

RESTAURANT **RB** BUSINESS



THE BUSINESS MAGAZINE FOR THE RESTAURANT INDUSTRY



PHOTO COURTESY DOPPIO ZERO

Restaurant Business addresses its market perfectly, with a good spread of editorial topics relevant to the target market. This magazine is informative, alive and up to date!

PICA AWARD JUDGES



Advertising Rates and Data 2012

PER INSERTION	SIZE	RATE
Front cover	OFC	R48 000
Outside back cover	OBC	R24 000
Inside covers	IFC and IBC	R20 000
Double page spread	DPS	R28 000
Full page	FP	R18 000
Half page upright	A5	R18 000
Half page	HH and HV	R12 000
One-third page	1/3H and 1/3V	R8 000
Quarter page	1/4H and 1/4V	R7 200
Classified	1/9	R4 800
Classified x 3 consecutive insertions		R7 200
Inserts	R3 000 plus R900 per 1 000 and R600 per page. Stitched in plus 20%	
Cover band	R15 000 excluding printing costs	
Advertorial	As per advertising rates. Clients to supply copy, logos and high-res images, or request quote for copywriting.	

Rates include agency commission at 16.5% and exclude VAT of 14%. Rates are per full colour insertion.

Restaurant Business is able structure advertising packages to cater for all marketing budgets, with discounts calculated according to volume of bookings and payment terms. Please contact us for a proposal.

WEBSITE ADVERTISING

Major sponsorship of section, including advertorial space, rotational home page advert, section sponsorship and competition page branding **R4 200pm**

Sponsorship of section of the site, including a permanent banner on every page of the sponsored section **R1 800pm**

Rotational banner on home page **R960pm**

Fixed banner within a section **R960pm**

Company logo and link to website **R360pm**

Image size for rotating promo box and banner 170w x 212h pixels.





MATERIAL SPECIFICATIONS

MAGAZINE TRIM SIZE: 276mm x 210mm

SIZE	TYPE	TRIM
	Height x Width	Height x Width
DPS	270mm x 414mm	276mm x 420mm
Full page	270mm x 204mm	276mm x 210mm
1/2 page vertical	270mm x 99mm	276mm x 105mm
1/2 page horizontal	129mm x 204mm	135mm x 210mm
1/3 page vertical	270mm x 64mm	276mm x 70mm
1/3 page horizontal	86mm x 204mm	92mm x 210mm
1/4 page upright	135mm x 102mm	141mm x 108mm
1/4 page vertical	270mm x 50mm	276mm x 56mm
1/4 page horizontal	79mm x 204mm	85mm x 210mm
Classified	90mm x 68mm	96mm x 74mm
Cover band	92mm x 460mm (40mm allowed for overlap)	

ARTWORK Advertising material must be supplied at 300dpi in closed PDF format made up as CMYK. Linework resolution must be at 1200dpi and all fonts must be embedded. Bleed set at 5mm all round. Colour proofs are required. If these are not supplied, **Restaurant Business** cannot be held liable for discrepancies in colour matching.

DEADLINES (SEE OVERLEAF)

Editorial	Six (6) weeks prior to publication date
Booking	Five (5) weeks prior to publication date
Material	Four (4) weeks prior to publication date
Inserts	Three (3) weeks prior to publication date
Publication date	Posted one (1) week prior to end of month of issue

Please note that *Restaurant Business* is posted one week prior to the end of the month of insertion.

GENERAL

PRINT RUN:	6 200
READERSHIP	24 000+
PUBLISHED:	Monthly x 11

RB AT A GLANCE

1. Restaurant Business is the only B2B magazine in South Africa produced exclusively for the restaurant and foodservice industry — covering the full spectrum from fine dining to fast food, franchise and family restaurants, as well as conference and banqueting, and outsourced catering.

2. We are therefore able to reach more than twice the number of buyers of food and beverages, equipment, and other products and services aimed at professionals in the food business.

3. Our readers include South Africa's top chefs, independent restaurateurs, and restaurant, franchise and catering groups, as well as emerging businesses representing new growth.

4. Our readers are in the business of preparing and serving food and beverages — not the business of making beds. With a high standard of targeted editorial and advertising, our award-winning magazine has established a unique niche as the influential voice of the restaurant, foodservice and out-of-home F&B industry.

4. Restaurant Business offers advertisers an array of added-value digital platforms and products, including website, Facebook, Twitter, promotional emails, e-zine, newsletters, hyperlinked PDF copies of the magazine and more.



Deadlines 2012

ISSUE	EDITORIAL DEADLINE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DEADLINE	DISTRIBUTION DATE
February	9 Dec 2011	15 Dec 2011	6 Jan 2012	13 Jan 2012	27 Jan 2012
March	24 Feb 2012	2 Mar 2012	9 Mar 2012	16 Mar 2012	23 Mar 2012
April	23 Mar 2012	30 Mar 2012	5 Apr 2012	13 Apr 2012	26 Apr 2012
May	20 Apr 2012	26 Apr 2012	4 May 2012	11 May 2012	25 May 2012
June	25 May 2012	1 Jun 2012	8 Jun 2012	15 Jun 2012	22 Jun 2012
July	22 Jun 2012	29 Jun 2012	06 Jul 2012	13 Jul 2012	27 Jul 2012
August	20 Jul 2012	27 Jul 2012	3 Aug 2012	10 Aug 2012	24 Aug 2012
September	17 Aug 2012	24 Aug 2012	7 Sep 2012	14 Sep 2012	28 Sep 2012
October	21 Sep 2012	28 Sep 2012	5 Oct 2012	12 Oct 2012	26 Oct 2012
November	26 Oct 2012	2 Nov 2012	9 Nov 2012	16 Nov 2012	30 Nov 2012
December	2 Nov 2012	9 Nov 2012	16 Nov 2012	30 Nov 2012	4 January 2013

Please note that deadlines may change. Please confirm deadlines where advertising is dependent on specific dates.

Editorial Content

ON THE HOUSE: Editor's comment

FEEDBACK: Industry news, views, events and trends

THINKTANK: Industry expert column

COVER STORY: Featuring new restaurants and foodservice establishments, as well as relaunches and revamps.

JUST DO IT: Point-of-sale and technology solutions for restaurant businesses

THE LAST WORD: Back page interview

CALENDAR: Industry and related events to dia rise

SPECIAL FOCUS: Highlighting important and trend-setting issues and events

LIQUIDITY: Beverage business products and operations

CHEF: Focusing on culinary professionals

FOOD SAFETY, HEALTH & HYGIENE: Critical management advice for operators

FAST FOOD, FAMILY & FRANCHISE RESTAURANTS: A section devoted to the fastest-growing sector of the foodservice industry

FOODSERVICE & OUTSOURCING: Catering for mines, hospitals, staff restaurants, education, etc.

SMOOTH OPERATOR: Operations management feature for greater professional and profitability



Features 2012

Please note that features are subject to change. Please request an updated feature and project list throughout the year and confirm features before booking.

MARCH

Food and ingredients: Chips and oil

Management feature: Commercial and catering vehicles.

Theme: African and ethnic restaurants

APRIL

Food and ingredients: Profitable food solutions

Management feature: Energy

Theme: Fish and seafood restaurants

MAY

Food and ingredients: Coffee and tea

Management feature: Food safety, health and hygiene

Theme: Steakhouses and burger restaurants

JUNE

Food and ingredients: Brilliant breakfasts

Management feature: Franchising

Theme: Family restaurants

JULY

Food and ingredients: Soups, stocks and sauces

Management feature: 1. Entertainment, TV, audio-visual and technology. 2. Refurbishment and revamps.

Theme: Kosher and Halaal restaurants

AUGUST

Food and ingredients: Pastry, chocolate, desserts and patisserie

Management feature: Heating and fireplaces

Theme: Italian, Greek and Mediterranean restaurants

SEPTEMBER

Food and ingredients: Bread and baked goods

Management feature: Front of house focus (uniforms, tableware, POS systems, etc.)

Theme: Coffee shops, bakeries and delis

OCTOBER

Food and ingredients: Fresh and perishable foods, including meat, poultry and vegetarian.

Management feature: Conference and banqueting and catering for events

Theme: Pubs and clubs

NOVEMBER

Food and ingredients: Dairy: Yoghurt, milk, cream, ice-cream, cheese and non-dairy alternatives

Management feature: Training and recruitment

Theme: Foodservice, facilities management and outsourced catering

DECEMBER

Food and ingredients:

Artisan, organic, free range and health foods

Management feature: Cooling, refrigeration and food safety and storage

Theme: Festive season and year-end



Early to bed, early to rise; work like hell—and advertise.

—Laurence J Peter



Restaurant Business is a well-established specialist B2B magazine for the restaurant and foodservice industry that offers an exceptional and cost-effective brand-building medium, enabling suppliers to the industry to address thousands of buyers nationally in every issue.

Now in its ninth year of publication, **Restaurant Business** is uniquely positioned as the only B2B magazine in the hospitality sector that focuses exclusively on restaurants and foodservice—talking to every buyer category from owners and operators to executive managers, buyers, franchisors, F&B managers and chefs.

Restaurant Business addresses both the independent and group / corporate sectors across the spectrum of businesses engaged in preparing and serving food and beverages to paying customers.

Whether our readers operate a grassroots *shisa nyama*; franchise restaurant; mine canteen; staff restaurant; convenience store; pub; banqueting facility; or fine-dining, five-star hotel restaurant—**Restaurant Business** offers an editorial and advertising package that is relevant, up-to-date and right on target.

TERMS AND CONDITIONS

1. For the purposes of this agreement, Restaurant Business refers to both the magazine and the proprietor, t/a Junglebook Publishing. Any reference to one could imply a reference to the other.
2. New clients and non-agency clients are required to pay for advertising in advance. A 50% deposit is due within 48 hours of signing the booking form and the balance is payable on invoice. Interest will be charged on overdue accounts at prime plus 2%.
3. Should legal action be instituted for the collection of any amount owing, all costs will be payable by the client.
4. In the event of payment not being made on the due date, t/a Junglebook Publishing will instruct its attorneys to collect the outstanding amounts and the client will be obliged for payment of all costs as from date of handing over for collection to date of finalisation. The parties agree to the jurisdiction of the Johannesburg Magistrates' Court.
5. Advertising rates include agency commission at 16.5% and exclude VAT, unless otherwise specified.
6. No advertising will be placed without a signed order or CI. The order once signed is irrevocable, and the publisher reserves the right to charge a cancellation fee on a sliding scale. Changes and cancellation requests must be in writing and agreed to in writing. No cancellations can be accepted past the material deadline.
7. The client must ensure that complete and correct artwork is supplied on or before the material deadline in accordance with material specifications. If artwork is not received by deadline, a filler or material on hand will be placed. Please consult the rate card or contact your advertising sales executive for material deadlines and specifications.
8. Discounts or refunds for our errors will be entertained only if the error substantially reduces the effectiveness of the advert.
9. Features and distribution dates may vary from those specified and the publication date cannot be guaranteed.
10. The client and its agents hereby grant unconditional indemnity to the publisher and principals against any all liability arising from publication and/or failure to publish as scheduled.

NB: Terms & Conditions must be signed by all new clients and apply to all current and future bookings. Please sign and return by email (as a PDF) or fax to 088 011 782 8636.

AUTHORISED SIGNATURE I have read and understood the Terms and Conditions and agree to these.

Signature: _____

Full name: _____

Designation: _____

Date: _____



Advertising Order Form 2012

CLIENT DETAILS			
Company name			
Client/Advertiser/Brand			
Physical address			
Postal address			
Contact person		Job title	
Contact person		Job title	
Telephone		Fax	
Cell		Other	
Email		Website	
Accounts contact name			
Telephone		Fax	
Cell		Email	
Company reg number		Client VAT no.	
BOOKING DETAILS			
ORDER NUMBER			
SALES CONSULTANT			
ADVERTISEMENT SPECIFICATIONS			
ISSUE	SIZE	POSITION	RATE
INSTRUCTIONS		Sub-Total	
		Agency commission	
		Total exc. VAT	
		VAT @ 14%	
		TOTAL	
AUTHORISED SIGNATURE			
I confirm that I am authorised to sign and to contract on behalf of the above-mentioned company, and to sign and contract on behalf of the Advertiser, who is hereby bound as surety and co-principal debtor for the due performance of the payment conditions; and acknowledge that I have read and understood and agree to the Terms & Conditions of this agreement attached here to.			
SIGNATURE			
Name and designation			
Date and place			
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