

2025

# MEDIA GUIDE

QSR is the **only source** of news, information, and business intelligence exclusively for **quick-service** and **fast-casual restaurant operators**

**QSR**<sup>®</sup>

[www.qsrmagazine.com](http://www.qsrmagazine.com)

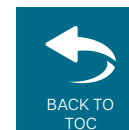


**WTWH**  
Media LLC

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QSR focuses exclusively on the needs of quick-service and fast-casual restaurant operators, QSR presents a unique opportunity to marketers. Our Media Guide highlights opportunities to reach this critical audience and is interactive.

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## Delivering ROI for Marketers

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

# QSR MARKET AND AUDIENCE

As a \$350+ billion market, quick-service and fast-casual restaurants comprise the single largest segment of the restaurant industry in the U.S.

QSR is the only source of news, information, and business intelligence exclusively for quick-service and fast-casual restaurant operators. Our audience spans the entirety of the industry, including corporate leadership, franchise owners, operations, food and beverage, franchising and development, and more.

## WEBSITE

# 580,900

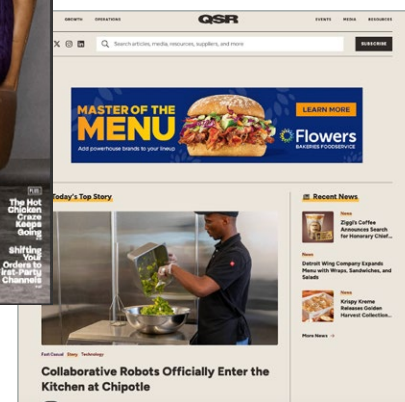
## AVG MONTHLY IMPRESSIONS

## DAILY NEWSLETTER

# 37,000

## 3RD PARTY EMAILS

# 45,000



## SOCIAL

# 131,380+

## FOLLOWERS

The QSR Network has a highly-engaged social media audience



## PUBLICATION

# 30,200

QSR reaches 30,200 quick-service and fast-casual restaurant operators via print and digital

# 2025 SNAPSHOT

QSR 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	Podcast	Magazine	Segment Marketing
<b>January</b>	Transformational Brand of the Year			The Entrepreneurs	Breakout Brand of the Year; Hot Sauce Wars	Restaurant Equipment & Technology
<b>February</b>	The 40/40 List	Women in Restaurant Leadership	Inside the Annual Drive-Thru Report	Franchising from the Front Lines	Value Wars; Sodas Get Dirty	Restaurant Franchising Opportunities
<b>March</b>				Women Leaders to Watch	Industry-Wide Issue (with FSR)	Smart Chain - Digital Signage
<b>April</b>			How to Get Noticed by Investors	Partners and Providers	Women in Restaurant Leadership;	Smart Chain - Food Off Premises
<b>May</b>				Trends Ahead of the NRA Show	NRA Show Issue	Beverage Solutions & Equipment
<b>June</b>	Young Leaders to Watch			Lessons in Leadership	Fast-Casual Taco Brands; Menu Overhaul	Smart Chain - Food Safety
<b>July</b>	The Quick-Service Finance Report			Coaching to Success	Post-Bankruptcy Brands; Breakfast	Restaurant Equipment & Technology
<b>August</b>	QSR 50		Inside the QSR 50 Report	Health Halos	Domino's; Alcohol	Smart Chain - Kitchen Solutions
<b>September</b>	Best Franchise Deals	QSR Evolution Conference	Secrets of Successful Franchisees	Brands on the Rise	Multi-Concept Franchising; Ice Cream	Restaurant Franchising Opportunities
<b>October</b>	Drive-Thru Report			Into the Innovation Frontier	Drive-Thru Site Selection; Streamlined vs. Complex Menus	Smart Chain - Security
<b>November</b>	Menu Trends for 2025	Franchisee of the Year		Tech Check	Best Brands to Work For; Packaging Awards	Smart Chain - Packaging Solutions
<b>December</b>	Digital Disruptors		Best Brands to Work For	What's to Come	Virtual Food Halls; Pizza Power Report	Smart Chain - POS

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 14-16 for expanded magazine/content details.



# Sponsored Editorial Reports

QSR'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:

- Transformational Brand of the Year
- 40 Chains Under 40 Units
- Young Leaders
- The Quick-Service Finance Report
- QSR 50
- Best Franchise Deals
- Drive-Thru Study
- Best Brands to Work For
- The Digital Disruptors

Sponsors 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.



Contact your sales representative for pricing and details.

# Editorial e-Newsletter Sponsorship

Subscribers to QSR email lists are the most engaged members of our audience. When you're looking to connect, this is where you want to start. QSR uses the latest in marketing automation, lead, and profile management software to ensure all e-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance, and detailed reporting are provided for all placements.

## E-NEWSLETTER OFFERINGS:

### A.M. Jolt

728x90: \$895 300x250: \$795

### 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

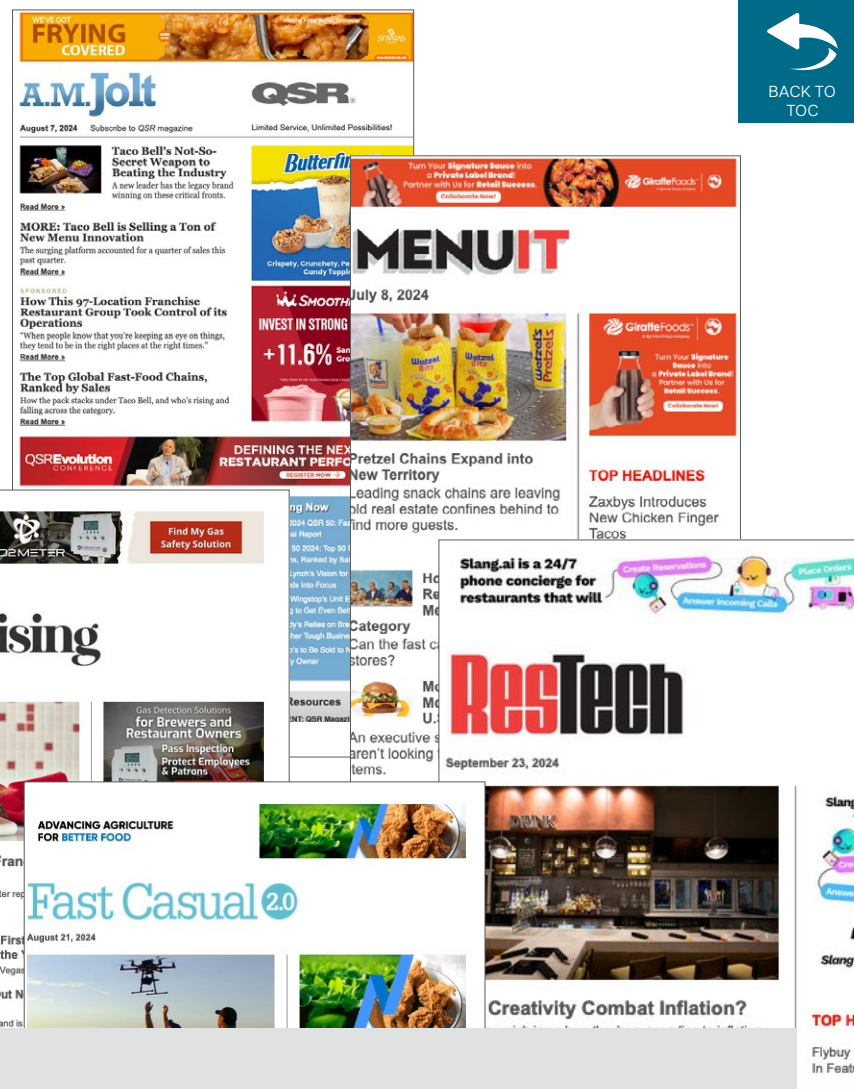
*\*Frequency discount may apply. Contact your sales representative for details*

## Specialty e-newsletter themed examples:

- Restaurant Franchising
- Fast Casual 2.0
- Beverage News & Trends
- ResTech
- Menu It
- 5 Recipes
- WIRL -Women in Restaurant Leadership

## NEW: CONFERENCE CONNECTIONS

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



## 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.

### SPONSORED

#### Fast, Accurate Drive-Thru Detection and Alert System from EMX

Choose EMX Drive-Thru Alert Kits, upgrade your drive-thru detection and alert system with our streamlined, complete kits.

[Read More »](#)

# Partner Promotion

Your HTML, **our audience.**

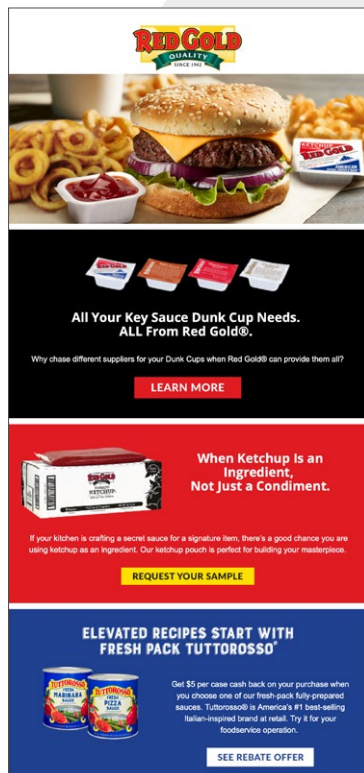
## SPONSOR HTML

QSR 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



# 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



“Just got off the phone with a major franchisor from the mailing!! Good stuff! They will be visiting me next week.”

-Vice President Sales, Continental Cup



# 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

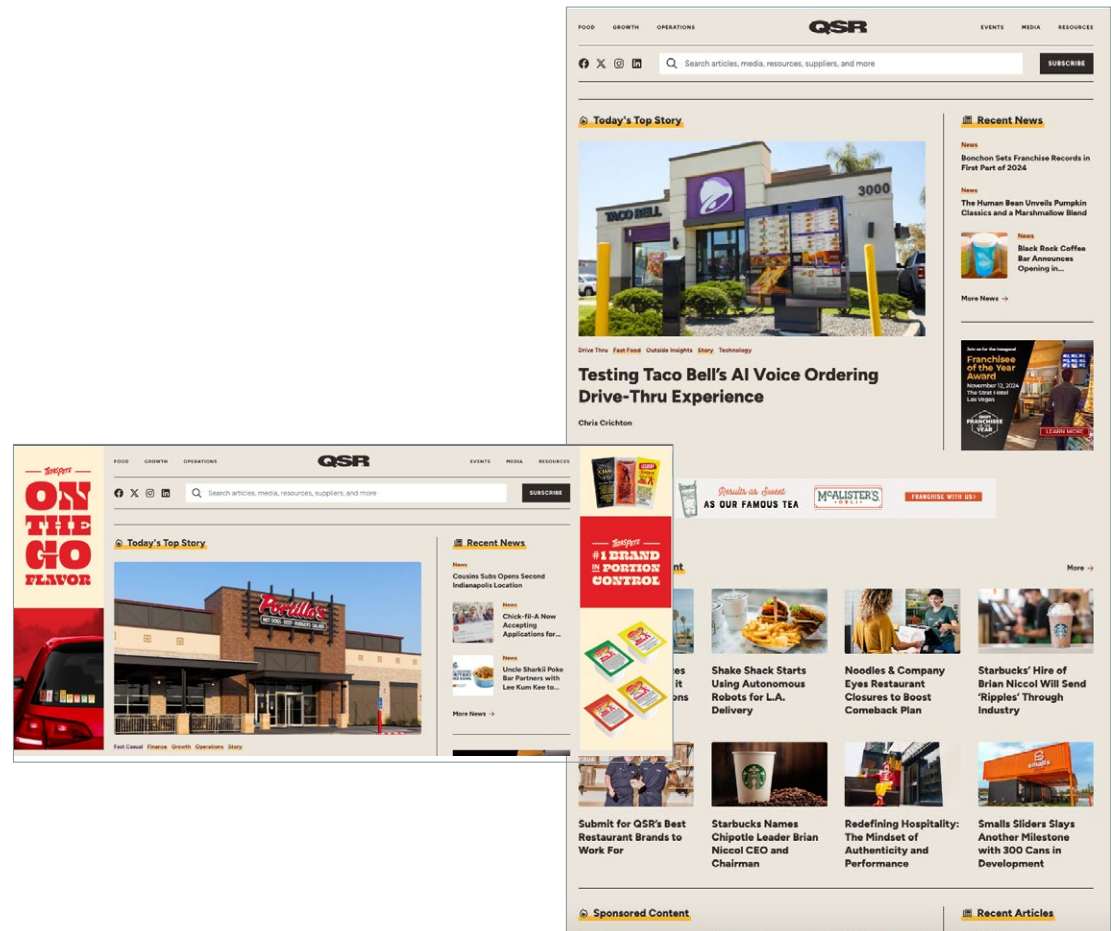
## WALLPAPER ADS - RESPONSIVE DESIGN

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 QSR Network.



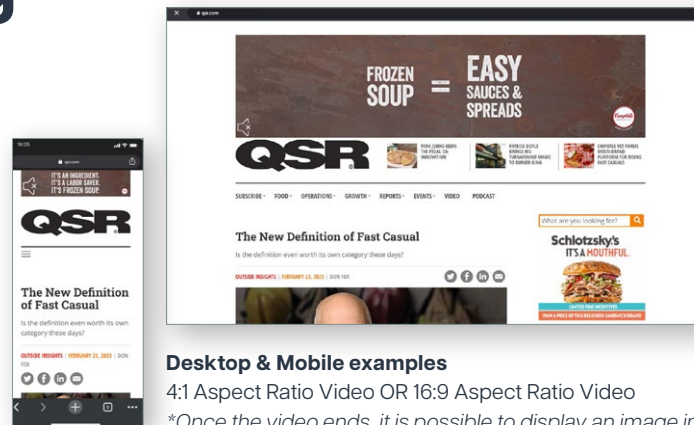


# High-Impact Display Advertising

## 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

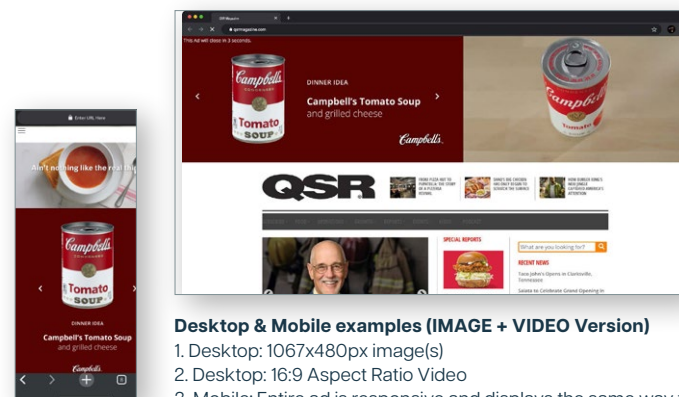
4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

\*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**



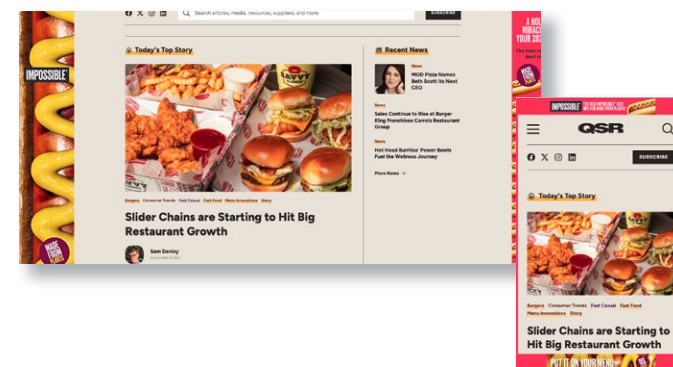
### Desktop & Mobile examples (IMAGE + VIDEO Version)

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**



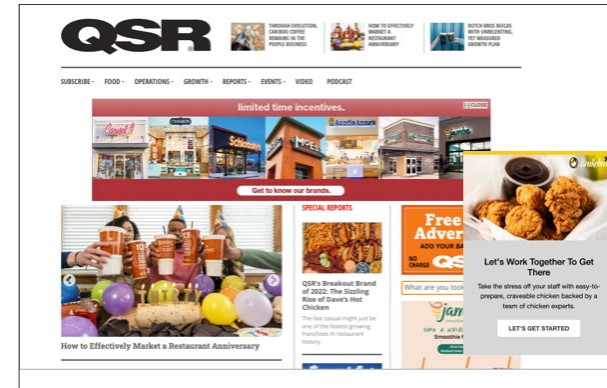
# First-Party Audience Targeting

## 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



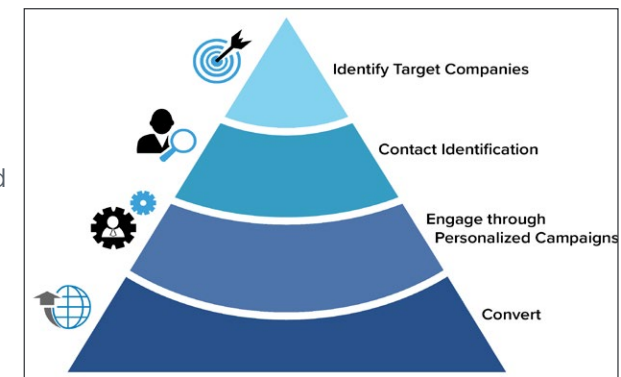
# Audience Extension

## 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



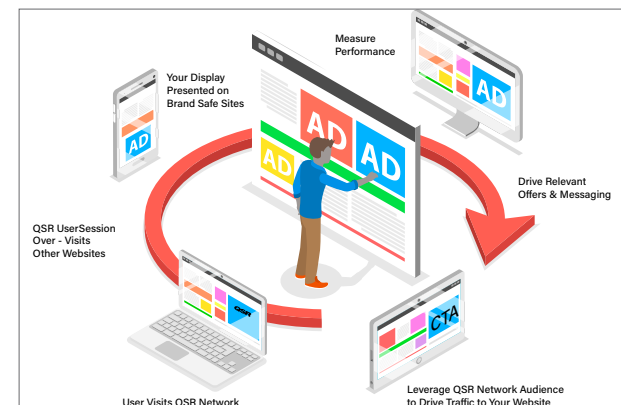
# Remarketing / Retargeting Campaigns

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, QSR's live events provide a ready-made platform for connecting. Our events include:

### QSR EVOLUTION CONFERENCE

At this unique event, attendees will hear and share perspectives on running the quick-service restaurant of the future. A high-profile roster of speakers will lead discussions focusing on growth, innovation, franchising, labor, technology, and more, all with a focus on ensuring the quick-service market continues to thrive. Sponsorships sell out each year.

The QSR Evolution Conference is co-located with the NextGen Restaurant Summit, the event for NextGen and emerging full-service restaurant brands to connect and define the future of full-service restaurants. The Pizza Power Summit is also co-located with QSR Evolution

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

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

[www.qsrevolutionconference.com](http://www.qsrevolutionconference.com)

The logo for the QSR Evolution Conference. "QSR" is in red, "Evolution" is in black, and "CONFERENCE" is in black and all caps.

### 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 the full WiRL [Media Guide here](#)

The logo for Women in Restaurant Leadership. It features a red stylized 'W' with a fork and knife inside. To the right, the text "WOMEN IN RESTAURANT LEADERSHIP" is in black, all caps. Below that, the tagline "ELEVATE. EDUCATE. EMPOWER." is in black, all caps.

### FRANCHISEE OF THE YEAR

Franchisees are the backbone of the quickservice industry, serving as ambassadors for their brands while simultaneously driving business growth and profitability. The Franchisee of the Year will exemplify franchising excellence in customer service, product quality and marketing innovation. As the first of its kind, this program not only celebrates the achievements of individual franchisees but also underscores the vital role they play in the success and growth of their respective brands.



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# Webinars

Our lead gen/ROI-focused 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.

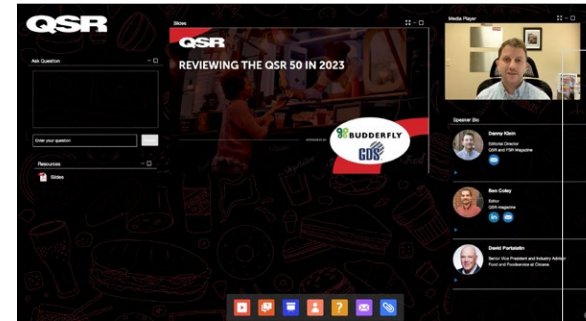
*\$5,500 per webinar sponsorship*

## CUSTOM WEBINARS

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

*\$12,000 per live webinar*

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.



**Digital Training That (actually) Bridges Operational Gaps**  
Thursday, August 31, 2023 | 2:00 p.m. EST

**Wisetail** **Salata** **VIEW PROGRAM**

As restaurant operators, we are consistently juggling... it all. From mass communication efforts, to updated training materials, to certification handoffs, to making sure we're simply doing it into our teams - we have a lot on our (literal and figurative) plates. Join the Salata L&D team Tiffany Perez (Sr. Director of Training and Development) and Madi Pickens (Training Content Manager) as they sit down and reflect on the training initiatives that have amplified their franchisee teams' success and given them the tools to be successful between restaurants.

**Attendees of this webinar will:**

- Identify franchise training gaps.
- Update franchise L&D strategy.
- Reflect on their own restaurant growth programs.

**Speakers:**

- Tiffany Perez | Sr. Director of Training, Salata LLC
- Madi Pickens | Sr. Training Manager, Salata LLC
- Kara Phelps | Custom Content Associate Editor, QSR

# Podcasts

Each week, QSR'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.

*\$2,700 monthly rate*

## CUSTOM

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

*Contact your rep for rate and details*

**QSR Uncut**

**Why Pepper Lunch Could be the Next Big Thing, with Paul ...**

Aug 01, 2024 QSR magazine 00:14 48:31

▶	Portillo's, from Pop Culture Icon to Public Growth, with CMO Nick Scarpino	QSR magazine	Aug 08, 2024	37:55
⏸	Why Pepper Lunch Could be the Next Big Thing, with Paul Tran	QSR magazine	Aug 01, 2024	48:31
▶	The Dream and Determination of Big Dave's Cheesesteaks	QSR magazine	Jul 26, 2024	42:55
▶	Tropical Smoothie CEO Charles Watson Breaks it Down	QSR magazine	Jul 18, 2024	45:56
▶	Restaurant Equipment and Living on Mars, with Devon Zielinski	QSR magazine	Jul 11, 2024	50:21

# Magazine

Whether in print or digital format, QSR magazine continues to deliver our brand standard—and a platform that leaders in the industry want to connect with and be featured in. Options for advertising include:

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

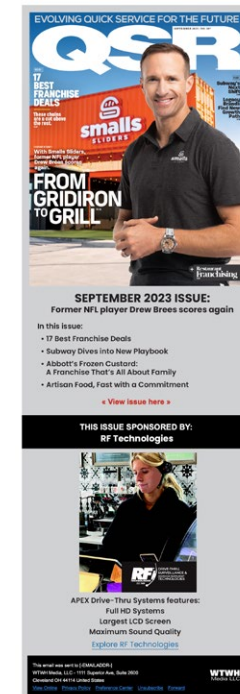
**TWO-PAGE FEATURETTE.** Branded content paired with a facing display ad.

**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.



### JANUARY QSR Transformational Brand of the Year

Discover the brand that's rapidly transforming and positioning itself for a promising future. Who will be the standout choice for 2024?

★ **SPECIAL REPORT:** QSR's Breakout Brand of the Year

**FRESH IDEAS:** The Hot Sauce Wars | **FEATURED SECTION:** Restaurant Equipment & Technology



SPACE DEADLINE:

**8**  
**NOVEMBER**  
**2024**

MATERIALS DEADLINE:

**5**  
**DECEMBER**  
**2024**

### FEBRUARY The 40/40 List

QSR is once again predicting which emergent brands are set for success. Our publication takes a look back at some of the most successful chains that have graced the 40/40 List in years past. We explain how far they've come and where they're headed next.

★ **SPECIAL REPORT:** Where are the Value Wars Headed?

**FRESH IDEAS:** Sodas Get Dirty | **FEATURED SECTION:** Restaurant Franchising Opportunities



SPACE DEADLINE:

**13**  
**DECEMBER**  
**2024**

MATERIALS DEADLINE:

**6**  
**JANUARY**  
**2025**

### MARCH The Blurring of Lines: QSR and FSR Come Together

For the fourth year, QSR and FSR are teaming together to provide a wider scope of the restaurant industry. Now, we'll take a look at where this trend goes next and how service continues to evolve years removed from the pandemic

**FRESH IDEAS:** The Great Fight at Late Night

**SMART CHAIN:** Digital Signage



SPACE DEADLINE:

**14**  
**JANUARY**  
**2025**

MATERIALS DEADLINE:

**3**  
**FEBRUARY**  
**2025**

### APRIL The WiRL Issue

The Women in Restaurant Leadership issue is a celebration of the trailblazing women who are redefining the culinary landscape. The edition shines a spotlight on the achievements, inspiring stories, and innovative ideas of women leaders who are making waves in the restaurant industry.

★ **SPECIAL REPORT:** Leading from the Back of House

**FRESH IDEAS:** Salad Concepts Chop It Up

**SMART CHAIN:** Food Off Premises



SPACE DEADLINE:

**11**  
**FEBRUARY**  
**2025**

MATERIALS DEADLINE:

**3**  
**MARCH**  
**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

This issue is packed with insights on quick-service trends, exploring the vanishing dining room, expansion of food menus at beverage chains, and much more. Our NRA Show edition remains the biggest of the year!

★ **SPECIAL REPORT:** Does the Dining Room Still Matter?

**FRESH IDEAS:** The Elevation of Food at Beverage-Led Concepts | **FEATURED SECTION:** Beverage Solutions & Equipment



SPACE  
DEADLINE:  
**14**  
**MARCH**  
**2025**

MATERIALS  
DEADLINE:  
**7**  
**APRIL**  
**2025**

### JUNE Young Leaders to Watch

These rising founders, executives, franchise operators, and chefs signify the forthcoming tide of culinary industry innovators. *Signet ad Study.*

★ **SPECIAL REPORT:** Fast Casual Taco Chains Battle for Share

**FRESH IDEAS:** How to Overhaul a Menu to Win Back Guests | **SMART CHAIN:** Food Safety



SPACE  
DEADLINE:  
**11**  
**APRIL**  
**2025**

MATERIALS  
DEADLINE:  
**5**  
**MAY**  
**2025**

### JULY The Finance Issue | Value and Inflation: An Update and Primer

Trading on the stock market is a different animal and comes with high-stakes expectations from investors, analysts, and customers. How do chains in this space manage around the pressure?

★ **SPECIAL REPORT:** Brands Find Success Post-Bankruptcy

**FRESH IDEAS:** Making Breakfast a Habit Again | **FEATURED SECTION:** Restaurant Equipment & Technology



SPACE  
DEADLINE:  
**14**  
**MAY**  
**2025**

MATERIALS  
DEADLINE:  
**9**  
**JUNE**  
**2025**

### AUGUST QSR 50

How do the top quick-service brands measure up? Our comprehensive report is back, filled with industry-leading analysis.

★ **SPECIAL REPORT:** Domino's Leads Pizza Category

**FRESH IDEAS:** Alcohol and Fast Food | **SMART CHAIN:** Kitchen Solutions



SPACE  
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**17**  
**JUNE**  
**2025**

MATERIALS  
DEADLINE:  
**7**  
**JULY**  
**2025**

### SEPTEMBER Best Franchise Deals

Check out this in-depth guide of the top-performing franchises in the quick-service industry, complete with reviews, financial breakdowns, and expert recommendations for aspiring franchise owners.

★ **SPECIAL REPORT:** Multi-Concept Franchising

**FRESH IDEAS:** Ice Cream Gets Hot | **FEATURED SECTION:** Restaurant Franchising Opportunities



SPACE  
DEADLINE:  
**15**  
**JULY**  
**2025**

MATERIALS  
DEADLINE:  
**4**  
**AUGUST**  
**2025**

### OCTOBER Drive-Thru Study

QSR magazine's drive-thru issue examines innovations and trends in fast-food service lanes and provides comprehensive analysis and insider tips to enhance speed and efficiency for both operators and enthusiasts alike.

★ **SPECIAL REPORT:** Finding and Building the Best Drive-Thru Site

**FRESH IDEAS:** Streamlined versus Complex Menus | **SMART CHAIN:** Security



SPACE  
DEADLINE:  
**14**  
**AUGUST**  
**2025**

MATERIALS  
DEADLINE:  
**8**  
**SEPTEMBER**  
**2025**

### NOVEMBER Best Brands to Work For

In a new day and age where employees harness more power, here are the top brands that are making the biggest difference in the lives of their workers.

★ **SPECIAL REPORT:** Menu Report

**FRESH IDEAS:** Menu Trends for 2026 | **SMART CHAIN:** Packaging Solutions



SPACE  
DEADLINE:  
**17**  
**SEPTEMBER**  
**2025**

MATERIALS  
DEADLINE:  
**6**  
**OCTOBER**  
**2025**

### DECEMBER The Digital Disruptors

These tech-savvy pioneers are revolutionizing the quick-service industry with cutting-edge innovations, infusing the sector with a burst of digital flair, and leaving us eager to see what culinary tech advancements lie ahead. *Signet Ad Study.*

★ **SPECIAL REPORT:** The Future of Virtual Food Halls

**FRESH IDEAS:** Going Ghost Concept Hunting | **SMART CHAIN:** POS Solutions



SPACE  
DEADLINE:  
**15**  
**OCTOBER**  
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**10**  
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# 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



## Smart Chain

Smart Chain is published in March, April, June, August, October, November & December.

Rate: Earned Rate, 4-C Full Page

### Key Features:

- Included editorial
- Inclusion in QSR magazine
- Marketplace Eletter inclusion
- Table of Contents mention
- PDF download promoted and available on
- QSRmagazine.com
- Download promoted in A.M. Jolt eletter



## Restaurant Equipment & Technology

Published twice annually, new editions of Restaurant Equipment & Technology are distributed in the January & July issues of QSR. 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 print in QSR magazine
- Published on QSRmagazine.com
- Promoted in A.M. Jolt and
- ResTech eletters
- Strong lead generation
- Rate: \$7,900 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 QSR 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 print in QSR magazine
- Published on QSRmagazine.com
- Promoted in A.M. Jolt and
- Franchise Spotlight 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
- Distributed digitally to more than 30,000 FSR subscribers
- Promoted in both A.M. Jolt and FS Insider eletters
- Posted online for 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

# 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



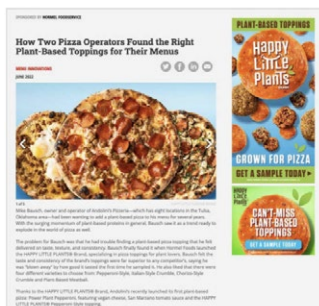
## Two-Page Featurette

- 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



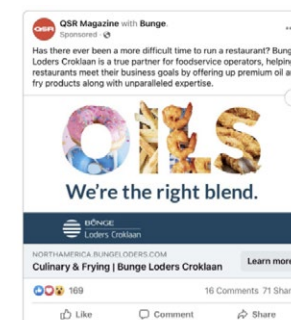
## Web Exclusive

- 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.

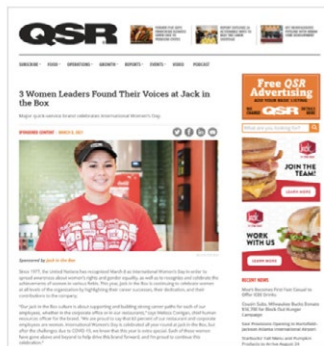
## Four-Page Vendor Feature

- 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."

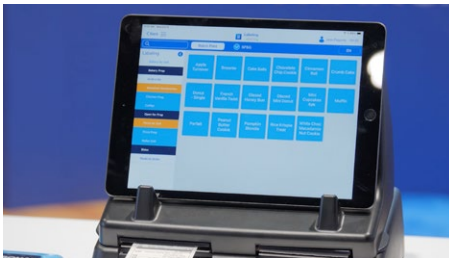
- P.R. Manager, Restaurant Technologies

Contact your sales representative for more information and package pricing.



# Video Production Services

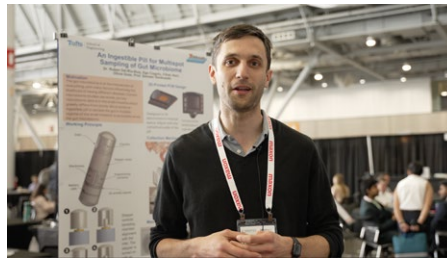
**WTWH media offers end-to-end HD video production services**, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with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

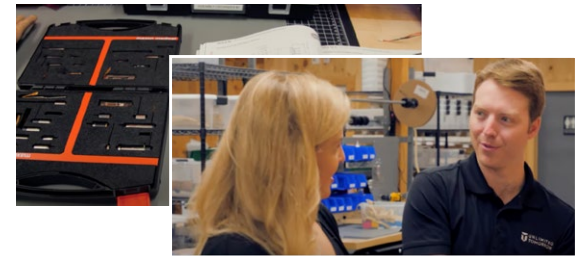
*Contact rep for pricing*



## 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](https://www.youtube.com/@QSRmagazine)



# Unlock the Power of the Network



QSR 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 exist.

The logo for QSR, featuring the letters "QSR" in a bold, black, sans-serif font with a registered trademark symbol.The logo for FSR, featuring the letters "FSR" in a black, serif font with a registered trademark symbol.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, 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, and "Chef" in a cursive, orange font to the right.

## 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](https://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

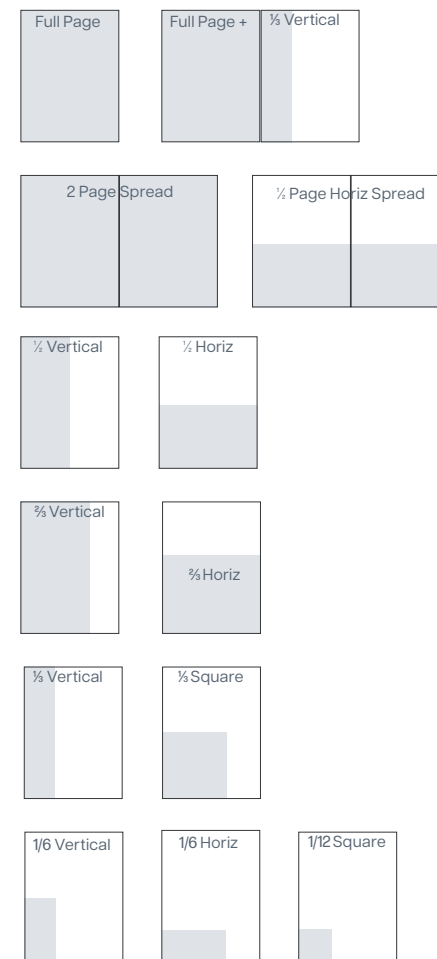
For ad production questions, please contact:

Brandy Pinion, Customer Service Representative

Direct: 662-234-5481 Ext 127 • [bpinion@wtwhmedia.com](mailto:bpinion@wtwhmedia.com)

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

**Binding Method:** Perfect bound





300x600



728x90



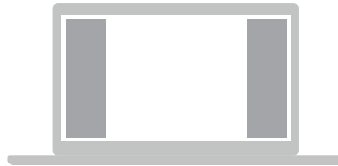
300x250



300x225  
Prestitial Ad - Mobile



970x250



300x1000  
Wallpaper Ad



640x480  
Prestitial Ad - Desktop

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

# Contact Us

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