Expanded Coverage of the Entire Restaurant Industry

Limited Service. Unlimited Possibilities!
A recent survey by Signet Research revealed an interesting insight into QSR: A full 49% of our readers now define their restaurants as something “beyond” quick-service—either fast casual, casual dining, or something more.

If the recession economy taught us anything, it was that sales are dependent on three key ingredients: quality, value, and customer experience. The up-scaling of restaurant concepts we predicted years ago continues. Ten-year trends from the QSR 50 data are revealing:

- **MCDONALD’S** not only remains the largest chain from the past decade, it has distanced itself from the number-two chain by a wider margin with efforts like its McCafé upscaling initiative.
- **PANERA BREAD** went from #45 in the QSR 50 in 2000 to #15 in 2010, just one back from Domino’s.
- **JASON’S DELI**, with their remarkable ultra-healthy menu, didn’t even appear in the QSR 50 in 2000, and now sit at #43. They are one of only four chains to top $2mm per unit in sales.
- **CHIPOTLE, QDOBA, COLD STONE, and STARBUCKS** barely made the QSR 50 in 2000, but their stars are on the rise with unique concepts trading on upscale possibilities.

The truth is, limited service—the way it happens today—represents how America eats: healthy choices, a relaxing experience, and maximum value. No segment of the restaurant industry represents a better choice for your marketing dollars, and no one delivers this segment better than QSR.
Multiple Media Strategies

Foodservice decision-makers, like any other consumers of information, turn to a variety of sources for their information needs. They page through magazines, absorbing deep analysis of industry issues. They turn to the Internet to search for a specific piece of information or to catch up on the latest headlines. They attend conferences for face-to-face interaction and inspiration.

Savvy foodservice marketers understand this behavior, and they develop their marketing plans not just to accommodate it—but to take advantage of it. That’s why QSR offers a comprehensive lineup of media solutions for reaching the power buyers of restaurant products and services. Simply put, QSR provides you with the ability to reach your primary customers and prospects all the time, everywhere they go for information.

Media Omnivores: Foodservice Decision-Makers Turn to These Sources of Information

Print Magazines . . . . . . . . 79%
Websites . . . . . . . . . . . . . 78%
In-Person Events . . . . . . . 73%
E-Newsletters . . . . . . . . . 54%
Webinars/Virtual Events . . . 36%

SOURCE: 2010 QSR Subscribers Profile Study Conducted by Harvey Research, July 2010
How We Cover the Industry

QSR-branded media delivers a diverse array of promotional options to marketers. We are one of the few media companies still able to deliver the “big story”—and our EDITORIAL CALENDAR on page 9 reveals our ongoing commitment to quality reporting.

But don’t stop here. QSR-branded media has the willingness and flexibility to develop nearly any program that suits your marketing needs. There’s a reason why we are the leader in delivering more industry marketing messages than any other foodservice media.

CONSIDER THESE OPTIONS IN YOUR MARKETING PLANS:

<table>
<thead>
<tr>
<th>PRINT</th>
<th>QSR magazine: The flagship product of QSR-branded media.</th>
<th>QSR OneSource: In print and online, the most comprehensive directory for this segment.</th>
<th>Restaurant Franchising: Specifically geared toward brand expansion.</th>
<th>C-Store Foodservice: The only magazine targeting this segment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONLINE</td>
<td>QSRmagazine.com: The most comprehensive foodservice online resource. Newly redesigned for 2011.</td>
<td>QSRmagazine.com</td>
<td>Topical Webinars: Dollar for dollar, one of your best marketing choices.</td>
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<tr>
<td>CUSTOM</td>
<td>Smart Chain: Topic-specific editorial distributed both in print and online.</td>
<td>SmartChain</td>
<td>3rd Party Email: For marketers with a unique message.</td>
<td>Custom Messages: A variety of formats, both print and digital, and surprisingly affordable.</td>
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<tr>
<td>IN-PERSON</td>
<td>Dine America: The premier c-level conference.</td>
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THE LARGEST REACH TO THE HOTTEST MARKETS
The Largest Reach to the Hottest Markets

With a qualified print circulation of more than 30,000 (and total readership of nearly 76,000*), plus more than 1 million unique visitors to its website each year, QSR provides unparalleled reach to the limited-service restaurant market—the largest single market in the restaurant industry. These are the senior-level executives you want to reach.

*Includes pass-along readership

Senior-Level Print Readership

64% President/CEO/Chairman/Owner/Partner/Principal
21% VP/Director
15% Corporate Chefs and Others

About the Market
QSR: Limited Service and Beyond
Multiple Media Strategies
How We Cover the Industry

QSR Magazine
The Leading Magazine
Special F&B Coverage
Highly Anticipated Special Issues
2011 Editorial Calendar
Rates & Specs

Other Print Publications
QSR OneSource
Restaurant Franchising
C-Store Foodservice

E-Media
QSRmagazine.com
A.M. Jolt
Best Practices
FS InBrief

Custom Media
Smart Chain
Advertorials and Inserts
Microsites
Webinars
Video
Custom Email Blasts

In-Person
Dine America

Contact Us

2011 MEDIA INFORMATION

Unparalleled Purchase Strength

• QSR subscribers have average annual food and beverage sales of $24,999,250.
• QSR subscribers have been in the restaurant business for an average of 16 years.
• QSR franchisor (corporate HQ) subscribers work in a system with an average of 1,826 total units.
• QSR franchisee subscribers operate an average of 22 units.
• 31% of QSR subscribers operate independent restaurants.
• 52% of QSR subscribers are directly involved with menu development.

Source: 2010 QSR Subscriber Profile Study Conducted by Harvey Research, July 2010
The Leading Magazine

It’s no secret that the media business is changing. It used to be that the print product was the flagship of any media operation. These days, though, digital media has grown in importance. It’s also no secret that many publishers have struggled to adapt. In some cases we’ve seen long-tenured and respected magazines fold. The flagship, it seems, has sunk.

This has not been the case with QSR magazine. In the past two years, we have:

- Maintained frequency and physical size
- Increased circulation
- Maintained page count
- Continued award-winning coverage

We continue to be committed to our print magazine. QSR has been a trusted source of strategic information for nearly 15 years. With fewer media outlets now covering the restaurant industry, we recognize that our responsibility has grown even greater. That’s why we maintain the resources to produce a magazine of the highest quality that delivers insight and analysis of the most important issues facing today’s restaurant owners and operators.

Our flagship is sailing strong.
The Best-Read Publication Serving the Limited-Service Segment

Limited service, which includes quick service and fast casual, is the largest segment of the $564 billion restaurant industry. QSR is the preferred source for insight, analysis, and ideas on running operations.

QSR subscribers spend an average of **53 minutes** reading each issue of QSR.

QSR has additional passalong readership of 1.5 readers per copy, making total readership **75,500 readers** per issue.

**88 percent** of QSR subscribers agree or strongly agree that QSR magazine is a “must read.”

**86 percent** of QSR subscribers agree or strongly agree that QSR magazine provides the best coverage of food and menu development ideas.

*Sources: 2010 A&D Study Report by Signet Research, June 2010; 2010 QSR Subscriber Profile Study Conducted by Harvey Research, July 2010*

What Others are Saying

“We are getting many responses from our advertisement in QSR, but the best was today when two different companies—one being a very large chain—called us directly from the April ad to discuss our products!”

Tanya Bissell
MARKETING MANAGER
INTEGRATED CONTROL CORP.

“While there are many avenues for staying abreast of the restaurant industry, QSR magazine is unique in its focus on this all-important segment. My ability to stay current with news and trends wouldn’t be the same without it. And though the publication is specific to the limited-service segment, the articles are refreshingly diverse, covering a range of issues, brands, and personalities that impact our business.”

Don Fox
CHIEF EXECUTIVE OFFICER
FIREHOUSE OF AMERICA, LLC
Special Food & Beverage Coverage

More than half of QSR’s readers are directly involved with menu development, and our coverage of F&B helps them keep their menus stocked for growth and success. Each issue focuses on one area in a special “Fresh Ideas” section, which includes:

• An in-depth examination of current trends in that issue’s F&B focus.
• Practical ideas for incorporating the issue focus into menus.
• Recipes limited-service restaurateurs can use in their operations.
• A behind-the-scenes look at the creation of a popular menu item.

See the 2011 editorial calendar for specific issue-by-issue F&B focus.
Highly Anticipated Special Issues

The Growth 40
**JANUARY** We rank the top 40 metropolitan growth markets so operators know the best places to expand.

National Restaurant Association Show
**MAY** Our hardest-hitting issue tackles subjects no one else will, with bonus distribution at the NRA Show.

The QSR 50
**AUGUST** Our ranking of the top 50 chains, with stories behind the numbers and segment breakdowns.

America’s Best Drive-Thru
**OCTOBER** There’s more to the drive-thru than speed. Consumers want more, and *QSR’s* essential guide tells you exactly what they’re looking for.
## 2011 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DESCRIPTION</th>
<th>SPACE</th>
<th>MATERIALS</th>
<th>AD DEADLINES</th>
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<tbody>
<tr>
<td>January</td>
<td><strong>The Growth 40</strong>&lt;br&gt;In this inaugural issue, <em>QSR</em> and Pitney Bowes team up to rank the top 40 growth metropolitan markets in the United States. Find out where your next store should be.</td>
<td>November 15</td>
<td>November 26</td>
<td>November 2010</td>
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<td><strong>SPECIAL REPORT:</strong> The Right Portion Size // <strong>F&amp;B FOCUS:</strong> 12 &amp; Under Menus // <strong>SMART CHAIN TOPIC:</strong> Kitchen Tech: Fryers/Ovens</td>
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<td>February</td>
<td><strong>Let’s Move!</strong>&lt;br&gt;As Michelle Obama’s championing issue, obesity has been thrust back into the national spotlight. The quick-service industry isn’t a scapegoat this time but instead is seen as a potential partner. Here’s the breakdown on your role.</td>
<td>December 15</td>
<td>December 27</td>
<td>December 2010</td>
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<td><strong>SPECIAL REPORT:</strong> America’s Top 20 Food Trucks // <strong>F&amp;B FOCUS:</strong> Fine Dining Trends // <strong>SMART CHAIN TOPIC:</strong> Kitchen Tech – Combi/Warmers</td>
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<td>March</td>
<td><strong>What Happened to Table Service?</strong>&lt;br&gt;The fine-dining, casual, and family-dining segments all took major hits in the recession. Find out what the future holds for table service, opportunities for quick serves, and what the new competition will look like.</td>
<td>January 14</td>
<td>January 25</td>
<td>January 2011</td>
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<td><strong>SPECIAL REPORT:</strong> The Fall of Pizza // <strong>F&amp;B FOCUS:</strong> Noodles // <strong>SMART CHAIN TOPIC:</strong> Merchant Solutions</td>
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<td>April</td>
<td><strong>We the Pizza</strong>&lt;br&gt;One Top Chef star is moving from gourmet burgers to pizza with a new concept. We wanted to know what he’s up to.</td>
<td>February 15</td>
<td>February 25</td>
<td>February 2011</td>
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<td><strong>SPECIAL REPORT:</strong> One Year After: The Gulf Oil Crisis // <strong>F&amp;B FOCUS:</strong> Frozen Desserts // <strong>SMART CHAIN TOPIC:</strong> POS</td>
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<td>May</td>
<td><strong>National Restaurant Show Issue</strong>&lt;br&gt;The most extensive coverage available of the biggest show of the year. Plus, a look at Bill Moreton, CEO of Panera Bread, and his first year as the fast-casual segment’s sales leader.</td>
<td>March 15</td>
<td>March 25</td>
<td>March 2011</td>
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<td><strong>SPECIAL REPORT:</strong> Feeding the Navy (Literally) // <strong>F&amp;B FOCUS:</strong> Mediterranean // <strong>SMART CHAIN TOPIC:</strong> Specialty Beverage</td>
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<td>June</td>
<td><strong>Best Franchise Deals</strong>&lt;br&gt;For the second year, <em>QSR</em> names the best franchise values in the restaurant industry. We factor in growth potential, franchisor support, AUVs, franchisee fees, and more to identify the top 10 opportunities.</td>
<td>April 15</td>
<td>April 25</td>
<td>April 2011</td>
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<td><strong>SPECIAL REPORT:</strong> Micro-Chains—Excellence with Five Units or Less // <strong>F&amp;B FOCUS:</strong> Street Food // <strong>SMART CHAIN TOPIC:</strong> Dessert &amp; Snack</td>
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<td><strong>Signet Study</strong></td>
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# 2011 Editorial Calendar

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<tr>
<th>ISSUE</th>
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<th>AD DEADLINES</th>
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<tbody>
<tr>
<td>July</td>
<td><strong>Cheap Eats</strong>&lt;br&gt;Here are the inexpensive menu items available at the top 10 brands in the industry. What makes these items profitable, and how can other operators compete?</td>
<td><strong>SPACE:</strong> May 16  &lt;br&gt;<strong>MATERIALS:</strong> May 25 2011  &lt;br&gt;<strong>SPECIAL REPORT:</strong> Bottom Line Busters—10 Taxes and Fees  &lt;br&gt;<strong>F&amp;B FOCUS:</strong> Pizza  &lt;br&gt;<strong>SMART CHAIN TOPIC:</strong> Drive-Thru Solutions</td>
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<td>August</td>
<td><strong>QSR 50</strong>&lt;br&gt;The industry standard report on sales, trends, and growth. Who’s in this year? And what are the most profitable chains doing to ensure growth continues?</td>
<td><strong>SPACE:</strong> June 15  &lt;br&gt;<strong>MATERIALS:</strong> June 27 2011  &lt;br&gt;<strong>SPECIAL REPORT:</strong> Landing Sports Contracts  &lt;br&gt;<strong>F&amp;B FOCUS:</strong> Sides &amp; Snacks  &lt;br&gt;<strong>SMART CHAIN TOPIC:</strong> Security</td>
</tr>
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<td>September</td>
<td><strong>Anniversaries</strong>&lt;br&gt;&lt;i&gt;QSR&lt;/i&gt; highlights the biggest milestones and anniversaries the segment has to offer in 2011.</td>
<td><strong>SPACE:</strong> July 15  &lt;br&gt;<strong>MATERIALS:</strong> July 25 2011  &lt;br&gt;<strong>SPECIAL REPORT:</strong> Special Anniversary Interview  &lt;br&gt;<strong>F&amp;B FOCUS:</strong> Fruit  &lt;br&gt;<strong>SMART CHAIN TOPIC:</strong> Condiments</td>
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<td>October</td>
<td><strong>America’s Best Drive-Thru</strong>&lt;br&gt;The new leaders are focusing on the broader drive-thru experience, moving well beyond just speed and order accuracy. “Best” has been wholly redefined.</td>
<td><strong>SPACE:</strong> August 15  &lt;br&gt;<strong>MATERIALS:</strong> August 25 2011  &lt;br&gt;<strong>SPECIAL REPORT:</strong> How to Upsell  &lt;br&gt;<strong>F&amp;B FOCUS:</strong> Comfort Foods  &lt;br&gt;<strong>SMART CHAIN TOPIC:</strong> Menuboard &amp; Signage</td>
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<td>November</td>
<td><strong>The Problem with Minimum Wage</strong>&lt;br&gt;Why do some chains just have better staffing? &lt;i&gt;QSR&lt;/i&gt; looks at the long-waged debate about employee pay. We want to know if paying more means getting more.</td>
<td><strong>SPACE:</strong> September 15  &lt;br&gt;<strong>MATERIALS:</strong> September 26 2011  &lt;br&gt;<strong>SPECIAL REPORT:</strong> Supply Chain Nightmares  &lt;br&gt;<strong>F&amp;B FOCUS:</strong> Coffee &amp; Tea  &lt;br&gt;<strong>SMART CHAIN TOPIC:</strong> Protein/Poultry</td>
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<td>December</td>
<td><strong>100 Trends from 2011</strong>&lt;br&gt;From food trucks to digital menuboard to premium coffee, &lt;i&gt;QSR&lt;/i&gt; recounts the trends that shaped this year’s restaurant industry.</td>
<td><strong>SPACE:</strong> October 15  &lt;br&gt;<strong>MATERIALS:</strong> October 25 2011  &lt;br&gt;<strong>SPECIAL REPORT:</strong> The New Food Court  &lt;br&gt;<strong>F&amp;B FOCUS:</strong> Seasonings  &lt;br&gt;<strong>SMART CHAIN TOPIC:</strong> Back of House</td>
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### Print Rates & Specs

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*RATES are net
Keep live matter 1/2" from trim.

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<td>10 7⁄8” trim size</td>
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<td>8 ¼&quot;</td>
<td>11 ½&quot; with bleed</td>
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<tr>
<td>1/2-Page Spread</td>
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<td></td>
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*Two-page spreads should be set up as single facing pages (following the dimensions for a full page as listed above) in the layout application, then saved as two separate pages. The two pages will be electronically stitched together when the job is impositioned.

**INSERTS** *QSR* accepts approved inserts and outserts of all relevant sizes. Please call your sales representative for a quote based on your specific piece.

**SECOND COLORS** (BUILT FROM PROCESS INKS): Ads requiring more than two screens to build a color will be billed at the 4-color earned rate. Ads with a single additional screen add 50% to the earned B&W rate.

**PREMIUM POSITIONS** (FULL-PAGE 4-COLOR ADS ONLY) Specified positions add indicated premium to the earned rate. All premium positions are subject to availability.

- **20% premium** Inside front cover
- **20% premium** Back cover
- **15% premium** Page 1
- **15% premium** Inside back cover
- **10% premium** Opposite table of contents
- **10% premium** Opposite masthead
- **10% premium** Any guaranteed position

*Two-page spreads should be set up as single facing pages (following the dimensions for a full page as listed above) in the layout application, then saved as two separate pages. The two pages will be electronically stitched together when the job is impositioned.

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**In-Person**
Dine America

**Contact Us**
QSR OneSource

*OneSource* is *QSR*’s annual print and online reference guide for the foodservice industry. Editorial content includes a staggering array of data, compiled from a variety of trade associations and marketing boards. You won’t find this data package anywhere else.

*OneSource* also includes exhaustive vendor listings for the industry, which our readers turn to when they need guidance in finding the right products and services to help their businesses grow.

This powerful combination of content makes *OneSource* a year-round reference for restaurant professionals. With its evergreen relevance, *OneSource* is a publication you simply won’t want to miss!

**Your Lowest-Cost Marketing Opportunity**

Any marketer who wants to reach the foodservice industry must have a listing in *OneSource*. With a basic listing available at no charge, and enhancements available for a modest fee, it really is a no-brainer.

**Back-of-House Showcase**

*OneSource* offers a special custom content opportunity for vendors with products and solutions aimed at back-of-the-house operations. When you purchase a full-page display advertisement, you will receive at no additional charge an adjoining editorial profile about your company and the BOH products and services you offer.
Restaurant Franchising

Be Ready to Grow with Franchisees as the Credit Market Thaws!

Restaurant Franchising is an exclusive opportunity to reach growing franchisees. Distributed to multi-unit and multi-concept franchisees, and with bonus distribution at various franchising and restaurant industry events, RF is the perfect opportunity to match your marketing message with a publication that promotes growth through franchising.

RF is distributed by mail to approximately 15,000 franchise owners and 6,000 independent restaurant owners selected from the regular circulation base of QSR magazine. RF is also distributed to attendees at the following shows: International Franchise Expo, West Coast Franchise Expo, Franchise Expo South, and the National Restaurant Association Show.

Full- and half-page display opportunities are available. RF is ideal for franchise sales, financing, real estate, and others who want to reach growth-minded restaurant professionals.

Custom Media Opportunity
For marketers with franchising, finance, and real estate offerings: When you purchase a full-page display advertisement, you will receive at no additional charge an adjoining editorial profile about your company and the opportunities it offers. Your profile will also appear in the Franchise Expo area of QSRmagazine.com.

See the digital edition of Restaurant Franchising
C-Store Foodservice

Capitalize on a Growing Market!
Convenience stores and other retailers are increasingly turning to foodservice to boost their businesses—food and beverage sales at these outlets are predicted to top $30 billion in 2010. And just like any other restaurant operator, these establishments need guidance.

That’s why the publishers of QSR launched C-Store Foodservice. QSR is the leading source of information for decision-makers in the limited-service restaurant industry; C-Store Foodservice is built largely on the principles of limited-service restaurants and partnerships with limited-service brands. It’s a perfect match of our foodservice expertise and the needs of the growing c-store foodservice market.

C-Store Foodservice has primary distribution to 24,000 c-store executives and owner/operators at both chain and independent operations. Other distribution points include foodservice distributors and wholesalers, the National Association of Convenience Stores show, and a digital edition on QSRmagazine.com.

C-store operators need your help! This is a great opportunity for:
• Food and beverage companies
• Equipment manufacturers
• Packaging suppliers
• Distributors and wholesalers
• Any supplier who can help c-stores grow

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>4 COLOR</th>
<th>B&amp;W</th>
</tr>
</thead>
<tbody>
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<td>$3,950</td>
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</tr>
<tr>
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</tr>
</tbody>
</table>
Newly Redesigned for an Enhanced Browsing Experience

By any measure, QSRmagazine.com is consistently ranked one of the top three restaurant industry websites in terms of traffic, and that includes the website of the National Restaurant Association. Why? Because we deliver an array of meaningful industry news, research, and tools to improve the day-to-day operation of our visitors’ restaurants.

Many operators consider it their first stop of the day. Forty-one percent of QSR’s online users say QSRmagazine.com is the only restaurant website they visit.

New for 2011 are larger banners in several positions and an array of rich media banner options that include Flash®, expandable presentation, forms, and more. Plus, we have the cost-free option of testing multiple creatives and, over time, displaying only the ones that perform best.
Top Web Traffic and Content

QSR’s e-letter program provides four days a week of traffic-driving content, so you can be assured of campaign delivery in any timeframe you want. And new survey data shows that QSRmagazine.com delivers the relevant operator traffic you want with such top content as:

- **HEADLINE NEWS** about hundreds of concepts
- **ONLINE EXCLUSIVE** and **SPECIAL REPORTS** unique to QSRmagazine.com
- Interactive **INDUSTRY DATA REPORTS**
- **A ROBUST DATABASE** of thousands of industry partners
- **EXTENSIVE VIDEO** for management, menu development, and more
- Guides to **FRANCHISE OPPORTUNITIES**, including our top 10 best values in quick-service franchising
- Select **FEATURES AND COLUMNS** from QSR magazine

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>EXCEPT THESE SPECIAL ONLINE REPORTS IN THE FIRST SIX MONTHS OF 2011:</strong></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>2011 Forecast</td>
</tr>
<tr>
<td>February</td>
<td>Mascot Mania</td>
</tr>
<tr>
<td>March</td>
<td>Women in Foodservice</td>
</tr>
<tr>
<td>April</td>
<td>Chef Survey</td>
</tr>
<tr>
<td>May</td>
<td>NRA Show Guide &amp; Report</td>
</tr>
<tr>
<td>June</td>
<td>Trade Associations That Can Really Help</td>
</tr>
</tbody>
</table>

With more than 150,000 monthly visits and pages views of 350,000, QSRmagazine.com delivers the online audience you need. Like all our visitors, you’ll find yourself “glued” to our site, and we’re sure that the best marketing we can be doing is providing you with the landing page of preference.

Just Google® “quick service,” and it’s easy to see who’s #1.
## E-Media

### Banner Rates & Specs on QSRmagazine.com

#### Standard Run of Site Banners

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$55 Net CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>300x600</td>
<td>$52 Net CPM</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250</td>
<td>$40 Net CPM</td>
</tr>
</tbody>
</table>

- Provide multiple creatives for A/B testing. We are equipped to run splits and serve the creative that performs best.
- Provide an explicit call to action, such as a whitepaper download or webinar sign-up.

#### Enhanced Banners

For added presence, consider a “flipping” banner that changes when a site visitor mouses over it. You provide two images at your banner size, and we do the rest. It’s two banners in one—with only a $4 CPM surcharge to cover our programming! (Not available in leaderboard position.)

#### Banner Advertising Best Practices

To maximize the performance of your banner campaign on QSRmagazine.com, we recommend the following:

- Keep your creative fresh. For multi-month campaigns, change your creative at least monthly.

#### Banner Terms and Conditions

- All positions have a minimum buy of 10,000 impressions.
- Banner file size for leaderboard and rectangle may not exceed 40k.
- Banner file size for skyscraper may not exceed 70k.
- A standard .gif or .jpg must accompany any rich media banner.
- Animation is limited to 3 cycles. If your creative does not adhere to this, we will terminate the animation after the third cycle if possible. Otherwise, we will return the creative to you for correction.
- All creative is subject to publisher approval.
A.M. Jolt

A.M. Jolt is QSR’s flagship e-letter. Delivered each Monday, Tuesday, Thursday, and Friday, it delivers fresh content from QSR’s editors and writers, the latest industry headline news, our most popular stories, and more. This is the most timely, effective vehicle to deliver your marketing message directly to the in-box of restaurant owners, operators, and executives who drive purchasing decisions.

### Issues

<table>
<thead>
<tr>
<th>Position</th>
<th>10–19</th>
<th>20–29</th>
<th>30+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>$650</td>
<td>$600</td>
<td>$550</td>
</tr>
<tr>
<td>Medium Rectangle (300x250)</td>
<td>$600</td>
<td>$550</td>
<td>$500</td>
</tr>
<tr>
<td>Mid-page (728x90)</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
</tr>
</tbody>
</table>

### Headline News

- It’s Stash Time at Dunkin’ Donuts
- Cinnamon Sweetens Up Tax Day
- Get Schooled in the Art of Gourmet Pizza Making
- McDonald’s To Add 50K to Its McFamily
- HotHot Gets Savory This Spring
- Jamba CEO Visits the Hill
- Villa Fresh Opens 20th Florida Location
- Senate, House Bill Propose Tax Write-Off for Restaurant Innovations
- Catering Boosts Smiling Moose Sales
- The Revolution Begins at Pops Murphy's

### FDA Proposes Calorie-Posting Regulations

The U.S. Food and Drug Administration has released proposed regulations for the calorie-labeling mandate that quick-serve operators have been expecting since it was passed with health care reform in March of last year.

### Chipotle Chooses Agency

The new agency will handle several digital marketing and brand awareness initiatives for 2011.

### Most Popular Stories

1. Are You Sure About What You’re Worth?
2. Carl’s Jr. Unveils 1st Turkey Burger Line
3. Social Media Users Love Subway the Most
4. A Big Taste of Wisconsin in New Culver’s Buttery Burger
5. Celebrity Chef Fieri to Reprise Show 2011

### E-Media

QSR Magazine
The Leading Magazine
Special F&B Coverage
Highly Anticipated Special Issues
2011 Editorial Calendar
Rates & Specs

Other Print Publications
QSR OneSource
Restaurant Franchising
C-Store Foodservice

E-Media
QSRmagazine.com
A.M. Jolt
Best Practices
FS InBrief

Custom Media
Smart Chain
Advertorials and Inserts
Microsites
Webinars
Video
Custom Email Blasts

In-Person
Dine America

Contact Us
Best Practices

Your Message in Action
A case study is an extremely effective way to show how your product or service helps restaurant operators do business better. Our Best Practices e-letter puts case studies in operator in-boxes—affording you the custom-content opportunity to share your success stories. We pair your company with an operator you’ve helped and demonstrate why working with you constitutes an industry best practice.

• 468 x 60 top position
• 120 x 600 side position
• In-copy text link
• Maximum banner size is 25kb.
No rich media.

Growing Beyond the Restaurant Industry

Welcome to the latest installment of QSR magazine’s Best Practices e-letter. Today we’ll look at diversifying a franchise portfolio with Batteries Plus in a special Q&A with VP of franchise & business development John Tocz.

At first glance, batteries seem to be an unusual niche. What about batteries makes it a good business?
The battery market in the U.S. is about $24 billion and grows about 6 percent a year. When we talk batteries, most people think of batteries for their vehicle or AA batteries for their devices at home. We sell our fair share of those, but our business really is about providing consumers and businesses with the batteries they need for cell phones, laptops, camcorders, stand-by power, emergency lighting, home security, scanners for distribution centers, and so on.

Currently we operate more than 350 stores in 42 states, with another 50 stores in development. We think there is room for 1,200 stores in the U.S.

Why open a Batteries Plus franchise?

We’re in a business that is growing and has a bright future as technology and consumer demands for mobility converge. The number of battery-powered devices continues to expand, and there really isn’t anybody else positioned like a Batteries Plus to provide replacement.

We’ve also proven to be somewhat recession resilient. When the economy is strong and discretionary income is robust, people are buying more battery-powered devices, so the total population of gadgets increases. And the old gadget you had before you bought the new gadget, you give to a family member or friend—and they need batteries.

When the discretionary income is not so robust, you’re holding on to your older gadget longer and you still need batteries. So we’ve got them coming or going.

The device is useless without a battery. It’s a purchase you can delay, but you can’t avoid.
FS InBrief

QSR has always covered the restaurant industry from the perspective of the limited-service segment, and doing so has also meant reporting on other segments and their relation to limited service. As a result, QSR enjoys an editorial expertise that spans the entire restaurant industry.

Given the demise of other sources of information for the industry at large, QSR is leveraging its industry-wide expertise to launch FS InBrief in early 2011, a twice-monthly e-letter that delivers the best reporting about the restaurant industry at large.

It’s a broad marketing opportunity you won’t want to miss.
Custom Media

Custom media is a powerful opportunity for marketers to reach the foodservice industry. QSR’s line-up of custom media products provides marketers with a comprehensive portfolio of cutting-edge, cost-effective programs that will enhance your media strategy.

Whether you choose one of our print or digital custom opportunities, your marketing ambitions will mesh with the information needs of our highly targeted audience to deliver the compelling content that moves readers to action.

Custom Media Product Lineup

<table>
<thead>
<tr>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorials</td>
<td>Microsites</td>
</tr>
<tr>
<td>Inserts</td>
<td>Webinars</td>
</tr>
<tr>
<td>Smart Chain</td>
<td>Custom E-blasts</td>
</tr>
<tr>
<td>OneSource B2B Showcase</td>
<td>Best Practices e-letter</td>
</tr>
<tr>
<td>C-Store Foodservice</td>
<td></td>
</tr>
<tr>
<td>Restaurant Franchising</td>
<td></td>
</tr>
</tbody>
</table>

The insert that QSR produced for our Eggscellent Chef Ambassadors program proved to be a high-impact marketing piece that helped our message reach the right audience. The design was excellent and their custom media team worked hard to make sure the insert had exactly the right look and feel.

Alice Heinze R.D, L.D., M.B.A.
DIRECTOR OF FOODSERVICE
AMERICAN EGG BOARD

International Paper ecotainer™ products are made from 100-percent renewable resources and are certified by the Biodegradable Products Institute.

Green Product Showcase

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DIRECTOR OF FOODSERVICE
AMERICAN EGG BOARD

International Paper ecotainer™ products are made from 100-percent renewable resources and are certified by the Biodegradable Products Institute.
Smart Chain

In every issue QSR publishes a special Smart Chain report with tightly focused features covering current trends and best practices in areas of specific interest to the industry. Designed with a unique look that distinguishes it from run-of-book space, Smart Chain serves as a showcase for that issue’s focus. It is a powerful platform for educating foodservice decision-makers on your company’s products and solutions within an editorial context.

Each Smart Chain also features a section devoted to “The Players,” a who’s who list of vendors related to that issue’s topic. Reader focus groups tell us this list is important information—and helps them decide who to do business with.

2011 Smart Chain Topics
JANUARY: Kitchen Tech: Fryers/Ovens
FEBRUARY: Kitchen Tech: Combi/Warmers
MARCH: Merchant Solutions
APRIL: POS
MAY: Specialty Beverage
JUNE: Dessert & Snack
JULY: Drive-Thru Solutions
AUGUST: Security
SEPTEMBER: Condiments
OCTOBER: Menuboards & Signage
NOVEMBER: Protein/Poultry
DECEMBER: Back of House
Advertorials and Inserts

When display advertising space isn’t enough to communicate everything you want to, an advertorial or insert is an excellent strategy for sharing your marketing message. We can create anything from a traditional one-page advertorial to a multi-page, removable insert—let us work with you to find the right solution for your needs. The possibilities for content are bounded only by imagination: announce a new product launch, tell our readers how you can help them solve a business problem, offer recipe ideas, or communicate anything else that fits your marketing aims. This is the highest-impact print investment you can make.

**RATES:** For run-of-book pages, earned *QSR* rate, plus one-time $995 production fee. For inserts, please contact your *QSR* sales representative.

See a sample insert
Microsites

Microsites are destination portals on QSRmagazine.com that house resources for targeted restaurant industry needs. Each microsite provides a home page with comprehensive sponsor resources, and as the site visitor digs deeper, they explore QSR-generated content of the highest quality.

Your sponsorship of a QSR microsite affords the opportunity to present your marketing message to visitors who are actively engaged in research about topics of key importance to the industry. The exclusive sponsorship of a topic-specific microsite gives your brand a powerful presence where food-service professionals go online for their industry news and information.

Microsite sponsorship includes:
- Leaderboard banner (728x90)
- “Sponsored by” promotional copy
- Ability to post white papers, video, product specs, etc.

Site Availability
- Drive-Thru
- Food & Beverage
- Finance
- Marketing
- Menuboard
- POS

Don’t see one that fits your message? Ask us about custom topics!

Visit a Microsite

RATES: 6-month sponsorship: $6,000 net
12-month sponsorship: $10,000 net
Webinars

Your Single-Best Lead Generation Opportunity!

If generating leads is your goal, a webinar is hands-down the avenue for you. Our experienced webinar team will work with you to develop a program and panel that encompasses your areas of expertise—resulting in an event that not only educates viewers but also allows you to position your company as a resource that foodservice operators can turn to for insight and solutions.

All viewers must register for the webinar, and your sponsorship gives you access to the registration list, with full contact information. We market the event through email blasts to our opt-in promotion list, as well as in our 4x/week A.M. Jolt e-letter and on QSRmagazine.com.

There really is no better way to generate highly qualified leads—and viewers and sponsors alike rave about the quality of QSR’s webinar events!

Exclusive, High-Impact Sponsorship Benefits
• Audience development
• Comprehensive event promotion
• Audio delivery and presentation coordination
• Post-event participant data with complete contact information
• One-year online archiving for on-demand use at QSRmagazine.com

Our Local Marketing webinar was a huge success. The process was well-managed from start to finish, and the final number of registrations exceeded our expectations. The webinar was an effective way for us to reach our intended audience and provide thought leadership on a topic relevant to them. We look forward to continuing our partnership with QSR magazine.

Glenn Haertel
EVP SALES & MARKETING
SYNQ SOLUTIONS

“View a sample webinar

RATES: $15,000 net sole sponsorship
$12,000 net / $5,000 net dual sponsorship (inquire for details)
Video

The Best of Web and Video Technology

QSR offers an array of video content throughout our website, and your video can be among them.

We will promote your video through our four-times-weekly A.M. Jolt e-letter and in a special resources box on every page of QSRmagazine.com.

Individual purchases are bought in 250-play lots, so your message is seen no less than 250 times—and trust us ... you'll have the viewer's undivided attention.

RATE: $2,000 net/250 plays or one year, whichever comes first
Custom Email Blasts

QSR has developed a highly qualified list of foodservice professionals who have indicated an interest in hearing from third parties with offers of products or services that offer strategic benefits. Each year we team with a limited number of content partners to provide these individuals with email messages of high information value. Simply provide us with HTML code for your message, and we will deliver it on the agreed-upon date.

QSR respects the time and resources of our email audience, so we place strict terms and conditions on custom email programs:

- Available dates are extremely limited.
- A client may purchase no more than four email blasts in a calendar year, and no more than two in consecutive months.
- 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 the discretion of QSR.
- Client must provide HTML code with absolute path names. Code should be supplied at least one week prior to blast date.
- QSR 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.

**RATE:** $200 net CPM. Minimum $1,500.
What makes Dine America such a great draw for restaurant executives across the nation? First and foremost, it’s the innovative and often outside-the-box educational program developed by some of the brightest minds in the business and designed to generate winning ideas for restaurants. Combine that with exclusive, invitation-only attendance, and you have a unique restaurant conference that has garnered a reputation as a powerful yet intimate event.

As a sponsor, one of the most compelling benefits you receive is the ability to attend all educational sessions and activities, meeting restaurant decision-makers one-on-one and delivering your marketing message in the most personal and effective way possible.

**Sponsorship options include:**
- Booth space
- Attendance of company representatives
- Ad placement in conference materials
- Product/service highlight
- Registrant information

Additional benefits are available based on sponsorship level.

**Rate:** Sponsorship packages range from $8,000 to $35,000 net
QSR Sales Contact Information

Eugene Drezner
NATIONAL SALES MANAGER
800-662-4834 ext. 126
eugene@qsrmagazine.com

Will Bruwer
NATIONAL SALES REPRESENTATIVE
800-662-4834 ext. 128
will@qsrmagazine.com

Tracy Copley
ONESOURCE SALES
800-662-4834 ext. 124
tracy@qsrmagazine.com

www.qsrmagazine.com