



2019 MEDIA INFORMATION

Sapore

CREATIVE & AFFORDABLE WAYS
TO REACH AUTHENTIC ITALIAN
RESTAURANT OPERATORS

WAYS TO TARGET THE ITALIAN RESTAURANT MARKET

- In Print in *Sapore*
- Online at SaporeMagazine.com
- Web Exclusives
- Partner E-blasts
- *Sapore* Eletter
- Specialty Eletters

CLICK
TO BEGIN

The Italian Restaurant Audience

In a nation of immigrants, no ethnic foodservice segment has thrived like Italian. It's a flavor and an experience we love.

Italian restaurant operator marketing has, in the past, geared exclusively toward the pizzeria operator—or pushed your marketing out through shotgun channels where you're reaching everyone. Until now.

Food News Media is offering the pizzeria and full-service Italian dining marketplace in one carefully crafted audience. The broad Italian restaurant marketplace boasts:

- ◆ \$76.4 billion in sales—and growing
- ◆ 77,000+ operators
- ◆ Broad diversity among consumer age groups
- ◆ Multiple operational strategies



Sapore reaches the broad spectrum of Italian restaurants, loosely grouped in this way:

FINE DINING ITALIAN

- Carbone and Del Posto, **NEW YORK CITY**
- Monteverde and Nico Osteria, **CHICAGO**
- Officine Brera and Valentino, **LOS ANGELES**

PIZZA AND PASTA INDEPENDENTS

- Carmine's, **NEW YORK CITY**
- North Italia, **AUSTIN**
- Cotogna, **SAN FRANCISCO**

UPSCALE, CHAIN ITALIAN

- Romano's Macaroni Grill
≈ 200 LOCATIONS
- Maggiano's Little Italy
≈ 51 LOCATIONS
- BRIO Tuscan Grille
≈ 23 LOCATIONS

FAMILY-FRIENDLY CHAIN ITALIAN

- Mellow Mushroom
≈ 150 LOCATIONS
- Fazoli's
≈ 200 LOCATIONS
- Uno's
≈ 140 LOCATIONS

LARGE PIZZA CHAIN

- Marco's Pizza
≈ 400 LOCATIONS
- Pizza Inn
≈ 150 LOCATIONS
- Donatos Pizza
≈ 160 LOCATIONS

Engage the Italian Marketplace in Print

Sapore reaches a qualified audience of restaurant operators with a focused Italian operation message. Because no other print magazine is serving this audience target in this way, we expect readership to be high.

Advertising options include display and fractional space, as well as native content.

- ◆ Circulation: 31,000-plus Italian restaurant decision-makers.
- ◆ Digital copy approximately 40,000 additional readers.
- ◆ Native stories posted and promoted online.
- ◆ National Restaurant Association show distribution.

4 COLOR	1X RATE
Full page - 8½" x 10⅞"	\$5,100
Two-thirds page - 5" x 10"	\$3,500
One-half page - 7½" x 4¾"	\$2,600
One-third page - 2⅜" x 10"	\$1,700
One-sixth page - 2⅜" x 4¾"	\$900
One-twelfth page - 2⅜" x 2¼"	\$475



Sponsor Directed Editorial, Print

Created by a Food News Media custom content editor, this high value page makes a compelling case for your brand, product, or service.

VENDOR DIRECTED COLUMN
VENDOR GUEST Q&A



- ◆ Runs a full page with no other advertising
- ◆ Interviewee bio blurb
- ◆ Placement is at the discretion of the publisher
- ◆ Posted on FoodNewsfeed.com web site
- ◆ Promotion in custom-content e-newsletter
- ◆ Rate: **\$6,100**

Two-Page Featurette/Ad, Print

The Two-Page Featurette/Ad includes an ad page opposite an editorial page written about a topic mutually agreed upon by the client and publisher and written by the Food News Media custom content team. Editorial page may include a combination of textual content, photography, or artwork. The ad page is supplied by the client.

Topics may be far-ranging, and featurettes may be throughout the magazine.

Rate: **\$7,500**



Digital Options to Reach the Italian Marketplace

Web Exclusive

We work with you to marry your marketing ambitions with our award-winning journalism capabilities and in-depth knowledge of what resonates with our readers to create content that will captivate our readers and spur them to action.

Our formula is proven: Rather than write about you, we write about real restaurant operators engaging with a topic that is germane to your business.

Stories generate significant page views and time on the page. Leads are generated.

Product features

- ◆ Lead generation
- ◆ Appears alongside like editorial content on website
- ◆ Featured in *Sapore* e-letter and other outbound email
- ◆ Tastefully labeled as "Sponsored"
- ◆ Banner takeover on story page (300 x 250, 300 x 250, 300 x 600)
- ◆ Rate: **\$4,500**

The screenshot shows the Sapore website interface. At the top, there's a navigation bar with the Sapore logo, 'Food Newsfeed', and social media icons. Below the navigation is a red banner for 'FRANK'S RedHot TAKE YOUR WING GAME TO THE TOP.' The main content area features a large image of a 'The Lower Depths Taza Mac & Cheese' dish. Below the image is the article title '6 Ways to Mac 'n Cheese' and a sub-headline 'SEE HOW CHEFS ARE TWISTING UP A COMFORT CLASSIC WITH SURPRISING ELEMENTS.' The article is by Mandy Ellis, dated July 2018, and categorized as 'Flavor'. The article text describes various creative twists on mac and cheese, such as using chocolate, duck confit, kasseri cheese, and charcuterie. On the left side of the page, there are several promotional boxes: 'Spice up your inbox!' with a sign-up form, 'LATEST NEWS' with a list of articles, and 'FOR QUALITY AND RELIABILITY, THERE'S ONLY ONE #1' for Hatco pasta. At the bottom, there's a 'Sapore' logo and a newsletter sign-up form.

Partner Email

We have developed a list of foodservice professionals who have indicated an interest in hearing from third parties with offers of products or services that offer strategic benefits. Simply provide us with HTML code for your message.

Rates

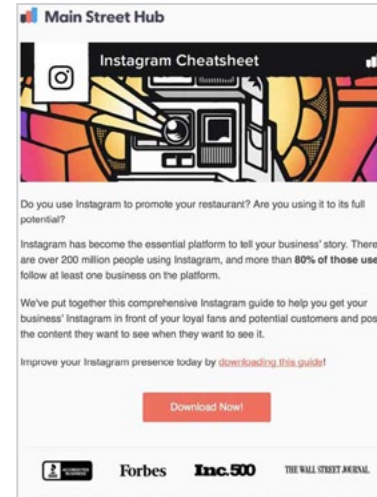
- ◆ \$200 Net CPM
- ◆ Minimum Buy : **\$1,200**



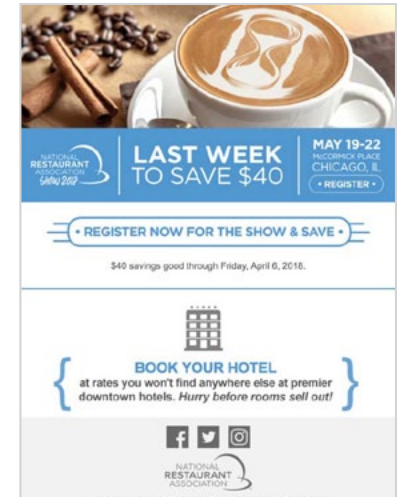
F&B
42.2% OPEN RATE



EQUIPMENT
33.5% OPEN RATE



TECHNOLOGY
24.0% OPEN RATE



SERVICES
23.6% OPEN RATE

Specs

- ◆ Fully built HTML file submitted as an HTML file
- ◆ 700-pixel width maximum
- ◆ ASCII format
- ◆ 80k maximum file size
- ◆ Use inline CSS ONLY. Any formatting or font specs in the code must occur in the body of the code (no linked or external CSS files. Do not include CSS in the <head>).
- ◆ Do not use Javascript or include Javascript attributes.
- ◆ Client must host images and use absolute URLs.
- ◆ HTML file should contain a title (<title> ... </title>).
- ◆ HTML should be created as tables and nested tables, no background images or <div>s.
- ◆ All images must include “alt” tags.
- ◆ Image maps should not be used, as these will not be supported in all clients.
- ◆ Do not include text for a web-hosted version, as this is generated automatically.
- ◆ Include client’s physical address.

Terms and Conditions

- ◆ Available dates are limited.
- ◆ A client may purchase no more than one email per month.
- ◆ We reserve the right to reject or alter any message content, including subject line, we deem to violate CAN-SPAM regulations or email marketing best practices.
- ◆ Time of day for email deployment is solely at publisher’s discretion.
- ◆ We will provide a test email at least 48 hours prior to blast date. Client may provide up to 3 email addresses to receive the test email.
- ◆ Email will be deployed only to those contacts in our opt-in database. Client may not supply additional email addresses, or a separate opt-out list or link.

Sapore Eletter

Sapore eletter is mailed weekly to the broad spectrum of Italian restaurant operators. It promotes the many stories posted about the Italian restaurant marketplace as well as the custom and native content created with our marketing partners.

Deliver your marketing campaign to the in-boxes of decision-makers. We know how to drive purchasing decisions.

Special features

- ◆ The latest industry headline news
- ◆ Lead generation
- ◆ Highly refined, engaged recipients
- ◆ Web exclusives

Sponsored Headlines

Drive traffic to your content—a web page, blog post, video, case study, or more—on your site. A sponsored headline gets clicks and generates leads. Your headline and subhead appear in the flow of our eletter stories and fits right in with our award-winning content.

Specs: Up to 10 word headline; 20 word subhead; other terms and conditions apply.

POSITION	1-9 INSERTIONS	10+ INSERTIONS	SIZE	MAX FILE SIZE
Leaderboard	\$500	\$475	728x90	40k
Rectangle	\$450	\$425	300 x 250	40k
Sponsored Headline	\$570	\$520	Headline co-authored by client/publisher. Publisher retains final sign-off.	

Specialty Eletters

We offer a number of ways for you to engage with our digital audience via our specialty eletter marketing program, which blends your message and content with ours.

First, choose your vehicle.

Capitalize on co-branding with one of our existing specialty eletters:

- **Italiano F&B:** geared toward specific food and beverage products
- **Menu It:** geared toward how-to, menu development (pictured)
- **Vino:** coverage of wine and spirits

OR Work with us to co-create a new eletter brand that you own.

Then choose your content level:




- Banner takeover only
- Rate: **\$1,050 per issue**
- Banner takeover + furnished content (1-2 pieces; you write)
- Rate: **\$5,000 per issue**
- Banner takeover + custom content (1 piece; we write)
- Rate: **\$6,000 per issue**

MENU IT

FSR

SEPTEMBER 21, 2018

FOOD & MENU TRENDS FOR FULL-SERVICE RESTAURANTS




Smithfield SNACK ON!
BEYOND BORDERS

ON-TREND IDEAS, CONSUMER INSIGHTS & AMAZING RECIPES

[VISIT HERE](#)


One Way to Appeal to Millennials and Gen Z

[SPONSORED] These discerning eaters embrace meal periods as opportunities for new flavor experiences. [READ MORE](#)



How to Win with Plant-Forward Menus

Chefs around the world are putting more plants on the menu as the main event. [READ MORE](#)



What's Trending in Fall Fruits

Meatier, heartier fruits are finding the spotlight on restaurant menus this fall. [READ MORE](#)

TOP HEADLINES





Bennigan's Debuts Chef-Driven Fall Menu

Boston's Offering Smaller Bites with New 'Appy Hour' Menu

Mountain Mike's Pizza Improves Bone-In Chicken Wings

Red Lobster Brings Back Endless Shrimp with a Twist on Nachos

Firebirds Wood Fired Grill Unveils Fall Features Menu

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Contact Us

Learn more about how Food News Media can help you fulfill your foodservice marketing goals, whatever they might be. Contact our sales team now!



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