

FACILITATOR magazine

The Official Magazine of the Restaurant Facility Management Association

2016

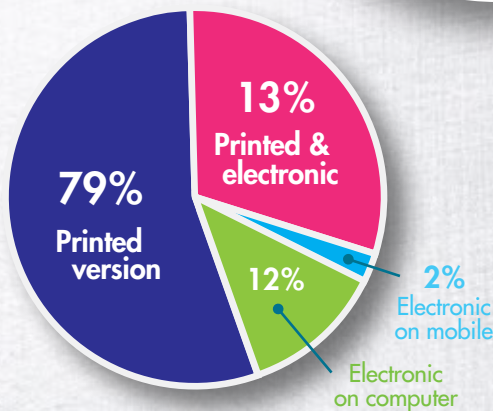
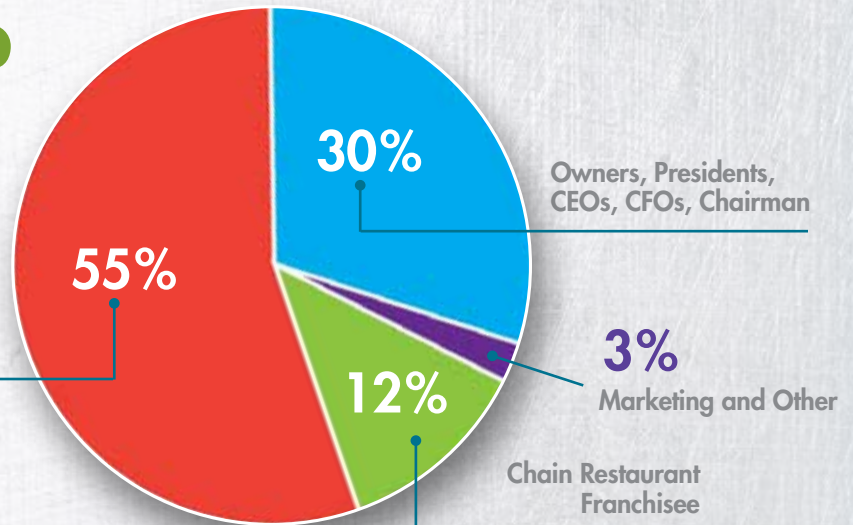


Our Readership

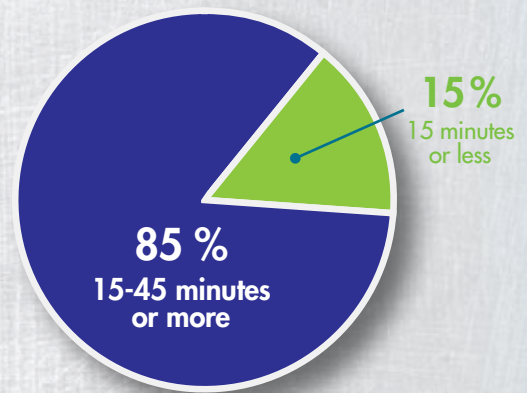
We are excited to share advertising opportunities within the RFMA community that will expand your reach via web, print and online education tools. With a printed circulation of more than 10,000 to targeted decision makers and members within the restaurant industry and an ever-growing online community, we hope these opportunities provide you with a wider range of connections and resources.

Circulation by Title

Purchasing, All Managers, Facility Directors/Managers, Supervisors, Operations



How do you read *Facilitator* magazine?



How much time do you spend reading an issue of *Facilitator* magazine?

94%

feel *Facilitator* magazine has a good balance between editorial content and advertisements

80%

have visited a vendors website as a result of seeing their ad in *Facilitator* magazine

52%

have contacted a vendor company as a result of seeing their ad in *Facilitator* magazine

"What I like the most about *Facilitator* magazine is that it is written, edited and published by industry professionals who ensure the content is always usable, relevant and valuable. Unlike other trade magazines, *Facilitator* provides me with usable information and insight that's directly linked to the restaurant industry."

— Dan Gibbons, Brinker International

62%

of our readers pass on *Facilitator* magazine to at least two or more people

10,000+

is the current circulation of *Facilitator* magazine every other month to targeted decision makers and members within the restaurant industry

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Advertiser and Editorial Deadlines

Issue Month	Focus	Editorial Topics	Advertiser Deadlines	Editorial Deadlines
Feb/March '16 Nashville March 13-15	Conference Issue Sustainability	Disaster Recovery • Energy Management • Technology • Roofing & Flooring • Capital Investments • Pest Control • HVAC/R	Ad Close: 1/8 Ad Due: 1/15	Editorial Due: Friday, December 9
April/May '16	Conference Recap Preparing for Summer & HVAC	Asphalt Repair/Replace • Carpet Cleaning • Concrete Site Work • Painting • Refrigeration • Preventive Maintenance — Cyclical Services • Windows/Window Treatments • Window Washing	Ad Close: 3/18 Ad Due: 3/25	Editorial Due: Friday, Feb. 26
June/July '16	Design Construction & Disaster Planning/ Management	Beverage Systems • Doors • Remodeling/Green Building • Kitchen Equipment • Landscaping • Painting • Technology • Ventilation	Ad Close: 5/6 Ad Due: 5/13	Editorial Due: Friday, April 22
Aug/Sept '16	Financial Management/ Budget & Plumbing	Janitorial • Grease • Hot Water Systems • Pest Control Programs • Sewer/Septic • Waste Water • Water Heaters • Water Softeners	Ad Close: 7/8 Ad Due: 7/15	Editorial Due: Monday, June 24
Oct/Nov '16 <i>6th Anniversary Issue</i>	Buyer's Guide Capital Planning/ Code Updates/Hood & Fire Safety	Exterior/Interior Lighting/Signage • Winterize Plumbing • Landscaping • Parking Lot Maintenance • Snow Removal • Waste Management • Handyman Programs	Ad Close: 9/9 Ad Due: 9/16	Editorial Due: Friday, August 19
Dec/Jan '17	Building Maintenance & Project Management	ADA • Capital Forecasting • Codes & Guidelines • Fire Safety • Hood Cleaning • Security Systems • Slip and Fall	Ad Close: 11/10 Ad Due: 11/16	Editorial Due: Friday, October 14

2016 Advertising Rates, Sizes and Specs

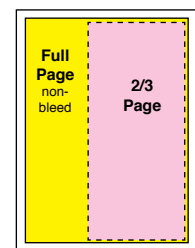
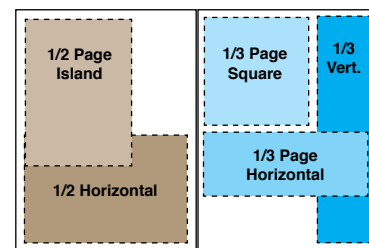
Circulation is 10,000+

Ad size	1X	3X	6X	9X	12X
Full page	\$3,708	\$3,402	\$3,213	\$3,024	\$2,646
2-page Spread	\$7,088	\$6,379	\$6,025	\$5,670	\$4,961
2/3 page	\$2,993	\$2,693	\$2,544	\$2,394	\$2,095
Half page	\$2,499	\$2,249	\$2,124	\$1,999	\$1,749
Third page	\$1,943	\$1,748	\$1,652	\$1,554	\$1,360

*ALL RATES ARE NET. Rates effective November 1, 2015. Rates apply to price per insertion. **Additional 5% charge for Premium Positions, including opposite TOC**

Page Size	Width		Height
Publication Trim Size	8 3/8"	x	10 7/8"
Publication Bleed Size	8 5/8"	x	11 1/8"
Full Page/non-bleed	7 3/8"	x	9 7/8"
Full Page w/bleed	8 5/8"	x	11 1/8"
2-Page Spread/non-bleed	15 3/4"	x	9 7/8"
2-Page Spread w/bleed	17"	x	11 1/8"
2/3 - Page	4 7/8"	x	9 7/8"
1/2 - Page Island	4 7/8"	x	7"
1/2 - Page Horizontal	7 3/8"	x	5"
1/3 - Page Square	4 7/8"	x	4 7/8"
1/3 - Page Vertical	2 3/8"	x	9 7/8"
1/3 - Page Horizontal	7 3/8"	x	3 1/4"

The trim size to *Facilitator* is 8 3/8" x 10 7/8". Full-page ads should be built to trim. **Keep all live copy 3/8" from trim size.** For bleed, extend ad 1/8" beyond trim size.



For more information contact:
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