

2013

editorial calendar and rates

For more than 15 years, *el Restaurante MEXICANO* has been the number one way for foodservice vendors to reach Mexican and Latin restaurants in the United States.

In 2013 we are offering more ways than ever to connect with our 21,000 readers! In addition to advertising in our award-winning print magazine, vendors now can promote their products in our digital edition, on our popular website, in our information-packed email newsletters, and via our Facebook page. And the remarkable values our new bundle packages offer make connecting to the world of Mexican and Latin restaurants easier and more affordable than ever.

Let *el Restaurante Mexicano* be your marketing partner and help your business grow in 2013!



el Restaurante MEXICANO

2013 *editorial calendar and rates*

WINTER—

Planning for Cinco de Mayo!

Cover story: Chiles and Spices

Showcase: Mexican Chocolate and Coffee—in drinks and more!

Mexico Connection: The Foods of Ecuador

Equipment Spotlight: Tortilla & Tamale Equipment

Holiday Focus: Cinco de Mayo

Bonus distribution: Northwest Foodservice Expo

AD CLOSE: January 13 **MATERIALS DUE:** January 20

SPRING—

National Restaurant Show/Southwest Food Expo!

Cover story: Hispanic Beverages (alcoholic & non-alcoholic)

Showcase: Gluten-free Fare

Mexico Connection: Quinoa

Equipment Spotlight: Bar Equipment and Supplies

Bonus distribution: National Restaurant Show; Southwest Foodservice Expo

AD CLOSE: April 16 **MATERIALS DUE:** April 23

SUMMER—

Expo Comida Latina/Western Foodservice Show!

Cover story: Fish and Seafood

Showcase: Menu Technology (print and digital)

Mexico Connection: Tamarind

Equipment Spotlight: Kitchen Food Prep Equipment & Utensils

Holiday Focus: Dieciséis de Septiembre, Day of the Dead

Bonus distribution: Hispanic Retail 360 Summit, Expo Comida Latina/

Western Foodservice Expo, La Namra (*North American Restaurant Association*)

Es Todo Latino Show

AD CLOSE: July 11 **MATERIALS DUE:** July 18

FALL/2014 BUYER'S GUIDE—

New format, new value-added offers!

Cover Story: Looking Ahead: 2014 Trend Report

Holiday Focus: Las Posadas/Christmas

Equipment Spotlight: Cooking & Refrigeration Equipment

AD CLOSE: October 15 **MATERIALS DUE:** October 22

PLUS IN EVERY ISSUE: *Hotline, Vendor News, At the Bar, Social Networking, Marketplace and Recipes*

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rates and specifications



Total Marketing Packages For Maximum Exposure and Value!						
Your Package	Print Ad	Digital Edition Ad with link	Web Ad	Facebook	eMex Email Newsletter	Price Per Issue
PLATINUM	Full Page	Full Page	Rotating Leaderboard	4 Posts/Likes	3 Product Write ups	\$6,325 Value You Pay \$4,100 Save \$2,225
GOLD	1/2 Page	1/2 Page	Rectangle	3 Posts/Likes	2 Product Write ups	\$5,130 Value You Pay \$2,955 Save \$2,175
SILVER	1/3 Page	1/3 Page	Button	2 Posts/Likes	1 Product Write up	\$3,200 Value You Pay \$2,200 Save \$1,000
BRONZE	1/4 Page	1/4 Page	Text Link	2 Posts/Likes	1 Product Write up	\$2,725 Value You Pay \$1,900 Save \$825
MINI	Resource Guide	Resource Guide	Text Link	1 Post/Like	1 Product Write up	\$1,060 Value You Pay \$450 Save \$610

MULTIPLE INSERTIONS SAVE EVEN MORE! CALL FOR PRICING!

Ala Carte Print Ads— MAJOR Savings From 2012 Rates!				
	1x	2x	3x	4x
Full Page 8-3/8 x 10-7/8	\$3,950	3,550	3,400	3,225
1/2 Page 7-1/4 x 5	2,755	2,475	2,230	1,995
1/3 Page 2-1/4 x 10	1,950	1,750	1,575	1,425
1/4 Page 3-1/2 x 5	1,650	1,500	1,350	1,225
Mini (2.5 x 3)	400	400	375	375

COVER POSITIONS: **C4=20% C2=15% C3=10%**

Ala Carte eMex Email Newsletter Ads	
	Per Issue
Image or Logo plus text with link	250

Ala Carte Web Ads	
	Per Quarter
Leaderboard	800
Skyscraper	700
Rectangle	600
Sponsored Text	400
Button	250

- Full page bleed:** 1/8 inch on all sides
- Trim size:** 8-3/8" x 10-7/8"
- Color:** CMYK
- Binding methods:** Saddle stitched
- Live area:** Should be inside 1/4 inch all the way around from trim
- Finished format:** PDF
- Screen:** 150 recommended
- Resolution:** Files must be 300 dpi

Rate policy: Cancellations must be submitted in writing and received prior to ad close date. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for all monies due and payable to the publisher.

market and readership data

What our advertisers say:

el Restaurante Mexicano has always had a true relationship with its readers. The magazine has a genuine pulse on the industry of Hispanic cuisine—it is our boots on the ground in an industry that America has come to love. *el Restaurante Mexicano* has the insight to seek out the “Most Delicious Savors” that Mexican menus are famous for nationwide. **The magazine has enjoyed our loyalty because it gives us results in reaching our most valued customers. For the past 15 years, we have never missed an opportunity to be placed in their magazine, which is OUR PREFERRED ADVERTISING CHOICE ALWAYS!**

—Dan Servantes *BE&SCO Mfg., San Antonio, Texas*

Our PanSaver® Manual Cook Chill System is suited for the small to medium sized operator who needs to achieve quicker cooling and longer shelf life on a variety of menu items. The staff at *el Restaurante Mexicano* have always been supportive and proactive in suggesting better ways for PanSaver® to best communicate our message to this specific market niche. **We can always tell when the magazine has been delivered to subscribers by the increase in phone and web inquiries.**

—John Krause, *Product Manager, Cook Chill Division, M&Q Packaging Corporation (DBA: PanSaver® Cook Chill Supplies)*

What our readers say:

I'm a big fan of *el Restaurante Mexicano* magazine. It is very instrumental in helping me look for new equipment, trendy, fresh ideas, and recipes that really help me in my restaurant startups and my restaurant consulting. When I was working on the concept for Dos Diablos in Chicago it helped me find in the tortilla equipment I chose for making flour tortillas in-house. Ever since I was introduced to *el Restaurante Mexicano* magazine back in 1997, I have been a big follower and I recommend keeping this magazine handy so you can grab it at a moment's notice for all your needs.

—Executive Chef Geno Bahena, *La Costa Mission Upscale Mexican Restaurant, Calabasas, Calif.*

I like getting the print edition. **The print version at the end of the day I sit at my desk and read it and tear out articles I want to save.**

—Greg Newman, *Owner, Sharkeez (6 California locations)*

I use your recipes. People will ask me where I got the ideas for fish tacos. I tell them it's a traditional family recipe.

—Bill Duran, *Casa de Café (Caterer)*

The Hispanic Food and Beverage Market

Ethnic food preparation and consumption has been on the rise over the past several years and will continue its growth, and authenticity is most important to consumers when it comes to their favorite ethnic fare. **A full 81% of respondents say they ate ethnic food away from home in the month leading up to the survey.**

—Source: *Mintel Menu Insights, February 2012*

Without the influence of Hispanic spending and population patterns, restaurant industry sales would have declined during 2008 through 2010. From 2005 to 2025, the U.S. Census has projected 78% growth in the Hispanic population, compared to 15% growth in the general population. Put another way, some 70% of the estimated 47.2 million in population growth during 2005–25 is attributed to Hispanic population growth.

—Source: *Packaged Facts report, "Latino Foodservice Trends in the U.S.," November 2011*

el Restaurante Mexicano's Target Audience

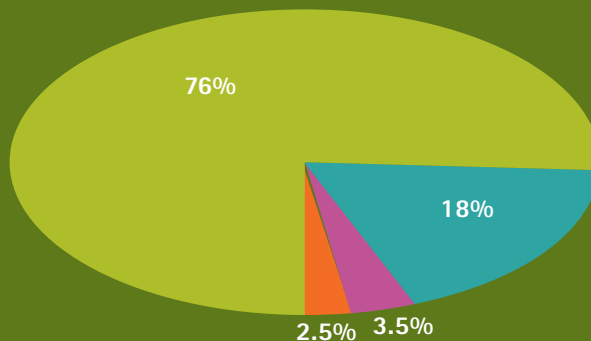
We reach one of the most popular and advertiser-coveted segments of today's foodservice industry: family dining, quick-service, fast casual and fine dining restaurants that serve Mexican- and Latin-inspired cuisine.

TOTAL QUALIFIED CIRCULATION

(As of October 2012): 21,000

A full 96% of our readers make purchasing decisions!

■ Owners/Operators = 76% ■ Chef/Food Director = 2.5%
■ President/Manager = 18% ■ Other = 3.5%



TYPE OF RESTAURANT:

■ Independent, including regional chains = 97%
■ Franchised independent = 1%
■ Chain-owned = 2%