The best resource for restaurant facility professionals

FACILITATOR MAGAZINE

The Official Magazine of the Restaurant Facility Management Association

2022-2023

Media Kit

Editorial Calendar & Advertising Rates

RFMA
Restaurant Facility
Management Association

FACILITATOR MAGAZINE

Our Readers

Facilitator is the only comprehensive and relevant industry resource for restaurant facility professionals who spend millions of dollars annually on the products and services they need to run their restaurants. *Facilitator* is poised to serve restaurant facility professionals, offering guidance and insights to make their jobs easier.

98%
would recommend *Facilitator*

95%
feel *Facilitator* magazine has a good balance between editorial content and advertisements

80%
have visited a vendors' website as a result of seeing their ad in *Facilitator* magazine

10,000+
is the current circulation of *Facilitator* magazine which includes targeted decision makers and members within the restaurant industry

Circulation by Title

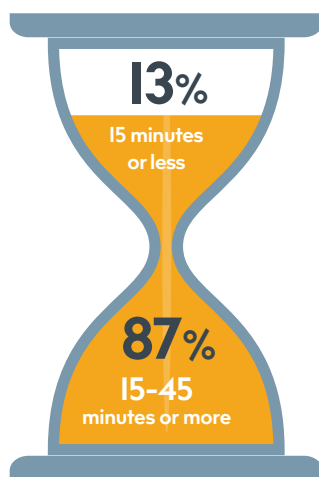Construction, Design, Facilities and Maintenance Managers, Directors, VPs, Project Management
58%

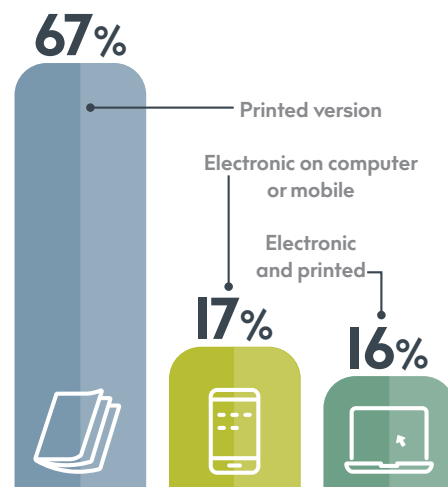Restaurant & Franchisee Owners, Presidents, CEOs, CFOs, Chairs
30%

Marketing, Sales and Business Development
12%

How much time do you spend reading an issue of *Facilitator* magazine?

13%
15 minutes or less

87%
15-45 minutes or more

Data gathered from 2021 circulation list and reader survey

How do you read *Facilitator* magazine?

67% Printed version

17% Electronic on computer or mobile

16% Electronic and printed

What Our Restaurant Facilities Readers Say:

"Absolutely love all of the articles and information. Favorite publication I get by far."

"I really like it, and I learn from it and *Facilitator* realistically enhances my value to my company."

"Very happy with the publication. I also share it as a great representation of RFMA to colleagues interested in joining our association."

"The *Facilitator* has helped me tremendously with resources and staying informed about our industry as a whole."

"Keep them coming, I love using this magazine."

FACILITATOR MAGAZINE

2022-2023 Editorial Topics & Advertising Deadlines

Issue	Oct/Nov 2022	Dec/Jan 2023	Feb/Mar 2023	April/May 2023	June/July 2023	Aug/Sept 2023
Theme	Buyer's Guide & Franchisee Focus	Pre-Conference	Conference Issue	Conference Recap		Best Practices Issue
Editorial Deadline	August 5	September 23	November 18	February 4	April 14	June 9
Ad Space	September 2	October 28	December 16	March 3	May 5	July 7
Ad Materials	September 9	November 4	December 23	March 10	May 12	July 14
Topics	Capital Planning

Digital & Display Signage

Facilities Audits

Handyman Management

Insurance/ Liability/ Vendor Qualifications

Landlord Relations

Lighting Controls

Pick-Up/To-Go/Drive-Thru Technology

Vendor Management | ADA

Codes & Guidelines

Fire & Life Safety

Grease Trap Pumping

Hood Cleaning

Kitchen Equipment

Minimizing Risk

Security Systems

Warranty Management | Capital Investment

Energy Management

HVAC/MUA

Landscaping/ Irrigation

Roofing

Sustainability (Composting, Municipal Codes/ Regulations, Recycling, Waste Management)

Technology | *Disaster Management (Lessons Learned)

Flooring/Floor Cleaning

Mold Remediation

Parking Lot Maintenance

Pest Control

Preparing for Summer

Preventative Maintenance-Cyclical Services

Refrigeration Restaurant Exterior

*Tornadoes, Fires, Flooding, Hurricanes, Power Outage | Air Balance

Beverage/Beer Systems

CMMS (Work Order Flow, Repair vs. Replace, Asset Mgmt.)

Construction to Facilities Turnover

Doors

Electrical

Guest Comfort

Painting

Training, Communication & Education for Operations | Budgeting & Forecasting

Cleaning Best Practices

Replacement/ Budgeting Forecasting

Plumbing/ Drain Line Maintenance

Grease (Safe Handing, Storage Systems

Snow Removal (Roofing & Parking Lots)

Water Filtration/ Reverse Osmosis

Water Heaters |

Special Advertising Opportunities

Official
Buyer's Guide

A resource guide of vendors and service providers that make up the RFMA Vendor Allied group.

"*Facilitator* is my 'go-to' resource for industry news, highlights, insights and instructional articles. *Facilitator* goes deeper than just great stories; it's our portal to the influential chain account executives that we source for facility maintenance. Our participation in the RFMA Conference is directly enhanced by the support of *Facilitator*"

— Ed Candioty,
National Account Manager,
Baker Commodities, Inc.

Buyer's Guide Banner Ads

1. Single-page vertical or horizontal banner ad $750

Vertical: 2.25" X 9.625" @ 300 dpi jpg file
Horizontal-no Bleed: 7.375" X 2" @ 300 dpi jpg file
Horizontal-with Bleed: Live area 7.375" X 2"
Bleed area: 8.50" x 2.425"

2. Double-page horizontal banner ad spread $1,350

Horizontal spread with Bleed: Live area: 15.75" X 2"
Bleed area: 17" x 2.425"

Product Showcase Advertising
$750

Specs for the Product Showcase:

Please provide a high res product image, or we can do a screen capture of your website, a brief description up to 90 words total to fill the space. Text will be reviewed and edited by our staff copywriters.

Vendor Profile Page
$3,500

Specs for Advertiser Profile: The Advertiser Profile page contains approximately 350 words. We reserve the right to review and edit the text by our staff editors and copywriters to ensure we are meeting editorial guidelines and AP Style guidelines. You may supply up to 3 high res images or diagrams, and must include a high res version of your logo. You will be sent a proof to review for approval prior to printing.

Digital Edition Advertising Opportunities

Take advantage of participating in the digital world of promotions and be part of our online presence. Every issue of *Facilitator* is produced digitally and adds opportunity to be viewed by our on-the-go readers. The banner ads placed on these pages will remain part of that issue going forward from that date and be part of the issues archives, viewable and searchable at any time. The ad will also be linked to and will route viewers to your company website.

1. **Front-page Digital Sponsor Ad** $2,000
   (send in size: 7.75" X 10" @ 300 dpi jpg file)
2. **Back-page Digital Sponsor Ad** $1,750
   (send in size: 7.75" X 10" @ 300 dpi jpg file)
3. **Video or Animated Ad *** $2,000
   (video format required is a Flash, .flv, .file)
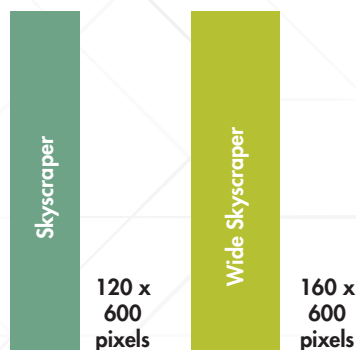4. **Digital Banner Ads** $1,500

The average Digital Edition reader is active for
23 minutes

The Digital Edition has
6,723
active monthly users
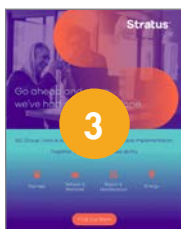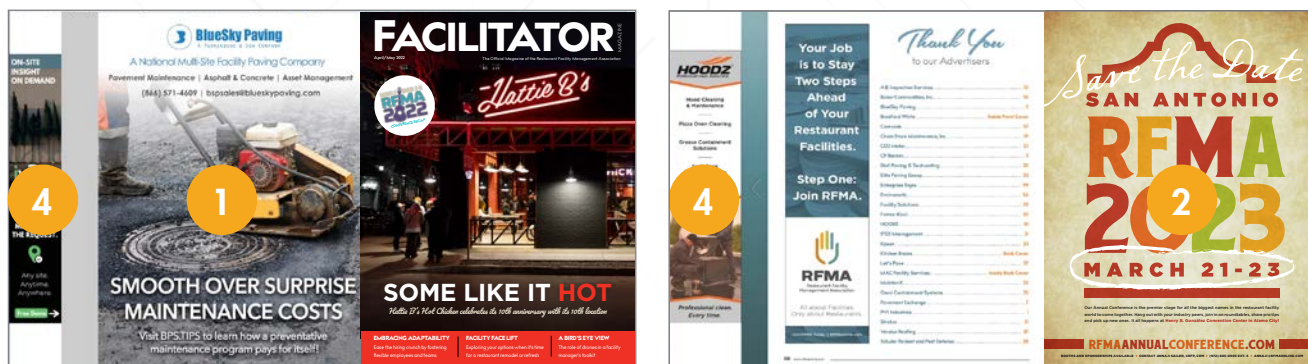Date gathered from DE analytics from July 2021-2022

Banner Ad sizes

Vertical Skyscraper Banner Ad   (send in size: 3" X 15" @ 300 dpi jpg file)
Wide Vertical Skyscraper Banner Ad (send in size: 4" X 15" @ 300 dpi jpg file)
Horizontal Banner Ad (send in size: 14" X 1.75" @ 300 dpi jpg file)

Skyscraper
120 x 600 pixels

Wide Skyscraper
160 x 600 pixels

Full Horizontal ad
728 x 90 pixels

Online Digital Audio and Video Requirements*:
Recommendations for the digital editions:
— *Streaming audio is required in a MP3 audio format.*
— *The video format required is Flash (.flv)*
— *The recommended bit-rate is between 300kb/s and 700kb/s.*
— *Animations have a long list of multi-device requirements that can be sent upon request*

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Print Ad Sizes and Specifications

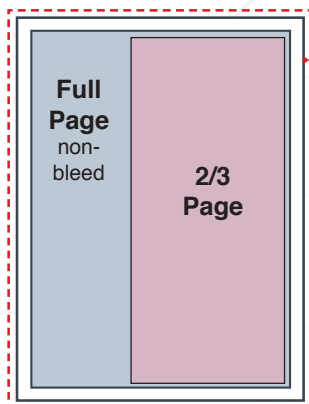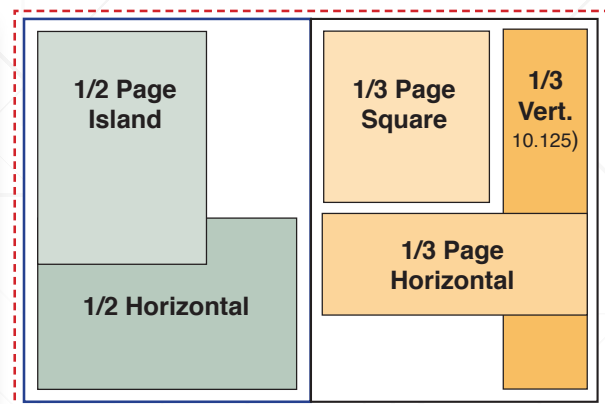| Page Size	Width		Height
Publication Trim Size	8 3/8"	x	10 7/8"
Publication Bleed Size	8 5/8"	x	11 1/8"
Full Page/non-bleed	7 3/8"	x	9 7/8"
Full Page w/bleed	8 5/8"	x	11/8"
2-Page Spread/non-bleed	15 3/4"	x	9 7/8"
2-Page Spread w/bleed	17"	x	11 1/8"
2/3–Page	4 7/8"	x	9 7/8"
1/2–Page Island	4 7/8"	x	7"
1/2–Page Horizontal	7 3/8"	x	5"
1/3–Page Square	4 7/8"	x	4 7/8"
1/3–Page Vertical	2 3/8"	x	9 7/8"
1/3–Page Horizontal	7 3/8"	x	3 1/4"

The trim size for *Facilitator* is 8 3/8" x 10 7/8". Full-page ads should be built to trim. **Keep all live copy 3/8" from trim size.** For bleed, extend ad 1/8" from trim size. Hi resolution jpg or pdf format preferred.

TRIM actual page size, 8 3/8" x 10 7/8"

BLEED art extended 1/8", on all sides 8 5/8" x 11 1/8"

Full Page non-bleed · 2/3 Page

Restaurant Facility Professionals are the Heart of the House

Keeping restaurants open and running right is hard enough. Add the economic impact of a global pandemic and the task gets even more difficult. That's why we're incredibly appreciative of the restaurant facility professionals who go above and beyond to safely and efficiently reopen restaurants.

RFMA

1/2 Page Island · 1/2 Horizontal

1/3 Page Square · 1/3 Vert. 10.125) · 1/3 Page Horizontal

2023-23 Advertising Rates Circulation is 10,000+

Ad size	1X	3X	6X	9X	12X
Full Page	$3,893	$3,572	$3,374	$3,175	$2,778
2-Page Spread	$7,442	$6,698	$6,326	$5,954	$5,209
2/3 Page	$3,143	$2,828	$2,671	$2,514	$2,200
Half Page	$2,624	$2,361	$2,230	$2,099	$1,836
Third Page	$2,040	$1,835	$1,735	$1,632	$1,428

Additional 5% charge for Premium Positions, including opposite TOC   *ALL RATES ARE NET. Rates effective 9/1/2022. Rates apply to price per insertion.

For advertiser information, contact **Ben Skidmore, Sales Manager** at (972) 587-9064 or *ben@rfmaonline.com*