

Restaurant Forum® Custom Profiles

Professional, high-quality Custom Profiles extend the power of your marketing efforts and increase your brand exposure.



Maximize

YOUR BUDGET, ENHANCE BRAND AWARENESS, AND CONNECT WITH CURRENT AND PROSPECTIVE CUSTOMERS THROUGH THIS HIGH-IMPACT, LOW-COST MARKETING RESOURCE.

Restaurant Forum Custom Profiles provide you with a highly targeted marketing resource to showcase your services and expertise. Much more than a self-promotional brochure, a one- or two-page Custom Profile is a third-party endorsement that inspires credibility and confidence in your target audience. This unique opportunity to participate in a conversation with your industry peers and prospective business partners and be featured in a local-market, business-to-business custom publication, is a genuine recognition of your ability and professionalism.

Custom publishing is a sophisticated form of marketing that builds relationships with customers through a collection of articles, the majority of which are sponsored by select underwriters and advertisers. The independent endorsement by a leading business-to-business custom publication adds prestige and credibility to your business.

Restaurant Forum Custom Profiles—which include **250 high-quality reprints of the article at no extra charge**—are available for a fraction of the cost to facilitate the copywriting, photography, layout/design, printing, shipping and other functions associated with developing a new marketing brochure.



The Value of Custom Publishing

In today's economy your marketing strategy must be targeted for maximum relevance and reader engagement to deliver results. Sponsoring content within a custom publication, like those published by Sunshine Media, is a proven marketing strategy that achieves all of these objectives. The findings from a recent study conducted by Roper Public Affairs reflect the efficacy of custom publishing:

Custom publications influence purchasing behavior.

68%

of respondents say that the companies that provide information about their products in custom publications help them make better purchase

decisions. 66% say they are likely to buy from the same company that provided them with a custom publication, and 63% say they have bought something they saw mentioned or advertised in a custom publication.

Custom publications strengthen recipients' relationship with sponsoring companies.

78%

say that custom publications indicate companies are interested in building good relationships with them, and most feel better about the sponsoring company when they

are reading a publication the company has provided.

Custom publications are a preferred source of information about companies.

74%

feel that getting information from a company through an interesting collection of articles, rather than an ad, is more appealing.

Interesting information is an important selling point.

78%

say that when it comes to custom publications, they don't mind the fact that sponsors are clearly selling their products and services, as long as the publications are filled with interesting information.

The majority of recipients believe custom publications are valuable.

70%

like custom publications because the publications provide articles and information targeted to the reader's specific interests.

Awareness of custom publications remains strong.

Before being presented with examples, 61% said they were aware of seeing or receiving custom publications. When presented with specific examples, 93% said they were familiar with at least one type of custom publication.

Readership of custom publications is high.

59%

say that, at a minimum, they occasionally pick up and look through the custom publications they receive.





One Small Investment, Many Successful Strategies

The 250 free reprints of *Restaurant Forum* Custom Profile Pages can be used in a variety of ways to showcase your products and services. Here are a few proven methods for using *Restaurant Forum*, Custom Profile reprints to promote your business.

- » Use reprints as brochures to entice customers and increase **word-of-mouth referrals** for your restaurant.

- » Include reprints in a **direct-mail campaign**.

- » Distribute reprints at **trade shows, seminars, and other industry events**.

- » Insert reprints in local newspapers, magazines, and **new-mover packets** for those relocating into the area.

- » Mail reprints to all **professional associations** in your area.

- » Include reprints as a **stuffer** to customers on a mailing list.

- » Send reprints to **companies moving** from other states. Leave a stack of reprints at your local **chamber of commerce** and visitor center.

- » Give reprints to **vendors, partners, and hospitality groups** to distribute. Display reprints as handouts in **waiting areas** of all restaurant locations.

- » Provide reprints as handouts during **fairs, community presentations, and other public speaking engagements**.

- » Use reprints to **recruit and educate** new employees and personnel.

- » Give a reprint to each **new customer** at his or her first visit to your establishment.

- » Include reprints in professional, business and **personal portfolios** (with C.V. or resume).

- » Insert in **special publications** or professional journals (reinsert in *Restaurant Forum* at a later date).

- » Make reprints available to local **culinary schools or universities**.



Restaurant Forum is a business-to-business magazine reaching professionals in the restaurant and hospitality industry. Established in 1994, the publication combines compelling local market editorial with informative national features and columns to deliver a unique perspective to restaurant professionals. Each local market edition profiles a prominent restaurant owner, manager or chef within the restaurant industry. The magazine also features new products, services and the latest in restaurant trends that together cover the critical topics of interest to our targeted professional readers.

Published in major markets throughout the United States, *Restaurant Forum* readers are restaurant and hospitality professionals located in your local target market.

REMEMBER: Your reprints will have an effective “shelf-life” from two to three years, so be sure to order a good supply.



SUNSHINE MEDIA

About Sunshine Media

For 25 years, Sunshine Media has been a leading publisher of locally-focused, business-to-business custom magazines covering some of the most important sectors of the U.S. economy. Established in 1982, Sunshine Media publishes 1,000 unique local editions in its network of publication titles.

Sunshine Media is part of Sunshine Media Group—an international media company made up of leaders in the business-to-business publishing, custom publishing, and e-publishing industries. Along with Sunshine Media, its business units include Sunshine Printing, True North Custom Publishing, and Blue Canoe Dynamic Media.

Restaurant Forum®

Sunshine Media Custom Profiles: Extend Your Brand and Budget

A Sunshine Media Custom Profile is an excellent way to position your business as a leader within your local community. The profile article is created with the complimentary reprint piece in mind, which allows these high-quality marketing pieces to be made available quickly and economically.

Excellent Value, Low Cost

Custom Profile Prices (includes magazine content and 250 free reprints; additional reprints and e-prints available for an additional cost)

1-Page Profile: \$1,575
2-Page Profile: \$2,850

E-Print Prices

1-Page Profile: \$200
2-Page Profile: \$245

Additional Reprint Prices

1-Page Profile: \$125 per 100 copies
2-Page Profile: \$150 per 100 copies

Shipping

\$15 per 100 copies

Custom Profile Highlights

- » fully custom content spotlighting your specific product/service
- » your organization's logo
- » turnkey process that includes complete layout and design services, as well as high-quality printing and delivery
- » user-friendly 8.125"x10.75" size
- » custom call to action
- » high-quality 100-pound gloss text
- » one color photo per page

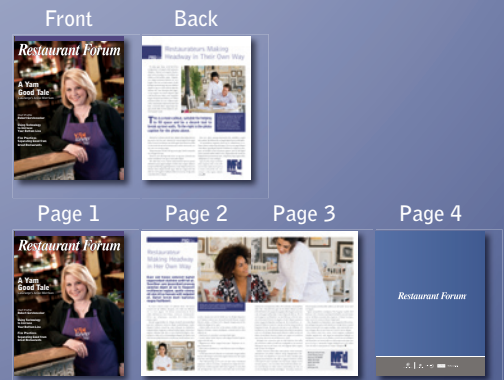
Custom Profile Reprint Details

1-page Profile becomes a 2-page Reprint

- Front: Cover of publication in which the Custom Profile appears
- Back: Custom Profile

2-page Custom Profile becomes 4-page Reprint

- Page 1: Cover of publication in which the Custom Profile appears
- Pages 2-3: Custom Profile (spread)
- Page 4: Publication logo and Sunshine Media logos



Secure your position in the upcoming issue today! Call your local Sunshine Media publisher to learn more about how Custom Profiles can deliver new business and drive higher profits to your bottom line.



SUNSHINE MEDIA GROUP™



SUNSHINE MEDIA™

SUNSHINE PRINTING™



BLUE CANOE DYNAMIC MEDIA™

