

GOOD RESTAURATEURS ARE ALWAYS LEARNING

# Restaurant STARTUP & GROWTH™

## Why is *RS&G* so Unique

There's no other foodservice publication that focuses on a critical element in the restaurant business: Restaurant Startups. There are only three ways you can increase your restaurant segment sales:

- **Sell more to your current customers.**
- **Sell more to your competitors' customers.**
- **Sell to startups.**

It is as simple as that. If all your advertising and marketing dollars are going toward only the first two you're missing a very profitable segment.

The restaurant "replacement factor" is a key element in keeping and growing your restaurant sales. Field salespeople know this firsthand because they have to replace lost business that comes from the marketplace's natural turnover. They also know that the earlier they make the connections, the better their long-term prospects. Month in and month out startups are buying, building and remodeling, menu planning, selecting, stocking and opening. Your salespeople want to be there and they want your support in helping them make the sale.

## Customized Articles Focus on Startups

*RS&G* magazine is different from anything published in food-service. Our best sales tool is the magazine itself. Pick up any issue, open to any page, read any article. This fresh editorial approach creates a unique editorial environment in which restaurant people actually read to learn. That's a great place for them to learn about you because you're advertising to a state of mind. The "when" in reaching a potential buyer is very important!

Think about the people who want to sell to you. If they come too early you're not ready, too late and you've already committed your budget. Timing is a key in selling to startups too. To put it simply: They are in the "mood" to buy and want to talk to you just as much as you want to talk to them.

That's why we use a variety of "touch points" to make sure we are using every avenue to get to startups when they are starting. We employ restaurant new-business license lists, distributor input, restaurant associations, culinary schools and a variety of other methods to make sure we are reaching the vast majority of startups with back-to-basics, how-to information that will help them succeed.

## What Our Readers Say

"We fell in love with *Restaurant Startup & Growth* the first time we saw it. It's clear the magazine is written by restaurant people."

*Dana Nicolai, Owner, Indigo Joe's*

"I'm not your average startup, but I find myself being totally educated by the magazine. *Restaurant Startup & Growth* is the most practical and may be the most valuable magazine I read."

*Steve Silverstein, Owner, Not Your Average Joe's*

"Jim Laube's article on 'How-to Turn a Good Restaurant into a Great Business' is one that I read once and, I read it again. I've read it four times. I felt as if that article was written just for me. I still carry it in my briefcase."

*Scott Acker, Franchise Owner, Quaker Steak & Lube*

"For an independent restaurant owner, *Restaurant Startup & Growth* is a must read — for that matter, for anyone in the hospitality industry it is a must read. The restaurant industry is probably one of the most complex there is so the magazine is extremely useful."

*Dean Koutroumanis PH.D., Owner  
Antonio's Pasta Grille*

"The magazine and Web site guided me and helped me stay focused. A restaurant is a machine that needs a system and that's what *RS&G* provides. Unlike other magazines where I tear out an article to read later, I keep the entire issue of *RS&G* for reference."

*Farid Ali & George Contantinou, Owners  
Bogota Latin Bistro*

"The restaurant business is tough and that's not exclusive to startups. I like that the magazine focuses on growth of the startup."

*David Rutkauskas – Owner Camille's Sidewalk Café*

"We created a brand-new business using the information in *Restaurant Startup & Growth* and [restaurantowner.com](http://restaurantowner.com)."

*Nancy & Steve Butcher, Owners  
Nutcracker Family Restaurant.*

# Restaurant STARTUP & GROWTH™

# 2009

## Other Information:

Insertion orders and ad materials should be sent to:  
**Restaurant Startup & Growth**  
 5215 Crooked Road  
 Parkville, MO 64152  
 Phone: (816)741-5151 Fax: (816)741-6458  
 RSG@spc-mag.com  
 All insertion orders are accepted subject to *Restaurant Startup & Growth* Magazine general terms and conditions.

## Publishing Dates:

Issue	Insert. Orders	Materials	Issue	Insert. Orders	Materials
Jan	Nov 3	Nov 17	Aug	June 1	June 15
Feb	Dec 1	Dec 15	Sept	July 1	July 15
Mar	Jan 2	Jan 16	Oct	Aug 3	August 17
Apr	Feb 2	Feb 16	Nov	Sept 1	September 15
May	Mar 2	Mar 16	Dec	Oct 1	October 15
June	Apr 1	Apr 15	Jan 2010	Nov 2	November 16
July	May 1	May 15			

## Advertising Rates - 2009

Four-Color	1X	3X	6X	12X	18X	24x
Full Page	8,560	7,720	7,090	6,825	6,460	6,090
2/3 Page	6,460	5,620	5,350	5,150	4,880	4,320
1/2 Page	5,040	4,410	4,200	3,990	3,780	3,625
1/3 Page	3,570	3,050	2,940	2,780	2,625	2,520
1/4 Page	2,730	2,360	2,260	2,150	2,100	1,940
1/6 Page	2,150	1,860	1,790	1,730	1,625	1,575
Ins. Front Cover	10,290	8,925	8,500	8,100		
Third Cover	9,140	7,980	7,560	7,250		
Spread	16,010	14,175	13,280	12,650	12,050	11,450
Two-Color						
Full Page	7,460	6,460	6,300	5,880	5,570	5,320
2/3 Page	5,620	4,880	4,725	4,450	4,220	4,020
1/2 Page	4,310	3,725	3,675	3,400	3,260	3,150
1/3 Page	3,000	2,625	2,550	2,390	2,260	2,150
1/4 Page	2,310	2,100	1,960	1,840	1,740	1,660
1/6 Page	1,800	1,575	1,525	1,420	1,350	1,290
BW						
Full Page	6,090	5,280	5,160	4,940	4,590	4,350
2/3 Page	4,410	3,820	3,740	3,570	3,320	3,150
1/2 Page	3,425	2,960	2,900	2,770	2,575	2,450
1/3 Page	2,425	2,100	2,060	1,970	1,825	1,730
1/4 Page	1,875	1,625	1,590	1,525	1,410	1,340
1/6 Page	1,440	1,240	1,220	1,150	1,080	1,025

## The RS&G Advantage Program

RS&G magazine has a unique program that can help advertisers increase their presence. Called the "Advantage Program," it works much like the frequent-flyer airline programs except that you can earn no-charge extra advertising. Talk to your RS&G representative for details.

## Classified Advertising

Minimum length is 10 words. \$2.50 per word. Display classified is an available option.

## Mechanical Requirements: Magazine Trim Size: 8 X 10.75

<b>Spread w/Bleed:</b> 16.25" w X 11" h	<b>2/3 Page Vertical:</b> 4.5" w X 9.75" h	<b>1/3 Page Square:</b> 4.5" w X 4.5" h	<b>1/6 Page Vertical:</b> 2.25" w X 4.75" h
<b>Full Page:</b> 7.25" w X 10" h	<b>1/2 Page Horizontal:</b> 6.875" w X 4.5" h	<b>1/3 Page Vertical:</b> 2.181" w X 9.75" h	<b>1/6 Page Horizontal:</b> 4.75" w X 3" h
<b>Full Page w/Bleed:</b> 8.125" w X 11" h	<b>1/2 Page Vertical:</b> 4.5" w X 6.875" h	<b>1/4 Page Horizontal:</b> 4.5" w X 3.625" h	

**Electronic Submissions Checklist:** ALL FILES MUST BE COMPATIBLE WITH MACINTOSH PLATFORM  
 Media accepted: CDs, e-mailed or FTP files. Programs accepted: QuarkXpress 6.5, Adobe CS3 and high-resolution PDFs. Include all necessary support files used by layout document, i.e., fonts (screen and printer), all supporting graphics or logos. Convert text in Illustrator to paths or outlines. All graphics should have a resolution of 266-300 dpi. Proofs must be included with all submissions.

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