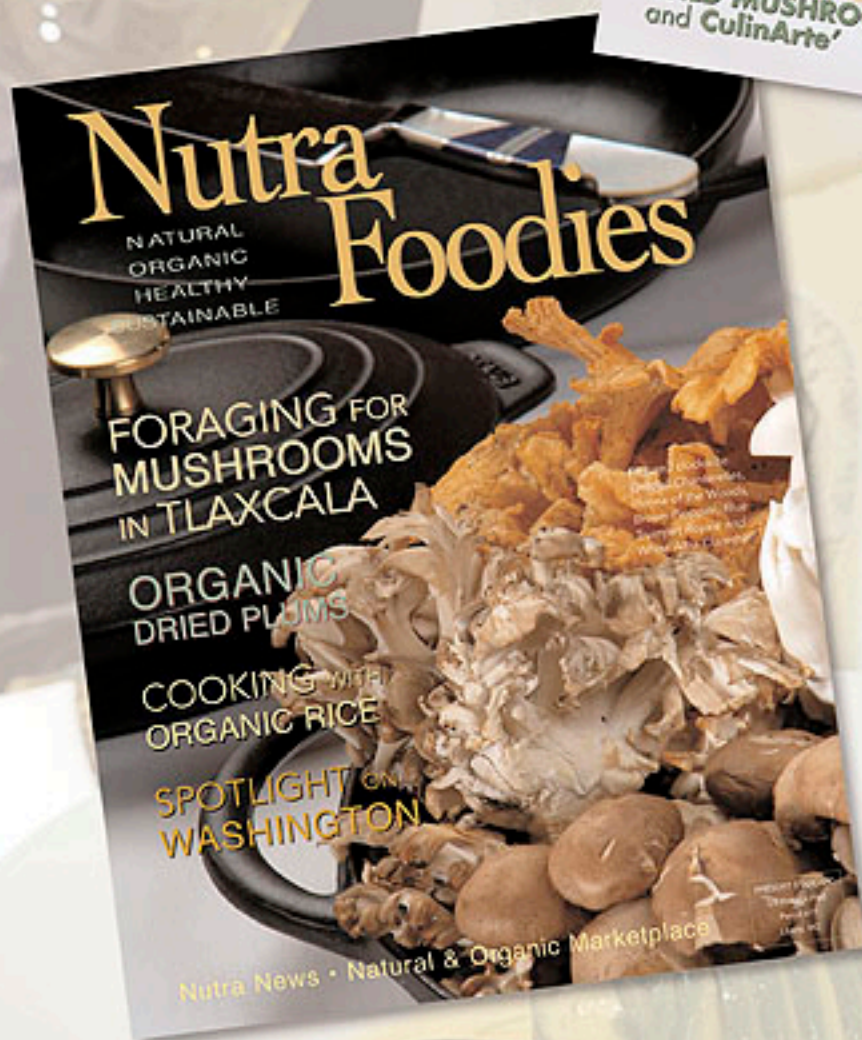
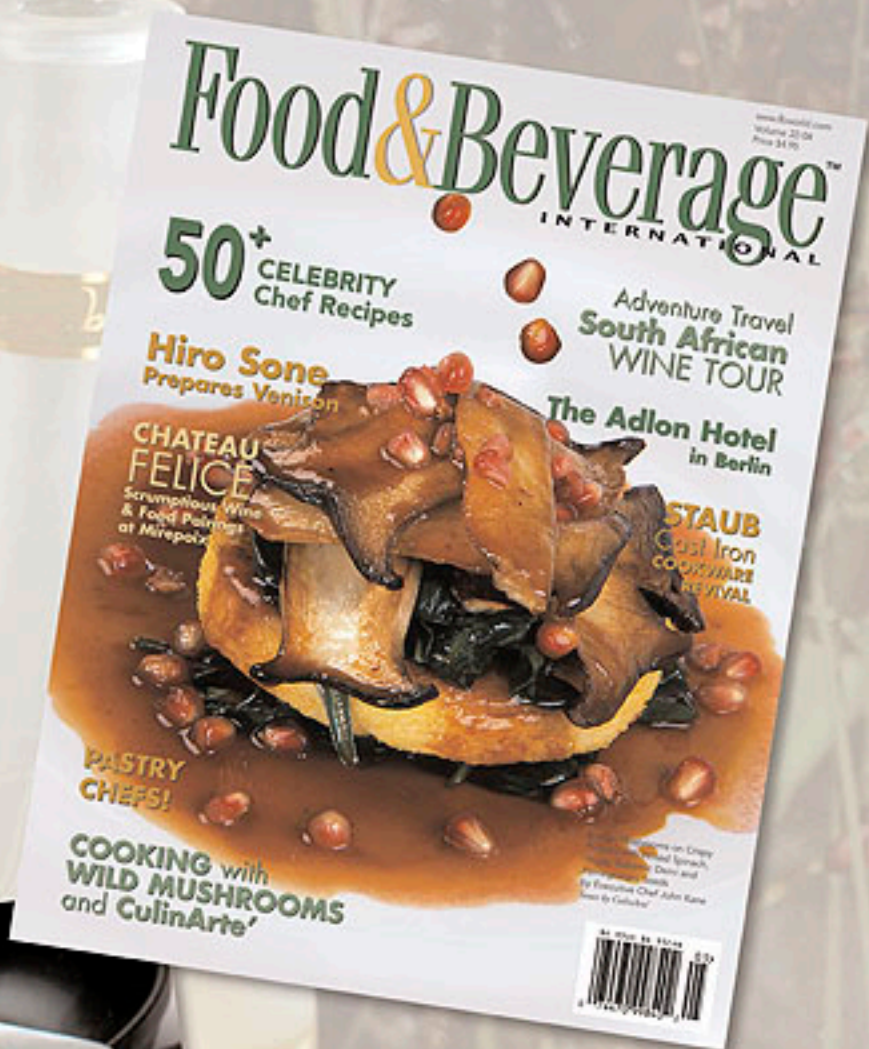


TWICE
AS
NICE...



Both in
the same
magazine!

DISPLAY ADVERTISING

SIZE/PLACEMENT	1x	2x	3x	6x
Label	\$1,100	\$1,100	\$1,100	\$1,100
1/4 Page	\$2,079	\$1,909	\$1,751	\$1,673
1/4 Page (Bleed)	\$2,308	\$2,151	\$2,000	\$1,892
1/3 Page (Horizontal, Vertical or Square)	\$2,536	\$2,393	\$2,250	\$2,110
1/3 Page (Bleed - Horizontal, Vertical)	\$2,833	\$2,645	\$2,467	\$2,301
1/2 Page (Horizontal, Vertical)	\$3,129	\$2,897	\$2,685	\$2,492
1/2 Page (Bleed - Horizontal, Vertical)	\$3,537	\$3,268	\$3,023	\$2,800
2/3 Page	\$3,944	\$3,639	\$3,361	\$3,107
Full Page (No Bleed)	\$4,775	\$4,563	\$4,362	\$4,171
Full Page (Full Bleed)	\$4,932	\$4,713	\$4,503	\$4,304
Inside Front or Inside Back Page	\$5,195	\$4,962	\$4,741	\$4,531
Double Truck (2 Page Spread)	\$8,000	\$7,652	\$7,289	\$6,959

* Additional Charge of \$550 for four color and \$100 for one color

NATURAL & ORGANIC MARKETPLACE ADVERTISING

NOW YOU CAN BUY JUST WHAT YOU NEED! BUY BY THE INCH!	PRODUCTION/PRICING	SPACE
Each column width is 24 " wide.	Send camera ready art on disk or CD. All logos or photos must be Mac formatted, in Quark, Photoshop, Illustrator or Freehand programs, to be considered as camera ready.	1" x 24 " = \$ 149.00
Let your customers know what kind of products you have available for them!	Productions prices are as follows:	2" x 24 " = \$ 298.00
	1. Production: \$75.00 minimum	3" x 24 " = \$ 447.00
	2. Images Scans (logos or photos) \$35/each	4" x 24 " = \$ 596.00
	3. No extra charge for CMYK color.	5" x 24 " = \$ 745.00
		6" x 24 " = \$ 894.00
		7" x 24 " = \$ 1,043.00
		8" x 24 " = \$ 1,192.00

INTERNET BANNER ADVERTISING

Seen by 50,000 visitors per week

MONTHLY PROGRAM PRICE	30 DAY	90 DAY	120 DAY
Banner — Sponsor/Home Page	\$575	\$545	\$505
Banner Side — Rotate	\$350	\$325	\$295
Banner Bottom Rotate	\$285	\$275	\$265
120 X 120 Pix. Box	\$230	\$215	\$195

* Print Advertisers Receive Discount for On-line Placement. Pricing subject to change.

ARTWORK SPECIFICATIONS

Digital Files are recommended. Files should be supplied in Macintosh format with a color proof. Images should be placed at 100% to minimize file sizes. Raster files should support a resolution of 300 dpi in CMYK or grayscale formats placed at 100% or lower. Bitmaps should be no less than 800dpi at 100%. Please supply embedded files placed in Illustrator. Also supply all fonts (both screen & printer fonts). **No PC files, or TRUETYPE PC FONTS. POSTSCRIPT FONTS ONLY.** Please convert all fonts to Bezier curve outlines. (PC files can be translated if necessary but not adjusted). Additional charges will be applied to ads that do not conform.

SUPPORTED MEDIA

100MB Zip, CD's — PC or Mac formatted. (see Additional Charges)

FILM

133 dots per inch (dpi), emulsion-side down, right reading. Please provide digital backup and printout.

LABELING

Please label disk clearly including name and size of ad, list of contents, contact number, and a return address.

DEADLINES

Artwork must arrive at least 14 days before close of production.

ADDITIONAL CHARGES

Additional charges will be applied to any conversions of application, formatting, media transferring, or resizing of ad as well as late ads. Rate is \$75/hour (minimum of 15 minutes charged) and a \$20 additional fee/zip disk.

APPLICATIONS

Adobe Illustrator 8 - 9
Adobe Photoshop 5 - 7.0
FreeHand 5.5 - 9.0 (will translate)
QuarkXpress 4.1 - 5.0

MECHANICAL MEASUREMENTS

Magazine Dimensions	WIDTH		HEIGHT
Trim	8.375"	x	10.875"
Full Page (Bleed)	8.625"	x	11.125"
Bleed Image Safety	8"	x	10.5"
Full Page (No Bleed)	7.375"	x	9.625"
1/2 Page Vertical	3.5625"	x	9.625"
1/2 Page Vertical (Bleed)	4.1875"	x	11.125"
1/2 Page Horizontal	7.375"	x	4.8125"
1/2 Page Horizontal (Bleed)	8.625"	x	5.3125"
1/3 Page Vertical	2.3125"	x	9.625"
1/3 Page Vertical (Bleed)	2.9375"	x	11.125"
1/3 Page Horizontal	7.375"	x	3.0625"
1/3 Page Horizontal (Bleed)	8.625"	x	3.5625"
1/3 Page Square	4.875"	x	5"
1/4 Page Vertical	3.5625"	x	4.8125"
1/4 Page Vertical (Bleed)	4.1875"	x	5.4375"



Food & Beverage

INTERNATIONAL

Nutra Foodies™

NATURAL
ORGANIC
HEALTHY
SUSTAINABLE

Demographics

Quantity:

2,900	Professional Chefs
1,000	Caterers and Country Club Chefs
6,000	Hotels and Resorts
8,000	Restaurants, Dells, Cafes — Chefs and Owners
1,000	Chain Headquarters
2,000	Manufacturers, Brokers, Distributors
300	Associations
200	Public Relations, Magazines, Writers, misc.
687	Wineries
150	Culinary Schools
2,000	Health food stores, juice and smoothie bars
4,000	Grocery stores, gourmet, organic, upscale retail

Clients:

SINGLE COPY SALES

165,000 nationally placed bookstores, grocery stores and airports

*Audit Statement Upon Request

FEBRUARY/MARCH

Deadline for materials January 15

FOOD & BEVERAGE EDITORIAL

- **Mexico!**
Great Boutique Hotels to stay in
Mexican Food
Original family recipes from Puebla
- **Wine and Food Pairing**
Cheese pairings featuring cheese from around the world
- **Butter Taste Test**
Over 5 brands of butter are reviewed, and chefs share their views.
- **Boutique Winery**
Profile of Chilean Winery
- **Kitchen Wares**
"How to" Demonstrations that jazz up your presentations
- **Great Destination Resorts**
Vermont, Quebec
- **Columns:**
Cookbook Reviews, Restaurant reviews of San Francisco, Los Angeles, Chicago, New York, Boston

NUTRAFOODIES EDITORIAL

- **Featured Ingredient:**
A different ingredient is featured every issue
- **Local produce of Mexico**
A different local featured ingredient is every issue
- **Food as Medicine**
Featured nutraceutical ingredient
- **Produce Gallery**
A different produce featured ingredient is every issue
- **Ranching Profile**
A different ranch or farm is featured every issue
- **Beverages**
New healthy beverage profiles in the marketplace
- **Natural & Organic Market Place**
New things to buy for the home
- **NutraNews**
Breaking news of value to you

APRIL/MAY

Deadline for materials March 15

FOOD & BEVERAGE EDITORIAL

- **Italy!**
The finest Sicily has to offer
Sicilian Food
Food and wine pairings from the region
- **Boutique Winery**
A different feature each issue
- **Kitchen Wares**
Tools that make you the star
- **Appetizers**
Great presentations you can make...or just admire!
- **Columns:**
Cookbook Reviews, Restaurant reviews of San Francisco, Los Angeles, Chicago, New York, Boston

NUTRAFOODIES EDITORIAL

- **Featured Ingredient:**
A different ingredient is featured every issue
- **Food as Medicine**
Resorts that specialize in healthy approaches
- **Produce Gallery**
A different produce featured ingredient is every issue
- **Ranching Profile**
A different ranch or farm is featured every issue
- **Beverages**
New healthy beverage profiles in the marketplace
- **Natural & Organic Market Place**
New things to buy for the home
- **NutraNews**
Breaking news of value to you

JUNE/JULY

Deadline for materials May 15

FOOD & BEVERAGE EDITORIAL

- **Italy**
Rome
Slow Food Feast featuring Italian Ingredients
- **Seafood**
Caviar
Great Wine and Seafood Pairing
- **Ode to the Glorious Egg**
Reinventing appetizers and main courses with the Egg
- **Wine and Food Pairing**
A different feature each issue
- **Boutique Winery Story**
A different feature each issue
- **Dressings!**
Great oils and great vinegars
- **Table Top**
Combine great looks to make it even more appealing
- **Kitchen Wares**
"Must have" kitchen equipment for today's recipes
- **Great Destination Resorts**
A different feature each issue
- **Columns:**
Cookbook Reviews, Restaurant reviews of San Francisco, Los Angeles, Chicago, New York, Boston

NUTRAFOODIES EDITORIAL

- **Featured Ingredient:** Caviar
Story on Caviar Farming
- **Food as Medicine**
- **Diet Reviews**
The differences, how they work, which is right for you
- **Produce Gallery**
Our picks of Nature's greatest bounty for you to view, and work with
- **Ranching Profile**
How today's eggs are produced to be healthier
- **Beverages**
Generation X tastes the healthy beverages and tells you their opinion
- **Cooking with Organic Sugar**
Nuances you need to know to get optimum results
- **Food Lore**
Folk lore that surrounds fruit and vegetables are often medicinal
- **Health Properties of Oils & Vinegars**
- **Natural & Organic Market Place**
New things to buy for the home
- **NutraNews**
Breaking news of value to you

AUGUST/SEPTEMBER

Deadline for issue July 15

FOOD & BEVERAGE EDITORIAL

- **Mexico**
Latin and Mexican Food Products
- **Chef presentations**
- **New Products**
- **Barbecue Issue**
Different methods of cooking, rubs, sauces, presentations, and great meats!
- **Wine and Food Pairing**
A different feature each issue
- **Boutique Winery Story**
A different feature each issue
- **African Adventure Travel**
A visit to the Palace of the Lost City
- **Asian Food**
- **Cheese**
- **Composed Soups**
- **Table Top**
- **Kitchen Wares**
- **Columns:**
Cookbook Reviews, Restaurant reviews of San Francisco, Los Angeles, Chicago, New York, Boston

NUTRAFOODIES EDITORIAL

- **Featured Ingredient:**
A different ingredient is featured every issue
- **The raising of Organic Meats**
- **Lavender**
- **The Blueberry**
- **Food as Medicine**
Featured nutraceutical ingredient
- **The Produce Gallery**
- **Appetizers Organic Style**
- **Beverages**
New healthy beverage profiles in the marketplace
- **Beautiful chef presentations**
- **Healthy Snacks**
- **Reinventing the American Picnic**
- **Natural & Organic Market Place**
New things to buy for the home
- **NutraNews**
Breaking news of value to you

OCTOBER/NOVEMBER

Deadline for issue September 15

FOOD & BEVERAGE EDITORIAL

- **Spain, Ireland**
- **Catering tips for Entertaining at Home**
- **Turkey, and other poultry with great produce presentations**
- **Wine and Food Pairing**
A different feature each issue
- **Boutique Winery story**
- **Desserts**
- **Holiday Catalog Items**
- **New Cocktails**
- **Candy**
- **High Tea**
- **Columns:**
Cookbook Reviews, Restaurant reviews of San Francisco, Los Angeles, Chicago, New York, Boston

NUTRAFOODIES EDITORIAL

- **Featured Ingredient:**
A different ingredient is featured every issue
- **Raising Poultry**
- **The Pomegranate**
- **Food as Medicine**
Featured nutraceutical ingredient
- **Organic Chocolate**
- **Organic Restaurant Trends: Raw**
- **Beverages**
New healthy beverage profiles in the marketplace
- **Great desserts done NutraFoodies style**
- **Snack Bar Taste Test**
- **Healthy Smoothies**
- **Natural & Organic Market Place**
New things to buy for the home
- **NutraNews**
Breaking news of value to you

DECEMBER/JANUARY

Deadline for issue November 15

FOOD & BEVERAGE EDITORIAL

- **The Carribean and other Islands**
- **Great Island Recipes**
- **Featuring Lamb, Pork and game**
- **One Pot Cooking**
- **A lesson in seasoning**
- **Wine and Food Pairing**
A different feature each issue
- **Boutique Winery Story**
- **Cookies**
- **Salsas**
- **Coffee**
- **Water**
- **Great Holiday Catalog Items**
- **Columns:**
Cookbook Reviews, Restaurant reviews of San Francisco, Los Angeles, Chicago, New York, Boston

NUTRAFOODIES EDITORIAL

- **Featured Ingredient:**
A different ingredient is featured every issue
- **Coffee Plantations**
- **Food as Medicine**
Featured nutraceutical ingredient
- **Great Produce Presentations**
- **Organic Restaurant Trends**
- **Beverages**
New healthy beverage profiles in the marketplace
- **Under the Organic Christmas Tree**
- **Natural & Organic Market Place**
New things to buy for the home
- **NutraNews**
Breaking news of value to you

BRAND AWARENESS PROGRAM

BUILD YOUR BRAND THE FOOD&BEVERAGE INTERNATIONAL WAY



Chateau Felice – 4/pages



Cooking with Wild Mushrooms and CulinArte® – 8/pages



Jabula! - South African Wine Tour – 16/pages

- ☆ It's printed in the magazine.
- ☆ Then it's posted on the fbworld.com website and found by search engines the world over.
- ☆ Reprints are available for your company promotions, meetings and box stuffers.

PRICING

Each proposal is customized to the client's needs.