

2012

editorial calendar and rates

el Restaurante MEXICANO is the only bilingual publication distributed to Mexican and Latin restaurants and service delis and headquarters of multi-unit retail stores in the United States. Other media do not easily reach these expanding segments. Our 21,000-plus U.S. readers rely on *el Restaurante Mexicano* for business and marketing strategies, menu ideas and recipes, food safety information, new products and perspective on these increasingly popular cuisines. And now readers can choose to receive the print edition or a digital format. Fourteen years of publishing in the highly competitive foodservice 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 equipment and special features for operators.

eMex Our monthly e-mail newsletter with more than 3,100 readers.

el Restaurante MEXICANO

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January/February/March—

OUR PLANNING FOR CINCO DE MAYO ISSUE!

Cover story: Tortillas/Tortilla Equipment

Showcase: Hot Drinks (coffee and cocoa)

Mexico Connection: Coconuts/Agua de Coco

Bonus distribution: Northwest Foodservice Expo, Seattle

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

April/May/June—

OUR NATIONAL RESTAURANT SHOW AND SOUTHWEST FOODSERVICE EXPO ISSUE!

Cover story: The Cocktail Craze

Showcase: Technology Trends

Mexico Connection: The Avocado: Guacamole and Beyond

Bonus distribution: National Restaurant Show, Chicago; Southwest Foodservice Expo, Dallas

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

July/August/September—

OUR EXPO COMIDA LATINA/WESTERN FOODSERVICE ISSUE!

Cover story: Desserts

Showcase: Focus on Safety

Mexico Connection: Apples and Pears

Bonus distribution: Expo Comida Latina/Western Foodservice Expo, Anaheim, Calif.

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

October/November/December—

OUR 16TH ANNUAL BUYER'S GUIDE

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

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

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

CONTACTS

Brenda Russell, publisher

E-mail: brussell@restmex.com

Kathleen Furore, editor

E-mail: kfurore@restmex.com

Phone: 708-488-0100

Fax: 708-488-0101

P.O. Box 2249

Oak Park, IL 60303

Shipping Address

350 Circle Ave., Ste. 200

Forest Park, IL 60130

www.restmex.com

rates and specifications

Four-color advertising rates*					
	1x	2x	4x	6x	8x
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					

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"	—	—

Resource Guide rates: (Special 4-color section before recipe section of each issue, 9 ads per page, net rates)					
	1x	2x	4x	6x	8x
2-1/2" W, 3" D	485	485	485	460	400

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 at 100% size that match each supplied digital file. If no press-quality proof is provided, printer will run color according to SWOP color densities. Without a color guide, we cannot guarantee reproduction.

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

eMex: our monthly e-mail newsletter				
	1x	2x	3x	4x
Text only	125	110	100	90
Graphic & Text	250	230	200	190
Classified ads: \$1 per word Classified display ad rates: \$100 per column inch (black & white only)				

Inserts: Call to request rates and specifications.

Quotes for printing inserts also available on request.

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

Binding methods: Saddle stitched

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

Digital media: CDs, DVDs

Finished format: PDF

Screen: 150 recommended

Resolution: Files must be 300 dpi

Design Services Available:

Please contact us for details

source connection

A budget-friendly marketing tool for *el Restaurante Mexicano* advertisers. Listings are grouped by category and consist of four lines of text (60 characters per line including spaces and punctuation). Prices for this section only are for all 4 issues.

Listing: \$350 **Additional line:** \$125

Color: Add \$75

Additional category: \$200

Ads including logos or graphic elements are sold by size:

1 inch	2 inches	3 inches
\$550	\$800	\$1,000

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*

Hispanic consumers currently comprise 16 percent of the U.S. population and are projected to reach 30 percent by the year 2050. The demographic currently represents about \$1 trillion of spending power in the United States, and is the fastest growing population group in America.

"Simply offering a Hispanic-inspired menu item is not enough to attract Hispanic consumers, as more than one third of the consumers in our study actually disagree that the mere presence of Hispanic menu items will encourage them to visit a restaurant," says Technomic Director of Consumer Research Sara Monnette.

"If restaurant operators want to drive additional traffic and build brand loyalty among this rapidly growing and influential consumer group, they must understand their unique needs," explains Monnette. "Preparing and presenting Hispanic cuisine in an authentic manner, and providing a family-friendly environment are two ways restaurant operators can build relationships with Hispanic consumers."

Roughly two-thirds of Hispanic consumers say the availability of healthy options is important at both limited- and full-service restaurants. Thirty-two percent of acculturated Hispanics say they tend to order healthy items when they visit restaurants, compared to just 23 percent of the general population.

Source: Hispanic Consumers Want Authentic Menu Items and Family Dining Options, Says Technomic, July 12, 2011, PRNewswire

America is getting less white, and a lot more Hispanic. This is the main headline after the Census revealed final population counts for all U.S. states. There are currently 50.5 million Hispanics living in the U.S. according to the 2010 Census. Hispanics account for 56% of overall population growth since 2000. The results validate more than ever the rationale to market to the Hispanic demographic. As newsweekly *The Week* summarizes in its first of six U.S. Census Takeaways: America's Hispanic population is booming.

Univision Insights notes that 2010 Census figures reaffirm the power of the U.S. Hispanic marketplace, with the latest data painting a portrait of today's America as one where 50,477,594 Hispanics make up 16.3 percent of the nation's population. Having grown 43 percent since the 2000 Census, the Hispanic population accounted for 56 percent of all growth in the U.S. In addition, Hispanic population growth surpassed the most recent 2008 Census projections for Hispanics in 2010 by 1.5 percent. From 2000 to 2010 the Hispanic population grew by 43%.

Source: Final Census 2010 Tally Confirms Growth and Power of Hispanics, Portada, March 28, 2011

Between 2005 and 2008, new Hispanic spending offset 84% of the decline in real demand across the entire food, beverage, and restaurant industries. Total U.S. food sales grew by \$15 billion (to \$469 billion), beverage sales grew by \$1 billion (to \$114 billion), and restaurant sales declined by \$19 billion (to \$325 billion), for a combined loss of \$2.9 billion (-0.003%).

Within that total, sales generated by non-Hispanic consumers declined by \$17.7 billion, or 2.4%, while Hispanic consumer sales rose by \$14.8 billion, or 18%. Hispanics represent the sole growth market within many key food, beverage and restaurant categories, and the primary demographic growth opportunity for a \$566.7 billion majority of the restaurant and F&B industries.

Specifically, Hispanics represent 85% to 100% of real-growth opportunity for the restaurant industry (which had \$325.4 billion in total sales in '08), as well as for at least 20 declining or stagnant F&B categories (which had combined sales of \$241.3 billion in '08). Hispanics generated \$4.9 billion in new sales for the restaurant industry, and \$4.3 billion in new sales for the declining/stagnant F&B categories between 2005 and 2008.

Within the restaurant industry, 2005-08 compound annual sales growth among Hispanics was 5.2%, versus -2.5% among non-Hispanics. And while Hispanics have tended to prefer low-cost convenience over full service, that may be changing, according to Latinum.

Source: Latinum, Analysis Shows Impact of Hispanic Growth, MediaPostNews Marketing Daily, April, 2010

Taste thresholds continue to expand, particularly in the food and beverage category, where previously intense (sour, spicy, bitter) or exotic flavors have been adopted by the mainstream. U.S. spice company McCormick has reported a 70% increase in sales of its extra-hot chipotle pepper since its launch five years ago. People are now far more receptive to extreme flavors -- such as Dominos' "The Revenge" pizza with jalapeno and mustard -- so much so that they are experienced as badges of status, particularly among men.

Even bartenders are mixing ginger and jalapeno in their cocktails. Expect to see more extreme tastes on mainstream menus, with more ordinary food products being given an extreme taste makeover. Some argue that our growing thirst for extreme flavor is being driven by an aging population who are seeking taste sensations to pep up taste buds and olfactory nerves.

Source: Consumers Seek More Intense Flavors and Experiences From Products, Advertising Age, November 23, 2010

READERSHIP DATA:

Circulation (As of September 2011)

Region	Qualified	Percent
New England	404	1.9
Middle Atlantic	1,335	6.3
East No. Central	2,135	10.1
West No. Central	990	4.7
South Atlantic	2,542	12.0
East So. Central	783	3.7
West So. Central	4,314	20.4
Mountain	2,187	10.4
Pacific	6,329	30.1
U.S. Territories	12	0.1
International	80	0.3
Total qualified	21,111	100

READER PROFILE

SALES VOLUME:

Under \$1 million	80.6%
\$1 to \$5 million	16%
\$5 million+	3.4%

SERVICE TYPE:

Quick-serve	18.5%
Family-style	65%
Fine dining	6%
Fast casual	10.5%

NUMBER OF UNITS:

1 unit	72%
2-25	25.6%
26-100	1.1%
101+	1.1%

LIQUOR LICENSE:

No liquor	23%
Beer/wine	30%
Full bar	47%

READER TITLE:

Owner/operator	76.3%
President/CEO	4.4%
Manager/GM	12.7%
Chef/Exec. Chef	1.5%
Other	5.1%