

2025 MEDIA GUIDE

FSR sets the table for **decision makers in the full-service restaurant space**, with an emphasis on independents, hospitality groups, and emerging NextGen chains.

FSRTM

www.fsrmagazine.com



WTWH
Media LLC

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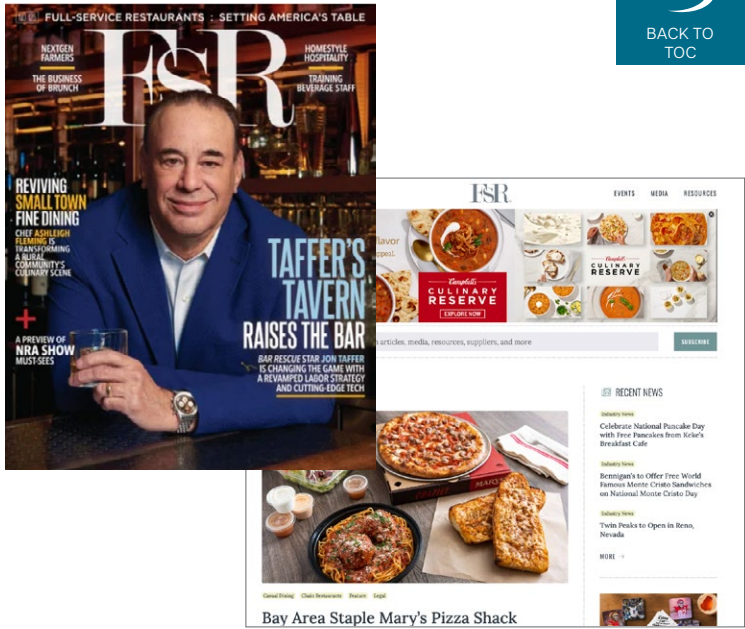
How do we do this? We build integrated media packages across platforms.



FSR MARKET AND AUDIENCE

FSR sets the table for decision makers in the full-service restaurant space, with an emphasis on independents, hospitality groups, and emerging NextGen chains. As the only media outlet that focuses exclusively on the needs of full-service restaurant operators, FSR presents a unique opportunity to marketers.

Our audience spans the entirety of the industry, including corporate leadership, operations, food and beverage, franchising and development, and more.



WEBSITE

150,000
AVG MONTHLY IMPRESSIONS

DAILY (M-TH) NEWSLETTER

18,000+

3RD PARTY EMAILS

29,000

SOCIAL

47,325+
FOLLOWERS



PUBLICATION

30,200

2025 FSR SNAPSHOT

FSR offers a comprehensive range of media and event opportunities to fit the budgets and objectives of marketers targeting the quick-service industry.

	Report	Event	Webinar	Newsletter	Magazine	Segment Marketing
January	Breakout Brand of the Year			Trends for 2025	Breakout Brand of the Year; The New Healthy	
February	Restaurant Groups to Watch	Women in Restaurant Leadership		The Secrets of US Hospitality Group	Restaurant Groups to Watch; Seafood	
March			Navigating Dynamic Pricing	Eatertainment	Industry-Wide Issue (with QSR)	Trending on the Menu
April				Off-Premises Best Practices	Women in Restaurant Leadership;	Trending on the Menu
May			Elevating Service in FSR Dining	Mental Health Report Card	NRA Show Issue	
June				Labor Guide	Creating a Winning Company Culture; BBQ	Trending on the Menu
July	Top 50 Independent Restaurants		What's Next in Restaurant Technology	Restaurant Design	Top 50 Independent Restaurants; Spicy Mexican Cuisine	
August	FSR 30			DEI Leaders	FSR 30; Foraging	Trending on the Menu
September	Rising Stars	NextGen Restaurant Summit		Social Media and Influencer Marketing	Rising Stars; Island Flavors	
October				Lessons from Hotel Chefs and Top Restaurants	Top Chefs; Social Dining	Trending on the Menu
November	Menu Trends for 2025	Franchisee of the Year		Marketing Leaders	NextGen 25; Menu Trends for 2025	Trending on the Menu
December			Menu Trends for 2025	Franchising in Full Service	The How-To Issue; Elevated Comfort Food	Trending on the Menu

The following pages detail the opportunities available to maximize your marketing investment in digital, print and event marketing. See the full editorial calendar on pages 14 for expanded magazine/content details.

Sponsored Editorial Reports

FSR's primary content mission is to provide unique, high-value reports for the quick-service industry. You have the opportunity to combine your message with one of these report downloads, including:

- Breakout Brand of the Year
- Restaurant Groups to Watch
- Top 50 Independent Restaurants
- FSR 30
- Rising Stars
- Menu Trends for 2026

You'll enjoy lead generation of all download contact information; branding on the cover of the report, download page, and marketing emails; and 8 pages of your own branded content.

\$19,000 per report sponsorship



Editorial e-Newsletter Sponsorship

Subscribers to FSR email lists are the most engaged members of our audience. When you're looking to connect, this is where you want to start. Options include:

E-NEWSLETTER OFFERINGS:

FS Insider - The 4x-weekly, flagship newsletter.

Top 300x250: \$600 Middle 300x250: \$500

**Frequency discount may apply. Contact your sales representative for details.*

Specialty e-Newsletter Leaderboard

728x90: \$600

Specialty e-Newsletter Rectangle

300x250: \$550

Specialty e-Newsletter Takeover

Both banner positions: \$1,050

Specialty e-Newsletter Takeover w/ Vendor Supplied Content

Both banner positions plus Sponsored Headline link: 5,500

Specialty e-Newsletter Takeover w/ Custom Content

Both banner positions plus Sponsored Headline link to content on QSR site created by content studio: \$6,500

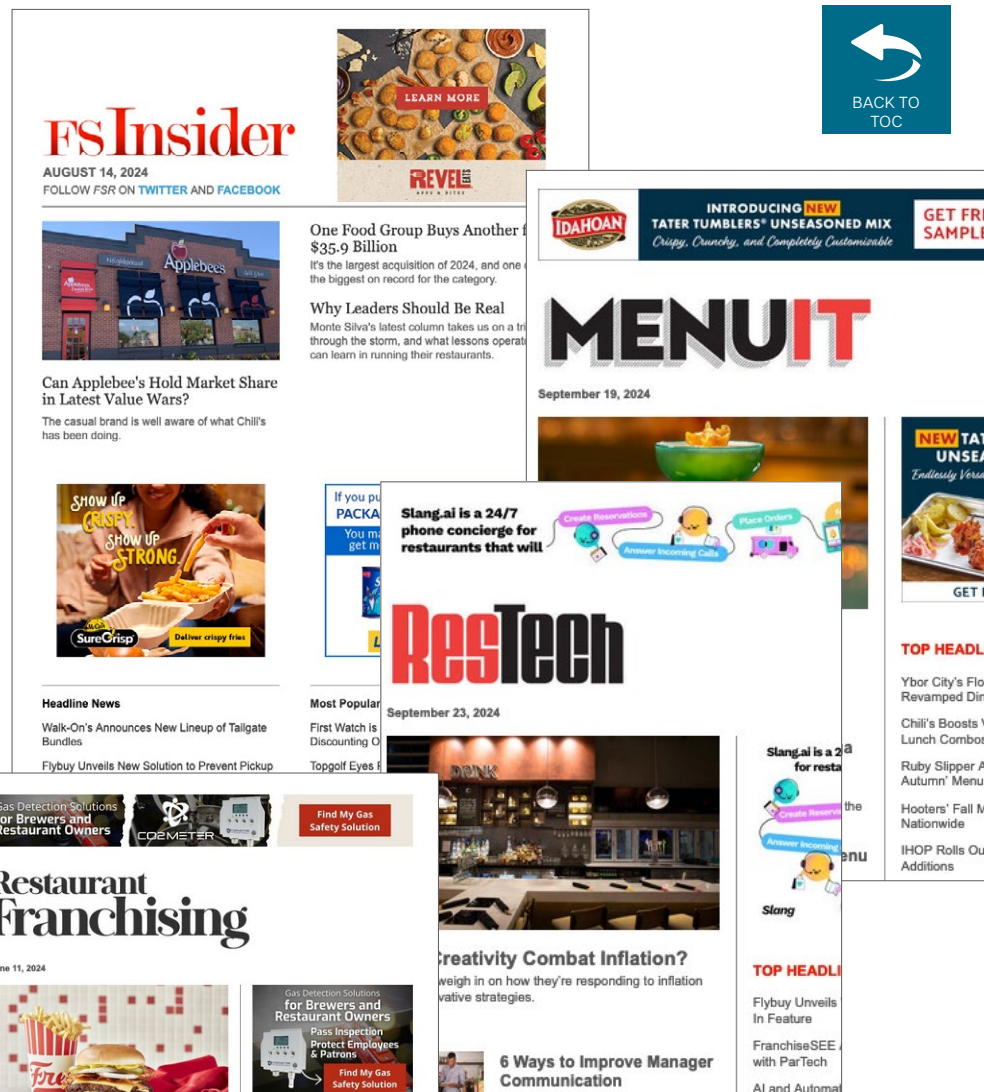
**Frequency discount may apply. Contact your sales representative for details*

Specialty e-newsletter themed examples:

- Fast Casual 2.0
- ResTech
- Menu It
- 5 Recipes
- Restaurant Franchising

NEW: CONFERENCE CONNECTIONS

A special pre and post conference newsletter to extend your event investment in FSR NextGen Restaurant Summit and the QSR Evolution Conference



SPONSORED HEADLINES

Drive traffic to your content—a web page, blog post, video, case study, or more—on your site. A sponsored headline gets clicks and generates leads. Your headline and subhead appear in the flow of our e-newsletter stories and fits right in with our content. Up to 10-word headline; 20-word subhead. Rate: \$900 NET per insertion.

How a Popeyes and Burger King Franchisee Improved Workforce Output

Kevin Newell, CEO and owner of Supreme Foods, has had his share of experience with imperfect communicative channels.

[Learn More »](#)

Partner Promotion

Your HTML, **our audience.**

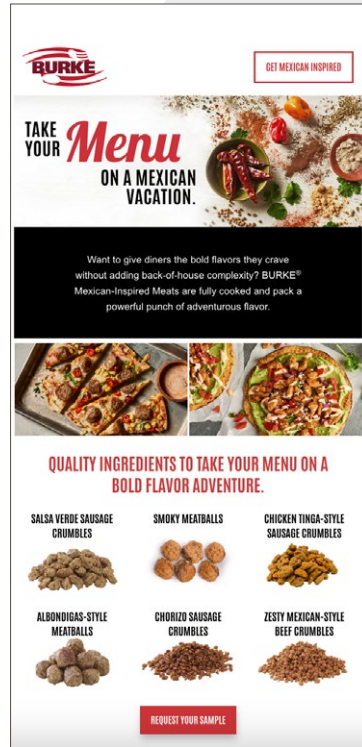
SPONSOR HTML

FSR offers customer marketing to reach targeted segments of our opt-in newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- Rate: \$200/CPM

IMPORTANT! QSR uses custom software and 3rd party services to check the content of the HTML creative for red flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems, and preference settings unique to each user, QSR acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested,



Partner Promotion

Our template, **your message.**

SINGLE OFFER TEMPLATE

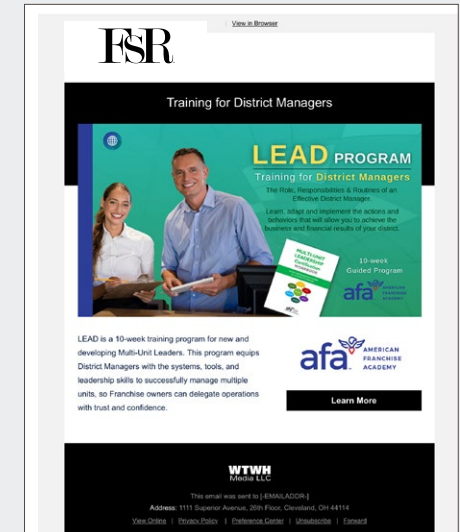
Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- Rate: \$200/CPM

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB



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Website Advertising

As media has shifted into a post-search world, publishers are placing an emphasis on driving more engaged traffic to their websites from first-party sources. This makes for a more focused audience for your message.

Run-of-site advertising. A great way to build brand awareness for your products and services.

DISPLAY ADS

- 300x600
- 728x90
- 300x250

\$70/CPM – Min 10K impressions per month.

970x250 – *\$90/CPM*

Blockbuster Slideshow Banner Takeover

300x250, 300x600 banners run with high-traffic slide shows
\$5,500

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI
\$115/CPM

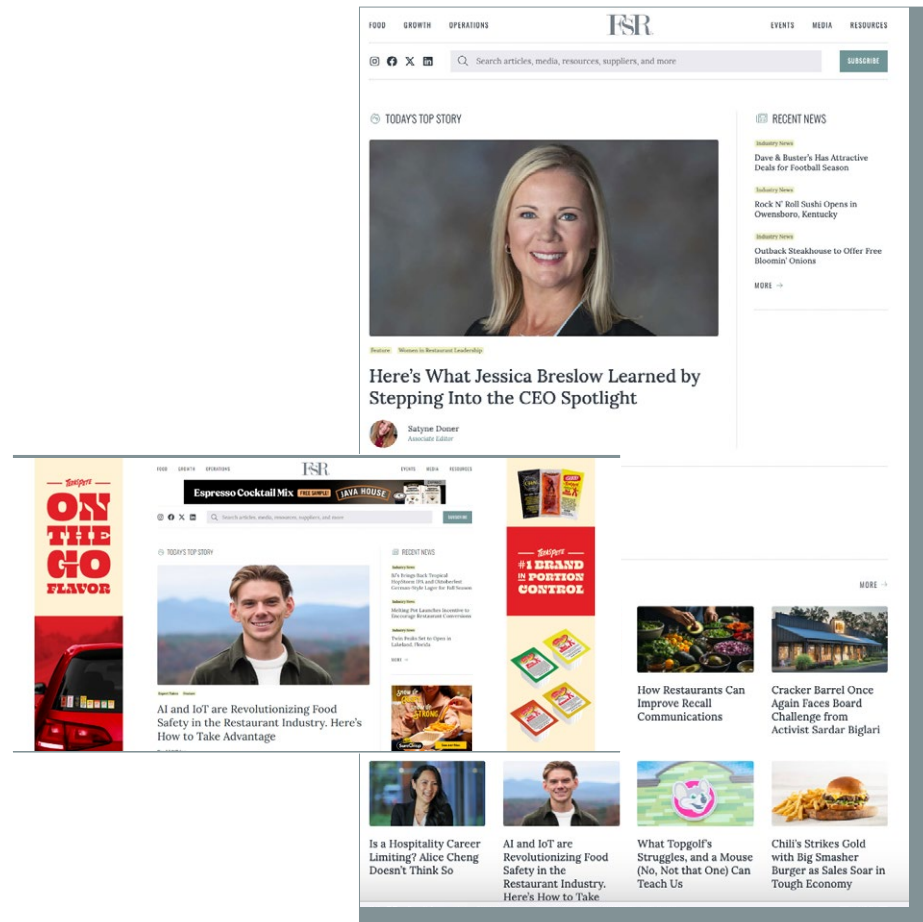
WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

\$150/CPM

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing, and exclusion across the FSR Network.

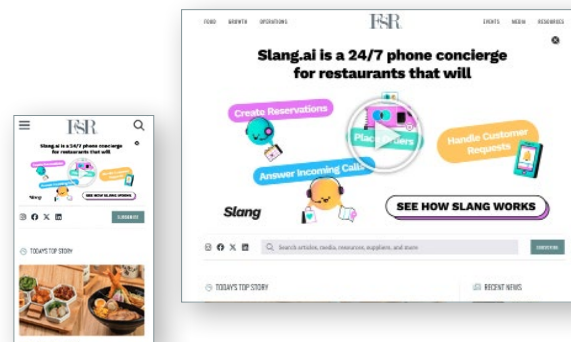


High-Impact Display Advertising

FLEX

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

\$150/CPM



Desktop & Mobile examples

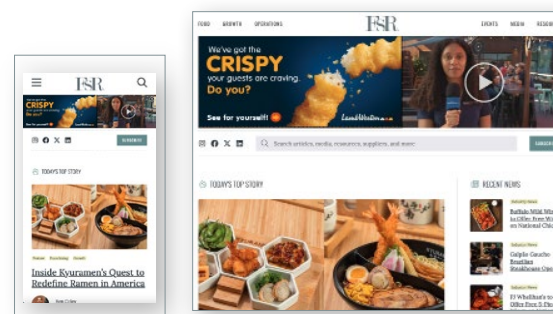
4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

PRELUDE

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

\$150/CPM



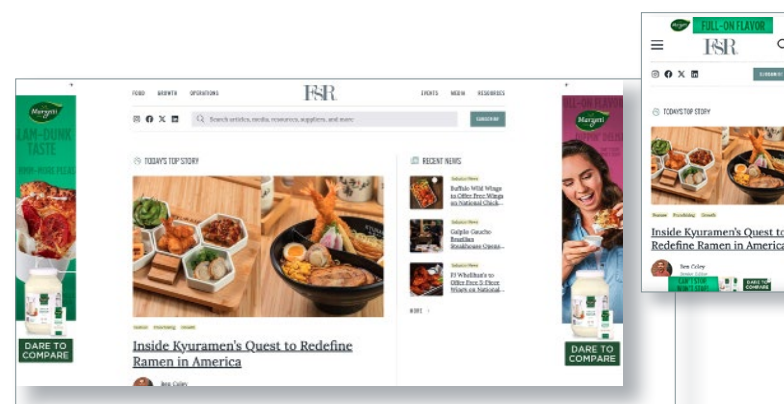
Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

ICS

The Allstream® **Immersive Cross Screen Skin** provides a fully immersive and expandable branding experience with adaptive desktop and first-of-kind mobile wrappers to engage viewers surrounding content with imagery, multimedia, and video messaging capable of driving expansion and call-to-action throughout a page visit.

\$150/CPM



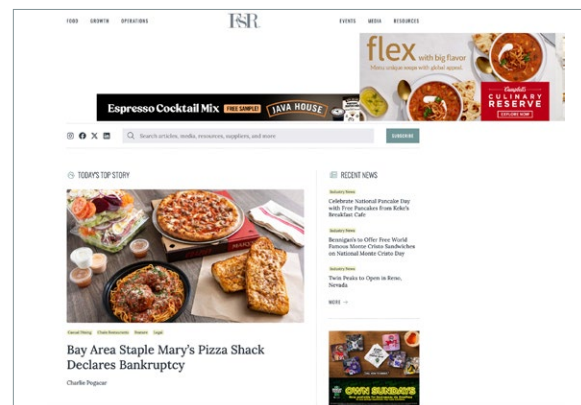
First-Party Audience Targeting

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

- Target by content affinities across the QSR network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for rates and details



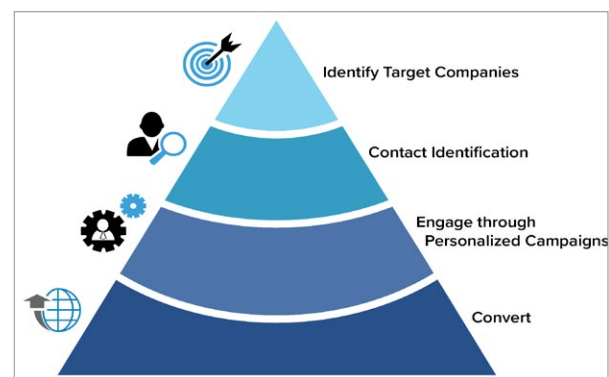
Audience Extension

Account-Based Marketing

Using your target account list, our data management platform identifies users available for ad targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites. This opportunity is outside of our network of sites. Ads do not display on our network.

- Align marketing and sales with an account based approach to marketing
- We take your target account list, upload the domains of those targets to our data tool, and create an audience for targeting across an extended network of sites

\$85/CPM



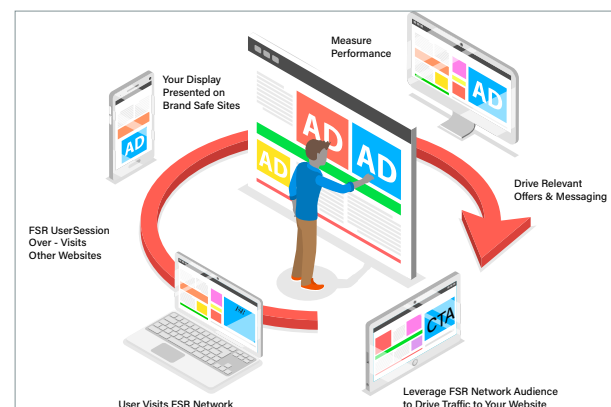
Remarketing / Retargeting Campaigns

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited your website with banner ads on display networks across the web. It can help keep your brand and message in front of users after they have left your website or engaged with your brand on another digital platform.

QSR offers the ability to manage remarketing or retargeting campaigns for our customers across a variety of platforms including:

- Any QSR network website
- Customer's website
- Google Ad Network remarketing campaign

\$45/CPM



Events

When you want to engage with the market in a face-to-face setting, FSR's live events provide a ready-made platform for connecting. Our events include:

NEXTGEN RESTAURANT SUMMIT

This unique event elevates and connects the community of operators defining the future of full-service restaurants. NextGen and emerging full-service brands are eager to gather and learn from one another, and our event gives these brands a forum to find one another and establish their identity within the industry.

The NextGen Restaurant Summit is co-located with the QSR Evolution Conference, the event that focuses on the needs of quick-service restaurant operators. The Pizza Power Summit is also co-located with NextGEN.

NEW: CONFERENCE CONNECTIONS A special pre and post conference newsletter to extend your event investment in the NextGen Restaurant Summit and QSR Evolution Conference.

Establish your position as a market leader with high-impact sponsorship opportunities. Click here for sponsorship details and pricing.

<https://www.nextgenrestaurantsummit.com>



WOMEN IN RESTAURANT LEADERSHIP

It's not a secret top positions at restaurants have historically been male-dominated, and breaking the glass ceiling is something only a few women can claim. The WiRL Together Summit brings together women from throughout all ranks of hospitality to support, educate, and uplift women in restaurant leadership.

Welcome to Women in Restaurant Leadership, or WiRL

See our full WiRL Media Guide [here](#).



Webinars

Our turnkey webinar program allows you to engage a captive audience and generate leads either in a live and interactive format, or on demand.

EDITORIAL WEBINARS

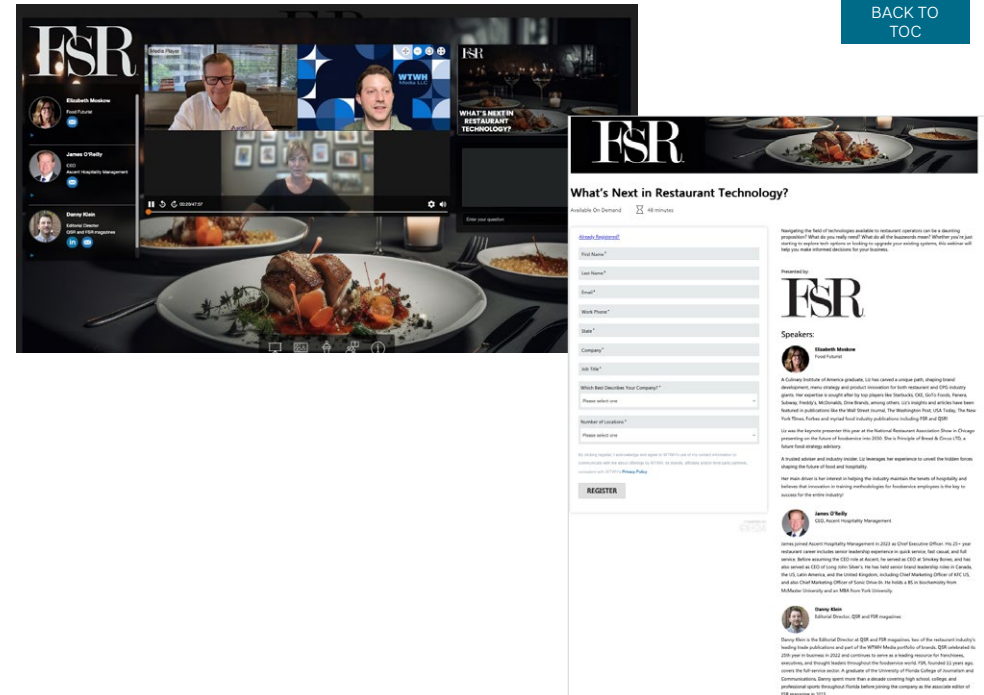
Engage with our 2025 webinar series, led by our editorial team and featuring participation and education from industry leaders.

CUSTOM WEBINARS

Work with our webinar team to develop your own content plan, while we develop the audience.

All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics, and survey results, if applicable.

Pricing – Live event: \$12,000 / Pre-recorded: \$4,500



Podcasts


Each week, FSR's editors release a new podcast featuring exclusive guests and analysis of industry news. This fosters a highly curated and engaged audience of listeners, which you have two opportunities to leverage:

EDITORIAL

Insert your sponsor message in our regularly scheduled podcasts.

CUSTOM.

Work with our editorial team to create a special episode where you are the featured guest.



Creating a Multi-Sensory Dining Experience with 'The Billionaire Chef' Tolu Eros
The Restaurant Innovator

00:58 | 39:58

1.25 More Info Share

	Creating a Multi-Sensory Dining Experience with 'The Billionaire Chef' Tolu Eros	39:58
	Behind the Bar with Ray Tremblay, COJE's Beverage Director	58:48
	A Taste of Rebellion and Puerto Rican Cuisine with Milena Pagán	44:55
	Overcoming Adversity and Building Mission-Driven Brands with Adenah Bayoh	34:30
	How Tocabé is Cultivating the Future of Indigenous Cuisine, Ft. Ben Jacobs	44:28

Magazine

Whether in print or digital format, FSR magazine continues to deliver our brand standard—and Segment marketing. Themed sections of branded content that begin life in print and extend to digital and email.

SPONSOR-DIRECTED EDITORIAL. Position yourself as a thought leader, with column or Q&A format.

TWO-PAGE FEATURETTE. Branded content paired with a facing display ad.

FOUR-PAGE FOLDOUT. More in-depth reporting and creative layout, resulting in a high-impact visual piece.

RUN OF BOOK. Traditional display ads ranging from 1/12th page up to full pages and 2-page spreads.

ENHANCED. Attention-grabbing opportunities that include cover tip-ons, inserts, fold-outs, and supplements.

DIGITAL EDITION SPONSORSHIP. Branding and call to action on digital edition email delivery notice, plus lead-in ad before cover on digital edition.

“Partnering with FSR has been exponentially beneficial to our bottom line.”

— Media Strategist, Garrigan Lyman Group



JANUARY Breakout Brand of the Year

Our annual report returns—Meet the chain that’s evolving and setting itself up for success for years to come.

★ **SPECIAL REPORT:** Breakout Brand of the Year

F&B: The New “Healthy” | **DIGITAL EXCLUSIVE:** Top Trends to Watch in 2025



SPACE DEADLINE:

3

NOVEMBER 2024

MATERIALS DEADLINE:

20

NOVEMBER 2024

FEBRUARY The Power of Scale: Restaurant Groups to Watch

Multi-concept groups combine the ingenuity of independents with the structure and operational benefits of chains.

★ **SPECIAL REPORT:** Restaurant Groups to Watch

F&B: The New Wave of Seafood | **DIGITAL EXCLUSIVE:** The Secrets of USHG



SPACE DEADLINE:

2

DECEMBER 2024

MATERIALS DEADLINE:

20

DECEMBER 2024

MARCH Industry-Wide issue • The Blurring of Lines: QSR and FSR Come Together

F&B: Gourmet pizza | **DIGITAL EXCLUSIVE:** The State of Eatertainment: Brands Redefining the Category



SPACE DEADLINE:

2

JANUARY 2025

MATERIALS DEADLINE:

20

JANUARY 2025

APRIL Women in Restaurant Leadership

Featuring female leaders and WiRL board members from across the industry who are collectively pushing the needle forward, shattering glass ceilings, and implementing systems to address gender disparities including mentorship programs, advocacy for gender-inclusive hiring policies, women-centric culinary schools, industry awards and recognition, financial support and incentive programs, educational outreach, and more.

★ **F&B:** Sustainability on the plate | **DIGITAL EXCLUSIVE:** Best Practices in Off-Premises with the NextGen Council



SPACE DEADLINE:

4

FEBRUARY 2025

MATERIALS DEADLINE:

20

FEBRUARY 2025

Advertising Rates: Full page.....\$6,450 2/3 page.....\$5,535 1/2 page.....\$4,542 1/3 page.....\$3,681 Full & 1/3 Page ...\$11,594 1/2 Page Spread...\$8,928 2 Page Spread...\$11,900 1/6 Page.....\$1,190 1/12 Page.....\$659

MAY NRA Show Issue

An inside look at the industry's marquee event and the must-see panels, speakers, and products to check out.

F&B: The brunch experience | DIGITAL EXCLUSIVE: Mental health report card



SPACE DEADLINE:

4
MARCH 2025

MATERIALS DEADLINE:

20
MARCH 2025

JUNE Creating a Winning Company Culture

Restaurant operators are finding creative ways to attract, retain, and engage team members.

F&B: The BBQ debate | DIGITAL EXCLUSIVE: The labor guide for restaurants



SPACE DEADLINE:

1
APRIL 2025

MATERIALS DEADLINE:

21
APRIL 2025

JULY Top 50 Independent Restaurants

Unencumbered by corporate chains, these full-service indies embody the true essence of culinary artistry, innovation, and personalized hospitality—from intimate family-owned gems to chef-driven culinary destinations across the U.S.

★SPECIAL REPORT: Top 50 Independent Restaurants

F&B: Spicing things up, Mexican style | DIGITAL EXCLUSIVE: The Best Practices in Restaurant Design



SPACE DEADLINE:

6
MAY 2025

MATERIALS DEADLINE:

20
MAY 2025

AUGUST The FSR 30

Our third annual report ranks the largest full-service brands in the sector, featuring the top powerhouse chains that have stood the test of time, with Datassential.

★SPECIAL REPORT: FSR 30

F&B: The wacky world of foraging | DIGITAL EXCLUSIVE: Highlighting 5 DEI leaders



SPACE DEADLINE:

3
JUNE 2025

MATERIALS DEADLINE:

20
JUNE 2025

Advertising Rates: Full page.....\$6,450 2/3 page\$5,535 1/2 page.....\$4,542 1/3 page\$3,681 Full & 1/3 Page ...\$11,594 1/2 Page Spread...\$8,928 2 Page Spread...\$11,900 1/6 Page.....\$1,190 1/12 Page.....\$659

SEPTEMBER Rising Stars

Our 40 under 40 report returns with an all-new class of chefs, restaurateurs, franchises, F&B directors, corporate leaders, and more. *Signet Ad Study*.

★ **SPECIAL REPORT:** Rising Stars

F&B: Island flavors | **DIGITAL EXCLUSIVE:** Social media and influencer marketing



SPACE DEADLINE:

1
JULY
2025

MATERIALS DEADLINE:

21
JULY
2025

OCTOBER Top Chefs

F&B: Social dining | **DIGITAL EXCLUSIVE:** Lessons from Hotel Chefs and Top Restaurants



SPACE DEADLINE:

5
AUGUST
2025

MATERIALS DEADLINE:

20
AUGUST
2025

NOVEMBER The NextGen 25

Within the emerging category of NextGen Casual, these 25 restaurants are at the top of their game.

★ **SPECIAL REPORT:** Menu Trends for 2026

F&B: Menu Trends for 2026 | **DIGITAL EXCLUSIVE:** Most Influential Marketing Leaders



SPACE DEADLINE:

2
SEPTEMBER
2025

MATERIALS DEADLINE:

19
SEPTEMBER
2025

DECEMBER The How-To Issue

How to select prime real estate, how to attract a private equity investment, how to grow a franchise footprint, how to grow an emerging concept, sustainability check-list, etc

F&B: High-end comfort foods | **DIGITAL EXCLUSIVE:** Franchising in Full-Service



SPACE DEADLINE:

30
SEPTEMBER
2025

MATERIALS DEADLINE:

21
OCTOBER
2025

Print Ad Enhancements

Cover Tip-On

Advertiser-furnished single-sheet is glue-tipped to our cover for maximum broadcast of your ad. message. Front/back messaging allowed. The tip-on also includes the QSR nameplate and mailing label.

- Rates: \$13,500 NET
- March Double Issue \$16,200
- Printing, if needed, is additional and must be quoted (Contact us for print specifications)
- Unavailable in May



Feature Sponsor

Increase the effectiveness of your ad by guaranteeing placement with many of our best features. Ads are placed opposite our cover story either in a “roll-fold” or “gate-fold” format. The magazine literally falls open to your ad message. Ensures the highest visibility of your advertising.

Rates:

- Roll-fold with single ad page \$9,800
- Gate-fold with double ad page \$13,500
- Printing included in these prices



Inserts

QSR accepts inserts of various sizes, including postcard size, full single sheet, and multi-page supplements. Because weight of the piece varies postal rates, larger size inserts require a quote from your representative. Multi-page supplements are typically tipped to a page or may require tipping to a special carrier card.

- Rates: Postcard \$1,750
- All other, quote on request
- Printing and production, if necessary, will be quoted based on the specifications of the piece.



Furnished Multi-page Supplements

A Furnished Multi-page Supplements that are supplied preprinted by you can be affixed into the pages of QSR either by glue-tipping to a page or glue-tipped to a special carrier card. Costs are based largely on the weight of the piece and the bind-in process required. Furnished supplements can also be loose poly-bagged with the magazine. Quote on request.



Content Studio

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders. The studio offers a range of established content products, including:



DIGITAL

Web exclusive. Our flagship digital product is posted on our website and promoted via specialty newsletter to generate leads.

The Big Story. All the benefits of the web exclusive but with more in-depth content.

Slideshow. Like the web exclusive, but presented in an engaging slideshow format.

Sponsored premium report. Work with us to commission an in-depth editorial report that is combined with your branded content.

Video production. End-to-end HD video production services, including script development, filming, editing, post-production, and delivery, brings your brand to life.

PRINT

Segment marketing. Themed sections of branded content that begin life in print and extend to digital and email.

Sponsor-directed editorial. Position yourself as a thought leader, with column or Q&A format.

Two-page featurette. Branded content paired with a facing display ad.

Four-page foldout. More in-depth reporting and creative layout, resulting in a high-impact visual piece.

See samples on the following pages. Contact your rep for details and pricing.

Segment Marketing

Be Part of the Story

FSR expands our segment marketing solutions to include more Featured Sections that align with events and magazine features. The options both print and digital distribution with lead generation.



Restaurant Equipment & Technology

Published twice annually, new editions of Restaurant Equipment & Technology are distributed in the January & July issues of FSR. Here's an exclusive opportunity to reach restaurant decision-makers who are the top consumers of equipment and technology for restaurants. It's the perfect audience and perfect medium for your marketing message.

In Print: When you purchase a full-page display ad, you will receive at no additional charge an adjoining editorial profile about your company and the opportunities it offers.

Product features:

- Distributed in digital edition of FSR and print and digital editions of QSR
- Published on FSRmagazine.com
- Promoted in FS Insider and ResTech eletters
- Strong lead generation
- Rate: \$7,900 NET



Podcast Add-On: Record a 30-minute podcast with our editors discussing your brand and the solutions you offer for restaurant operators. In addition to general distribution through the usual podcast channels, your podcast will be embedded in the web version of your profile and promoted via eletter. This add-on is available for the RET, RF, and BSE supplements.

Rate: \$3,000 NET



Restaurant Franchising

Quick-serve is chain driven, and your #1 audience for a franchisee is an existing restaurateur. Restaurant Franchising is a Featured Section in the February and September issues of FSR and represents an exclusive opportunity to reach and match your marketing message to the people able to grow your franchise.

In Print: When you purchase a full-page display ad, you will receive at no additional charge an adjoining editorial profile about your company and the opportunities it offers.

Product features:

- Distributed in digital edition of FSR and print and digital editions of QSR
- Published on FSRmagazine.com
- Promoted in FS Insider and Restaurant Franchising eletters
- Strong lead generation
- Rate: \$7,900 NET



Beverage Solutions & Equipment

Published inside the May National Restaurant Association Show issue, Beverage Solutions & Equipment provides a deep dive into what can arguably be the most profitable part of your restaurant business. Here are the companies that can help operators grow and prosper, and you can be among them.

In Print: When you purchase a full-page display ad, you will receive at no additional charge an adjoining editorial profile about your company and the opportunities it offers.

Product features:

- Distributed in print in QSR magazine
- Bonus distribution at the NRA Show in May 2023
- Distributed digitally to more than 30,000 FSR subscribers
- Promoted in both A.M. Jolt and FS Insider eletters
- Posted online for lead gen
- Rate: \$7,900 NET

CONTENT DEVELOPMENT | Short Form Content

Vendor-Directed Column

- 500-word custom content in story format
- \$6,950



Vendor-Directed Q&A

- 500-word custom content Q&A
- \$6,950



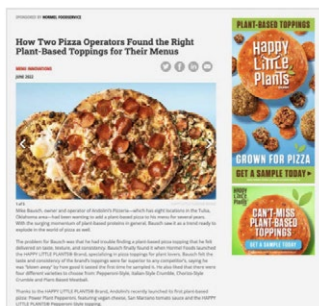
Two-Page Featurette

- Two-page spread featuring 500-word branded story and full-page ad
- \$9,400



Slideshow

- 5–10 slides of branded content
- Banners, brand images, and total share of voice
- \$7,000



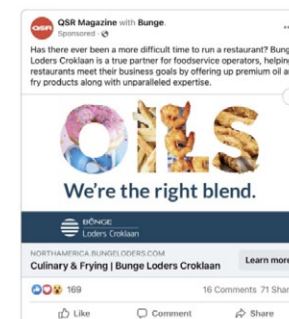
Web Exclusive

- 500 words of digital branded content
- Banners and total share of voice
- \$7,200



Social Media

- Two Facebook ad variants featuring branded copy and supplied art
- \$3,500 campaign plus \$11/M impressions



Contact your sales representative for more information and package pricing.

CONTENT DEVELOPMENT

Long Form Content | End-to-end project management content creation, design & layout.

Four-Page Vendor Feature

- 1,000-1,200 words of in-house branded content plus full-page ad
- Magazine fold out
- \$13,500



The Big Story

- 1,200 words of digital branded content
- Banners and total share of voice
- \$8,200



Sponsored Premium Report

- 25-page PDF report blending editorial and branded content
- Exclusive sponsorship and branding
- \$19,000



Segment Marketing

- 500-word supplied profiles tied to theme
- Full-page ad
- \$7,900



Targeted Supplements

- 8- or 12-page publications stitched into magazines
- Branded content and full-page ads
- \$19,000–\$28,000



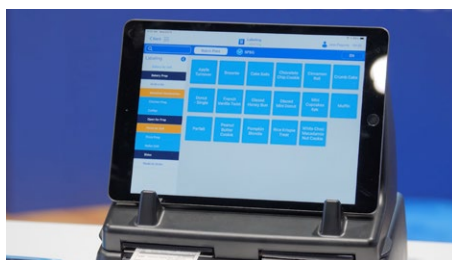
"I want to share that Yael is one of the best I've worked with in my current position. A lot of writers for other publications have me do extensive editing, but her writing has been on point. She is also always well-prepared when we meet. For example, for our last article, she brought some ideas to the table herself - I loved it. Publications that make my life easier can be few and far between but working with her has been awesome."

- P.R. Manager, Restaurant Technologies

Contact your sales representative for more information and package pricing.

Video Production Services

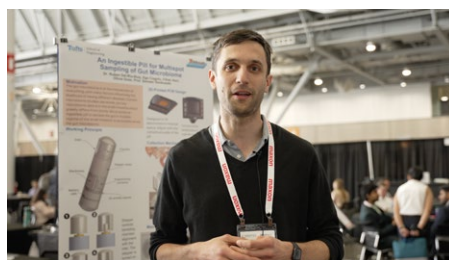
WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

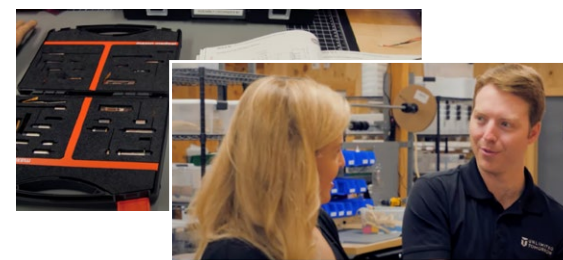
Contact rep for pricing



CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

Contact rep for pricing



CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

Contact rep for pricing

www.youtube.com/@QSRmagazine

Unlock the Power of the Network

FSR is part of the WTW Media Foodservice, Retail & Hospitality group, comprised of industry-leading news platforms and content sources serving a wide variety of professionals in the foodservice, retail, and hospitality industries. These brands, helmed by seasoned journalists and industry editors, provide their audiences need-to-know information critical to their job success, keeping them updated on the latest news and industry trends in these fast-changing fields. Ask your rep how to unleash the power of this group for your integrated campaign. Incredible opportunities

The logo for QSR, featuring the letters "QSR" in a bold, black, sans-serif font.The logo for FSR, featuring the letters "FSR" in a black, serif font.The logo for PMQ Pizza, featuring the letters "PMQ" in red and "Pizza" in black, with a red dot over the "i".The logo for CStoreDecisions, featuring the text "CStoreDecisions" in a black, sans-serif font, with "CStore" in red.The logo for Club+Resort BUSINESS, featuring the text "Club+Resort" in a black, serif font, with a plus sign between "Club" and "Resort", and "BUSINESS" in a smaller, black, sans-serif font below it.The logo for Club+Resort Chef, featuring the text "Club+Resort" in a black, serif font, with a plus sign between "Club" and "Resort", and "Chef" in a cursive, orange font below it.

QSR AD SPECIFICATIONS			
Ad Size	Ad Shape	Trim	Bleed
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
	2/3 Horizontal	7-1/2" x 6-1/2" (7.5" x 6.5")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
1/6 Page	1/6 Vertical	2-3/8" x 4-7/8" (2.375" x 4.875")	N/A
	1/6 Horizontal	4-7/8" x 2-5/16" (4.875" x 2.312")	N/A
1/12 Page	1/12 Square	2-3/8" x 2-5/16" (2.375" x 2.312")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the QSR Ad Portal at ads.wtwhmedia.com.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/2" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting. Two-page spreads must be created as two separate full page PDFs.

MEDIA

File format: Ads must be PDF/X-1a files. **Fonts:** Embed all fonts. All fonts sized 12 points or smaller should be 100% black—NOT built as 4-c black.

Color space: CMYK – No RGB, LAB or embedded color profiles (such as ICC profiles). No files with PMS colors will be accepted without prior notification.

Otherwise, all PMS colors MUST be converted to CMYK. **Resolution:** 300 dpi. **Maximum file size:** 100 MB.

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

QUESTIONS

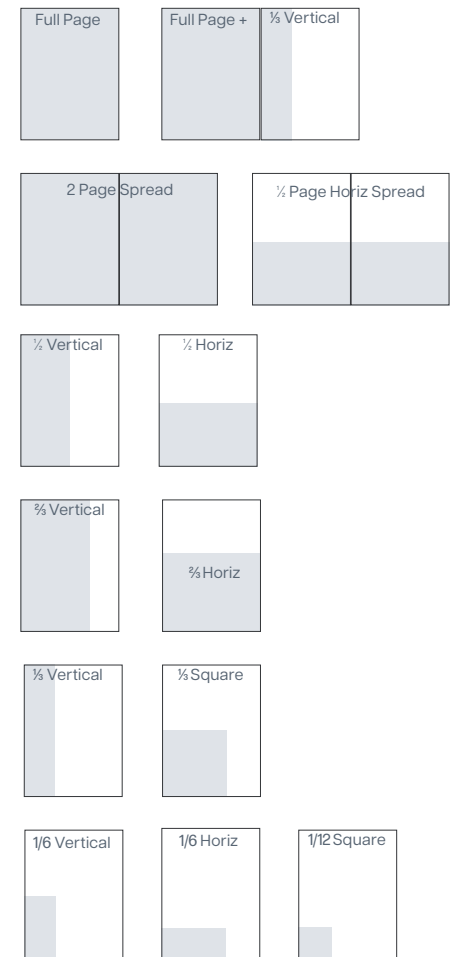
For ad production questions, please contact:

Brandy Pinion, Customer Service Representative

Direct: 662-234-5481 Ext 127 • bpinion@wtwhmedia.com

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound





300x600



728x90



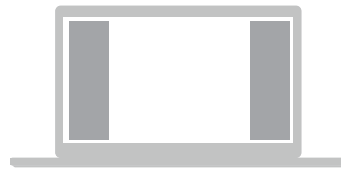
300x250



300x225
Prestitial Ad - Mobile



970x250



300x1000
Wallpaper Ad



640x480
Prestitial Ad - Desktop

[Click here for full specs and material dates for all digital products](#)

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