



chain leader

Inspire Operators with Trendy Menu Ideas

Deliver your recipe tips and ideas to operators' inbox

Recipes, Trends & Ideas, from R&I and Chain Leader, is a winning formula for marketing success. This new monthly newsletter connects operators with your brand through an industry leading name they trust. Recipes, Trends & Ideas is delivered to a cross-industry audience of operators from all segments.

Recipes come from four-star chefs, culinary schools, restaurant chains, cookbooks, and independents. Trends are sourced from Technomic and other foodservice research partners. The ideas shared come from our clients, agencies and you, our partners. Another key feature of the newsletter is the in-depth recipe database. It is searchable by multiple criteria—daypart, menu category, cuisine type and more—this recipe source is rich with delicious ideas for building menus and business.

There is no better medium for foodservice advertisers to put your marketing messages in front of a captive foodservice audience than the new and enhanced newsletter, Recipes, Trends and Ideas.

Audience and Frequency

- Frequency: Monthly
- Target Audience: Restaurant operators across all concepts and segments
 - Chain units: 30,000
 - Franchise locations: 19,200
 - Independents: 75,000
 - Non-commercial: 26,000
- Total Estimated Reach: 110,000+ unique subscribers



Advertising Options and Rates

Recipes, Trends & Ideas has five opportunities for your advertising messages

Leaderboard (1 per issue): 728X90 pixels; linking URL; 40K maximum file size, JPG or GIF, no Flash. Also send text only version, no image.

Rate: \$1,500 per issue

Skyscraper (2 per issue): 160x600 pixels; linking URL; 40K maximum file size, JPG or GIF, no Flash. Also send text only version, no image.

Rate: \$1,000 per issue

Text Ad/Featured Recip (2 per issue): Headline: max 7 words; Text: max 40 words; Image: 100x100 pixels; linking URL; 72 dpi, 40K max file size, JPG or GIF, No Flash or animation.

Rate: \$1,200 per issue



Deliver your message to thousands of operators

2011 Newsletter Feature Calendar

Issue	Feature 1	Feature 2
July	Poultry for breakfast	Frozen desserts
Aug.	Fast casual & chains	Hispanic foods
Sept.	Specialty coffee	Breakfast at hotels
Oct.	College menus	Food trucks
Nov.	Mediterranean menu	Burger toppings
Dec.	Consumer lunch trends	Bakery-Café's

Benefits

- Ad traffic reporting
- Direct links to your site
- 3-month package discounts

To advertise in Recipes, Trends & Ideas, contact your mardevdm2 account manager at +1.800.323.4958.