



# 2023 Media Kit Pizza Today™

**The Premiere Network For Pizzeria Professionals**

POWERED BY  
 **EMERALD**





# Pizza Today™

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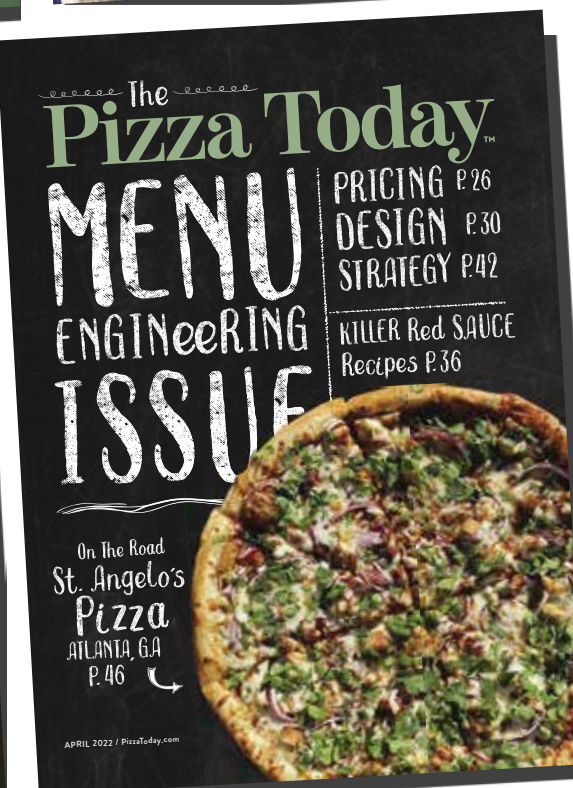
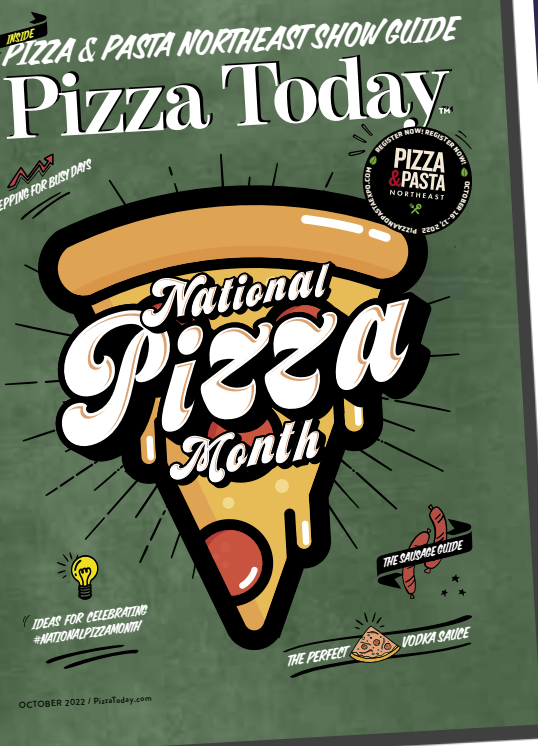
Founded in 1984, Pizza Today has been the industry's most trusted and valuable educational business resource for more than three decades. Each monthly issue is packed with insider tips, operational advice, recipes and information integral to helping today's pizzeria owner operate more efficiently and profitably. Taking a solutions-based approach, Pizza Today reaches readers via print, an e-mail e-newsletter and online components.

**3    Print**

**7    Digital**

**12    Editorial Calendar**





# Print

Pizza Today delivers the business information and insight of the most successful pizzeria operators in the country. Its award-winning editorial was selected by TABBIE Awards as 2019's #1 Foodservice publication in the country and is now the most awarded trade magazine in the world for the fourth consecutive year. With a circulation of more than 53,000 print & digital copies per month, nearly 31,000 pizzeria owners and managers have subscribed to Pizza Today magazine in the last 12 months. That's an estimated 15,000 more than any other pizzeria magazine in the business!





# Meet Our Readers

Independent research has proven time and again, our readers spend an average of 45 minutes reading every issue! That's at least 25 minutes longer than the average time spent with similar trade magazines. Year after year, these five areas of the pizzeria business have proven to be most important amongst independent pizzeria owners.

## Recipe

Regardless of the style of pizzeria; recipes, food prep and food safety is the kind of content pizzeria owners can't get enough of. Our magazine highlights the simplest to most complex trending pizza recipes.

## Customer Service

Whether it's making it easier to order online, through a smartphone app or making your establishment family-friendly, providing a positive experience is what the pizzeria dining experience is all about.

## Marketing

The way pizzerias are marketed has changed immensely over the last several years. Due to the increase in social media, whether you're on Twitter, Facebook, Instagram or dealing with Yelp reviews, digital marketing skills should be high on the list of skills pizzeria owners need to master.

## Business Ops

Pizzerias come with their own set of unique challenges. Understanding specialized financial reports, selecting the right or most cost-efficient suppliers, and learning proper site selection behind your business can make or break a pizzeria's success.

## Employee Management

Managing employees in a pizzeria is completely different from most other businesses. Scheduling, cross-training, manager's responsibilities and compensation continue to be frequent critical topics of discussion.

# 77%

Independent  
Pizzeria Owners

# 18%

Franchise  
Owners

# 3.8%

Chain  
Managers

# 1.9%

Manufacturer  
Distributor

# 86.5%

of the circulation has been  
verified within the last 12  
months

# 91%

pizzeria owners/  
managers have personally  
subscribed to receive  
Pizza Today

# 30,746

pizzeria owners/  
managers have subscribed  
within the last 12 months



## DISPLAY AD RATES

Space	1x	3x	6x	12x
Full Page	\$7,600	\$7,200	\$7,400	\$7,000
2/3 Page	\$6,460	\$6,120	\$6,290	\$5,950
1/2 Page	\$5,491	\$5,202	\$5,347	\$5,058
1/3 page	\$4,667	\$4,422	\$4,545	\$4,299
1/4 Page	\$3,967	\$3,758	\$3,863	\$3,654
Cover 4	\$11,500	\$10,925	\$10,379	\$9,860
Covers 2 & 3	\$11,000	\$10,450	\$9,928	\$9,431
Spread	\$13,680	\$12,960	\$13,320	\$12,600

## YELLOW PAGE RATES

Baseline Listings	Baseline	Add'l Line	Logo Listing 1/2" Vertical	Price Per 1" Vertical
One Listing	\$765	\$347	\$1,826	\$3,619
Two Listings (each)	\$693	\$325	\$1,749	\$3,333
Three Listings (each)	\$622	\$303	\$1,535	\$2,937
Four Listings (each)	\$578	\$281	\$1,414	\$2,761
Five Listings (each)	\$545	\$275	\$1,287	\$2,508
Six Listings (each)	\$479	\$237	\$1,111	\$2,233

## MARKETPLACE AD RATES

Space	1x	3x	6x	12x
1 Column 2 1/4" wide x 1" Deep	\$248	\$226	\$215	\$204
1 Column 2 1/4" wide x 2" Deep	\$451	\$440	\$418	\$363
1 Column 2 1/4" wide x 3" Deep	\$660	\$611	\$567	\$517
1 Column 2 1/4" wide x 4" Deep	\$875	\$831	\$809	\$737
1 Column 2 1/4" wide x 5" Deep	\$1,089	\$1,045	\$1,001	\$913
1 Column 2 1/4" wide x 6" Deep	\$1,227	\$1,199	\$1,133	\$1,034
1 Column 2 1/4" wide x 7" Deep	\$1,430	\$1,381	\$1,298	\$1,177
1 Column 2 1/4" wide x 8" Deep	\$1,639	\$1,562	\$1,491	\$1,364
2 Column 4 5/8" wide x 2" Deep	\$875	\$842	\$792	\$737
2 Column 4 5/8" wide x 3" Deep	\$1,227	\$1,166	\$1,133	\$1,023
2 Column 4 5/8" wide x 4" Deep	\$1,573	\$1,502	\$1,513	\$1,232
1/3 Page	\$2,041	\$1,964	\$1,909	\$1,716
1/2 Page	\$2,701	\$2,552	\$2,074	\$1,964





# Ad Specifications

Ad Description	Size	Live Area	Ad Description	Size
Magazine Trim Size	7.875 X 10.8125		1/2 Page Horizontal	7 X 4.875
Full Bleed Page	8.125 X 11.0625	7 X 10	1/2 Page Vertical	3.375 X 10
Full Bleed Spread	16 X 11.0625	15 X 10	1/2 Page Island	4.625 X 7.5
Bleed Gutter (non-bleed spread)	15 X 10		1/3 Page Horizontal	4.625 X 4.875
Full Page	7 X 10		1/3 Page Vertical	2.25 X 10
2/3 Page	4.625 X 10		1/4 Page Vertical	3.375 X 4.875
1/2 Page Horizontal Bleed	8.125 X 5.5			

## Print Ad Submissions

Emailed ad submissions are acceptable or send via Dropbox or WeTransfer. Email to Vicki.Peck@EmeraldX.com

## Contact production for questions regarding print ad specs or submissions:

Vicki Peck – Production Manager –  
Vicki.Peck@EmeraldX.com

## Digital Submission Instructions For Print Advertising

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format. To match the color expectations of our advertisers, Emerald Expositions requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Emerald Expositions is not responsible for making corrections to supplied files. Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

## PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.

Create one PDF/X-1a file per ad or ad page; spread ads must be submitted as two single page files.

Orientation: Set native application files in portrait mode at 100% with no rotations.

Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.

Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.

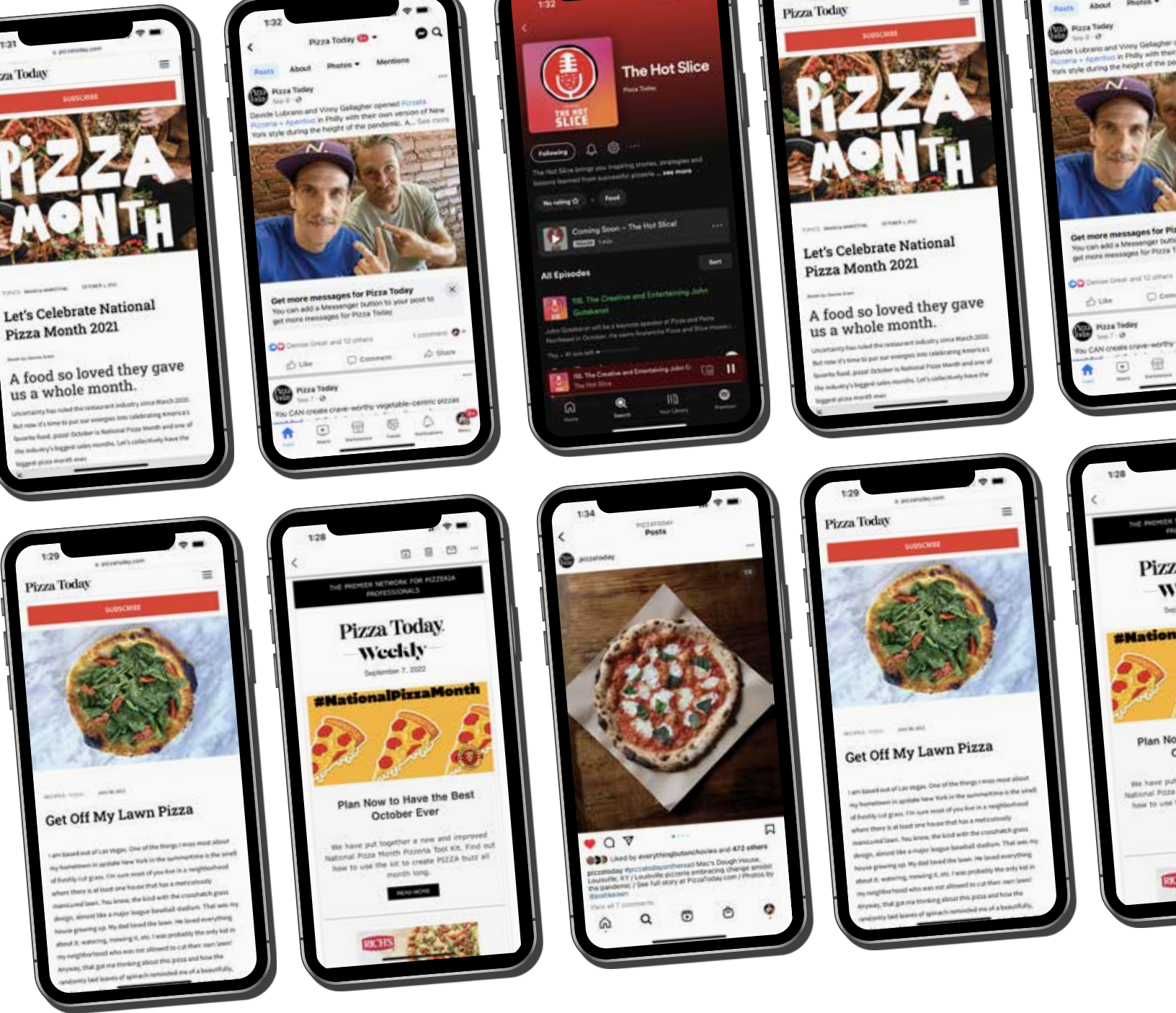
Total area ink density for color images should not exceed SWOP standard of 300%.

All ads must be created to trim specification with crops (printer marks) set at trim dimensions placed 12 pts outside the bleed area. Bleed must extend 1/8 beyond trim. Keep live matter a minimum of 3/8 from trim edge.

Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.

Layers within any Adobe application file must be flattened. Opacity — all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.

Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop. For expanded, program specific instructions, please visit: [www.rrdonnelley.com/prepress/MagazineDSC/Pontiac/PontiacDSC.asp](http://www.rrdonnelley.com/prepress/MagazineDSC/Pontiac/PontiacDSC.asp).



# Digital

Let us help your company reach and engage your target markets to impact sales. From sliding billboard ads to standard display ads, we can help you connect with the marketplace. Reach key decision makers while they dive into industry content they are passionate about. Our audiences are your clients. Contact us today for a custom developed digital plan to help you reach and exceed your marketing goals.

433,000+

PizzaToday.com Users in 2022

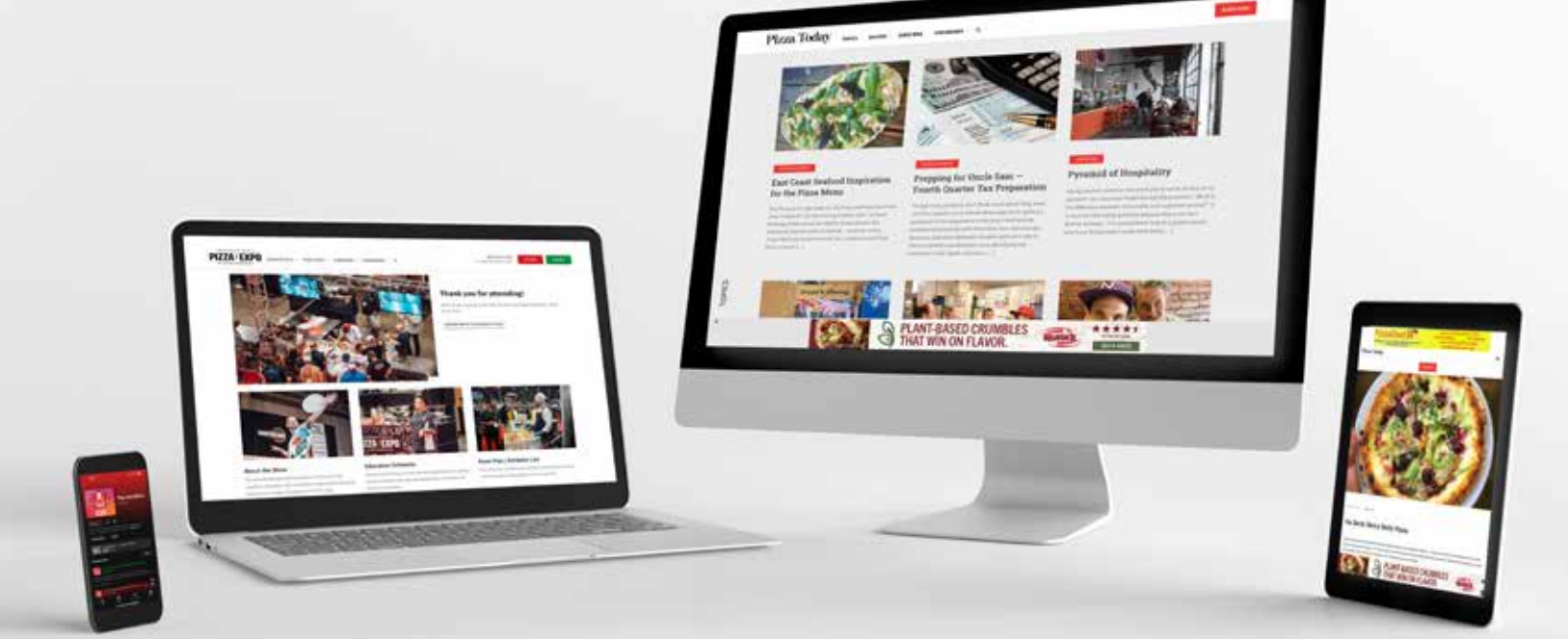
73,000+

Social Followers

34,000+

Hot Slice Podcast Downloads





# PizzaToday.com, PizzaExpo.com & Pizza&PastaExpo.com

With a full menu of digital options from banner ads to imaginative rich media, we can develop an effective and efficient plan for your budget. Create your perfect audience by reaching our subscribers.

## Banner Ads - PizzaToday.com

Banner Type	Leaderboard	Inline 1	Inline 2	Inline 3	Footer	Jumbo	Bottom Takeover	Expandable Leaderboard	Native Ad 2 weeks	Native Ad 4 weeks
Price (per month)	\$1,450	\$835	\$835	\$595	\$300	\$4,080	\$4,080	\$3,000	\$2,750	\$5,250

## Banner Ads - PizzaExpo.com

Banner Type	Leaderboard	Inline 1	Inline 2	Footer
Peak Price (per month) Jan-April	\$995	\$695	\$595	\$300
Off-Peak Price (per month) May-Dec.	\$695	\$500	\$400	\$200

## Banner Ads - PizzaandPastaExpo.com

Banner Type	Leaderboard	Inline 1	Inline 2	Footer
Peak Price (per month) Sep-Nov.	\$795.00	\$550.00	\$595.00	\$250.00
Off-Peak Price (per month) Jan-Aug & Dec	\$550.00	\$440.00	\$400.00	\$200.00

## Banner Ads - Specs

Leaderboard	728x90, 970x90, 970x250 300x50   top	Inline 3:	728x90, 970x90, 300x50
Inline1	728x90, 970x90, 300x50	Jumbo:	640x480
Inline2	728x90, 970x90, 300x50	Bottom Takeover	728x90, 970x90 (Desktop only)
Footer	728x90, 970x90, 300x50   bottom	Expandable Leaderboard:	728x315

“Business-boosting is a great way to describe this jam-packed B2B news and resources site for pizza professionals. Navigation and content show a great understanding of the reader and their specific needs. Excellent use of multimedia and ease of reading on mobile once again to suit the realities of their busy readership who digest their content on the go.”







## eBlast

With thousands of pizzeria operator contacts, each one has opted in to stay up to date on the latest industry news. Reach the most qualified e-mail list of pizzeria operators in the country.

Dedicated eBlast	Price/eBlast	Current List #s	Avg. Open Rates
PT Magazine Opt-In List	\$3,000	13,341	10-12%
Pizza Expo - 2019,2021,2022,2023	\$2,500	13,323	8-10%
PPNE	\$500	2,040	8-10%
PT Magazine, IPE, PPNE (All)	\$5,000	24,996	10-12%

## The Hot Slice

### More than 30,000 downloads!

Podcast - The Hot Slice	per month
One month minimum - 4 videos/podcasts	\$2,300

Reach a larger audience in a dynamic way with our weekly podcast featuring award-winning interviewing with real, in-depth conversations with pizzeria owners, champion pizza makers, industry professionals to help make your business better. Podcasts will be distributed to Pizza Today's website, social media accounts and all major podcast platforms.

[Check out our latest podcast episode!](#)



## Pizza Today Weekly

Pizza Today's Weekly e-Newsletter has been curated to address the day-to-day needs of today's independent and multi-unit pizzeria operators. Our newsletter alternates from week to week with new recipes for menu variety and expansion to the best quick-to-read business tips we've found through the industry.



24,200 - opt-in readers (as of June22)	Weekly	Monthly
Small Banner - 275x225	\$760	\$2,750
Hot Product Listing	\$1,100	\$3,950
Wide Banner - 600x300	\$900	\$3,200





## Retargeting Program

Follow-up with online Pizza Today visitors, by re-engaging them on other websites. Retargeting campaigns help to maximize your message by keeping your brand front & center. Gain traction and more recognition from other pizzeria owner/managers and industry professionals.

Impressions begin with those visiting [www.pizzatoday.com](http://www.pizzatoday.com) and continue wherever they go until the impressions are fulfilled.

- 10,000 Impressions (Minimum Package / \$400)
- \$4,000 / 100k impressions

Disclaimer: All prices are net rates / Agency Discount is not included

## Native Article Advertising

Promote your brand to Pizza Today readers through industry related content articles. These articles will run alongside editorial content, as Sponsored content on the page as well as the display ad.

Requirements (can be put in a drop down or expanded format)

- Article text as a Word document.
- Article title, Author name
- Abstract text (Note: this will display on News index page. E.g. <http://prntscr.com/p6v8po>)

### • Images:

- Provide 1-5 images for the article
- Indicate which image is the Featured Image (top image).

Provide caption for the Featured Image

If additional images have been provided, indicate what the placement should be within the text e.g. <http://prntscr.com/p6v9hi>

- Logo and URL (to be added at the end of the article).

- Please indicate if ads will be running to promote the native article.
- Flight time – Please include the date the native article needs to be published, and the duration.
- Analytics reports will be added to the shared Native Ads Report document when the post expires, and email will be sent by Digital to inform that it has been updated.
- All Native Article assets should be submitted together, along with the signed IO at least 10 business days in advance of requested launch.

## Postal List

### Postal List Opportunities

Product	Cost per thousand	Opt-Ins-PT	Opt-Ins-IPE
3rd Party Postal Mailing opportunities	\$125/M base + \$15/M for selects	43,610	40,073

*\*over 47,000 Independent Pizzerias, 5,700 Chains (10 or more locations)*

## Exhibitor Video Preview

Offering a more modern way to promote your booth and showcase your new products directly to Pizza Expo attendees. Pizza Today Magazine is offering a limited number of booth preview videos available to our exhibiting companies. Produced together and promoted by Pizza Today, these 3–4-minute videos, can be used in a variety of ways to develop and refine prospective visitors to your booth. In addition to giving an overview of your booth and products, your key staff can offer a personal invitation to visit your company at your booth during Pizza Expo or Pizza & Pasta Northeast

Product	Cost per video
Premium Package	\$5,000
Standard Package	\$3,500

## Webinar

Generate qualified leads and position your company as an industry expert and leader in your product category by sponsoring a Pizza Today webinar. With the Pizza Today brand acting as host, your company will benefit from the magazine's reputation for providing the most trusted and reliable industry content. Ask your Account Executive for more information.

Product	Cost	Size
Webinar	Ask About Pricing	Varies by Campaign





# STEP (Social Targeting Extension Program)

In our STEP program, we design and implement a social media campaign utilizing Facebook and Instagram, to increase awareness of your products and engagement with Pizza Today's audience – the most qualified pizzaiolos and pizzeria owners available anywhere!

## What are the live event digital promotion packages?

We offer a combination of dedicated email and lead nurturing programs that help you drive booth traffic, generate excitement at the show and follow up with leads after the event utilizing our own social targeting extension program called STEP.

## What is STEP?

- We target our own proprietary audiences on social media platforms either through retargeting website visitors or uploading lists such as event registrants.
- Our target audience sees the ads in their social media feed
- For live events, we can run ads prior to the event promoting your booth and show activities
- During the event, we can run geo-targeted ads to reach local drive-in attendees
- Our STEP program targets the top social media networks and connects you with our proprietary attendee audience.

## Maximize your company's event experience – Packages & Pricing

### EVENT PACKAGE #1 STEP Spotlight Pricing: \$500

We highlight your show related news on our dedicated spotlight page and drive attendee traffic to the page for three weeks leading up to the event.

- 100,000 Facebook/Instagram impressions over three weeks leading up to the event
- Recognition as one of the must-see companies exhibiting at the show

### EVENT PACKAGE #2 STEP Pricing: \$2,000

We work with you to create your social media ads with your own content that link to your website where you can provide more information about your show plans.

- 20,000 Facebook/Instagram impressions over three weeks leading up to the event
- 5,000 geo-targeted Facebook/Instagram impressions during the event

### EVENT PACKAGE #3 STEP PLUS Pricing: \$9,000

This package ramps up your exposure to our attendee list with additional STEP impressions as well as a dedicated email to our attendees.

- 30,000 Facebook/Instagram impressions over three weeks leading up to the event
- 10,000 geo-targeted Facebook/Instagram impressions during the event
- Dedicated email to 5,000 contacts on our attendee list

### EVENT PACKAGE #4 EMAIL NURTURING ONLY Pricing: \$9,000

We can focus on just the lead nurturing after the event to push prospects closer to the point of purchase and provide your sales team with more qualified leads. This package includes:

- Lead nurturing sequence of three emails

### EVENT PACKAGE #5 FULL LEAD NURTURING PROGRAM Pricing: \$18,000

Once we capture leads for your ideal prospects, we nurture them through a series of emails. At the end of this program, you can provide your sales team with leads that have been scored based on how many emails they have opened/clicked. This package includes:

- 40,000 Facebook/Instagram impressions over three weeks leading up to the event
- 15,000 geo-targeted Facebook/Instagram impressions during the event
- Dedicated email to our attendee list
- Lead nurturing sequence of three emails





# 2023 Editorial Calendar

## JANUARY

Pizzerias to Watch After extensive surveying, we will unveil our first-ever “Pizzerias to Watch” for 2023 and beyond. You’ll want to keep an eye on these pizza businesses — they are the movers and shakers who are helping lead the industry!

**Ad Reservations due: 11/21/2022**

**Materials due: 11/30/2022**

## FEBRUARY

Pizza Expo Pre-Show Issue Get your company in front of the eyes of those who will be attending International Pizza Expo in Las Vegas. This issue is packed with preview content that will get pizzeria operators geared up for the world’s largest and most important pizza industry event.

**Ad Reservations due: 12/14/2022**

**Materials due: 12/21/2022**

## MARCH

International Pizza Expo Official Show Issue is overrun and handed out at Pizza Expo. This is the largest issue of the year and is packed with critical business advice our readers depend on to survive and thrive in any business environment. If you aren’t advertising in this issue and exhibiting at Pizza Expo, are you really even in the pizza industry? (Hint: no.)

**Ad Reservations due: 1/18/2023**

**Materials due: 1/26/2023**

## APRIL

So Cheesy We love cheese so much that we’re making it the focus of an entire issue! We’ll not miss our chance to write a love letter to the classics, but we’ll take a good look at trending cheeses and innovative ways progressive pizzeria chefs are using them in 2023 and beyond.

**Ad Reservations due: 2/15/2023**

**Materials due: 2/23/2023**

## MAY

Getting Social America’s most successful pizzerias have been able to use Facebook, Instagram and other outlets to drive business. Recently LinkedIn and TikTok have emerged as viable pizzeria platforms as well. Plus, new networks, such as Discord, can’t be overlooked. But what pizzeria owner has time to keep up with it all considering how quickly things in the social realm change? In this issue, social media experts and successful pizzeria owner alike will weigh in with the current best practices for harnessing the power of social media.

**Ad Reservations due: 3/15/2023**

**Materials due: 3/23/2023**

## JUNE

Digital Marketing What new trends have emerged in the world of digital advertising? We take a look at ROIs and follow strategies on e-mail database management practices, mobile SMS and notification marketing, and more.

**Ad Reservations due: 4/19/2023**

**Materials due: 4/27/2023**

## JULY

Rising Stars in the Pizza Business In this issue we take an in-depth look at some of the country’s brightest young, hungry, up-and-coming pizza makers and show you how their pizzerias are helping fuel the continuation of the current Golden Era of pizza.

**Ad Reservations due: 5/17/2023**

**Materials due: 5/24/2023**

## AUGUST

Pizzeria of the Year Who will win this year’s coveted award? Who grew sales, developed systems and set their pizzeria up for success like never before? Who is leading the pack from the front? Find out in this extremely popular issue of Pizza Today!

**Ad Reservations due: 6/21/2023**

**Materials due: 6/28/2023**

## SEPTEMBER

Pizza & Pasta Northeast Preview This issue will look at what’s on tap for the 2023 Pizza & Pasta Northeast Show in Atlantic City, complete with a rundown of competitions, demos, educational sessions and more.

**Ad Reservations due: 7/19/2023**

**Materials due: 7/27/2023**

## OCTOBER

Pizza & Pasta Expo 2023 Show Issue 3,000 copies will be handed out to the most aggressive independent pizzeria owners in the Northeast — vigilant business operators who have come to the show looking for solutions and opportunities.

**Ad Reservations due: 8/16/2023**

**Materials due: 8/24/2023**

## NOVEMBER

Employee Management, Retention & Training COVID-19 and the subsequent “Great Resignation” changed everything — and the industry is still feeling the effects when it comes to labor. What hiring techniques for finding the right fit can pizzeria owners employ? What retention measures help ensure they’re not constantly hiring, training and re-training and can instead focus on business development and growth?

**Ad Reservations due: 9/20/2023**

**Materials due: 9/28/2023**

## DECEMBER

Pizza Trends Report How is the industry evolving, who is leading the charge and where is it heading next? We’ll ask those in the trenches to look at the current state of affairs — as well as peer into their crystal balls — to highlight where we’re going next in our second Annual Pizza Trends Report.

**Ad Reservations due: 10/18/2023**

**Materials due: 10/26/2023**



# Contact

Our team is here to answer any questions you have. For more information regarding any brand media package please email [sales@pizzatoday.com](mailto:sales@pizzatoday.com) or



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