



## Nation's Restaurant News From Penton

Published by Penton, NATION'S RESTAURANT NEWS is the most frequently published magazine in the foodservice industry, and lets you reach paid subscribers in the nation's foodservice industry. NRN, along with Restaurant Hospitality and Food Management, makes Penton the largest media company in the food space.

### MEDIA TYPE

Business



### SOURCE

Publications

### GEOGRAPHY

USA

### SEGMENTS

129,590	Total Universe / Universe Rate	\$150.00/M
100,995	Phones/Telemarketing	+ \$60.00/M
57,154	Email Records	\$375.00/M
	Email Transmission	+ \$50.00/M

### MAINTENANCE

Market Entry	02/05/2014
New to Manager	02/05/2014
Counts Through	07/14/2014

### DATA CARD MAINTENANCE

New To System	02/10/2014
Last Update	07/21/2014
Next Update	09/30/2014
Update Frequency	QUARTERLY

### DESCRIPTION

**NRN** has been the #1 source of news, competitive intelligence and professional networking for the key decision-makers in the \$580-billion foodservice industry for more than 40 years. We have the largest team of industry expert writers covering what restaurant operators need most: timely news that impacts their business and in-depth analysis of what the changes will mean.

NRN, along with Restaurant Hospitality and Food Management, makes Penton the largest media company in the food space.

- 87% of their readers are involved with purchasing food for their organizations
- 74% are involved with technology and equipment purchases

These are 100% paid subscribers at multi-unit headquarters and regional offices in commercial, on site, and lodging establishments such as restaurants, schools, universities, hospitals, nursing homes and hotels. NRN also reach independent establishments in the foodservice industry.

These foodservice professionals are ideal prospects for a variety of offers, as they have purchasing authority and their establishments have a vast range of product needs. From work clothing and menus, to computer systems and kitchen equipment these paid subscribers are ideal candidates for a wide array of direct marketing offers.

Sample mail piece and/or script are required with each order.

	Postal	Email
Business Type		
Chain Restaurant	59146	20450
Independent Restaurant	26789	7555
Fs Contract Management	1817	1059

Non-commercial Establishment	2315	1795
Broadline Distributor	8487	2703
Manufacturer / Mfr's Rep	5915	3380
Equip Dealer / Specialty Distrib	1366	725
Architect / Designer	598	358
Consultant	4523	2972
Other	8506	5208
Type of Establishment		
Casual Or Theme	16851	7812
Family	3541	1219
Quick Service/fast Food	13622	5532
Fast Casual	4304	2157
Fine Dining	1347	676
Cafeteria/buffet	965	415
Drinking Place(tavern, Bar)	210	144
Foodservice In A	2749	1173
Store/supermarket/c-store		
Recreational Facility	695	153
Hotel/motel/resort/spa	2533	1019
Contractor/foodservice		
Management	307	140
Hospital/healthcare	216	178
Nursing Home/retirement/lifecare	105	75
Primary/secondary School	270	208
College/university	1181	1067
B&I	58	32
Food Vending/mobile Caterer	89	60
Central Commissary	16	30
Clubs(excluding Military)	324	239
Social Caterer	265	401
In-transit Feeding	23	5
Other Establishment	1	1
Headquarters Location?		
No	241695	130057
Yes	6570	1576
Location Type		
Headquarter Or Regional Office	70896	21999
Store Location	16505	6664
Year Started		
Prior To 1900	125	39
1901-1950	951	257
1951-1975	4502	1032
1976-1990	10888	2579
1991-2000	14138	4073
2001-2005	10052	3034
2006-2010	16912	6398
2011+	12487	4003

Penton reaches 17 markets, over 16MM professionals, and has touch points for virtually every industry.

**Our diverse portfolio of properties can help you reach your target audience.**

#### Advertising:

For other Advertising opportunities please

visit: <http://www.penton.com/OurMarkets/RestaurantFood/tabid/151/Default.aspx>

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#### SELECTS

Job Function  
Bus/Industry Type

**\$15.00/M**  
**\$15.00/M**

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#### AVERAGE INCOME

Value

**not available**

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Employee Size	<b>\$15.00/M</b>
Sales Volume	<b>\$15.00/M</b>
Company Operation	<b>\$15.00/M</b>
Type of Operation	<b>\$15.00/M</b>
Headquarters or Regional Office	<b>\$15.00/M</b>
NAICS Code	<b>\$15.00/M</b>
Restaurant/Food Service	<b>\$15.00/M</b>
SCF	<b>\$10.00/M</b>
State	<b>\$10.00/M</b>
Zip	<b>\$10.00/M</b>
Job Title	<b>\$15.00/M</b>

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**UNIT OF SALE**

Average	<b>\$24.95</b>
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**GENDER**

Male	<b>49%</b>
Female	<b>11%</b>

**MINIMUM ORDER**

Minimum Quantity	<b>5,000</b>
Minimum Price	<b>\$750.00</b>

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**NET NAME ARRANGEMENTS**

<b>Net Name is allowed</b>	
Floor	<b>0%</b>
Minimum Quantity	<b>0</b>
Run Charges	<b>\$10.00/M</b>

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**EXCHANGES**

**Exchange is not allowed**

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**REUSE**

**Please inquire**

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**CANCELLATION**

Charges	<b>\$50.00/F</b>
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**CANCELLATION INSTRUCTIONS**

Orders cancelled prior to merge are subject to a \$50/F cancellation fee plus any applicable production charges. Orders cancelled after merge purge are payable in full.

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**KEY CODING**

**Key Coding is not available**

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**ADDRESSING**

EMAIL	<b>\$75.00/F</b>
FTP	<b>\$75.00/F</b>

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**SPECIAL INSTRUCTIONS**