



**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

2021 INTEGRATED MEDIA KIT

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21

MEDIA KIT

WHO WE ARE

Restaurants Canada is a national, not-for-profit association representing Canada's diverse and dynamic foodservice and hospitality industry. We have been the industry voice, community and go-to source for specialized news, research, advocacy and insights since 1944.



120,000+

BARS, RESTAURANTS, HOTELS & INSTITUTIONS ACROSS CANADA

1.2 MILLION

CANADIANS EMPLOYED BY THE FOODSERVICE INDUSTRY

\$32 BILLION

IN FOOD & ALCOHOL PURCHASED BY THE CANADIAN FOODSERVICE INDUSTRY IN 2019.

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INTEGRATED MEDIA SOLUTIONS

PRINT | DIGITAL | CONTENT | RESEARCH | EXPERIENTIAL

Restaurants Canada offers direct access to Canada's foodservice community through our integrated media platform.

We work with CPG, commodity group and business product and service provider partners to create custom connections and tipping points to engage with our foodservice audience.

MEDIA SOLUTIONS



LOOKBOOK

PRINT PUBLICATIONS

Our members are as diverse as the industry itself – from independent operators to regional



MENU MAGAZINE:

Flagship quarterly covering all aspects of foodservice in Canada.



BUYER'S MARKET by MENU:

Annual magazine detailing Canada's best suppliers and service providers for foodservice.



FOODSERVICE FACTS:

Our sought-after annual foodservice economic and trend forecast.

DIGITAL PLATFORMS

Our targeted digital platforms and publications are must-reads for the foodservice sector.



RC INSIDER:

Restaurants Canada's bi-weekly newsletter delivers must-read news, insights and business tools.



RC INTEL

Economist Chris Elliott and team prepare 35+ hyper-current research reports and whitepapers covering industry outlooks, trends and topics tailored to targeted foodservice segment.



RESTAURANTSCANADA.ORG

Premium advertising positions are available on high-traffic pages of our flagship website.



BITE BY MENU:

Monthly subscriber newsletter covering the most topical and important stories from the print and digital editions of Menu magazine.

RESEARCH

Our in-house research team is led by Economist Chris Elliot in concert with established research partners.



FOODSERVICE FACTS:
Our sought-after annual foodservice economic and trend forecast.



CHEF'S SURVEY:
Your opportunity to position your brand within one of our most popular annual research surveys.

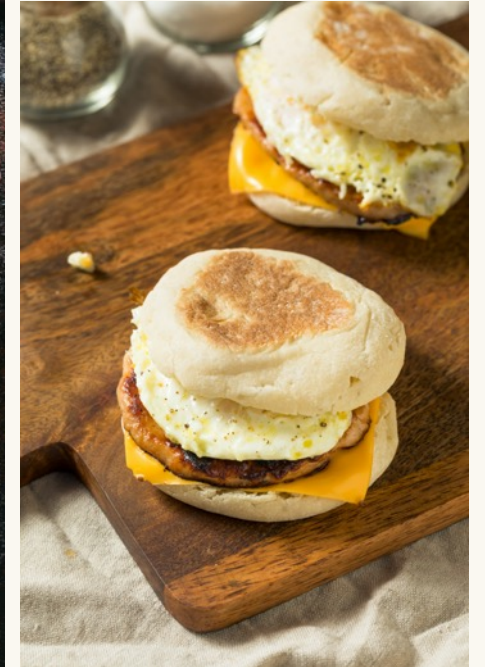


SPECIAL REPORTS:
Canadian Wine & Beer Report, Fall Spirits Report and more.

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RC SHOW 2021 – ONLINE LIVE

The RC Show team is here to help curate, mount and promote the custom meetings, moments and events that drive foodservice forward.



RC SHOW 2021 - Online Live:
RC Show is where the industry gathers to discover innovative products, pioneering people and transformative ideas.

POWERED BY NEXTECH AR:
RC Show 2021 will take place on a world-class virtual event platform. Bring your brand to an engaged, national and international audience with industry-leading AR and holographic solutions.

MATCHMAKING & LEAD RETRIEVAL FEATURES:
Buyers and suppliers across all categories are matched at registration. Show booths include attendee retargeting features and can provide rich data to help your sales team make the right approach.

SPECIAL OFFERS & CUSTOM PRODUCT PAGES:
Connect your product with the right attendee audience with targeted product pages and special offers.

RC SHOW 2021

CONTENT

Our team works collaboratively with leading brands to develop omni-channel content that delivers results.



PARTNER CONTENT:

High-value custom editorial and video content that adds credibility, context and authenticity to partner messages, delivered to targeted foodservice audiences.



WEBINARS:

Unlock the potential of sponsored webinars customized for Restaurants Canada audiences that connect your brand with the right audience.



SPONSORED RESEARCH:

Work with Restaurants Canada and our research partners to deliver the data foodservice audiences crave and supports your business goals.



BRAND LAUNCH:

Our in-house strategy team can tailor custom brand launch packages to introduce your new product or service to a targeted Canadian foodservice audience.

MENU

CANADA'S FOODSERVICE MAGAZINE

MEDIA KIT



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MENU magazine

MENU magazine is Canada's preeminent foodservice trade magazine.

FREQUENCY:

Four Issues per year

OPTIONS:

Print Advertising

Connect with the foodservice industry with premium or regular placements.

Custom Content

Collaborate with our content team to share your story.

Sponsored Research

Work with our research department to curate and share key insights with readers.

Inserts & Specials

Develop customized ways to deliver your content or offer to the foodservice community.

M E N U M A G A Z I N E



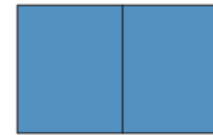
MENU Magazine

Restaurants Canada offers integrated advertising packages for all budgets across our many media platforms.

If you're interested in advertising in MENU, please contact us and we'll work out a custom solution that meets your objective and budget.

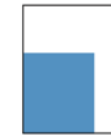
ISSUE	BOOKING	MATERIAL
Winter 2021 - RC Show Preview issue!	January 4, 2021	January 22, 2021
Spring 2021	March 5, 2021	March 26, 2021
Summer 2021	May 7, 2021	May 21, 2021
Fall 2021	August 27, 2021	September 17, 2021
Buyer's Market	November 5, 2021	November 19, 2021

MENU - AD SPECS



Double Page

Trim Size: 18" x 10.875"
With Bleed: 18.5" x 11.375"
Type Safety Area: 17" x 9.875"
Non-Bleed Size: 17" x 9.875"



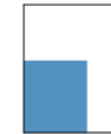
1/2 Island

Trim Size: 4.75" x 7.625"
With Bleed: 5.625" x 8.625"
Type Safety Area: 4.5" x 7.25"
Non-Bleed Ad Size: 4.5" x 7.25"



Full/Cover Page

Trim Size: 9" x 10.875"
With Bleed: 9.5" x 11.375"
Type Safety Area: 8" x 9.875"
Non-Bleed Size: 8" x 9.875"



1/3 Square

Trim Size: 5.5" x 5.125"
With Bleed: 5.75" x 5.375"
Type Safety Area: 5" x 4.625"
Non-Bleed Size: 5" x 4.625"



2/3 Page

Trim Size: 5" x 10.875"
With Bleed: 5.75" x 11.375"
Type Safety Area: 5" x 9.875"
Non-Bleed Size: 5" x 9.875"



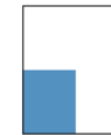
1/3 Vertical

Trim Size: 3.187" x 10.875"
With Bleed: 3.437" x 11.375"
Type Safety Area: 2.687" x 9.865"
Non-Bleed Size: 2.687" x 9.875"



1/2 Horizontal

Trim Size: 9" x 5.375"
With Bleed: 9.5" x 5.625"
Type Safety Area: 8" x 4.875"
Non-Bleed Size: 8" x 4.875"



1/4 Square

Trim Size: 4.375" x 5.375"
With Bleed: 4.625" x 5.625"
Type Safety Area: 3.875" x 4.875"
Non-Bleed Size: 3.875" x 4.875"



1/2 Vertical

Trim Size: 4.375" x 10.875"
With Bleed: 4.625" x 11.375"
Type Safety Area: 3.875" x 9.875"
Non-Bleed Size: 3.875" x 9.875"



1/4 Horizontal

Trim Size: 9" x 2.625"
With Bleed: 9.5" x 2.875"
Type Safety Area: 8" x 2.125"
Non-Bleed Size: 8" x 2.125"

Refer to File Submission (pg. 26) for details on file requirements and delivery.

EDITORIAL CALENDAR

WINTER & RC SHOW PREVIEW JANUARY-FEBRUARY 2021

NEW YEAR'S EVOLUTION

Editorial focus on reinvention, evolution and new ways to 'restaurant', mental health and wellbeing, learning how to market yourself...again.

RC SHOW 2021 PREVIEW

Preview of focused, high-value virtual content for attendees at Restaurants Canada's first virtual show.

SPRING | MARCH-APRIL 2021

TASTE OF PLACE

Focus on reopening safe, optimized culinary tourism-ready businesses, delivering powerful, integrated experiences (with real ROI).

CANADIAN WINE & BEER REPORT

Special section on the trends, titles and tastes defining the best bar and beverage offerings in Canada.



EDITORIAL CALENDAR

SUMMER | MAY-JUNE 2021

CANADIAN MADE

Editorial focus on Canadian innovators, thought leaders and the products and offerings that are shifting Canadian food culture.

SUSTAINABILITY REPORT

Industry leaders share their industry sustainability outlook and ideas on how to 'do the right thing' for your bottom line.

FALL | SEPTEMBER-OCTOBER 2021

HARVEST

Editorial focus on Canadian ingredients and products, holiday promotion ideas, new labour models and hiring practices for a diversified business.

FALL SPIRITS REPORT

The latest research, products and trends to dress up your holiday bar and bev offering.



DECEMBER 2021

BUYER'S MARKET by MENU

Our first-ever edition of *Buyer's Market by MENU* will showcase a curated collection of the best and newest products, services and suppliers for the coming year. Don't miss this chance to be featured within this new, annual guide, distributed across Canada to foodservice industry buyers and decision makers.



Put your company and products on the Menu:

- **List** your company and products
- Submit your top goods and services to our **Tastemakers Panels**, who will trial and share the top products and services available to the Canadian foodservice industry
- Promote key products and services with **special offers for Canadian foodservice members**
- Learn how your company can become a **supplier of choice** to Restaurants Canada members from coast to coast

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BUYER'S MARKET by MENU

This curated annual foodservice supplier guide is put together by a multi-disciplinary panel of leaders, chefs and tastemakers to showcase the best of the best products, technologies, business services for the new year.

PUBLISHED:

December 2021

OPTIONS:

Print & Digital Advertising

Connect with the foodservice industry with premium or regular placements.

Custom Content

Collaborate with our content team to share your story.

Inserts & Specials

Develop customized ways to deliver your content or offer to the foodservice community.



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MENUMAG.CA

The digital edition of MENU offers the best of the print edition with as-it-happens industry stories in real time.

Advertising on menumag.ca is usually planned as component extension of advertising programs within the print edition of MENU magazine. If you're interested in advertising only in menumag.ca, please contact our team and we'll help customize a solution that fits your needs.

M E N U M A G A Z I N E

FORMAT	SIZE (WxH)
Full-Width Header	1400x135
Leaderboard - Upper	728x90
Half Page - Top	300x600
Half Page - Sticky	300x600
Leaderboard - Inline Feed	728x90
Leaderboard - Footer	728x90
Large Rectangle - Post	336x280
Leaderboard - Post Footer	728x90
Sponsored Post*	Request details
Sponsored Post with Video*	Request details

*Sponsored content is subject to Restaurants Canada approvals and related guidelines.

Accepted File Formats: JPEG, PNG, GIF

Max File Size: 150KB

The screenshot shows the MENU magazine website layout with several advertising spots highlighted by red lines and labels:

- FULL WIDTH HEADER**: A blue bar at the top of the page.
- LEADERBOARD - UPPER**: A blue rectangular area below the header.
- HALF PAGE - TOP**: A large blue rectangular area on the right side of the page.
- LEADERBOARD - INLINE**: A blue rectangular area between two articles.
- HALF PAGE - STICKY**: A large blue rectangular area on the right side of the page, overlapping the top half-page ad.
- LARGE RECTANGLE - POST**: A blue rectangular area within an article's content.
- LEADERBOARD - POST FOOTER**: A blue rectangular area at the bottom of an article.

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BITE by MENU

The official newsletter of MENU magazine, BITE delivers the best of the magazine to our subscribers' inboxes.

FREQUENCY:

Monthly – 12 issues per year

OPTIONS:

Digital Display Takeover

Category exclusivity guaranteed for newsletter issue.

Digital Display Takeover with Content Feature

Category exclusivity guaranteed for newsletter issue.



20
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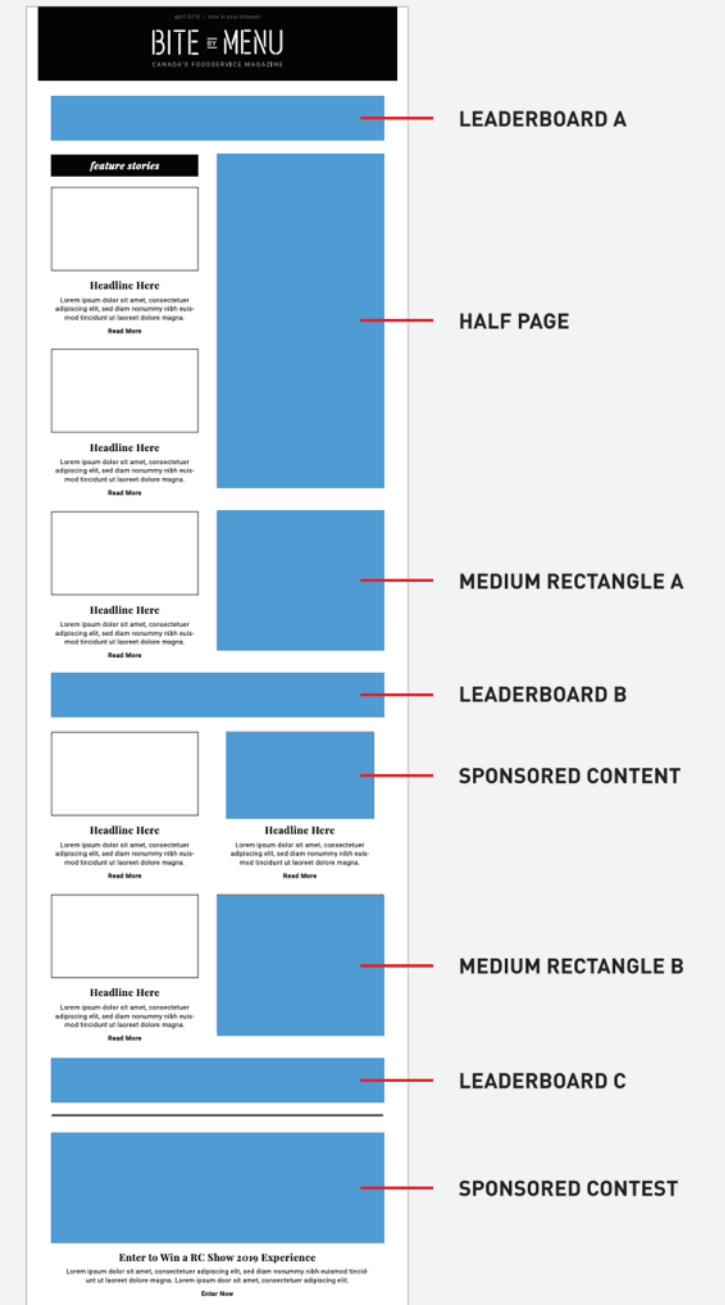
Category exclusivity guaranteed for newsletter issue.

FORMAT	SIZE (WxH)
Leaderboard A	600x24
Half Page	300x600
Medium Rectangle A	300x250
Leaderboard B	600x74
Medium Rectangle B	300x250
Leaderboard C	600x74
Sponsored Contest*	600x250
Sponsored Content*	275x175

*Sponsored content and contests are subject to Restaurants Canada approvals and related guidelines.

Accepted File Formats: JPEG, PNG, GIF

Max File Size: 150KB



THE MARKETPLACE

The Marketplace showcases new products, services and innovative brand messages from industry suppliers. This can't-miss feature section spotlights a maximum of six modules over a two-page spread in every print issue of MENU and is reproduced digitally four times annually,

The digital edition provides up to a full page of content for partners to share the full story and drive immediate results.

THE MARKETPLACE

INSPIRE · INNOVATE · EMPOWER



IT HASN'T BEEN EASY AND JUICEWORKS EXHIBITS WANTS TO HELP.

Patent-pending Safe Entry Station uses AI technology and scientific algorithms to screen for several different symptoms related to viral infections including Covid-19. Results are delivered in nanoseconds. Extending peace of mind to your staff and patrons will give you the freedom to focus on doing what you do best.

In an effort to help friends in the foodservice industry to re-ignite, Juiceworks is offering 30-90 days of free scanning at startup with select subscriptions. You must be a member of Restaurants Canada to qualify. Installations can be customized to integrate with the existing entry and décor in your location.

Looking to take your show on the road? Inquire about factory-built transportable kitchens.

Call 647-880-7929 today.
jauger@juiceworks.ca
Safeentry.com
juiceworks.ca

As a Canadian, family owned business. Silverware has been deeply connected to the hospitality industry for 30 years. They have constantly focused on activating technology to help elevate the guest experience.

These days, we are faced with an important question: How do we give guests the confidence to return to the restaurant without sacrificing "the experience"?

The freedom and comfort to manage the entire process from a personal mobile device is vital. A digital menu that can be easily accessed by the guest, along with the convenience to order, and

pay from their personal mobile phone while seated at a table in the restaurant will be essential.

The world has changed, and the Hospitality Industry is ready to embrace this innovation.

Silverware is proud to stand with the industry hand-in-hand, and ready to help bring the guests back. Silverware is excited to feel the romance, to be part of the hustle and see the hospitality industry flourish again.

silverwarepos.com/guest-ordering-payments



Face Shield Dispenser Kit

Introducing a superior quality face shield dispenser kit built in North America to provide immediate protection for your staff in a convenient, compact, lightweight kit. This innovative, compact dispenser kit is available in boxes of 30 or 100 face shields, ready to be assembled in under a minute. Comfortable and lightweight, the shields are made from three, high quality components: anti-fog PET, Velcro strap and adhesive-backed closed cell foam. A major advantage of the kit is its small footprint. While pre-assembled shields take up a large space and are prone to getting scratched, this modestly sized box can be stored on a shelf until required, to avoid scratching. These kits are built in the US and Canada to the highest quality. Special 10% discount for Restaurants Canada members. Purchase directly from the website at: kapselinc.com and apply the following discount code 2020_Kapsel@RC



No one saw this coming, or that foodservice would take such a hit. Now it's time for reevaluation as businesses reopen and rebuild. Not just of your model or your marketing, but also your menu.

Eggs have always been high-margin, versatile, and easy to work with. That's crucial when engineering your menu with innovative and inspiring recipes is more important than ever.

Learn how eggs can play a vital role in restoring restaurants to profitability and converting wary diners to repeat customers by visiting foodservice.eggs.ca.



The Fifteen Group
15 Hospitality Consulting Agency

The Fifteen Group is one of North America's leading restaurant consulting companies. Founded in 2001, the company has a team of over 30 of the industry's top personnel and has worked with over 1,000 restaurant operations of all shapes and sizes. Post-COVID success requires a new mindset—your post-COVID model pre-COVID most likely can't succeed as your post-COVID model, at least not in the short term. The Fifteen Group are experts at strategically developing operational models for success—Menu Development/Menu Engineering, Brand and Concept Development, Financial Modelling, as well as developing streamlined operational Systems and Procedures. Visit thefifteengroup.com for one of their specifically designed Post-COVID packages or let them customize something specific to your restaurant needs.



KWIK SIGNS wishes to support the restaurant industry during these unprecedented times. They have added to their services and offerings to ensure that clients can feel confident in reopening their businesses safely. Products made by Kwik Signs to support reopening include: curbside pick-up and wayfinding signage, face shields, physical distancing floor graphics, concrete graphics, physical distancing/COVID-19 window decals and acrylic shields for—countertops, cash barriers, garnish counters and booth dividers. Custom orders are also available.
905-985-4505
PFE@kwiksigns.com
kwiksigns.com

BAR & BEV SHOWCASE

Each season MENU tastemakers and experts line up the Bar & Bev Showcase featuring the newest, best and beloved products and services for Canadian bar menus. Our product features are the perfect place to get the attention of operators, restaurateurs and distributors in both print and digital formats.

Print: MENU magazine feature section spotlights a maximum of six products and is reproduced digitally four times annually,
Digital: Share your brand story with a Marketplace or Bar & Bev

Share your brand story with a Marketplace or Bar & Bev Showcase takeover in our newsletter!

BEHIND THE BAR

Fall 2020 Beverage Showcase



BOREAL BOTANICAL BREWING

Product Pricing: Projected wholesale pricing is \$2.80 per 350ml can, subject to final negotiations.

Name: Relaxed Reishi White

Product Description: We brew botanical tonics using medicinal mushrooms, with no alcohol and no sugar. The Relaxed Reishi White creates amazing relaxed cocktails, especially for guests not drinking alcohol.

For more information, direct inquiries to feelgreat@borealbrewing.ca, or visit us at borealbrewing.ca



Sagamore Spirit Signature 83 American Rye Whiskey

Product Pricing: \$79.90

Name: Sagamore Spirit Signature 83 American Rye Whiskey

Product Description: Naturally filtered spring water, fed from a limestone aquifer; it sharpens the rich spice of our rye, creating a spirit as rich as revolutionaries as



Eastdell Wines 200ml Minis

Product Pricing: \$4.09 on license, \$4.95 retail for each 200ml.

Name: Eastdell Wines 200ml Minis Everyday Extraordinary

Product Description: Unbreakable, industry-first PET plastic, with convenient Stelvin Screw Caps are ideal for single-serve portions with 6.5oz in each bottle. Eco-Friendly, with a 12-Month Shelf Life. The 750ml retail equivalent is priced at \$14.95. Two varieties available: Pinot Grigio, Black Cab

WESTLAND AMERICAN OAK AMERICAN SINGLE MALT WHISKEY

Product Pricing: \$93.70 (LCBO pricing)

Name: Westland American Oak American Single Malt Whiskey

Product Description: Crafted from five different malted barley and aged in new American oak casks. Exhibits forward aromas of custard, lemon curd and crème brûlée with notes of milk chocolate, berry and jasmine tea. A rich and rounded palate, with flavours of chocolate, banana, cream and notes of dark fruit.



FOODSERVICE FACTS

Published since 1991, Foodservice Facts is the most trusted and well-read guide to the latest industry trends, stats, and forecast, shining a light on the current state of the Canadian restaurant industry and what's to come.

Economist Chris Elliott's economic outlook and Canadian Chef's survey make this a must-read for foodservice business goal-setting for the coming year and beyond.

PUBLICATION DATE	BOOKING	MATERIAL
August 13, 2021	June 18, 2021	July 9, 2021

