



Restaurants Canada

The voice of foodservice | La voix des services alimentaires

2024 MEDIA KIT



WHO WE ARE

Restaurants Canada is a growing community of **60,000 FOODSERVICE BUSINESSES**, including restaurants, bars, caterers, institutions and suppliers. We work to create a vibrant and thriving restaurant and foodservice community within Canada's **\$100 BILLION DOLLAR FOODSERVICE INDUSTRY**.

When you advertise with Restaurants Canada, you're supporting the **FUTURE OF OUR INDUSTRY**. As a not-for-profit organization, the funds we raise are re-invested into the industry through advocacy, education, research, events and other services to help foodservice operators succeed and grow.

You're invited to be a part of a multi-channel suite of exclusive **PRINT and DIGITAL CHANNELS** to reach your target audience while benefiting from Restaurants Canada's reputation as **THE VOICE OF FOODSERVICE**.



WHAT WE DO

WE CONTRIBUTE TO VIBRANT AND THRIVING RESTAURANT AND FOODSERVICE COMMUNITIES ACROSS CANADA THROUGH THESE KEY PILLARS:



ADVOCACY

A strong industry voice to government



RESEARCH

A comprehensive suite of research, analysis, tools, data and reports



MEMBER ENGAGEMENT

Partnerships and resources designed to provide services, savings and support



EVENTS

Connecting the industry's innovators, products, ideas and success stories

REACH & CONNECT

Restaurants Canada has been the industry voice and go-to source for specialized content, research, advocacy and insights since **1944**.
SHARE YOUR STORY AND YOUR BRAND.



MENU MAGAZINE
MENU NEWSLETTER
MENU UNPLUGGED PODCAST
MENUMAG.CA

FOODSERVICE FACTS
RESEARCH REPORTS
INTELLIGENCE PRESENTATIONS
RESTAURANTSCANADA.ORG



RC INSIDER NEWSLETTER
WEBINARS
BUYER'S GUIDE
MEMBER PORTAL

RC SHOW
CONFERENCES
COMPETITIONS
HOSPITALITY WEEK EVENTS
MEDIA REACH PACKAGES





MENU

Canada's Foodservice Magazine. **Real people, real stories** informing, educating and inspiring the industry-at-large. Restaurants Canada's 80+ years of industry knowledge, insight and partner expertise, coupled with leading products and services to help operators stay competitive, reduce costs and grow their business. **Published quarterly** and delivered to Restaurants Canada members and business associates across Canada, MENU Magazine goes deeper into the issues and opportunities at the pulse of the industry.

66,000 print & digital reach

2024 EDITORIAL CALENDAR



WINTER 2024 | Trends + Trailblazers

Focus on the flavours, textures, technologies, people and big ideas that will rule the new year.

AD SALES CLOSE: November 17, 2023

AD CREATIVE DEADLINE: December 1, 2023

ISSUE RELEASE: Early January 2024



SPRING 2024 Future + Forward – RC Show Issue

Technologies, tactics and tools to restore predictability and profitability to the Canadian foodservice industry.

AD SALES CLOSE: February 12, 2024

AD CREATIVE DEADLINE: February 19, 2024

ISSUE RELEASE: Mid-March 2024



SUMMER 2024 Imagination + Innovation

Restaurants Canada shares the big ideas, game changing technology and innovative products that can deliver value and restore margins for Canadian restaurants.

AD SALES CLOSE: May 24, 2024

AD CREATIVE DEADLINE: June 14, 2024

ISSUE RELEASE: Mid-July 2024



FALL 2024 Culture + Design

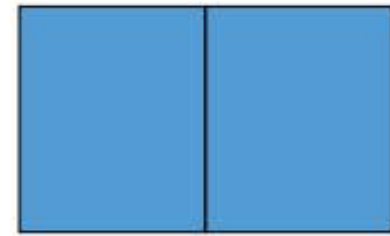
Exploring the business benefits of culture building and design thinking for foodservice.

AD SALES CLOSE: September 6, 2024

AD CREATIVE DEADLINE: September 24, 2024

ISSUE RELEASE: Mid-October 2024

MENU PRINT - SPECS



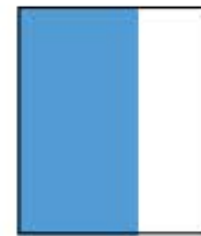
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 With Bleed: 18.5" x 11.375"
 Type Safety Area: 17" x 9.875"
 Non-Bleed Ad Size: 17" x 9.875"



Full Page

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



2/3 Page Vertical

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 Non-Bleed Ad Size: 5" x 9.875"



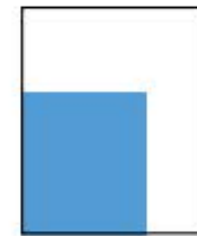
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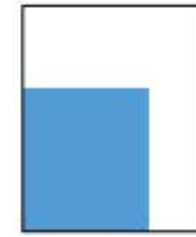
1/2 Vertical

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



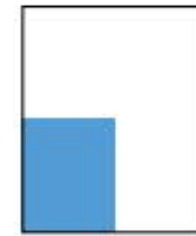
1/3 Square

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



1/3 Page 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 Ad Size: 2.687" x 9.875"



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 Ad Size: 3.875" x 4.875"



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 Ad Size: 8" x 2.125"

MENU Editorial Print 1 Page	\$5,406
Content Writing	\$1,250
Double Page Spread Editorial Print	\$8,500
MENU AD -- 1 Full Page	\$5,406
MENU AD -- Double PG Spread	\$8,500
MENU AD -- 2/3 Page	\$4,375
MENU AD -- 1/2 Page Island	\$3,932
MENU AD -- 1/3 Page	\$2,958
MENU AD -- 1/4 Page	\$2,318
MENU AD -- Inside Front Cover	\$5,990
MENU AD -- Inside Back Cover	\$5,792
MENU AD -- Outside Back Cover	\$6,250
MENU Marketplace Feature	\$3,125

Special discounts available for Restaurants Canada members

Rates listed in Canadian dollars/gross and are subject to change without notice. Prevailing exchange rate for foreign currencies will be applied.



MENU (CONTINUED)

MENU UNPLUGGED PODCAST

MENU Unplugged by RC, and SVK hosted by Jay Ashton, is the newest addition to Restaurant Canada's media offering. Unplugged engages industry leaders and disruptors, with compelling insights and trends that are defining the ever-evolving future of foodservice.

3,000 monthly listeners / 36,000 annual listeners

MENUMAG.CA

The online version of MENU Magazine, serving fresh, authentic stories and photos that truly reflect our vibrant, innovative industry. In addition, this magazine inspires, educates and empowers you to take your business to new heights, whilst being a part of a supply chain of ideas, research, and innovations that drive success.

10,000 opt-in subscribers / 25,000 monthly page views / 120,000 unique visitors

MENU NEWSLETTER

An online letter delivering news updates and relevant snippets to those who subscribe to our newsletter.

Delivered to subscribers inboxes 24x per year (2x/month)

10,000 monthly subscribers / 16,000 annual reach



MENU NEWSLETTER

LEADERBOARD A
(600x74) \$1,625

HALF PAGE
(300x600) \$3,188

MEDIUM RECTANGLE A
(300x250) \$1,438

LEADERBOARD B
(600x74) \$1,438

SPONSORED CONTENT
(275x175) \$2,400

MEDIUM RECTANGLE B
(300x250) \$1,313

LEADERBOARD C
(600x74) \$1,188

SPONSORED CONTENT
(600x250) \$3,188

MENUMAG.CA

FULL WIDTH HEADER
(1400x135) \$3,125

LEADERBOARD - UPPER
(782x90) \$1,688

HALF PAGE - TOP
(300x600) \$2,688

LEADERBOARD - INLINE
(728x90) \$2,688

HALF PAGE - STICKY
(300x600) \$2,188

LARGE RECTANGLE - POST
(336x280) \$1,438

LEADERBOARD - POST FOOTER
(728x90) \$1,063



MEMBER ENGAGEMENT

Our members are your customers. Restaurants Canada is the largest membership organization of its kind and the only national association that serves the unique needs of the foodservice industry. Our members are as diverse as the industry itself, from single-unit and multi-unit operators to regional and national chains.

RC INSIDER NEWSLETTER

An online letter delivering news updates and relevant snippets to those who subscribe to our newsletter.

10,000 reach

WEBINARS

Popular Restaurants Canada Intelligence webinars are a live and interactive way to align your brand with the topics and trends that are transforming the restaurant and foodservice industry.

28,000 participants

BUYERS GUIDE

Restaurants Canada's List of Canada's Top Suppliers distributed to RC members from coast to coast and at the annual RC Show with digital access through RC.org and the Members Portal.

Print & Digital

85,000 reach

MEMBER PORTAL

Targeted educational resources, reports and updates for its members via outbound member communications and on our gated members-only portal.

30,000+ reach

Enhanced Package: \$595

- colour logo/brand image, 25-word description, company contact information, and brand name listed in 5 categories.

Premium Package: \$995

- colour logo/brand image, 50-word description, company contact information, and brand name listed in 10 categories

Print-only Package

- 1/2 page ad: **\$3,932**
- full page ad: **\$5,406**



RESEARCH

Restaurants Canada is the go-to resource for leading research and valuable insights about Canada's restaurant and foodservice industry.

180,000 annual reach

FOODSERVICE FACTS

Canada's most trusted annual sector research, analysis and economic forecast and resource guide is developed by Restaurants Canada's Chief Economist, Chris Elliott, in collaboration with leading Canadian market and consumer research partners.

85,000 annual reach

RESEARCH REPORTS

Restaurants Canada Intelligence publishes multiple high-profile research, data and analytics reports each year that inform the foodservice industry and government stakeholders and partners.

25,000 annual reach

INTELLIGENCE PRESENTATIONS

Partner with Restaurants Canada's research department and reach 30,000 + members. Each report provides a comprehensive look at different facets of foodservice industry, providing data, trends and insights for what operators face today and forecasting what may come tomorrow.

2,500-5,000 annual attendees

RESTAURANTSCANADA.ORG

Our exclusive resources, savings, advocacy and events are all in one communal space.

25,000 annual reach

RC SHOW

Canada's largest and most immersive industry trade show and conference offers unmatched access to foodservice and restaurant leaders, buyers and innovators, from chains to independent restaurants, bars, hotels and resorts, institutions, caterers and more.

RC Show is your chance to access Canada's \$100B foodservice and hospitality industry with an integrated marketing and promotion package designed to put your product where it can not only be seen, but experienced.

ANNUAL EVENT

22,000+ annual show attendees



22,000+

Foodservice Professionals

1,000+

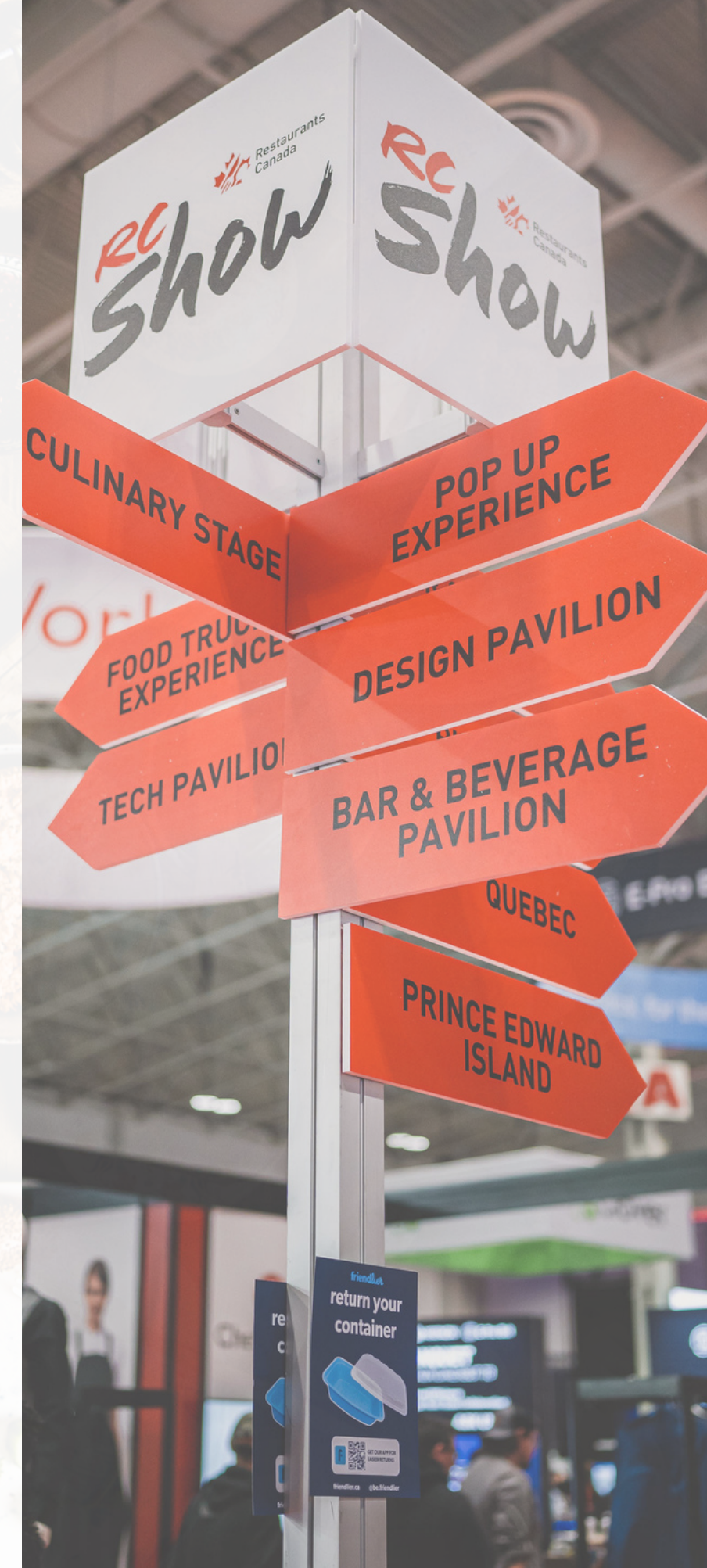
Exhibitors & Brands

\$40,000

Cash & Prizes Awarded

90+

Workshops & Panels





HOSPITALITY WEEK EVENTS

OPENING NIGHT RECEPTION

The largest networking event of the year where sponsors can activate their brands, and industry leaders can enjoy connecting over food & drink experiences.

TOP TO TOP

An exclusive invite only networking event for industry leaders, influencers, key media and sponsors.

BREAKFAST WITH CHAMPIONS

Restaurants Canada's annual breakfast event that delivers valuable research, insights and strategies to benefit the foodservice and hospitality industry.

INDUSTRY NIGHT OUT

Hospitality professionals can come together to reconnect, network and enjoy a night out to celebrate the industry we love.

RESTAURANTS CANADA AWARDS OF EXCELLENCE

Annual awards to shine a spotlight on the passionate, innovative and creative people that power Canada's restaurant and foodservice industry

ADDITIONAL SHOW EVENTS

COMPETITIONS

Be a part of various competitions that take place during our annual RC SHOW. These competitive events are focused on collaboration, bolstering excellence and showcasing Canadian talent.

CONFERENCES

Join the conversation and highlight your brand through several leadership conferences.

AWARDS

Canada's restaurant and foodservice industry is powered by passionate, innovative and creative people, from business owners and chefs to frontline staff and suppliers, and the many others who team up to serve more than 22 million customers every day. To celebrate the contributions that have made a difference to the community, province or the entire country, we at Restaurants Canada are shining a spotlight on the extraordinary foodservice individuals by nominating them for a Restaurants Canada Award of Excellence.





MEDIA REACH PACKAGES

PRINT & DIGITAL EDITORIAL - \$12,000

Print MENU Full Page ad or editorial feature story includes menumag.ca post, MENU E -Newsletter sponsored content, MENU Newsletter Digital Banner Ad, Menumag.ca Banner Ad

DIGITAL EXCLUSIVE - \$6,900

Restaurantscanada.org upper leaderboard for 1 month, Menumag.ca half page ad for 1 month (or upper leaderboard option), MENU or RC Insider Newsletter banner ad

PRINT & DIGITAL EXCLUSIVE - \$15,200

MENU Full page ad or editorial feature (includes menumag.ca post), E-Newsletter RC Insider sponsored content, Digital medium rectangle ad in RC Insider, Restaurantscanada.org digital banner ad, MENU Magazine Marketplace Feature

RC SHOW ELEVATED PACKAGE - \$16,500

MENU Magazine show issue editorial (or full page ad), Buyers Guide ad (full page), RC Show eblast digital banner ads, Mobile App ad rotation

***Rates listed in the Media Kit are in CAD dollars and are subject to change*



 **Restaurants
Canada**
The voice of foodservice | La voix des services alimentaires

FOODSERVICE FACTS 2023

REBALANCING FOR GROWTH

OPERATIONS
FOOD COSTS
LABOUR
PROFIT

CONSUMER
DAYPART TRENDS
OFF-PREMISE
DINING



MENU

CANADA'S FOODSERVICE MAGAZINE

**WOMEN IN
HOSPITALITY**

Restaurants
Canada

For further details, or to discuss creating your custom campaign, please contact:

sales@restaurantscanada.org

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SUSTAINABILITY & ENVIRONMENT

As all industries seek ways to improve environmental performance and sustainability initiatives, Restaurants Canada is there to ensure operators have the information and resources they need to comply with policy changes.



NEW OPPORTUNITIES

Regional advocates regularly monitor and meet with government on emerging opportunities for the industry including policy changes affecting alcohol licensing, retail and delivery options for restaurants, cannabis policy and more.



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MENU

CANADA'S FOODSERVICE MAGAZINE



WOMEN IN HOSPITALITY

Restaurants Canada



Welcome.

Membership Guide



Restaurants Canada
La voix des services alimentaires
RC Show
RC insider
MENU