

EDITORIAL CALENDAR AND RATES

el Restaurante MEXICANO

el Restaurante MEXICANO is the only publication focusing on Mexican and Latin restaurants in the United States. Other media do not easily reach independent restaurant owners and chefs in this rapidly expanding segment. Our 26,000-plus U.S. readers rely on *el Restaurante Mexicano* for business and marketing strategies, menu ideas, food safety information, new foodservice products and perspective on these increasingly popular cuisines. Our bilingual content gives our readers the option to use the language they prefer. Twelve years of publishing in the highly competitive restaurant trade magazine industry testify to the success of *el Restaurante Mexicano* advertisers.



www.restmex.com

The companion Web site to *el Restaurante Mexicano* features a recipe archive, information about new foodservice equipment and special features for restaurant operators. The site attracted more than 100,000 unique visitors during the last year.



PAGE
Trim size:
8-3/8 x 10-7/8
Bleed size:
8-5/8 x 11-1/8



2 Page Spread
Trim size:
16-3/4 x 10-7/8
Bleed size: 17 x 11-1/8



1/2-Page Island
4-3/4 x 7-1/4



1/2-Page Horizontal
7-1/4 x 5
Bleed size:
8-5/8 x 5-5/8



1/2-Page Spread
Trim size:
16-3/4 x 5-1/2
Bleed size: 17 x 5-5/8



1/3 Page
2-1/4 x 10 or
4-3/4 x 5



1/4 Page
3-1/2 x 5



Resource Guide
2-1/2 x 3

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.

Four-color advertising rates*

	1x	2x	4x	6x	12x
Page	5,150	4,840	4,635	4,430	3,785
1/2 page island	4,325	4,000	3,785	3,565	2,920
1/2 page	4,215	3,890	3,675	3,360	2,810
1/3 page	2,645	2,535	2,430	2,315	1,780
1/4 page	2,265	2,165	2,060	1,960	1,350

* Gross rate

Premium positions: Cover 4.....20% Cover 2.....15% Cover 3.....10%

2-color rates: Deduct \$500 from 4-color rates

B&W rates: Deduct \$1,000 from 4-color rates

Resource Guide rates: (Special 4-color section before recipe section of each issue, 9 ads per page, net rates)

	1x	2x	4x	6x	12x
2-1/2" W, 3" D	485	485	485	460	400

Inserts accompanying ads: Half the earned frequency black & white rate per page

Inserts not accompanying ads: Earned frequency black & white rate per page

Mechanical charges for all inserts: Bind-ins \$500

Tip-ins \$1,000

Insert specifications: Available on request. Samples of supplied inserts must be submitted to publisher prior to quoting prices to ensure no special handling will be required.

Quotes for printing inserts available on request.

Web rates: www.restmex.com

Fixed position	Leaderboard	Banner	Button
Monthly net rate	728x90	468x60, 120x240	120x90
Home page	600	—	—
Recipes	—	600	250
Marketplace	—	250	100
Páginas en español	—	125	50

Electronic newsletter: Ask your sales representative for rates.

Classified ads: \$1 per word **Classified display ad rates:** \$100 per column inch (black & white only)

Specifications and mechanical requirements

	Non-bleed width & depth		Bleed width & depth	
2 page spread	16-3/4"	10-7/8"	17"	11-1/8"
Page	8-3/8"	10-7/8"	8-5/8"	11-1/8"
1/2 page island	4-3/4"	7-1/4"	4-7/8"	7-3/8"
1/2 page horizontal	7-1/4"	5"	8-5/8"	5-5/8"
1/2 page spread	16-3/4"	5-1/2"	17"	5-5/8"
1/3 page vertical	2-1/4"	10"	—	—
1/3 page square	4-3/4"	5"	—	—
1/4 page	3-1/2"	5"	—	—

Design Services Available: Please contact your sales representative for details.

Trim size: 8-3/8" x 10-7/8"

Digital media: CDs, DVDs

Binding methods: Saddle stitched

Finished format: PDF

Live area: Should be inside 1/4 inch all the way around from trim.

Screen: 150 recommended

Resolution: Files must be 300 dpi

Color: Color images must be in CMYK format. RGB or PMS colors must be converted to CMYK format.

Proofs: Supply press-quality hard copy proofs that match each supplied digital file. Content and position proofs must be provided at 100% size. If ad is 4-color and no press-quality proof is provided, printer will run color according to SWOP color densities. Without a color guide, we cannot guarantee reproduction.

Jan/Feb

Cover story: Appetizers
 Regional Mexican: La Cocina Norteña
 Bonus distribution: International Restaurant and Foodservice Show, New York City
 Ad close: January 9, 2009
 Materials due: January 13, 2009

Mar/Apr

PLANNING FOR CINCO DE MAYO!

Cover story: Beer
 Regional Mexican: Southern Mexico - Chiapas
 Bonus distribution: Northwest Foodservice Expo, Portland
 Ad close: February 27, 2009
 Materials due: March 3, 2009

May/June

OUR SPECIAL "GOING GREEN ISSUE!"

Cover story: Organic/Sustainable Menus (including main dish salads)
 Regional Mexican: Southern Mexico - Tabasco
 Bonus distribution: National Restaurant Show, Chicago;
 Expo Comida Latina/All Things Organic, Chicago;
 Southwest Foodservice Expo, Dallas
 Ad close: April 10, 2009
 Materials due: April 14, 2009

July/Aug

Cover story: Seafood
 Regional Mexican: Central Mexico - Tlaxcala
 Bonus distribution: Western Foodservice Expo, San Diego
 Ad close: June 26, 2009
 Materials due: July 3, 2009

Sept/Oct

Cover story: Soups and Stews
 Regional Mexican: Central Mexico - Colima
 Bonus distribution: Expo Comida Latina, Los Angeles
 Ad close: August 28, 2009
 Materials due: September 4, 2009

Nov/Dec

OUR 13TH ANNUAL BUYER'S GUIDE!

All advertisers get highlighted listings with 4-color logos. Full-page advertisers also receive a free full-page company profile (advertiser provides the profile).

Ad close: October 30, 2009
 Materials due: November 4, 2009

Plus in every issue: Hotline, Vendor News, At the Bar, Marketplace and Recipes

Circulation

(Qualified - As of June 2008)

Region	Total qualified	Percent
New England	487	1.8
Middle Atlantic	1,700	6.2
East No. Central	2,664	9.6
West No. Central	1,275	4.6
South Atlantic	3,430	12.4
East So. Central	1,156	4.2
West So. Central	5,630	20.4
Mountain	3,123	11.3
Pacific	8,128	29.4
U.S. Territories	8	
International	27	
Total qualified	27,628	100

Sales Contacts

Western U.S. and Western Canada Ad Sales

Brenda Russell
 E-mail: brussell@restmex.com

Kathleen Furore
 E-mail: kfurore@restmex.com

Phone: 800-407-5845
 Fax: 708-488-0101

Rest of U.S. and Eastern Canada Ad Sales

Barry Kingwill
 E-mail: barry@kingwillco.com

Jim Kingwill
 E-mail: jim@kingwillco.com

Phone: 847-537-9196
 Fax: 847-537-6519

Headquarters Contacts

Editor

Kathleen Furore
 E-mail: kfurore@restmex.com

Publisher

Brenda Russell
 E-mail: brussell@restmex.com

Phones: 800-407-5845
 708-488-0100
 Fax: 708-488-0101

Mailing Address

P.O. Box 2249
 Oak Park, IL 60303-2249

Shipping Address

350 Circle Ave., Ste. 200
 Forest Park, IL 60130

www.restmex.com

U.S. businesses across all industries have begun to focus on the **rapidly growing Hispanic/Latino market** through targeted advertising spending and customized products,” David Kostin, managing director of Goldman Sachs’ U.S. portfolio strategy noted in a recent presentation at the Multicultural Marketing Summit, Miami. “We believe this trend will continue...Firms taking the lead in these initiatives...are likely to **see their revenues grow faster** than those of their competitors over the long term.”

– OUTLOOK 2008: ETHNIC MARKETING, MARKETING Y MEDIOS, DEC. 31, 2007

The (Hispanic) segment as a whole is **becoming younger and larger**—one in every four babies born in the U.S. today is Hispanic. As consumers, Latinos are best described as **active and loyal**.

...general market efforts should be geared toward the Hispanic population. And if marketing in general seems like a burden in a bad economy, (Elena) Del Valle (marketing consultant) will tell you that this, in fact, is the **time to double your outreach efforts**.

– TARGETING HISPANICS, HISPANIC ENTERPRISE, JUNE/JULY 2008

Births, not immigration, now account for most of the growth in the nation’s Hispanic population... This natural increase—more births than deaths—is accelerating among Hispanics in the USA because they are younger than the U.S. population as a whole. From 2000 to 2007, the Hispanic population grew by **10.2 million**—58.6 percent from natural increase.

– BIRTHS, NOT IMMIGRATION, FUELING HISPANIC GROWTH, USA TODAY, JUNE 30, 2008

HispanTelligence estimates that existing trends support the projections of at least **2.2 million** Hispanic-owned businesses generating close to **\$388.7 billion in revenues** in 2008, according to a new report. With a compound annual growth rate of **9.1 percent** over the last 5 years, Hispanic-owned businesses are **increasingly impacting** the overall U.S. Economy.

– HISPANICBUSINESS.COM, MAY 15, 2008

According to Yankelovich’s 2007/2008 Monitor Multicultural Marketing Study...Hispanics are almost **twice** as likely to “**enjoy looking at or listening to advertising**” than their peers, with **59 percent** of Hispanics agreeing with the statement versus only 30 percent of non-Hispanic whites.

– PR NEWSWIRE, SEPT. 17, 2007

By 2050...Hispanics, already the **largest minority group**, will more than double their share of the population to 29%.

– U.S. HISPANIC POPULATION TO TRIPLE BY 2050, USA TODAY, FEB. 11, 2008

Mexican food is on the upswing in fast food, casual restaurants and fine dining. Americans are enthusiastically embracing a wide range of new tastes and flavors, as Latin foods make further inroads into mainstream shopping and dining. In retail, ethnic foods account for 12 percent of all retail food sales, and that is increasing every year. Of that **42 percent** is Hispanic-influenced.

– R&D SEMINAR: FORMULATION INFORMATION—AUGUST 2008, PREPARED FOODS

About 61 percent of Hispanics say **food and beverages** are some of the most important **traditions of their culture to preserve**, versus 55 percent of African Americans and 43 percent of non-Hispanic whites who agreed with that statement.

– YANKELOVICH 2007/2008 MONITOR MULTICULTURAL MARKETING STUDY

The report (Hispanic Foods and Beverages in the U.S. by Packaged Fact) estimates that the U.S. market for Hispanic foods and beverages was almost **\$5.7 billion** in 2006, an increase of four percent from the previous year, and an increase of 21 percent from \$4.7 billion in 2002.

By 2011, Packaged Facts estimates that the Hispanic food and beverage market will reach a value of **\$8.4 billion**, with a compound annual growth rate of seven percent during the period.

– ‘LATIN FEVER’ DRIVES US HISPANIC MARKET, SAYS REPORT, FOODUSANAVIGATOR.COM, SEPT. 10, 2007

Mexican Restaurant Openings

(Source: Research Report for Foodservice)

Jan. – June 2007	2,076
Jul. – Dec. 2007	1,710
Jan. – June 2008	1,967
Total Units:	5,753

Reader Profile

Type of restaurant:

Independent	97%
Franchised	1.1%
Chain-owned	1.8%

Sales volume:

Under \$1 million	85%
\$1 to \$2.5 million	9.3%
\$2.5 to \$5 million	4.6%
\$5 million +	1%

Service type:

Quick-serve	19%
Family-style	65%
Fine dining	8%
Fast casual	8%

Number of units:

1 unit	73.7%
2-25	24%
26-100	.1%
101+	1.1%

Liquor license:

No liquor	24%
Beer/wine	30%
Full bar	46%

Reader title:

Owner/operator	78%
President/CEO	4.2%
Manager/GM	16%