



C&RB's

CHEF TO CHEF

IDEAS FOR F&B SUCCESS AT CLUB AND RESORT PROPERTIES

2017 EDITORIAL PLANNING CALENDAR



Pictured: (from left) Executive Chef Edward Stone, Clubhouse Manager Brian Baldwin and General Manager/COO Kevin Vitale of Baltusrol Golf club in Springfield, N.J.



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In its fifth year of publication, *C&RB's Chef to Chef* has established itself as the ultimate resource for cutting-edge food-and-beverage editorial targeted to the club and resort industry. The quarterly companion to C&RB's highly successful annual conference, *Chef to Chef* is a "must read" for our audience of 16,000 club and resort Executive Chefs, Food & Beverage Directors, Clubhouse Managers and General Managers. It offers vividly presented and incisively written features on a variety of topics that are explicitly relevant to this important segment of the industry. Each issue, mailed with the much-anticipated monthly *Club & Resort Business* magazine, shares with our readers ideas, strategies and opportunities relating to industry trends, food, beverage, recipes, banquet ideas, equipment, products, menus, business/management relations, and much more.

Our readers rely on the Chef to Chef Conference as a way to interact with like-minded colleagues to share challenges, ideas, strategies, recipes, menus, and more. *C&RB's Chef to Chef* takes the same **idea-sharing platform** and extends this proven brand throughout the year, **engaging the audience in an ongoing, food-related conversation** that gives advertisers a unique opportunity to join in, offering products, recipes, strategies and solutions. Our distinctive cover and design draws readers inside each issue, where our authoritative coverage keeps them on the cutting edge.



No other industry publication focuses solely on the unique interests and needs of the club and resort foodservice segment. **Four times a year**, *C&RB's Chef to Chef* offers a balance of editorial that covers all aspects of the business, including:

- Personality profiles
- Business-building tips from colleagues
- Menu and food trends
- Industry trends
- Profitable banquet ideas
- Recipes from chefs and suppliers
- New products

Achieve comprehensive F&B coverage by advertising in *Club & Resort Business* as well as *C&RB's Chef to Chef*.



2017 Editorial Calendar

| | JANUARY | APRIL | JULY | OCTOBER |
|--------------------------------|--|--------------------------------|---|--|
| Cover Feature | F&B profile on a leading club or resort property | | | |
| Amuse | Labor/Staffing/ Hiring | Chef's Gardens | Facebook/ Twitter/Social Media | Food Costs |
| Starter/Sides | Bar Menus | Seasonal Sides and Starters | Snack Bar/Pool Menus | Small Plates |
| Center of Plate | <i>Sous Vide</i> / Modern Techniques | Vegetarian/ Vegan | BBQ | Reinvented Classics |
| Pastry | Fruit-forward Desserts | Breakfast Pastries | House-made/ Artisan Ice Creams and Sorbets | Bread programs |
| Beverages | Cocktails/Spirits | Wine | Juice/Coffee/ Tea | Beer |
| Banquet | Brunches | Banquet Fare | Indoor/Outdoor Spaces/Setups | Managing Special Diets and Demands |
| Equipment | Tabletop | Pizza Ovens/ Supplies | Outdoor Grills | <i>Sous Vide</i> Immersion Circulators |
| Recipes | Piggybacking on each month's features, recipe box offers stunning photography alongside interesting recipes for the clubs and resorts. | | | |
| Manager to Chef Q&A | Exclusive, in-depth interviews with the General Manager or Food & Beverage Director of a prominent club or resort property, exploring how they work with their Executive Chef to maximize F&B revenues and operating efficiencies. | | | |
| Chef's Thoughts | Wide-ranging personal profiles of leading Executive Chefs from the club and resort industry. | | | |
| Product Showcase | Chef to Chef's buyer-friendly wrapup of the latest new product introductions. | | | |
| Chef to Chef Conference Update | Each issue features Conference highlight and previews. | | | |



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Advertising Rates

| | |
|------------|--------|
| 4-Color | 4X |
| Spread | \$8400 |
| 1 page | \$4850 |
| 2/3 page | \$3700 |
| 1/2 island | \$2900 |
| 1/2 page | \$2600 |
| 1/3 page | \$2350 |
| 1/4 page | \$2100 |
| 1/6 page | \$1050 |

Special/Premium Ad Positions

| Covers | |
|-------------------------|--------|
| Inside front | \$5100 |
| Inside back | \$4700 |
| Back | \$5400 |
| Other premium positions | |
| Page 1 | \$4900 |
| Center Spread | \$8600 |

MECHANICAL INFORMATION

Trim Size: 8-1/8" x 10-7/8"

Binding: Saddle-stitch, head guide, 1/8" guide edge trim, 1/4" high folio lap. Printing: Body forms and covers heat-set web offset.

Ad Sizes and Specifications

Advertising space sizes available (width x depth):

| | |
|---------------------|------------------|
| 2/3 page | 4-5/8" x 10" |
| 1/2 island | 4-5/8" x 7" |
| 1/2 page horizontal | 7" x 4-7/8" |
| 1/2 page vertical | 3-3/8" x 10" |
| 1/3 page vertical | 2-3/16" x 10" |
| 1/3 page square | 4-5/8" x 4-7/8" |
| 1/4 page | 3-3/8" x 4-7/8" |
| 1/6 page | 2-3/16" x 4-7/8" |

Bleed Sizes

| | |
|----------------------------------|-------------------|
| Single-page bleed | 8-3/8" x 11-1/8" |
| Spread bleed | 16-1/2" x 11-1/8" |
| 1/2 page horizontal spread bleed | 16-1/2" x 5-1/2" |
| 2/3 page bleed | 5-3/8" x 11-1/8" |
| 1/2 page (horizontal) bleed | 8-1/4" x 5-1/2" |
| 1/2 page (vertical) bleed | 4-3/16" x 11-1/8" |

Above sizes allow for 1/8" trim off all bleed sides. Virtual advertising matter should be kept at least 1/2" away from final trim, 5/8" from bleed size. Critical art and/or type should not cross the gutter.

Closing Dates

Closing date is the first of the month prior to issue date. Material due one week after closing.

Electronic Ad Submission

Chef to Chef prefers ads supplied in PDF/X-1A 2001 format. RGB, LAB, and ICC based colors must be converted to CMYK for print. Prepress system conversion to CMYK can cause undesirable results.

For FTP instructions or other questions regarding ad files including due dates, please contact Barbra Martin, Operations Manager, at 440-250-1583 or bmartin@clubandresortbusiness.com

ADS SUPPLIED ON DISK AND SWOP-CERTIFIED COLOR PROOFS SHOULD BE SENT TO:

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