

SNACKINGNEWS

SNACKINGNEWS, a bimonthly business-to-business magazine for retailers, will debut in October 2017. The new magazine from the trade publication pros at Oser Communications will report on news, trends and product insights for your potential clients. Its editorial content is brought to you by the dedicated, experienced editorial team behind *Gourmet News* and *Convenience Retailer*.

The snacks segment now commands about 28 percent of the total specialty food market. Snack sales jumped 16 percent in 2016, to a high of \$16.3 billion. About half of the 13 snack segments represented showed growth of more than 20 percent, with jerky and meat snacks topping the high performers.

Whether you plan to release new products this year or have new products in development, you'll benefit from regular, reliable industry information solely for the snack foods segment.

Until now, no magazine focused strictly on snacks. Now, with **SNACKINGNEWS**, you'll have all the news you need to increase your sales in one handy magazine. Featured content in the new trade magazine will include:

- Up-to-the-minute market research that gives you insight into your target consumers
- Flavor trends, and the consumers who want these fresh, new flavors
- New products in the news, so you can keep an eye on your competition



The convenient tabloid will be printed on glossy stock to make your color advertisement pop. It will be delivered directly to your target buyers at:

- Supermarkets
- Chain drug stores
- Convenience stores
- Specialty grocers

Special early bird advertising rates in **SNACKINGNEWS** are available. Reserve your spot now in this new magazine spotlighting the brightest segment in the food industry. Call **520.721.1300** today to speak to an account executive.



SNACKINGNEWS
520.721.1300 • www.snackingnews.com

SNACKINGNEWS

DISPLAY RATES

4-Color	OPEN	3x*	6x*
Tab Page	\$11,990	\$10,790	\$8,990
1/2 Page	6,590	5,930	4,940
1/3 Page	5,990	5,390	4,490
1/4 Page	4,790	4,310	3,590
1/6 Page	2,990	2,690	2,240

*Per Insertion

COVERS

4-Color	OPEN	3x*	6x*
Cover II & Cover III	\$14,190	\$13,040	\$10,860
Cover III	13,490	\$12,140	10,110
Cover IV	14,190	13,040	10,860

*Per Insertion

Special Positioning:

Contact your account representative for availability.

Call **520.721.1300** or email sales@oser.com to reserve your space today!

Cancellation Policy: Cancellations must be received by the Oser Communications Group Inc. office by the first day of the second month preceding the issue date of the magazine in which the ad is scheduled to appear.

SNACKINGNEWS

EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	BONUS DISTRIBUTION
October 2017	Holiday Season/NACS preview	NACS Show
December 2017	Better-for-You Options	Winter Fancy Food Show
February 2018	Options for Special Diets	with Naturally Healthy during Natural Products Expo West
April 2018	Sweets & Snacks Preview	NRA Show, Sweets & Snacks
June 2018	Innovations and Flavors	Summer Fancy Food Show, IDDBA
August 2018	Market Trends/Holiday Season Indulgences	Philadelphia Candy Show, with Naturally Healthy during Natural Products Expo East, National Association of Chain Drugstores Total Store Expo
October 2018	NACS preview	NACS Show
December 2018	Year in Review, Better-for-You	Winter Fancy Food Show

SNACKINGNEWS

ADVERTISING SPECS

Tab Spread:	WIDTH	X	HEIGHT (inches)
Bleed	22"	x	14.25"
Trim	21.75"	x	14"
Non-Bleed	20.75"	x	13"

Tab Page:

Bleed	11.125"	x	14.25"
Trim	10.875"	x	14"
Non-Bleed	9.875"	x	13"



Tab Spread



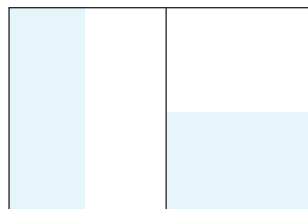
Tab Page

Half Page Horizontal:

Bleed	11.125"	x	7.125"
Trim	10.875"	x	6.875"
Non-Bleed	9.875"	x	6.375"

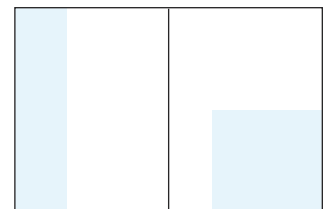
Half Page Vertical:

Bleed	5.625"	x	14.25"
Trim	5.375"	x	14"
Non-Bleed	4.875"	x	13"



Half Vertical

Half Horizontal



1/3 Vertical

1/3 Square

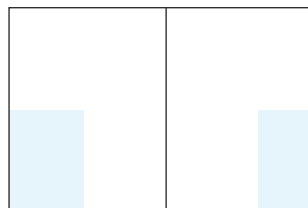
1/3 Vertical: 2.25" x 13"

1/3 Square: 7.25" x 6.375"

1/4 Page: 4.75" x 6.375"

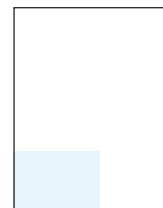
1/6 Page: 2.25" x 6.375"

Showcase: 4.75" x 4.125"



1/4 Page

1/6 Page



Showcase

FILE REQUIREMENTS:

All images must be in either CMYK or B&W format. We accept TIF, Adobe Photoshop and high resolution PDF formats. All images must be 300 dpi. Fonts must be either embedded or converted to outlines. **Questions? Call 520.721.1300.**

PREFERRED FORMAT IS A HIGH RESOLUTION, PRESS READY PDF or TIF.

SUBMISSION INSTRUCTIONS:

Files under 25 megabytes may be emailed to ads@osser.com. We will download any files over 25 megabytes but under 100 megabytes from any location on the web that we are directed to. Please email the location to the above address.

AD PRODUCTION: Snacking News offers ad production services at an additional cost. If you would like to inquire about these services, please call **520.721.1300**.

SHIP ADS TO:

ATTN: Art Department
Snacking News
1877 N. Kolb Road
Tucson, Arizona 85715