

The SoCal FOOD & BEVERAGE PROFESSIONAL

SAN DIEGO | ORANGE COUNTY | LOS ANGELES | SANTA BARBARA

www.socalfnbpro.com



2017 Advertising Rates

Southern California's Food & Beverage Industry-Dedicated Magazine

Print Ads	1X	6X	12X
Cover + 2 Page Editorial + Full Page Ad	\$5,000	<i>Only one cover per advertiser per year. Cover acceptance will be at the Editor-in-Chief's discretion.</i>	
Full Page back cover 8.5" x 11" full bleed	\$2,200	\$2,000	\$1,500
Full Page inside cover 8.5" x 11" full bleed	\$1,700	\$1,500	\$1,000
Full Page inside back cover 8.5" x 11" full bleed	\$1,700	\$1,500	\$1,000
Full Page 8.5" x 11" full bleed	\$1,200	\$1,000	\$800
Half Page 7.5" x 5"	\$700	\$600	\$500
Quarter Page 3.75" x 5"	\$500	\$400	\$300

Website Banner Ads	Monthly
360 x 360	\$100
360 x 720	\$150
740 x 100	\$200

ALL RATES ARE NET

RATE CARD v1.16 - 2017

Contact your sales representative or info@socalfnbpro.com for more information.

- All ads are full-color.
- All ads include logo and link on www.lvfnb.com and ad placement in the online issue.
- Rates are for print-ready supplied artwork only. Design services are available at \$40 per hour. Please request a quote for more accurate design pricing.

2017 Editorial Schedule

Issue	Due Date	Featured Theme	Bonus Distribution
January	12/17/2016	Nat'l Bread & Soup Month	Fancy Food Show, Tobacco Show, CES
February	1/17/2017	Nat'l Potato Month	Nat'l Grocers Asso. Expo, Chinese New Year
March	2/17/2017	Nat'l Pizza Month	Pizza Expo, Catersource, International Restaurant Show, Nightclub & Bar Show, Niigata Sake Festival, Exhibitor Expo
April	3/17/2017	Nat'l Food Month	UNLVino, NATO/WSWA, Home Based Travel Expo
May	4/17/2017	Nat'l Beef Month	HD Expo, ACF Chefs Golf, NRA-Chicago, Vegas Uncork'd, Epicurean Affair
June	5/17/2017	Nat'l Dairy Month	Laughlin's Chefs Fest, Nat'l Market Place, ACF LV Chef of the Year, World Tea Expo
July	6/17/2017	Nat'l Culinary Arts Month	ACF Chef's National Convention, Hawaii Hospitality Expo, I.T. Equipment Review
August	7/17/2017	Nat'l Sandwich Month	Western FS Show-LACC,
September	8/17/2017	Nat'l Chicken Month	Flavors Of The Heart, San Gennaro, G2E, LV Largest Mixer, Love and Vine
October	9/17/2017	Nat'l Seafood Month	Signature Chefs Las Vegas, Life is Beautiful, Taste of the Nation, Foodie Fest
November	10/17/2017	Nat'l Pepper Month	Supply Side West
December	11/17/2017	2017 Year in Review Holiday Issue	Ultimo, ACF Chefs Christmas Dinner

ABOUT THE SoCal FOOD & BEVERAGE PROFESSIONAL

The SoCal Food and Beverage Professional is an industry-dedicated publication serving the greater Southern California region. In print monthly (5,000 + copies) and online (65,000 monthly requests) at www.socalfnbpro.com, currently serving over 70,000 monthly industry professional readers locally, regionally and nationally. Additionally, we e-blast a biweekly flyer to our 20,000 F&B Professional databases.

Our readers include F&B & Purchasing Departments at all major properties; front & back of the house chefs, foodservice management, waitstaff, catering, beverage & bar managers, mixologists & bartenders; culinary schools; independent and multi-unit specialty; QSR restaurants; and F&B suppliers.

Extra copies are circulated at all major F&B Industry Expos/Shows/Events, at which we also exhibit regionally.

Our monthly distribution includes memberships and associations with various organizations including:

- ACF-American Culinary Federation
- ACF Chefs and Culinarians of San Diego
- ACF Chef de Cuisine Association of California
- ACF Chefs de Cuisine Association of San Diego
- USBG-United States Bartenders' Guild-SoCal Chapter
- CARA-California Restaurant Association
Los Angeles Chapter
- CARA-California Restaurant Association
Orange County Chapter
- CARA-California Restaurant Association
San Diego Chapter
- Gas Lamp Quarter Association
- Orange County Restaurant Association
- Greater Santa Barbara Lodging &
Restaurant Association
- Ventura Chefs Association
- IFSEA-International Food Service
Executives Association
- JRAA-Japanese Restaurant Association of America
- NACE-National Association of Catering Executives

50 YEARS OF FOODSERVICE EXPERIENCE
AND SERVING THE SERVICE INDUSTRY IN
LAS VEGAS SINCE 2002

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