

GOURMET *insider*®

Connecting The Business Of Gourmet Housewares



20
Media Planner
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From the publishers and editors of **HOMEWORLD**
BUSINESS

January - February



Trend Watch

Coffee & Tea: What's Brewing

Retailers talk coffee and tea trends, from top-selling blends to unique brewers and accessories.

Outdoor Cooking

Retailers dish on outdoor cooking and entertaining trends, from grilling and pizza making to accessories, spices and rubs.

Sections

Shelf Talk: New Product Previews

The Back Room: An operations manual for everyday business.

The Dish: Breaking news, helpful tips and event ideas from across the industry

Shelf-Stable Foods: A look at what's trending now in the shelf-stable category.

On The Table: A special section dedicated to the food, beverage and lifestyle trends impacting gourmet kitchenware and tableware.

Shows

Dallas Total Home & Gift Market

Atlanta International Gift & Home Furnishings Market

Las Vegas Market

New York NOW

Space: 12/9 Materials: 12/10

March - April



Trend Watch

Cookware: Fodder For Foodies

Examining how retailers are making the connection between hot food trends and their cookware strategies.

Smarter Cooking

Answering the questions independent gourmet retailers are asking about their potential in "smart" electrics and kitchenware.

Sections

Kitchen Textiles
A look at the colors, patterns and products that will deliver profits in 2020.

gia Award Winner

A profile on the U.S. Global Innovator Award (gia) winner.

Sections

Shelf Talk: New Product Previews

The Back Room: An operations manual for everyday business.

The Dish: Breaking news, helpful tips and event ideas from across the industry

Shows

The Inspired Home Show

New York Tabletop Market

Space: 2/24 Materials: 2/25

May - June



Trend Watch

The Chop Shop

Looking at new marketing and merchandising programs that can give specialty retailers an edge in cutlery and accessories.

Kitchen Electrics: The Design Evolution

How new technology and streamlined design have recharged the kitchen electrics opportunity for independent retailers.

Sections

Out Of The Box
A look at complementary categories and products that are driving incremental sales in gourmet housewares retailing.

Sections

Shelf Talk: New Product Previews

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Shelf-Stable Foods: A look at what's trending now in the shelf-stable category.

Shows

Dallas Total Home & Gift Market

Space: 5/7 Materials: 5/8

July - August



Trend Watch

Gourmet Insider All-Stars

Gourmet Insider selects the industry's most dynamic retailers. Coverage includes in-depth features about how each All-Star is an industry standout.

Gifting For The Holidays

Retailers share best practices, key gifting trends for the upcoming holiday season.

Sections

Shelf Talk: New Product Previews

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The Dish: Breaking news, helpful tips and event ideas from across the industry

On The Table: A special section dedicated to the food, beverage and lifestyle trends impacting gourmet kitchenware and tableware.

Shows

Atlanta International Gift & Home Furnishings Market

Las Vegas Market

New York Now

Space: 6/15 Materials: 6/16

September - October



Trend Watch

The Baking Experience

A comprehensive report on maximizing opportunities in bakeware, baking classes and bakeware accessories.

The Bar Cart

How retailers are capitalizing on the top trends in cocktail culture.

Sections

Shelf Talk: New Product Previews

The Back Room: An operations manual for everyday business.

The Dish: Breaking news, helpful tips and event ideas from across the industry

Shelf-Stable Foods: A look at what's trending now in the shelf-stable category.

Shows

New York Tabletop Market

Space: 9/3 Materials: 9/4

November - December



Trend Watch

State of the Industry

Gourmet Insider's exclusive exploration of store and product performance, including analysis of all major categories and consumer purchasing trends.

Registry Gourmet Style

Insights on registry trends and how new technology is facilitating stronger gourmet gift registries for weddings and other key life moments.

Sections

Money Makers
Hot tools and gadgets that align with the top food trends of the upcoming year.

Sections

Shelf Talk: New Product Previews

The Back Room: An operations manual for everyday business.

The Dish: Breaking news, helpful tips and event ideas from across the industry

Space: 11/5 Materials: 11/6

2020 Print Advertising Rates & Specs

ISSUE SIZE: 10" X 12 1/8"

AD SIZES

Full Page Bleed:

LIVE: 8 3/4" wide x 11 1/2" deep
TRIM: 10" wide x 12 1/8" deep
BLEED: 10 1/4" wide x 12 3/8" deep

NOTE: Please leave 3/16" of space at bottom of live area for readerservice number line of copy.

Half Island: 6" wide x 8" deep

Half Horizontal: 9 1/4" wide x 5 5/8" deep

Half Vertical: 4 1/2" wide x 11 1/2" deep

Quarter Vertical: 4 1/2" wide x 6" deep

Eighth: 3 3/8" wide x 4 1/2" deep

Strip: 9 1/4" wide x 2 3/8" deep

Full Page Spread:

LIVE: 18 3/4" wide x 11 1/2" deep
TRIM: 20" wide x 12 1/8" deep
BLEED: 20 1/4" wide x 12 3/8" deep

NOTE: Background CAN go through gutter, but keep vital matter within live area, out of gutter.

RATE POLICY

Rate based on a non-cancelable contract. If canceled, ads run would be short-rated to the nearest earned frequency based on the rate card. Special positions are non-cancelable within 90 days of ad space closing. 15% Agency Commissions given when ad materials are supplied.

TERMS AND CONDITIONS

Net due thirty (30) days from invoice date. No cash discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

SALES

Dave Palcek President/Co-Publisher
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Digital Advertising
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COLOR RATES

AD Size	1X	3X	6X
Full Page	4800	4000	3335
1/2 Page	3455	2880	2400
1/4 Page	2580	2150	1790
Strip	2455	2045	1705
1/8 Page	2330	1940	1615

Black & White rates, subtract \$500

INSERTS, BLEED OR OVERSIZED

Space cost plus insert charge of \$1,500.
For multi-page insert space cost contact publisher.
No charge for bleed or oversized.

ELECTRONIC SPECS

ACCEPTABLE DIGITAL FILE FORMATS:

The original ad layout document, fonts and images accompanied by press-ready PDF file.

Preferred Application: Adobe InDesign CC. **Others:** Adobe Illustrator CC; Photoshop CC; Adobe Acrobat Distiller DC (Illustrator and Photoshop are not recommended for creating layout files.)

PDF format: Submitted ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the .joboptions files that should be used when creating PDFs. PDF files can not be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

UNACCEPTABLE DIGITAL FILE FORMATS:

All digital Microsoft files: Word, Excel, Powerpoint, etc.

COLOR SPECS:

- All images, backgrounds & copy must be CMYK. Ads received in RGB and spot color format will be converted to CMYK. To avoid over-saturation, the combined value of CMYK values should not exceed 300%. (ie. C=100, M=100, Y=50, K=50)

IMAGE SPECS:

- Photos should be 300dpi at their actual size, in CMYK.
- Set transparency flattener to at least 300 dpi where applicable:
 - 1200 dpi for Line Art. 300 dpi for Gradients.
 - Set the vector balance to 100% vector.
- Ad files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.

GENERAL SPECS:

- Please include crop marks on all bleed ads.
- Label all documents and digital layout files with your advertiser's name and issue date, **NOT** "Gourmet Insider."
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. Gourmet Insider assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. Publisher is not responsible for the final outcome of digital files created on PC.

ACCEPTABLE COLOR PROOFS:

A valid supplied SWOP color proof that is representative of the ad is suggested.

All supplied color proofs MUST meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by the proof.

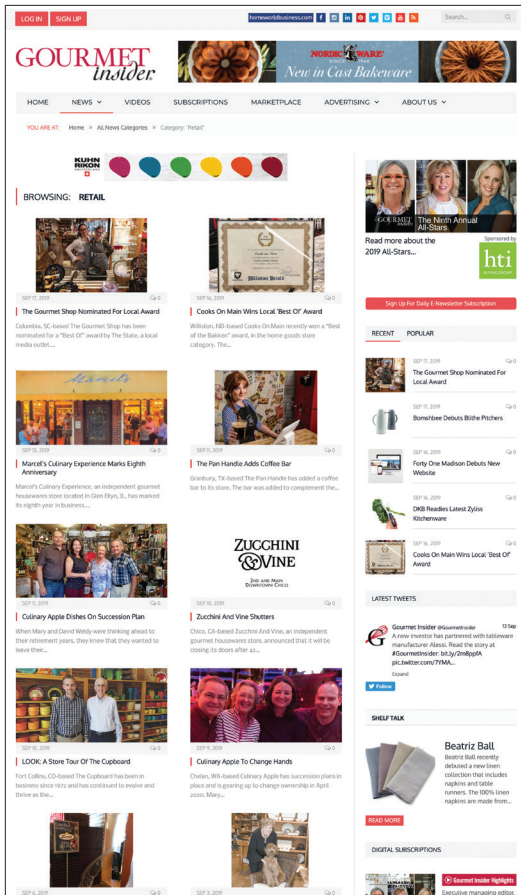
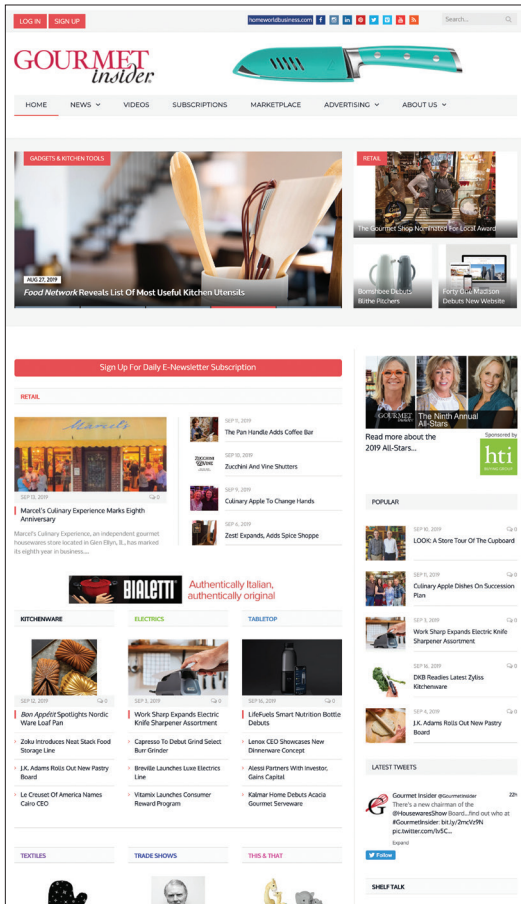
PRODUCTION WORK: If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF. All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be deleted.

FILE TRANSFER

SEND VIA E-MAIL: (for files less than 20 mb)

Attn: Suzette Schear
suzettes@gourmetinsider.com

UPLOAD DIGITAL FILES: <http://ads.icdnet.com>
accessible via your web browser (ID & password not needed)
ICD must be notified once ad has completed uploading.



SPONSORED CONTENT

Gourmet Insider's sponsored digital content program lets advertisers align with topical industry content that informs and engages the digital reader. Gourmet Insider provides high-profile sponsored digital content positions, including placement in the Front Page and Category sections of gourmetinsider.com and the Gourmet Insider Daily E-Newsletter.

Exclusivity: Max (3) advertiser.
\$1,500/week

HOME PAGE TAKEOVER

This dynamic opportunity includes bookends, a home page intercept, a leaderboard and the multimedia position. Upon login, all four positions will be displayed simultaneously. Campaigns connect to a supplied link.

Exclusivity: (1) advertiser per month.
\$5,000/month

BOOKENDS

High-profile position, displayed on the right and left sides of the gourmetinsider.com home page. Campaigns connect to a supplied link.

Exclusivity: Max (4) advertisers.
160x600 (x2) Bookends:
\$3,500/month

HIGH-PROFILE MULTIMEDIA POSITION

Animated ads and/or video. This placement is visible on ALL pages throughout the website.

Exclusivity: Max (5) advertisers, sequentially drawn.
300x250 Multimedia Position:
\$2,000/month

CATEGORY SPONSORSHIP

This is your opportunity to sponsor industry news category on gourmetinsider.com. Campaigns are randomly drawn and connect to supplied links.

Product Exclusivity: Max (5) advertisers, randomly drawn.
Cost per 468x60 Ad: \$2,000/month

LEADERBOARD BANNER

This eye-catching ad placement sits atop each page of gourmetinsider.com. Campaigns are randomly drawn and connect to supplied links.

Product Exclusivity: Max (5) advertisers, randomly drawn.
Cost per 728x90 Leaderboard Banner:
\$1,500/month

STANDARD BANNER

These ads top the 'main content' regions of each page within gourmetinsider.com. Campaigns are randomly drawn and connect to supplied link.

Product Exclusivity: Advertisers randomly drawn.
Cost per 468x60 Banner: \$500/month

WORDLINK

Unique links (URLs) are assigned to each reserved WordLink. Reserved words are available on a first-come, first-serve basis.

Product Exclusivity: Max (1) advertiser per word.
Cost per WordLink: \$375/month

CATEGORY INTERCEPTS

Unique advertisements, with individual Links, assigned to each Ad Intercept campaign. Ad Intercepts are assigned to specific story content categories.

Product Exclusivity: Max (5) advertisers per category, sequentially drawn.
Cost per Ad Intercept: \$2,000/month

Email Opportunities & Sponsorships

DAILY NEWS EMAIL BANNERS & BUTTONS

Horizontal ads top our exclusive Daily E-Newsletter with buttons placed within the body. Campaigns are sold one-per-day and connect to supplied link.

Max (5) advertisers per week, per position, exclusive days.
Cost per 468x60 Banner: \$1,500/month
Cost per 150x150 Button: \$1,000/month

TARGETED CUSTOM EBLAST

Deliver your custom message to our daily newsletter audience.

\$2,900 per Eblast

DIGITAL EDITION EMAIL NOTIFICATION

Reach your customers with an exclusive ad on our digital edition email notifications featuring a video preview of each edition.

Call for sponsorship details

