



C&RB's

CHEF TO CHEF

IDEAS FOR F&B SUCCESS AT CLUB AND RESORT PROPERTIES

2018 EDITORIAL PLANNING CALENDAR



Don McCradic, Executive Chef, Bandon Dunes Golf Resort (Bandon, Ore.) with members of his culinary team.



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In its sixth 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.

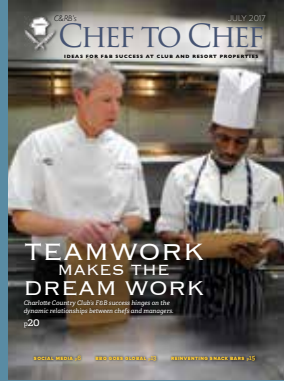
No other industry publication focuses solely on the unique interests and needs of the club and resort foodservice segment. **Four times a year**, *C&RB's Chef to Chef* offers a balance of editorial that covers all aspects of the business, including:

- 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*.

2018 Editorial Calendar

	JANUARY	APRIL	JULY	OCTOBER
Cover Feature	F&B profile on a leading club or resort property			
Chefs at Work	How to work with Millennials	How to tackle renovations	Guest Chef Programs relationships	FOH/BOH relationships
Food	Casual Dining Menus	Pizza Programs	Organic/Local Sourcing/Farm-to-Table	Chef's Table/Wine Dinner Cuisine
Beverage	Wine	Pairings	Beer	Coffee Programs
Pastry	Pastry Buffet Composition	Dessert Menu Strategies	Individual vs. Sharable Desserts	House-made jams, jellies and chutneys
Banquet	Banquet Kitchen Design	Hot Boxes vs. A La Minute Plating	Creative Displays	Seasonal banquet menus
Equipment	POS Systems	Combi Ovens	Refrigeration Equipment	Dining Room Furniture
Recipes	Piggybacking on each month's features, recipe box offers stunning photography alongside interesting recipes for the club and resort industry.			
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	<i>Chef to Chef's</i> 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	\$8500
1 page	\$4950
2/3 page	\$3800
1/2 island	\$3000
1/2 page	\$2700
1/3 page	\$2450
1/4 page	\$2200
1/6 page	\$1150

Special/Premium Ad Positions

Covers	
Inside front	\$5200
Inside back	\$4800
Back	\$5500
Other premium positions	
Page 1	\$5000
Center Spread	\$8700

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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