



chef ²connexion.com

Relevant. Passionate. Canadian.

DIGITAL MEDIA KIT 2021

CANADA'S ONLINE SITE FOR FOODSERVICE OPERATORS

STAY CONNECTED

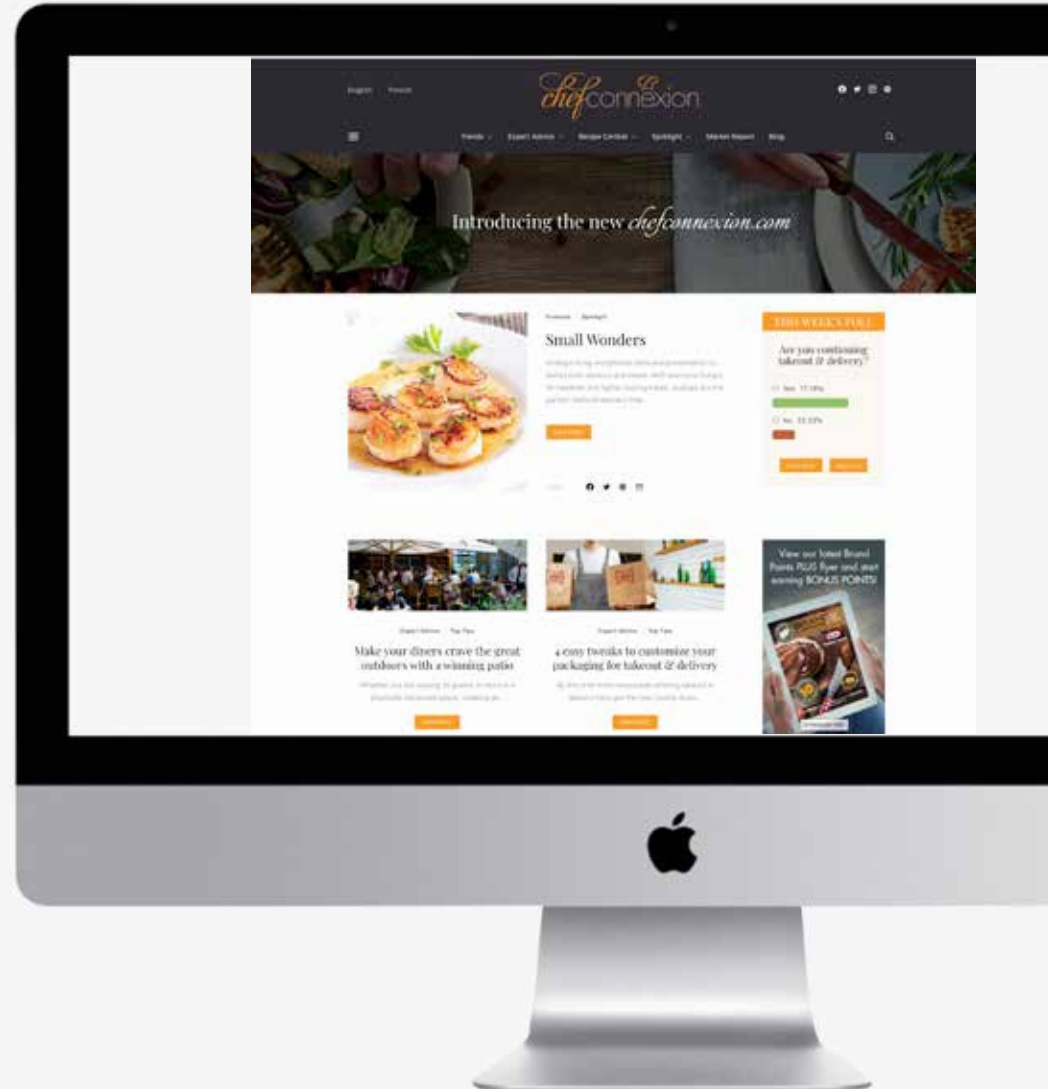


Chefconnexion.com is the most reliable and respected digital publication for Canadian foodservice operators. We serve our readers with useful coverage of trends, menu insights, industry intelligence, profiles, marketing and merchandising advice.

Our readership is comprised of the most influential decision makers including restaurant operators, chefs, managers, distributors and suppliers.

Our objective is to provide restaurant operators with the tools and advice they need to compete more effectively and to grow their businesses. We draw on an experienced, specialized foodservice editorial staff to offer insights and shed light on industry trends.

As today's readers evolve, they expect their content to be delivered digitally. In addition to editorial content, our web-only resource offers our readers additional interactive features such as video and virtual trade show opportunities. We also offer e-newsletters and custom e-blast opportunities as well as links to social-media platforms such as Facebook, Twitter, Instagram and Pinterest.



OUR AUDIENCE



Chefconnexion.com is the leading resource for the Canadian Foodservice Operator.

Why Chef Connexion?

Drive sales by showcasing your products

- Engage with more prospects and connect with a qualified audience of industry decision-makers
- Share knowledge, tools and tips
- Link to our industry leading operator Brand Points PLUS loyalty program

48.2%

People who access the Internet on a mobile device

63%

of all search ads were mobile based in 2019

144%

Using product videos can increase product purchases

53%

About 53% of emails are opened on mobile devices

51%

of all ad money spent globally will be digital media base

2020/21 EDITORIAL CALENDAR

ISSUE	TRENDS	EXPERT ADVICE	RECIPE CENTRAL	SPOTLIGHT	POLL
SEPTEMBER 2020	Food Halls Ghost Kitchens Vegan goes mainstream Meet Gen Z	Service with a smile – and a mask? Patio perfection 5 tips to regularly deep clean your restaurant 4 must-haves to perfect your packaging for takeout & delivery Instagram 101	Breakfast from morning to all-day Sides & Apps	Rae's Bistro	Have you expanded your patio space?
OCTOBER 2020	Getting ready for the next pandemic: lessons learned Trends in takeout Takeout with plastic	4 tweaks to customizing your packaging Innovative hiring 6 ways to go contactless & other tech solutions Soup bases save time, labour and money Instagram 201	Soups and stews	Lord Elgin Fish & Chips	Are you continuing takeout & delivery?
NOVEMBER 2020	The rise of indigenous cuisine The future of plant-based eating + plant-based dairy	Winterize your menu with “layered” foods - think lasagne, shepherds pie, moussaka and biryani How to turn around negative social media See your operation like a food critic	Comfort Foods	Olly Fresco's	Are you offering a special winter menu?
DECEMBER 2020	The look ahead - 2021: are we there yet? Functional foods - tasty and good for you plant-based dairy	New Year's Resolutions for your operation Do the math: essential calculations for a profitable kitchen Word of mouth advertising Filling - top tips to create stuffed veggies, bread bowls, and stuffed pastas	Sauces	Brooks Farms	Are you adding more plant-based offerings?
JANUARY 2021	Sustainability - if McDonald's can do it, so can you The rise of clean label foods	The cleanest washrooms The pros and cons of adding a catering operation Leftovers? No waste with new services that manage your food waste	Dumplings	Kraft/Heinz	Are you making New Year's resolutions for your operation?

2020/21 EDITORIAL CALENDAR

ISSUE	TRENDS	EXPERT ADVICE	RECIPE CENTRAL	SPOTLIGHT	POLL
FEBRUARY 2021	Next level protein alternatives -seafood, poultry and more Menu psychology	Change your menu with spices Add some smoke across your menu The ins and outs of working with contractors - the government may consider them to be employees	Pancakes - sweet & savoury	Horton Spices	Are you planning a special Valentines Day menu?
MARCH 2021	Retro food - think jelly salads and fondue	To 10 pitfalls to avoid... when opening a new restaurant	Spring desserts	Deluxe Packaging	Are you offering a new seasonal spring menu
APRIL 2021	The power of Pinterest	Evolving LTOs - your new value proposition 4 tips to add a cheese course	Yogurt spreads its culture	Maple Leaf Foods	Are LTOs a part of your operation
MAY 2021	Food Trucks	Planting seeds to grow your menu Sensational skilletts with sir fries, sautés, and simmers	Salads - not just greens	High Liner Foods	Have you thought of starting a food truck business?
JUNE 2021	Don't forget the Boomer consumer	Perfect meal kits BBQ to go	Grill time - BBQ essentials	Campbell's	Are you expanding your grill menu
JULY 2021	Emerging superfoods - how will they affect your menu?	Fall seasonal planning tips What's the true cost of proteins?	"HOT" beverages	Unilever	Have you added a special summer menu?
AUGUST 2021		Add perk to your coffee course Any way you slice it, good bread makes sense	Smart cookies - for dessert	Barra Fion	Have you started your fall seasonal menu planning?

NOTE: The content calendar is to be used as a guideline only

ADVERTISING OPPORTUNITIES



We help connect your brand to our audience of more than 12,000+ Canadian restaurant operators.

We create or adapt your content and help your brand assets reach the right audience. We ensure engaging, responsive and measurable ads, guaranteed to be more appealing than traditional print advertising.

Advertise on chefconnexion.com

- Reach more than 12,000 Canadian restaurant operators
- Tell your story
- Provide useful solutions
- Include links, videos, interactivity, animations and more
- Create an interactive content-rich experience
- Viewership boosted by social media and ad campaigns



2021 ADVERTORIAL CONTENT



Branded Custom Content

Looking to promote your company's newest initiatives with compelling content that appeals to today's restaurant operators? Interested in telling your own story, your own way? Want to attract your target market with information that's on point and focused? We have the perfect vehicle for your marketing needs. Our branded custom content offerings provide you with the option to craft targeted articles to amplify your message while engaging readers with content that's authentic, timely and relevant. Get increased exposure by highlighting your narrative and establish your company as a trusted industry resource. Provide your own content subject to our approval or have our production team write and design your content at an additional cost.

\$2000/month/per placement

Branded Custom Video Content

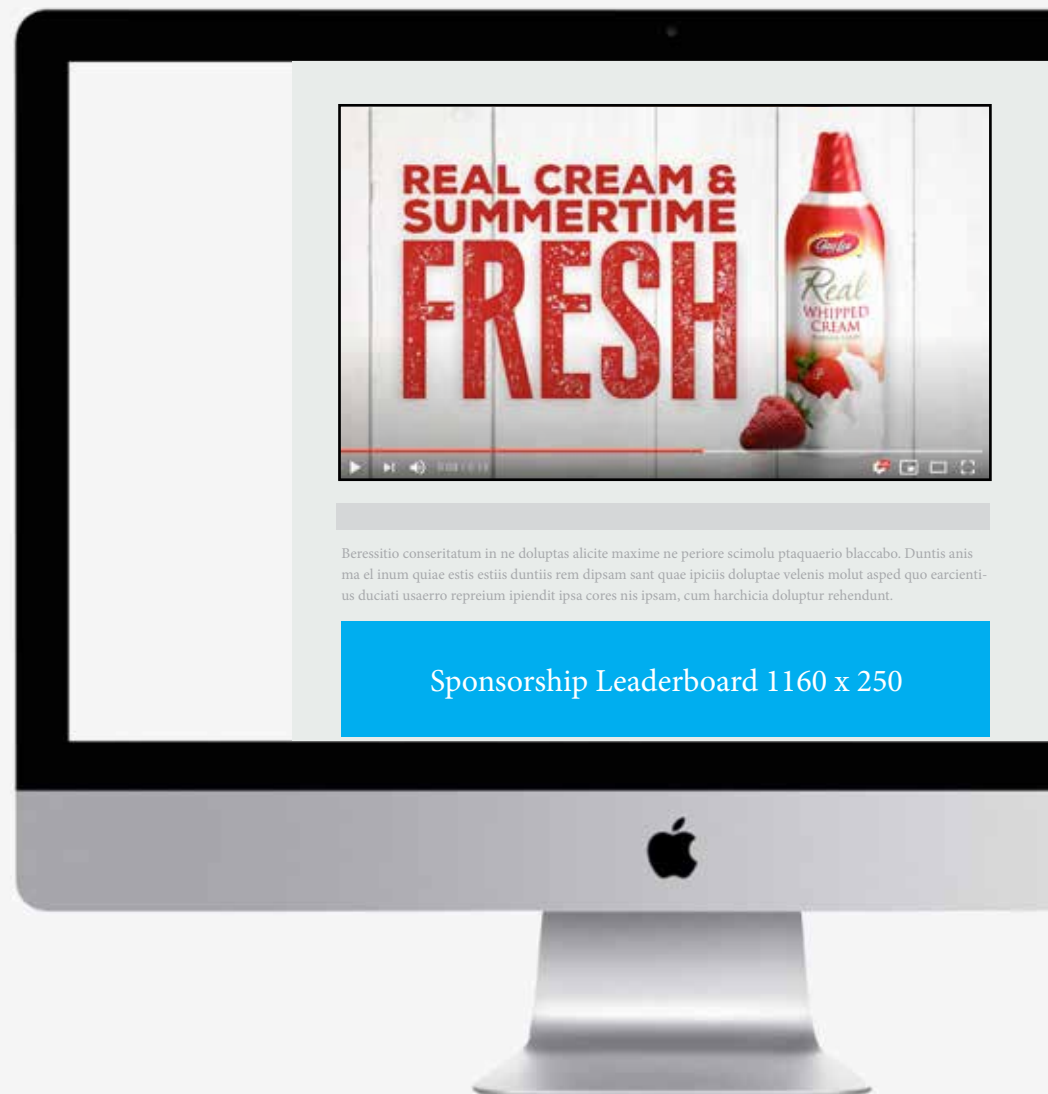
Increasingly, today's consumers are turning to videos to get educated, informed and entertained. Chefconnexion.com gives advertisers the opportunity to deliver their direct messages through the powerful and growing medium of video.

Chefconnexion.com hosts manufacturer-supplied videos featuring demos, information and educational tips on food and equipment products, cooking techniques, recipes and more.

The perfect platform to introduce new products, demonstrate product info and highlight recipes.

Provide your own 30 to 60 second video clip, subject to our approval, or have our production team produce your video at additional cost.

\$2500/month/per placement



AD SIZE - SPECS - RATES

DIGITAL MARKETING SUCCESS

Our advertisers are our partners, and your success is our success. This is why we pour so much effort into chefconnexion.com (which is also mobile-friendly) ensuring we have the content that matters. Incorporate online advertising with chefconnexion.com into your marketing plan to drive success!

LEADERBOARD AD

1160 wide x 250 high pixels

\$2500 Annual Per Home Page Placement
\$2000 Annual Per Category Page Placement
[Maximum 20 total ads in our rotation]

SKYSCRAPER AD

260 wide x 600 high pixels

\$2000 Annual Per Home Page Placement
\$1500 Annual Per Category Page Placement
[Maximum 30 total ads in our rotation]

BIG BOX AD

260 wide x 290 high pixels

\$1500 Annual Per Home Page Placement
\$1000 Annual Per Category Page Placement
\$500 Annual Article Placement
[No maximum number of ads in our rotation]

DIGITAL AD SPECIFICATIONS

PNG, JPEG, GIF (animation accepted) • NO flash • Resolution 72 dpi •
Maximum file size 250 KB • No third-party ad serving (click tags)

CUSTOM E-BLAST

Supply your own e-blast content, subject to our approval, or have our production team develop your e-blast and distribute it to our entire subscriber database of 12,000+ foodservice operators.
\$2000 per e-blast

