

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

THE INDUSTRY'S #1 BUSINESS MAGAZINE

The Only National Magazine Devoted Exclusively to the Buying End of the Retail Deli, Prepared Food, Foodservice and Specialty Cheese Markets.

Deli Business covers the market segments found within the retail deli department, including the deli, prepared foods, foodservice and specialty cheese markets. The magazine is edited for the buying end of the trade: retailers (supermarkets, specialized retail chains, club stores, mass merchandisers and restaurants), distributors, wholesalers, exporters and importers. Editorial is geared toward the marketing, merchandising, management and procurement interests of the field.

Feature editorial brings profit opportunities into focus and includes original research and analysis of industry data, special merchandising reports, tracking and review of trade and consumer trends, and retail and foodservice case histories.

Also included is exclusive commentary and analysis on developments in finance, commerce and government as they affect the deli trade.



PUBLISHED BY PHOENIX MEDIA NETWORK, INC.

DeliBusiness@phoenixmedianet.com

P.O. Box 810217, Boca Raton, FL 33481

(561) 994-1118

THE MAGAZINE FOR INDUSTRY PROFESSIONALS

2021 EDITORIAL CALENDAR

	FEB/MARCH	APRIL/MAY	JUNE/JULY
COVER STORY	Prepared Foods	Sandwiches	16th Annual People's Awards
FEATURES	Food Safety	Appetizers Gucamole	Mediterranean Foods Ethical Eating
MERCHANDISING	Sandwich Condiments Pickles	Side Dishes Olive sidebar	Deli Breads Cross Merchandising
PROCUREMENT	Private Label	Packaging	Salads
PREPARED FOODS	Pizza	Pasta	Sushi
DELI MEATS	Chicken	Artisan Salami Ham	Deli Meat Supplement
CHEESES	Cheddar	Swiss Cheese	Feta Cheese
SUPPLEMENTS	Corporate Profiles		
AD CLOSING	1/15/21	3/5/21	5/7/21
BONUS DISTRIBUTION	Refrigerated Food Show		IDDBA, ACS Summer Fancy Food Show
	AUG/SEPT	OCT/NOV	DEC/JAN
COVER STORY	Grab 'n Go	Retail Trends	Going Green
FEATURES	Back to School	Hummus Snacks	Ethnic Marketing
MERCHANDISING	Tailgating	Organic Food	Crackers Dips and Spreads
PROCUREMENT	Holiday Meats	Imported Meats	Dinners to Go
PREPARED FOODS	Party Platters	Soup	Entrees
DELI MEATS	Natural Meats	Prosciutto	Trends
CHEESES	Gouda	Blue Cheese	Grating Cheese
SUPPLEMENTS			
AD CLOSING	7/16/21	9/10/21	11/5/21
BONUS DISTRIBUTION		PLMA	Winter Fancy Food Show

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BUSINESS ANALYSIS OF CIRCULATION

Retailers	3,305
Corporate, voluntary, cooperative chains, single unit operations, retail buying organizations. Includes supermarkets, supercenters, convenience stores, warehouse clubs and other retailers.	
Wholesale Grocers and Foodservice Distributors	1,555
Wholesale grocers, foodservice distributors, and specialized wholesalers.	
Brokers	266
Contract Feeders	18
Exporters / Importers	95
Manufacturers	990
Miscellaneous	2,213
Total Circulation	8,442
Additional Distribution	2,765
Distributed at Conventions and Trade Shows	2,000
Others allied to the field	765
Total Distribution	11,207

DELI BUSINESS provides saturation coverage of deli/foodservice executives located at headquarters or division locations of supermarkets, mass merchandisers, club stores, convenience stores, major distributors and appropriate wholesalers. This includes all personnel with managerial, procurement, merchandising, menu planning and other relevant authority.

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MECHANICAL SPECIFICATIONS

UNIT	NON-BLEED	BLEED
Page	7 1/2 x 10	8 5/8 x 11 1/8
Spread	15 7/8 x 10	17 x 11 1/8
2/3V	4 3/4 x 10	5 3/4 x 11 1/8
1/2 Island	4 3/4 x 7 2/3	N/A
1/2H	7 1/4 x 4 7/8	8 5/8 x 5 1/2
1/3S	4 3/4 x 4 7/8	N/A
1/3V	2 1/4 x 10	N/A
1/6	2 1/4 x 4 7/8	N/A

- Magazine Trim Size: 8 3/8" wide by 10 7/8" deep
- Binding: Perfect; Printing: Web Offset, Four-Color
- All Dimensions are Width x Depth
- For gutter safety on spreads, keep all live matter 1/4" from each side of center line for total 1/2"



Electronic Files

Preferred formats are: QuarkXpress, Illustrator, PhotoShop, hi-res PDF. Scans should be at 300 dpi, CMYK (not RGB), saved as EPS or TIFF. Any file compression on your images, such as JPG, must be saved at the highest resolution. Scale and rotate your scans in their original application so they are imported into the page layout program at 100%/0 degrees, cropped loosely (in QuarkXpress, no more than plus or minus 10% scaling margin is allowed). Photoshop flatness settings should not be too low (3 is good). Avoid complex clipping paths. Line art converted to bitmap should be at least 1000 dpi.

Contact and Delivery

E-mail only if the file(s) you are sending are less than 5 MB. Larger files can be placed on our FTP site—call for more information. Please make sure that all your files are within a folder containing all necessary documents (fonts, illustrator or Freehand artwork and text) before E-mailing them as an attachment. Please alert us by telephone. In subject line, identify the magazine, client and subject matter. Files being sent should have recognizable name (preferably the client's name as part of the structure). **Deliver to:**

Diana Levine
Production Manager
dlevine@PhoenixMediaNet.com
561.994.1118 ext. 106

Nesting and layering images in illustration program can cause problems when importing to a page layout program (i.e. TIFF placed in an Illustrator EPS file with an embedded font, then the whole file saved as EPS is placed in the application program). Putting your final ad together (images, illustrations and text) in the layout program is preferable. Check to ensure you have included all linked graphic files. With Illustrator files, include the native files as well as the EPS. Import scans to the layout program rather than rastering it in the drawing application. Do not use white boxes for cropping, masking or

other. But if you must, then use a black box with a zero percentage fill. Remove unneeded objects from your ad, rather than covering them. Use only Postscript 1 or 2 fonts. If you use a Truetype font, you must change the final copy/text to outlines. Truetype fonts that have not been converted shall be replaced by the closest possible postscript font match. Include all screen and printer fonts needed for your ad. Open files on the disk you are sending us to ensure all linked files are present and updated. Run "Collect for Output" in QuarkXpress (this will ensure there are no missing images).

DELI BUSINESS
P.O. Box 810425
Boca Raton, FL 33481

Material sent via traceable courier to:
5400 Broken Sound Blvd. NW
Suite 400
Boca Raton, FL 33487

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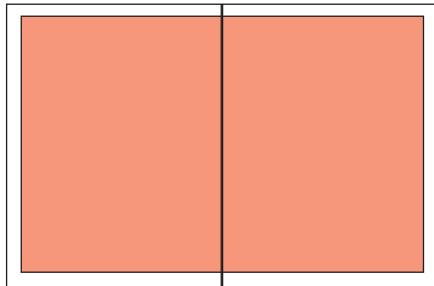
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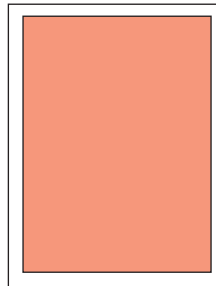
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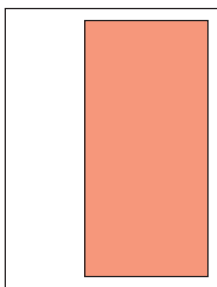
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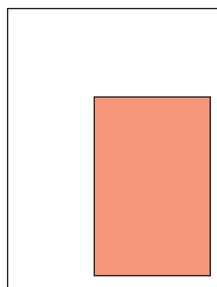
2 PAGE SPREAD
15.875" by 10"



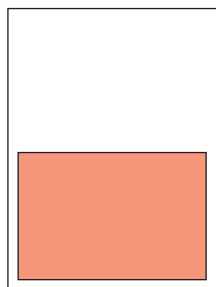
FULL PAGE
7.5" by 10"



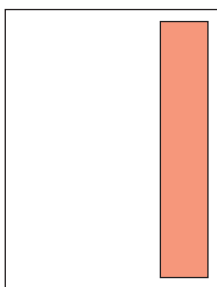
2/3 PAGE
4.75" by 10"



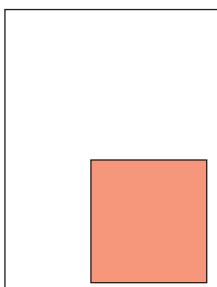
1/2 ISLAND
4.75" by 7.667"



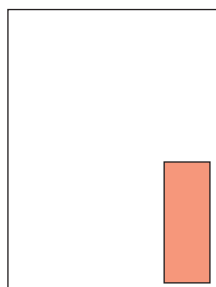
1/2 HORIZONTAL
7.25" by 4.875"



1/3 VERTICAL
2.25" by 10"



1/3 SQUARE
4.75" by 4.875"



1/6 PAGE
2.25" by 4.875"

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