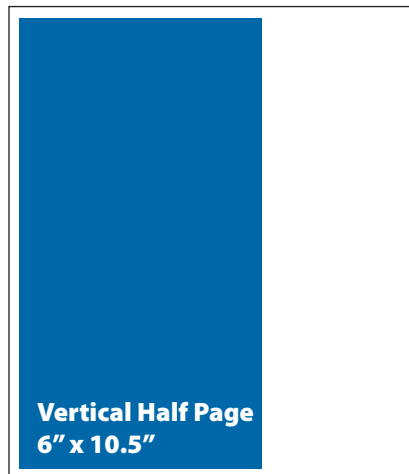
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## Ad Material Information

*Food World*

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**Page Size** 52.5 column inches per page (5 columns x 10.5")

**Column Size** 1 column inch = 2" x 1"

**Specs** Digital submissions should be high resolution PDF files with all fonts and graphics collected/embedded. No bleeds. Color is process (CMYK). Ad sizes are described above.

**Submissions** Submissions can be sent via email to the editor, Terri Maloney, at tmaloney@best-met.com. Submission can also be sent via mail to Terri Maloney, 5537 Twin Knolls Road, Suite 438, Columbia, MD 21045

**FTP** FTP protocol is available. For further information, contact Terri Maloney at 410-730-5013.

