



The magazine for value-added produce

2010 MEDIA KIT

www.freshcut.com

Fresh Cut Circulation

Retail Buyers (Grocery Stores, Wholesale Clubs)	3,750
Foodservice/Restaurant Buyers	3,130
Foodservice Operations/Distributors	2,885
Processors.	2,300
Grower/Packer/Shipper	1,410
Allied Industries (Researchers, Associations, Gov't, Suppliers)	1,063

Total Qualified Circulation

14,538

Bonus Trade Show Distribution

Bonus Trade Show Distribution

California League of Food Processors Expo, Fresh Produce and Floral Council Northern and Southern Expos, Great Lakes Fruit, Vegetable and Farm Market EXPO, Produce Marketing Association's Foodservice Conference, Produce Marketing Association's Fresh Summit, Southern Exposure, Southwest Foodservice Expo, UC Davis Fresh-Cut Workshop, United Fresh Marketplace, United FreshTech, United Public Policy Conference

Based on 2009 show distribution. Subject to change.

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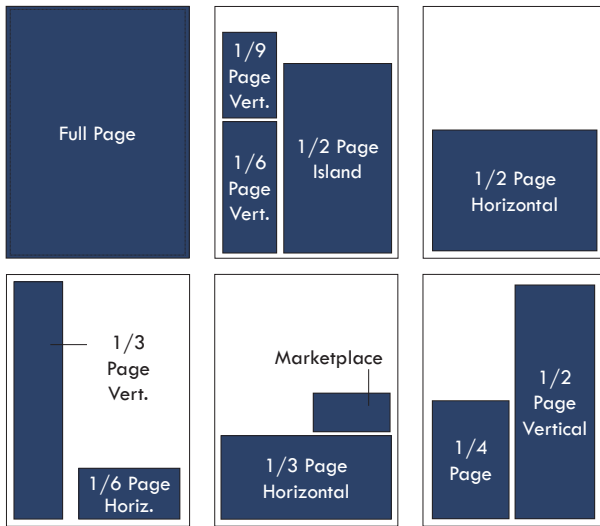
advertising@freshcut.com



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Fresh Cut Advertising Rates, Sizes & Specs



Spread	15.75" x 10.75"
Spread (trim)	15.5" x 10.5"
Full Page	8" x 11"
Full Page (trim)	7.75" x 10.75"
1/2 Island	4.375" x 7"
1/2 Horizontal	6.625" x 4.75"
1/3 Horizontal	6.625" x 3.25"
1/3 Vertical2" x 9.75"
1/4 Vertical	3.3125" x 4.875"
1/6 Vertical2" x 4.875"
1/6 Horizontal	4.375" x 2.2"
1/9 Vertical2" x 3.25"
Marketplace	3.3125" x 1.75"

The live area must be .375" from the trim size for all bleeds. Both spreads and full Page ads need to add an additional a .125" bleed on all sides.

	1-3x	4-6x	7-9x	10-12x
Spread	\$10,619	\$10,101	\$9,184	\$7,985
Full Page	\$4,633	\$4,408	\$4,008	\$3,485
1/2 Page Island	\$2,732	\$2,604	\$2,368	\$2,055
1/2 Page Horizontal	\$2,578	\$2,455	\$2,232	\$1,937
1/3 Page Horiz./Vertical	\$1,768	\$1,686	\$1,533	\$1,333
1/4 Page Vertical	\$1,343	\$1,281	\$1,164	\$1,015
1/6 Page Horiz./Vertical	\$974	\$928	\$844	\$733
1/9 Page Vertical	\$677	\$646	\$589	\$513
Fresh Warehouse	\$666	\$636	\$574	\$502

	1x	2x	3x +
E-Mail List Rental - All	\$2,060	\$1,650	Call for quote
E-Mail List Rental - Geo-Targeted	Call for quote		
Mail List Rental - All (Postage Extra)*	\$6,900	\$5,500	Call for quote
Mail List Rental - Geo (Postage Extra)*	Call for quote		
Belly-Band (Printing Included)	\$6,950	\$5,600	Call for quote
Standard False Cover*	\$10,475		
Poly-Bag with Single Sheet Outsert	\$14,950		
Gatefold off Front Cover*	\$18,795		
Post-It Notes Per Thousand*	\$265/M		
Inserts Tipped or Stitched	Call for quote		

* Restrictions Apply. Call for Quote.

General Information

- » Process: Web Offset Lithography
- » Binding: Saddlestitch
- » Advertising materials will be retained for one year unless otherwise requested.

Document Size & Information

- » Trim size dimensions: 7.75" x 10.75"
- » Live area must be at least 3/8" from the trim.
- » All bleeds must extend AT LEAST 1/8" beyond the edge of the document.
- » Image size: 300 dpi
- » We accept the following formats: PDF, EPS and TIFF files (must be print ready), Adobe CS4 or earlier (InDesign, Photoshop, Illustrator), QuarkXPress 6 or earlier.
- » Microsoft Publisher and Adobe Pagemaker files cannot be accepted.

Color

- » All color images must be CMYK.
- » Do not use RGB, PMS or Indexed Color images.

Fonts

- » Please include or embed all fonts used in the document.
- » We are not responsible for the print quality of ad copy below 10 point size.

Placed Graphics

- » Please include or embed all images used in the document.
- » Avoid nesting EPS files within other EPS files.
- » Avoid excess sizing (above 15%) or skewing of images.

Submissions

Ads less than 10MB can be sent to production@freshcut.com. All ads exceeding 10MB can be mailed to Fresh Cut, Attn: David M. Stout, P.O. Box 128, Sparta, Mich., 49345 or they can be uploaded to:

- » FTP Site: ftp.greatamericanpublish.com
- » Username: u38721114-gapdesign
- » Password: ftpuser

Call Dave Stout at 616-887-9008, ext. 106, with any questions.

2010 Fresh Cut Buyers' Guide

In Print



Be sure to reserve advertising space today by calling Marnie Draper at 800-825-0900, ext. 122, or e-mailing advertising@freshcut.com

<p>ANTIOXIDANTS</p> <p>NatureSeal, Inc. A.J. Martinich 1175 Post Road E. Westport, CT 06880 800-344-4239 203-454-1800 Fax: 203-227-0558 E-mail: aj.martinich@natureseal.com www.natureseal.com <i>Vitamin/mineral-based shelf-life extension formulas for fresh-cut fruits and vegetables.</i></p>	<p>CHEMICAL SUPPLIER</p> <p>BioSafe Systems 22 Meadow St. East Hartford, CT 06108 888-273-3088 860-290-8890 Fax: 860-290-8802 E-mail: info@biosafesystems.com www.biosafesystems.com <i>Manufacturers of disease control products for crops pre- and post-harvest.</i></p>
<p>ASSOCIATION</p> <p>California League of Food Processors Ed Yates 1755 Creekside Oaks Drive, Suite 250 Sacramento, CA 95833 916-640-8150 Fax: 916-640-8156 www.cflp.com <i>The voice and advocate for the California Food Industry</i></p>	<p>CONSULTANT</p> <p>Edith Garrett & Associates, Inc. Edith Garrett, Marty Nicholson P.O. Box 1470 Arden, NC 28704-1470 828-684-3686 Fax: 866-906-1251 E-mail: info@edithgarrett.com www.edithgarrett.com <i>Food safety programs and third-party or supplier certification; marketing strategy</i></p>

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CartDart
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FOOD SAFETY STARTS WHILE CROPS ARE BEING GROWN

We treat the plants, the water, the soil and on the processing line. BioSafe Systems provides environmentally safe and effective disease control and sanitation. We are OMRI listed and NOP compliant. Our products for Field to Fork solutions include: Oxidate, SaniDate, StorOx, TerraClean and GreenCleanPRO. You can achieve high-level food safety!

1-888-273-3088 (toll-free) • www.biosafesystems.com

6 | 2008 BUYERS' GUIDE www.freshcut.com

The most comprehensive supplier directory in the fresh cut industry is published annually and is available online 24/7 and mailed to subscribers as the August issue.

Online



Marketing Opportunities

Other Services

We offer a number of other services to enhance your marketing efforts, including inserts, direct mailing, bellybands, false covers and special job prints. Please call to learn about all the services we offer.

Events

In-person and multimedia events provide a great opportunity to network with the fresh-cut industry in a unique one-on-one environment. A variety of sponsorship packages are available to choose from to best showcase your company. Fresh Cut also looks forward to working with you to develop custom in-person events. Call Marnie Draper for details.

Food Safety Program

1/4 page 4-color print ad (sized at 3.2" wide x 4.45" tall) in a dedicated food safety section.

- Free Buyers' Guide print and online listing.

	1-3x	4-6x	7-9x
Price Per Month	\$695	\$595	\$495

BONUS: All 12x subscribers will have the chance to be the "featured" company on the Fresh Cut online food safety page. Submit a 250-word minimum article about your company or service and include one image or video.

2010 Fresh Cut Online Rates & Specs



Increase your visibility; expand your reach; strengthen your message. Put your message in front of the fresh-cut industry 24/7 on www.freshcut.com and watch your sales grow. With a variety of multimedia advertising choices available, there's sure to be something to meet your needs.

	1-3x	4-6x	7-9x	10-12x
1 Leaderboard (650x80)	\$400	\$375	\$350	\$300
2 Banner Ad (468x60)	\$273	\$247	\$236	\$210
3 Premier Ad (200x200)	\$341	\$307	\$289	\$242
4 Button Ad (140x140)	\$163	\$147	\$142	\$121
5 Video Button (200x200)	\$350	\$325	\$300	\$275

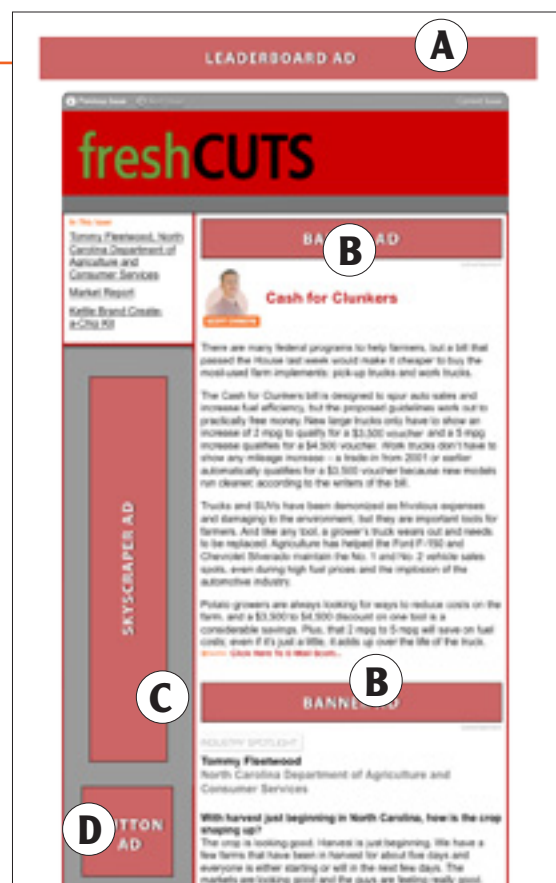
	1 Wk.	
Pagepeel Ad	\$880	Online unique ad units are sold in weekly units and are limited to eight consecutive weeks based on availability. Production not included.
Online Transparency	\$880	

Other custom online advertising is available. Call for more information.

Fresh Cut eNewsletter

Fresh Cut is launching its monthly e-newsletter in 2010 — providing you even more opportunities to put your message at readers' fingertips. Sign up for an annual sponsorship and you're guaranteed to reach subscribers at least 12 times each year. Sponsorships are limited and are sold on a first-come, first-served basis. Call Marnie Draper to find out how you can be part of this new resource for the nation's fresh-cut industry.

	1-3x	4-6x	7-9x	10-12x
A Leaderboard (780x70)	\$760	\$680	\$650	\$620
B Banner Ad (380x60)	\$520	\$470	\$450	\$430
C Skyscraper Ad (120x600)	\$550	\$500	\$480	\$460
D Button Ad (140x140)	\$290	\$260	\$250	\$240
Newsletter Sponsorship	Call for Quote			
Interactive Poll	Call for Quote			



Note: The Fresh Cuts image is an example image only. Actual newsletter sidebar includes Question of the Month, Industry News and advertiser information underneath the Table of Contents.

2010 Fresh Cut Editorial Calendar

In Every Issue

Industry Feature Story • Industry News • Food Safety • Calendar of Events
Guest Columnists • Industry Association Columns

January

State of the Industry
Seed Variety Development for Fresh-Cut
Food Safety
Retail

Bonus Distribution: California League of Food Processors

Materials Due: Dec. 9, 2009

February

Packaging
Organic
Foodservice

Materials Due: Jan. 8, 2010

March

Quality Assurance
Processing
New Processing Equipment Preview
United Fresh Preview

Materials Due: Feb. 12, 2010

April

New Technologies
Cold Chain Management
Food Safety
Retail, Processing
Foodservice
Research Update

Bonus Distribution: United Fresh
Materials Due: March 12, 2010

May

Crisis Communications
Retail
Organic
Foodservice

Materials Due: April 9, 2010

June

Packaging
Processing
Transportation Logistics
Bonus Distribution: IFT Food Expo & Process Expo

Materials Due: May 7, 2010

July

Foodservice
Sanitation
Fresh Summit Preview
Bonus Distribution: PMA Foodservice Show, Process Expo

Materials Due: June 11, 2010

August

2010 Buyers' Guide (print & online)
Listings and Materials Due: July 7, 2010

September

Food Safety
Organic
Research Update
Retail
Quality Assurance
Bonus Distribution: PMA Fresh Summit

Materials Due: Aug. 6, 2010

October

Processing
Cold Chain Management
Materials Due: Sept. 10, 2010

November

Foodservice
Processing
Materials Due: Oct. 8, 2010

December

Packaging
Marketing
Special Insert: 2011 Wall Calendar
Materials Due: Nov. 5, 2010

Please send all editorial submissions to
Scott Christie at news@freshcut.com.