

# Perishable Foods Connection

Formerly DeliMag

## Editorial Profile

Perishable Foods Connection, formerly known as DeliMag, is the official publication of the Perishable Foods Council of Northern California/Nevada and is published quarterly. It has been in existence for more than two decades.

The goal of the magazine is to provide trade news for dairy, deli, bakery, meat, produce, and foodservice professionals in Northern California and Northern Nevada.

The circulation is approximately 3,500 with additional distribution at Council events and other food industry meetings and shows. Members of the Perishable Foods Council of Northern California receive the magazine, as well as retailer managers, merchandisers, distributors, manufacturers in the marketing areas of the Greater Bay Area, Sacramento, and Reno. Sample magazines are available by calling Nancy Clothier at 415-823-1219.

## Editorial Information

Editorial information/questions should be directed to Dave Daniel, Pacific Rim Publishing Co., P.O. Box 4533, Huntington Beach, CA 92605-4533. 800-526-9307. E-mail: dave.pacrim@verizon.net.

The magazine is published the first month of each quarter (January, April, July, October). The deadline is the 15th of the month prior to publication.

All submissions are subject to editing for style and content.

## Why Advertise in the Perishable Foods Connection?

- Major chain retailers at all buying levels are devoting less time to sales presentations.
- At store level, sales reps are unable to communicate with department managers due to irregular hours.
- A Perishable Foods Connection ad serves as a reminder to the decision makers who buy, order, and merchandise your products.
- Perishable Foods Connection advertising reaches more than 1,200 high volume stores.

## 2011 Editorial Calendar

Each issue will contain news and photos of Council events and members in addition to the following (subject to change):

**First quarter 2011** (January) A salute to Canned Foods, along with a look at party foods for the Super Bowl, Asian Foods for Chinese New Year; Easter items; and natural and organic foods.

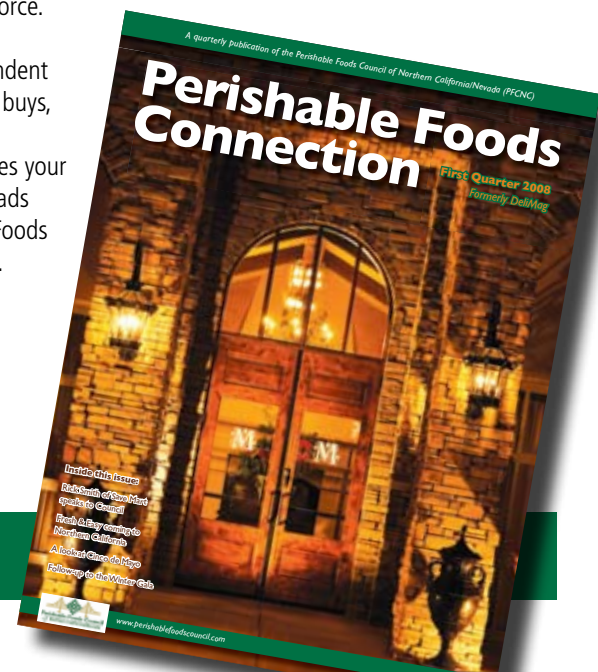
**Second quarter 2011** (April) A salute to Lunardi's Markets; a look at Hispanic Foods (Cinco de Mayo); summer foods (grilling, bar-b-que, picnic, Fourth of July).

**Third quarter 2011** (July) A salute to Save Mart Markets; National Hot Dog Month, back-to-school foods; Mexican Independence Day foods; Tailgating foods.

**Fourth quarter 2011** (October) A salute to Food 4 Less, the PFC Champion for 2011; Oktoberfest foods; Thanksgiving foods; Christmas/holiday season foods.

## It's a Fact:

- The fastest growing segment in the retail food industry is highlighted by the resurgence of the independent grocer.
- This trend is being fueled by rapidly changing demographics in the marketplace and grocery chain mergers that have caused store closings. As a result, the closings have provided excellent locations for independents.
- Perishable Foods Connection advertising reaches the top volume independents providing quick and inexpensive support to your own sales force.
- The independent grocer who buys, orders and, merchandises your products reads Perishable Foods Connection.



## Advertising Information

Advertising questions should be directed to Dalva Fisher at 435-674-3504. FAX: 435-674-3570. E-mail: dalva\_fisher@hotmail.com. Custom graphic design services are available for your ad needs, please inquire with Dalva for further information and rates.

## Advertising Rates:

	1X	4X
Cover wrap	\$3,000	\$3,000
Full page	\$1,760	\$1,705
Half page	\$880	\$825
Third page	\$620	\$600
Quarter page	\$550	\$525
Requested Inside Covers (front or back):	10% premium	
Center Spread:	10% premium	
Double-truck:	10% premium	
Bleed Charge:	10%	

All ads are 4-color. Other sizes are available, including new-product introduction mentions (approximately 1/6-page) for \$225, and business card-sized ads for \$100. Cover wrap includes the back cover with artwork for the front cover to be supplied by the advertiser with the stipulation that no packaging is allowed.

A commission of 15% is available to recognized agencies.

The deadline is the same as editorial, closing on the 15th of the month prior to publication with materials needed by the 20th of the month.

## Mechanical Requirements

(width x depth)

Publication trim size: 8 1/2" x 11"  
Full page (non-bleed): 7 1/2" x 10"  
Full page (bleed): 8 3/4" x 11 1/4"  
1/2 page: horizontal: 7 1/2" x 4 7/8"  
1/2 page: vertical: 3 3/8" x 10"  
1/2 page island: 5" x 7"  
1/3 page: horizontal: 7 1/2" x 3 1/3"  
1/3 page vertical: 2 3/16" x 10"  
1/4 page: 3 3/8" x 4 7/8"  
Double-truck (non-bleed): 16" x 10"  
Cover/double truck (bleed): 17 1/4" x 11 1/4"

## Digital Files

All files supplied must be high res @ 300 dpi, CMYK, fonts included or outlined, links included. Software should be MAC based in: Adobe InDesign, Illustrator, Photoshop, Acrobat PDF. Deliver via disc to:

Dave Daniel  
Pacific Rim Publishing Co  
17931 Orkney Circle  
Huntington Beach, CA 92647  
714-375-3900



Or, if less than 5mb, via email to: dave.pacrim@verizon.net.

## Copy & Contract Requirements

- Publisher reserves the right to reject any objectionable copy.
- The advertiser agrees to hold the publisher harmless from all claims, damages and expenses arising out of the publication of any advertising accepted.
- Commission: 15% to recognized agency paid within 30 days. Advertisers will be short rated or rebated according, to actual number of insertions used during a one-year period from the month of first insertion.
- Advertising which simulates editorial content must be labeled "Advertisement." Publisher reserves the right to reject advertising not in keeping with the publication's standards.
- Contract advertisers are protected at existing rates for duration of contract. Rates determined by number of insertions of 1/8 page or more within 12-month period from date of first insertion Space size may vary with each insertion.

## State-Wide Coverage Opportunity — Advertising Information

Opportunities are available for advertising in both the Perishable Foods Connection in Northern California and the DDBC NEWS, the official publication of the Dairy Deli Bakery Council of Southern California.

Discounts are available for advertisers to reach most key personnel in the state.

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