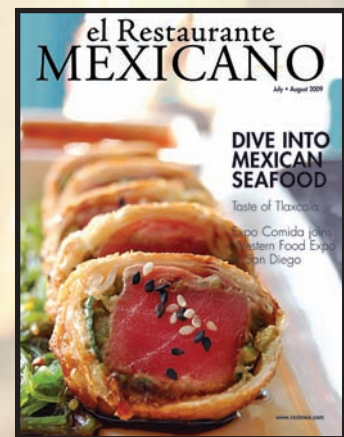
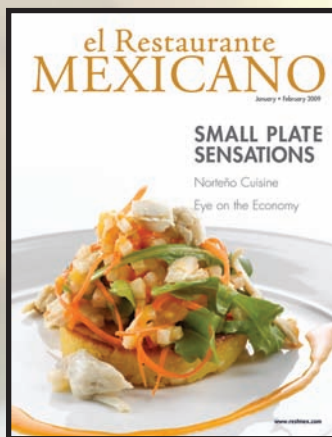


EDITORIAL CALENDAR AND RATES

el Restaurante MEXICANO

el Restaurante MEXICANO is the only bilingual publication focusing on Mexican and Latin restaurants and in-service delis and headquarters of multi-unit retail stores in the United States. Other media do not easily reach these expanding segments. Our 25,000-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. Our bilingual content gives our readers the option to use the language they prefer. Thirteen 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. The site attracted more than 80,000 unique visitors during the last year.

eMex

Our monthly e-mail newsletter with 2,500 readers.

2010 EDITORIAL CALENDAR

Cover story: **Soups and Stews**
 Spotlight On: **The Restaurant/Retail Connection**
 Mexico Connection: **Culinary Colima**
 Ad close: January 8 Materials due: January 15

Jan/Feb

Cover story: **Dreamy Desserts**
 Spotlight On: **Focus on Franchising**
 Mexico Connection: **Cooking with Honey**
 Bonus distribution: **National Restaurant Show, Chicago; Southwest Foodservice Expo, Houston**
 Ad close: April 9 Materials due: April 16

May/June

Cover story: **Best of the Bar**
 Spotlight On: **Cinco de Mayo Celebrations**
 Mexico Connection: **Thrifty Mexican Menus (enchiladas, tacos and other street foods)**
 Bonus distribution: **Northwest Foodservice Expo, Seattle**
 Ad close: February 26 Materials due: March 5

Mar/Apr

Cover story: **Go Light! (healthy dining)**
 Spotlight On: **Hispanic Heritage Month**
 Mexico Connection: **Viva Vegetables!**
 Bonus distribution: **Expo Comida Latina/Western Foodservice Expo, Los Angeles**
 Ad close: June 25 Materials due: July 2

July/Aug

RATES AND SPECIFICATIONS

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P.O.Box 2249
 Oak Park, IL 60303

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

www.restmex.com

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.

Quotes for printing inserts available on request.

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 us for details.

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

Cover story: **Poultry Perfection**
 Spotlight On: **Hispanic Holiday Traditions**
 Mexico Connection: **Go Nuts! (Almonds, pecans and more)**
 Ad close: August 27 Materials due: September 3

Sept/Oct

Our 14th 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

Nov/Dec

Plus in every issue: Hotline, Vendor News, Retail Report, At the Bar, Social Networking News, Marketplace and Recipes

NEW FOR 2010: SOCIAL NETWORKING NEWS

Texting, tweeting, and blogging...Facebook and MySpace ...they'll all be covered in this technology column in every issue! Now is the time to reach readers who are looking for ways to connect with customers with social networking tools. Build brand loyalty in this exciting new market by including *el Restaurante Mexicano* in your ad plans.

Rest Mex Directory: A new marketing tool for *el Restaurante Mexicano* advertisers. Listings are grouped by category and consist of two lines of text (60 characters per line including spaces and punctuation).

Listing: \$450 for all 6 issues **Additional line:** \$100 **Color:** Add \$75 **Additional category:** \$325

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	6x
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)

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.

							
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.

Our readers include decision-makers at major chains as well as single- and multi-unit independent restaurants, institutional foodservice operations, and in-service delis and headquarters of multi-unit retail stores including:

Chain Headquarters:

Brinker International, Dallas
 CRO Inc., Dallas
 Rubio's Fresh Mexican Grill, Carlsbad, Calif.
 Focus Brands, Atlanta
 M Crowd Restaurant Group, Dallas

Retailers:

Costco Wholesale, Issaquah, Wash.
 7-Eleven Corp., Dallas
 Wal-Mart /Sam's Club, Bentonville, Ark.
 Tresierras Markets, San Fernando, Calif.

Multi-unit Independents:

Tamolly's Mexican Restaurant, 11 units in Arkansas, Texas & Louisiana
 La Paz Restaurante, 9 units in Georgia, Florida, Alabama, and Tennessee
 Big Burrito Restaurant Group, 9 units in Pennsylvania
 The Jalapeño Tree, 18 units in Texas
 Hacienda Mexican Restaurants, 12 units in Indiana
 Rosa Mexicano Restaurants, 9 units in N.Y., N.J., Maryland, Washington, D.C., Atlanta, Miami, and Los Angeles
 Juan Colorado Mexican Restaurants, 8 units in Oregon

Mexican Restaurant Openings

(Source: Research Report for Foodservice)

Jan. – June 2008	1,976
Jul. – Dec. 2008	1,582
Jan. – June 2009	1,742
Total Units:	5,300

Circulation (As of September 2009)

Region	Total qualified	Percent	Region	Total qualified	Percent
New England	452	1.8	West So. Central	5,050	19.9
Middle Atlantic	1,486	5.9	Mountain	2,853	11.2
East No. Central	2,485	9.8	Pacific	7,654	30.2
West No. Central	1,174	4.6	U.S. Territories	7	--
South Atlantic	3,132	12.3	International	46	.9
East So. Central	1,044	4.1	Total qualified	25,383	100

INDUSTRY DATA

American Latinos and non-Latinos alike are driving a 'new wave' of authentic Latin American foods and flavors set to enter the mainstream in the U.S., according to a report from Packaged Facts.

"As a result, suppliers and distributors are scrambling to find sources for authentic ingredients. And while the old school Americano perception of Latino food is that it's hardly about healthy choices, the reality is quite different."

The Wisconsin Milk Marketing Board said that in the supermarket retail arena alone, the total value sales for Latin American cheeses in 2007 was \$171 million which is estimated to rise to \$278 million by 2012.

"New wave of authentic Latino Flavors hits the US", Food Navigator-usa.com, April 3, 2009

Yankelovich, the Chapel Hill, North Carolina-based research firm, found in its 2007/2008 Monitor Multicultural Marketing Study that nearly 60 percent of Hispanics "enjoy looking at or listening to advertising," compared with 30 percent of non-Hispanic whites. It found that authenticity was absolutely critical and brands that conveyed authenticity were important.

Yankelovich has found that about 50 percent of Hispanic consumers tend to speak Spanish and are closely affiliated with their country of origin. Another quarter are what the firm calls "relatively assimilated," while the remaining quarter—and the group growing most quickly—considers itself bicultural. This group represents the biggest opportunity for operators—especially those in the fast food or fast-casual segments because the more acculturated group is likely to go more often.

Most experts suggest that Mexican food is undergoing a process much like Italian food. . . . However, Mexican foods offer greater convenience. . . . Latin foods such as nachos, chips and salsa, fajitas, quesadillas, tacos, burritos, and black beans are today as American as hot dogs and relish.

In Europe, Mexican food is now the leading ethnic food sold in each country (except the United Kingdom where Indian food dominates), and for many consumers, Mexican food is considered "American food," which is unusual because there are very few Mexicans in Europe.

. . . [T]he move toward authentic Mexican is starting in restaurants and moving into retail. According to the Food Channel Trendwire . . . "The most dramatic progress will follow the usual pattern, starting among upscale independents and trickling down to fast-casual restaurants and other venues that boast high accessibility."

"Authentic Mexican Food: The Next Organic Trend?" Michael Boland, Professor of Agricultural Economics, Kansas State University

Because Hispanic consumers tend to carry less debt and pay for items with cash, one theory is Hispanics may actually be less affected by the downturn in the economy, said Daniel Aversano, product leadership, Nielsen Consumer Panel Services for AC Nielsen.

Latino consumers' purchasing power will reach more than \$1.4 trillion next year, primarily through the group's population growth, said (Leyla) Ahuile (multicultural reports editor and senior analyst for Mintel International Group), noting there are more Hispanics born in the U.S. annually than those who immigrate to the U.S., while 62.7 percent of Hispanics were younger than 34.

"Hispanic Consumers: A Cure for Recession Blues?" Nielsen Business Media, August 13, 2009

"Latinos will change the profile of American society over the next four decades. The Hispanic population will grow much quicker than other population segments, and Hispanic consumers will represent an increasing percentage of the American consumer base," says Tatjana Meerman, publisher of Packaged Facts.

"Hispanics Emerge as Influential Force in U.S. Consumer Economy According to Packaged Facts", Yahoo Finance, February 25, 2009

Reader Profile

Type of restaurant:

Independent	98%
Franchised	1%
Chain-owned	1%

Sales volume:

Under \$1 million	85%
\$1 to \$2.5 million	10%
\$2.5 to \$5 million	3%
\$5 million +	2%

Service type:

Quick-serve	19%
Family-style	65%
Fine dining	5%
Fast casual	11%

Number of units:

1 unit	85%
2-25	10%
26-100	3%
101+	2%

Liquor license:

No liquor	23%
Beer/wine	31%
Full bar	46%

Reader title:

Owner/operator	93%
President/CEO	5%
Manager/GM	1%
Chef/Exec. Chef	1%