

FRANCHISING TODAY

*The leading source for today's
franchise executives, owners,
investors and entrepreneurs*

2019 MEDIA KIT



[Click Here To View The Digital Edition](#)

EDITOR'S NOTE

The fast-growing franchising industry touches everyone's lives in a positive way – whether or not they are even aware of it! Of course, quick-service restaurants are the largest segment of the franchise industry and the one that most people think of when they hear the word “franchise.” But franchising opportunities abound in many other exciting segments, providing consumers with vital services ranging from auto repair to senior care. These opportunities also provide franchisees with a chance to participate in an industry that generates \$674 billion in output for the U.S. economy and provides employment for 7.6 million people, according to the International Franchise Association.

Franchise owners and executives need to stay on the cutting-edge to compete in this crowded marketplace. They face pressure from all sides – from franchisors that want to ensure their products are marketed and sold correctly to customers who demand they receive the service and products they expect from the brands they love. *Franchising Today* is the must-read trade publication for these franchise professionals who want to stay informed of the latest trends and challenges in this dynamic marketplace, including sales and marketing best practices, real estate trends, regulatory and legal issues and much more.

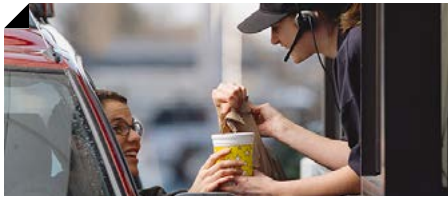
Through our print and digital publications, website, collaboration with industry associations and independent editorial, *Franchising Today* ensures these executives are kept up-to-date on the latest happenings in the franchising space. Each issue profiles dozens of successful franchisees – from owner-operators of single-unit franchises to large multi-unit businesses – and features in-depth interviews with the executives who run them. You can also turn to our website, Facebook page and Twitter page to keep abreast of trends and news in the industry as they happen.

Franchising Today is the just-in-time vehicle for industry leaders who want to read about, reach and influence the franchising sector.

John Krukowski, *Editorial Director*
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[@FranchisingMag](#)

“Working with Franchising Today has been great. I was honored to receive the call and to be featured. The publication is professional, and they are able to make connections with other franchise vendors to promote and use the profile. They wrote an article that was very reflective of our values and what we do at Health Atlast. Thank you for featuring us in your publication and for all that you do.”

Stephanie Higashi
CEO
HEALTH ATLAST, LLC



CONTENT CALENDAR

VOLUME 4	FEATURED SEGMENT	REGIONAL COVERAGE	INDUSTRY TRENDS
ISSUE 1	Women In Franchising	Midwest USA	Services & Solutions
ISSUE 2	Milestones	Western USA	Restaurants & Hospitality
ISSUE 3	Emerging Franchises	Canada & Caribbean	Health & Wellness
ISSUE 4	Multi-Unit Franchises	Eastern USA	Retail

*Every edition is comprised of individual company profiles that represent franchises across a variety of industries. This is the bulk of the publication makeup. Advertorials, paid content, and industry case studies/independent contributions round out the rest.



READERSHIP BREAKDOWN

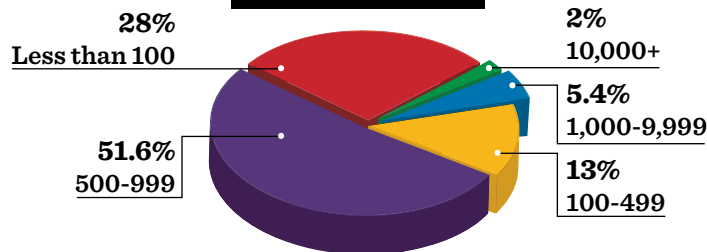
GEOGRAPHIC REACH

United States	282,782
Canada	108,549
Caribbean	2,076
International	21,433
TOTAL	414,840

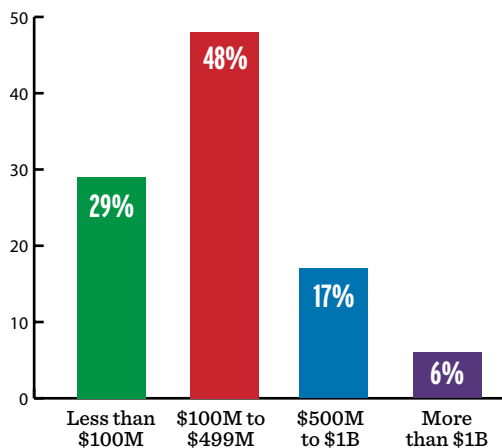
EXECUTIVE/MANAGEMENT PROFILE

32%	CEO, President, Owner, Managing Director, General Manager
10%	COO, VP Operations, Operations Director
35%	VP Franchise Development, Director of Franchising
17%	Entrepreneur, Private Investor
6%	VP Sales, VP Business Development

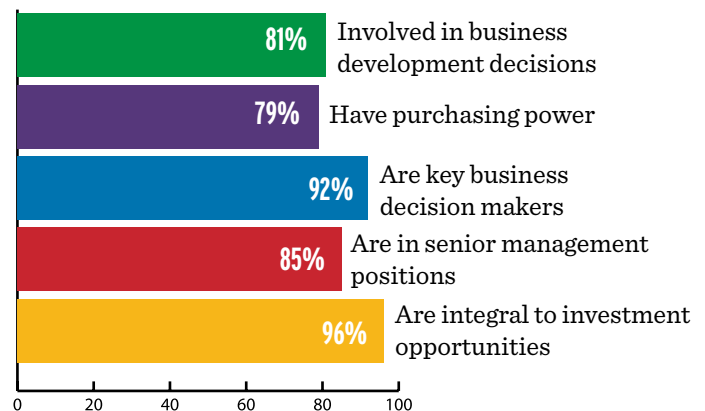
EMPLOYEE SIZE



COMPANY REVENUE



EXECUTIVE OVERVIEW





CUSTOM PUBLISHING

What is an Executive Business Profile?

- POV perspective from C-Suite Executive
- Fully catered to the client's needs
- Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practice
- Showcase supply-chain partnerships and/or operational best practices



- Ⓐ Ⓑ Print and Digital Presence
- Ⓒ Social Media Promotion
- Ⓓ Reprints
- Ⓔ Dedicated E-Blasts
- Ⓕ Video



VALUE-ADD RESULTS

Multiple platform exposure including print, digital, and social



SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs



Increased SEO presence with published profile



WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER



Reach a broader investment community of directors, private investors and commercial/investment banks

// Gain access to *Franchising Today's* comprehensive contact directory for industry-leading and emerging companies



Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS



INDUSTRY LEADING COVERAGE

**Covering the “Who’s Who” of the franchising space*

**Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles*

COMPANY PROFILES

STEAK & SHAKE	GREAT CLIPS	MCDONALD’S
7-ELEVEN	THE ATHLETE’S FOOT	HILTON WORLDWIDE
CERTAPRO PAINTERS	WORLD OF BEER	FRANCORP
ART VAN FURNITURE	SMOOTHIE KING	PAPA JOHN’S
ALAMO DRAFTHOUSE CINEMA	FAST-FIX JEWELRY & WATCH REPAIRS	ACE HARDWARE
MATTRESS DEPOT USA	H&R BLOCK	ANYTIME FITNESS
MEINEKE CAR CARE CENTERS	GOLF USA	CHURCH’S CHICKEN
SLUMBERLAND FURNITURE	PEARLE VISION	DEN TEX
PAUL MITCHELL SCHOOLS	AQUA-TOTS SWIM SCHOOLS	COSI

**STANLEY
STEEMER®**

Petland

**TAPOUT
FITNESS**

PUBLICATION BREAKDOWN

Company Profiles/Case Studies: Upstart, emerging, and industry-leading franchises share their best practices, strategies, solutions and supply chain efficiencies with prospective buyers, customers, partners and investors.

Franchisees: We highlight the most successful business owners and entrepreneurs in franchising, from single-unit owners to multi-unit operators, across all industry sectors.

Leading Independent Material: Industry experts, association heads and senior editorial staff discuss industry trends and issues. Additionally, upcoming trade shows, events and new products will be showcased.



WHY ADVERTISE

- » Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries
- » Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last four years
- » Our research team only targets CEO's, Presidents, Vice Presidents, Owners, and Department Heads. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials
- » Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry
- » Leverage strategic alliance/partnership with an industry leading brand to create business opportunities
- » Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers
- » Multiple platform exposure through the print, digital, website, and social avenues
- » Tangible material to assist in any marketing and business development plan
- » Equity firms, investor organizations/groups, and capital providers should advertise to show strength in uncertain markets and liquidity to exploration, development, and production (as well as ancillary service provider) firms who are looking to raise capital and actively looking for advice on acquisitions, mergers, strategic takeovers, and general business restructuring

"Stopping advertising to save money is like stopping your watch to save time."

HENRY FORD

"Advertising is totally unnecessary. Unless you hope to make money."

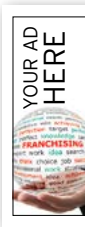
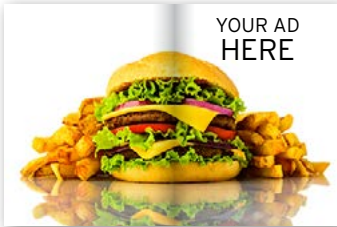
JEF I. RICHARDS

"Advertising is the life of trade."

CALVIN COOLIDGE



ADVERTISING RATES & SPECS



	COLOR	BLACK & WHITE	EDIT MENTION
2-Page Spread	\$16,095	\$14,100	200 words
Full-Page	\$9,495	\$8,300	150 words
1/2 Horiz. Spread	\$9,000	\$8,300	125 words
Junior Page	\$8,295	\$6,200	125 words
1/2 Page	\$6,395	\$5,600	100 words
1/4 Page	\$4,195	\$3,800	None

ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (bleed)	16.999" w X 11" h
2 Pg. Spread (non bleed)	15.648" w X 9.5" h
Full Page (bleed)	8.625" w X 11" h
Full Page (non bleed)	7.273" w X 9.5" h
1/2 Horiz. Spread (bleed)	16.999" w X 5.501" h
1/2 Horiz. Spread (non bleed)	15.648" w X 4.667" h
Junior Page	4.667" w X 9.5" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Vert.	3.551" w X 9.5" h
1/4 Page	3.551" w X 4.667" h

SPECIAL

Belly Band	\$9,000	2pg Insert	\$9,000
Vendor Focus	\$9,200	4pg Insert	\$12,000

DIGITAL ONLY

E-Blast Full readership	\$4,500
E-Blast Half Readership	\$3,500
Bellyband	\$5,000
Overlay Ad	\$4,000
Social Media	\$75 per tweet
Special package	\$1,500 for 20

DIGITAL ADD-ONS	
Content Ad+ • 1/4 Page	\$950
• 1/2 Page	\$1,450
Embedded Video • 1/4 Page	\$1,250
• 1/2 Page	\$1,550
• Junior Page	\$1,690
• Full page/DPS	\$1,790
Slideshow ad • 1/4 Page	\$990
• 1/2 Page	\$1,290
• Junior Page	\$1,375
• Full Page/DPS	\$1,450
Web Window • 1/4 Page	\$475
• 1/2 Page	\$525
• Junior Page	\$675
• Full Page/DPS	\$800
Podcast or Audio	\$1,230
LeadGen Form • 1/4 Page	\$1,650
• 1/2 Page	\$1,790
• Junior Page	\$1,870
• Full Page/DPS	\$1,950
AdGen Form • 1/4 Page	\$1,350
• 1/2 Page	\$1,490
• Junior Page	\$1,570
• Full Page/DPS	\$1,650
Leaderboard ad	\$1,800
Skyscraper ad	\$2,000

TERMS AND CONDITIONS: These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy **MUST** be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher.

The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. **Covers, single insertion orders and profile advertisers are non-cancellable.**

CONTRACT ADVERTISERS: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancellable), it relinquishes any right to that series discount which it was previously entitled to and advertisements will be invoiced at the appropriate rate.

While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher.

Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

Jurisdiction and venue over any claims arising out of this agreement shall be subject to the exclusive jurisdiction of the Circuit Court of Cook County, Illinois.

READERSHIP: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

DIGITAL FILES: For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. *Franchising Today* magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 5MB can be sent via e-mail to ads@franchising-today.com. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

[Click here for the digital media kit!](#)



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Are you interested in becoming part of Franchising Today?

If you would like to be profiled in our magazine, please call 312.676.1249 or email jason.quan@franchising-today.com. If you would like to submit editorial for consideration, please call 312.676.1125 or email john.krukowski@franchising-today.com. **Discounts available for 3x and 6x insertions.**

Franchising Today

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(Click on buttons below)



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on Social Media**