



2011 Media Kit



Our Mission

Gourmet Business is a digital publication targeting specialty “gourmet” retailers who want to be informed about new products, promotions and trends throughout the industry.

Gourmet Business provides a rich digital platform connecting the community of specialty gourmet stores with national/international suppliers of gourmet food, kitchenware, housewares, and related gourmet products.

Gourmet Business reverses the traditional formula of publishing. Instead of print backed-up with a website, *Gourmet Business* provides quality information in a purpose-built digital publication.

This platform will allow *Gourmet Business* to engage readers using multi-media editorial presentations featuring the most up-to-date, comprehensive product news in the industry. Product information will be enhanced with background information on national and international suppliers, industry experts, and comprehensive trade show information.

Editorial Focus

Gourmet Business features new products from the vast gourmet products universe, as well as educational feature editorials. We connect the dots to show retailers unique ways to merchandise and promote the products in their retail environments. Education and New Product are the lifeblood of both suppliers and retailers, and we will keep our audience well-informed about the latest developments in the product pipeline.

Digital Media Advantages

The *Gourmet Business* digital platform will engage readers using multi-media presentations and links to other digital assets from the Housewaresdirect portfolio. Publishing in the digital domain enables the publication to minimize production and distribution costs, allowing the advertising costs to be affordable by a larger population of suppliers. The lower distribution costs allow the publication to engage an international audience of retailers who closely follow the retail market in the USA.

Distribution

Gourmet Business delivers information each month on the latest Gourmet Products across the Housewares, Specialty Food, and Gift Industries. Housewaresdirect, the parent company of *Gourmet Business*, has been operating B2B marketplaces in these industries dating back to 1999. Since the marketplaces are password protected, retailers must register with the marketplace and provide a tax id in order to gain access. The email addresses we have obtained from our users in conjunction with our marketplace user agreement serves as the basis for the distribution list of our publication *Gourmet Business*.

Approximate Total Distribution	36,000 Independent Specialty Retailers
Average Open Rate	25%
Approximate Monthly Impressions	9,000 Retailers
Audience Location	USA, Caribbean, South America, Canada
Primary Product Categories	Housewares, Specialty Food, Gift

Audience Development

Through Housewaresdirect, *Gourmet Business* has an audience that uses technology and the Internet to gather information that is necessary for their business. The publication will help Housewaresdirect to aggregate and organize information from a variety of manufacturers, and provide a platform for instant lead generation between advertisers and readers.

Our list will be updated regularly with additional opt-in readers registering from the GourmetBusiness.com website and from our participation in various trade shows like the **International Home + Housewares Show, Fancy Food Shows, NYIGF, AtlantasMart, Tabletop Market Weeks, Gourmet Show, Ambiente, Natural Products Expo, Sial** and **Anuga**.

In addition to the website and our digital publication, *Gourmet Business* will connect with the specialty retail community through social media including Twitter, Facebook, YouTube and other emerging vehicles.

Additional Marketing Services

Digital Catalogs: Housewaresdirect utilizes a proven proprietary technology to convert suppliers' print collateral material into the digital realm, with a fully searchable, web-hosted solution. The digital catalogs will be featured in our catalog showroom as a resource for our readers, as well as being used to provide additional marketing information to our audience within our publication. Additionally, digital catalogs can be enhanced with wholesale e-commerce functionality utilizing the transaction platform built in Housewaresdirect.com.

2011 Gourmet Business Calendar of Issues

Issue	Feature	SHOW MAPS	Products	Merchandising	Shows	XTRA	DEADLINE*
February DATE: 2/8	Social Media for the Specialty Retailer: who to follow, how to tweet, and why you want friends		Foods for Kids, Kid tools	Spring	Fancy Food Show Post Show Analysis (video on New Products); IHA preshow		1/18
March DATE: 3/1	Cooking Schools and demos how to add to sales	Interactive Q2 Map	Small Electrics	BBQ	Pre-tabletop, post-Ambiente, IH+HS Show	IHA DAILY	2/8
April DATE: 4/5	Gift Trends – the role of the “Practical” gift – with notes from Gift Basket Event in March		Olive Oils, Vinegars and decanters	Mother's Day	Tabletop, IHA Post Show Analysis (video on New Products)		3/15
May DATE: 5/3	Cookbooks & Cross Merchandising		Tabletop, Small Electrics and Outdoor Living	A Summer Table	Sial Canada, Tabletop Follow-up		4/12
June DATE: 5/31	Mediterranean Influences on Foods and Lifestyle	Interactive Q3 Map	Pasta and Pantry Staples; Great storage	Picnic	Fancy Food Show, AmericasMart	NASFT Daily	5/10
July DATE: 6/28	Consumer Trends: Demographic Delights		Grownup Gizmos and Gadgets	Back to School	NYIGF, Gourmet Housewares, AmericasMart		6/7
August DATE: 8/2	Holiday Trends		Barware & Beverages	Halloween	NYIGF, Gourmet Housewares Show, Fancy Food Show Post-Show	Holiday Gift Guide	7/12
September DATE: 8/30	Sustainability and Social Agendas in Gourmet Products	Interactive Q4 Map	Measuring Tools, Snacks, Celebrity Chef Endorsements	Thanksgiving	AmericasMart		8/9
October DATE: 10/4	Emerging Ethnic Cuisines, Ingredients & Cooking		Licensed Products, Coffee/Tea, Tabletop	Holiday!	Tabletop, Expo East	Tabletop Daily	9/13
November DATE: 11/1	New Virtual Platforms – What Retailers need to know for the year ahead from marketing to merchandising the next generation of consumers		Extravagant Delights and gift ideas from caviar to champagne	NYE	Tabletop Post Show		10/11
December DATE: 12/13	Business Strategies for 2012	Interactive Q1 Map	Cutting Edge Introductions – knives, cutting boards, sharpening tools	Valentine's Day	NYIGF, Atlanta, Fancy Food		11/22
January DATE: 1/10	Design Trends for 2012		Grains & One Pot Cooking	Winter Cooking	NYIGF, Atlanta, Fancy Food	Atlanta Daily	12/20

*This is the deadline for all content

Gourmet Business Rate Card

Frequency	1x	3x	6x	12x
Full Page	\$3,450	\$3,280	\$2,935	\$2,245
Half Page	\$2,760	\$2,625	\$2,350	\$1,800
1/3 Page	\$2,090	\$1,970	\$1,760	\$1,360
Multi Media Event (Video-Additional)	\$300	\$300	\$300	\$300
Launch Pad	\$50 + \$10 per click (\$500 maximum ad cost)			

Gourmet Business Catalog Showroom		
1 Year Digital Catalog (static)	\$2,400	
1 Year Digital Catalog (e-commerce)	\$3,199	including data hosting, 5% transaction fee

Gourmetbusiness.com Website Banner			
	Size	Display Frequency	Monthly
Display Rectangle Top	300 x 250	Constant	\$1,500
Display Rectangle Middle	300 x 250	3 Rotating	\$1,200
Display Rectangle Bottom	300 x 250	3 Rotating	\$1,125

*Guarantee ad placement available, contact representative for details. All prices are net. Payment terms are Net 30 of publication date.

Gourmet Business Ad Sizes and Artwork Specs

Sizes:

Full Page: 14" x 8.5"

Half Page Vertical: 6.625" x 8"

Half Page Horizontal: 13.5" x 3.875"

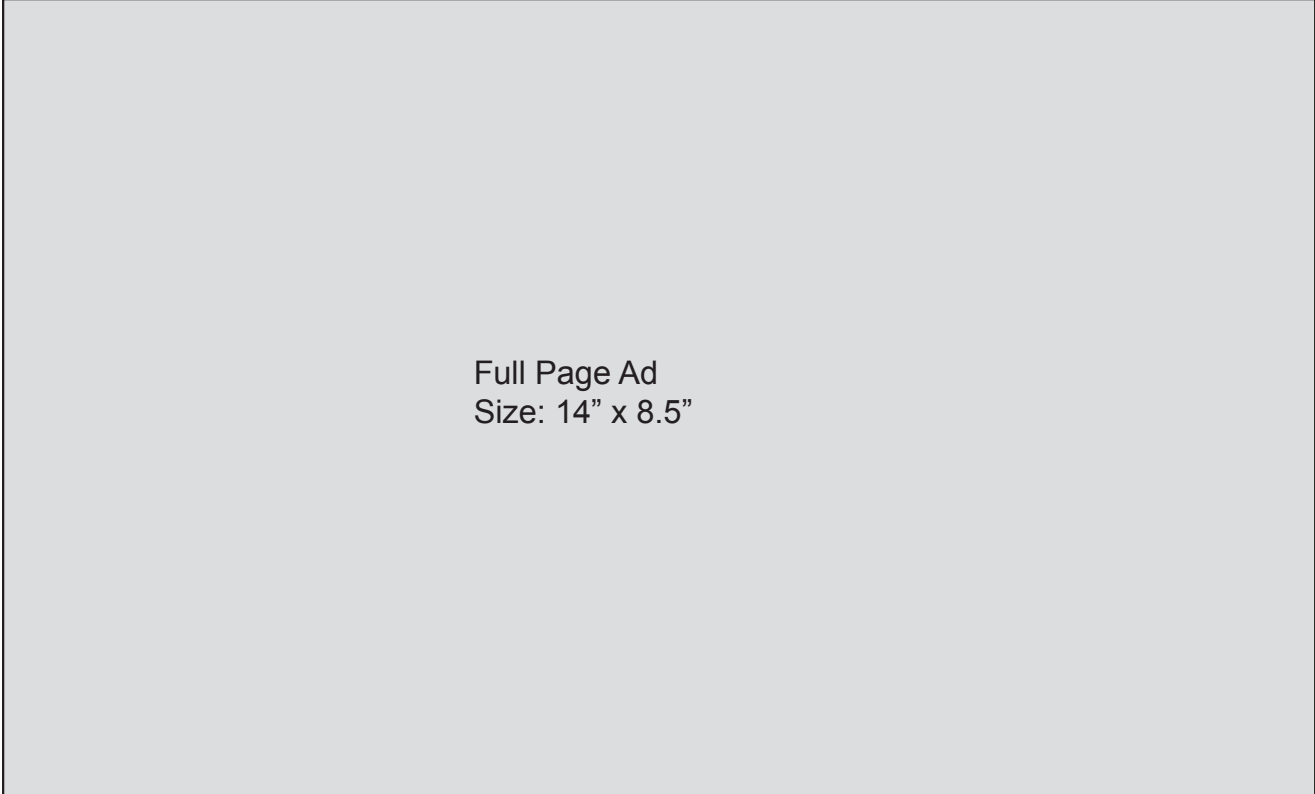
1/3 Page: 4.3325" x 8"

Launch Pad: 3.1875" x 3.875"

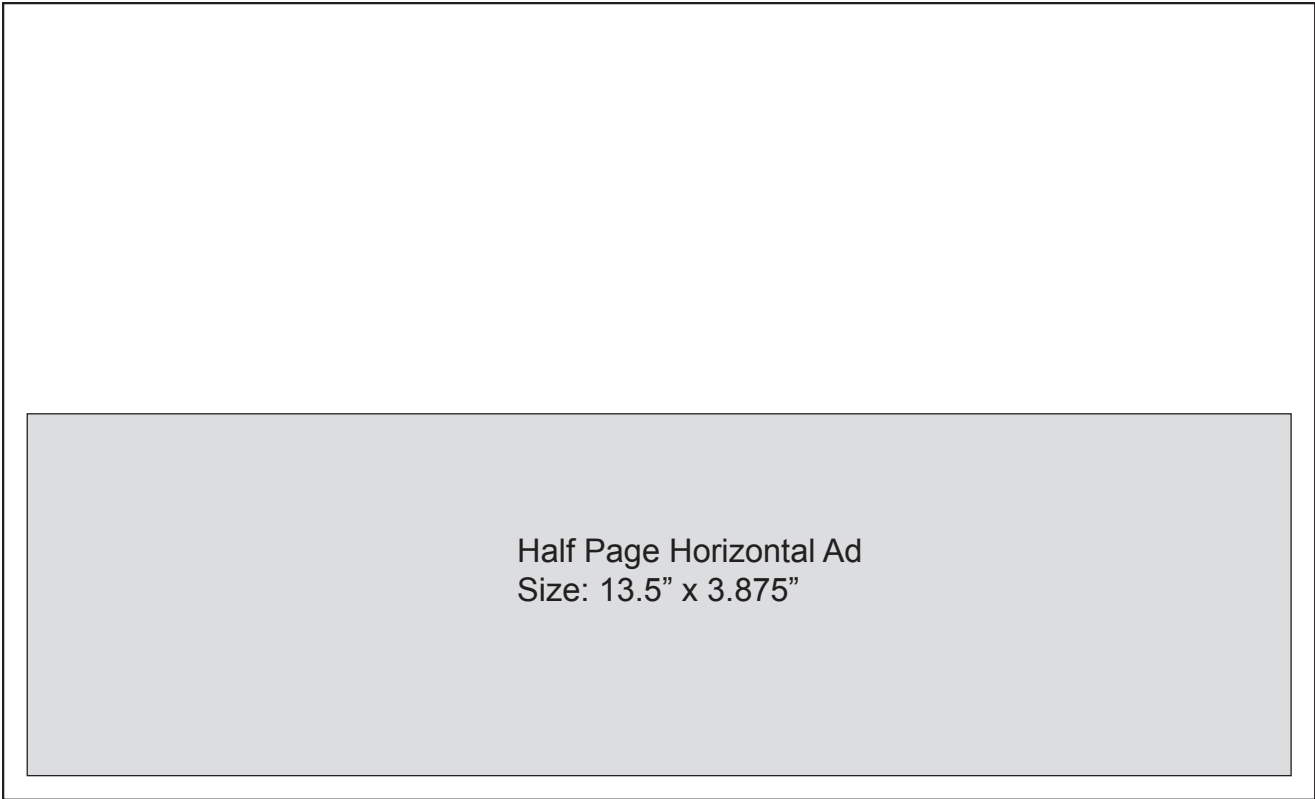
Specs:

- All ads must be 300 dpi.
- No bleeds or crop marks necessary.
- Acceptable file formats: tiff, jpg, pdf, eps, psd.
- RGB color mode.
- Sizes are listed width x height.
- Images submitted for product release must be at least 6" x 6" and 300 dpi. (Larger files will be accepted.)
Note: this is print resolution. Please do not submit images that are for online use only.

Ad Sizes

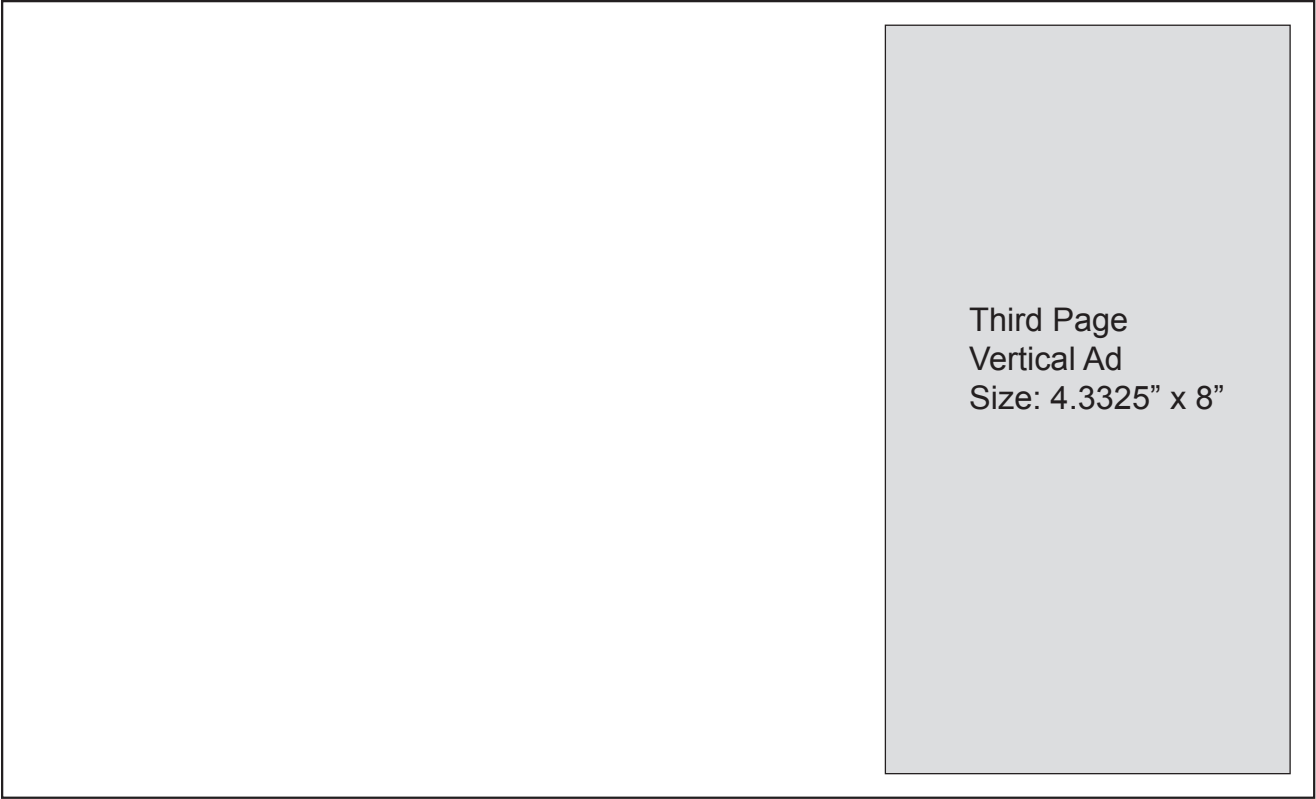
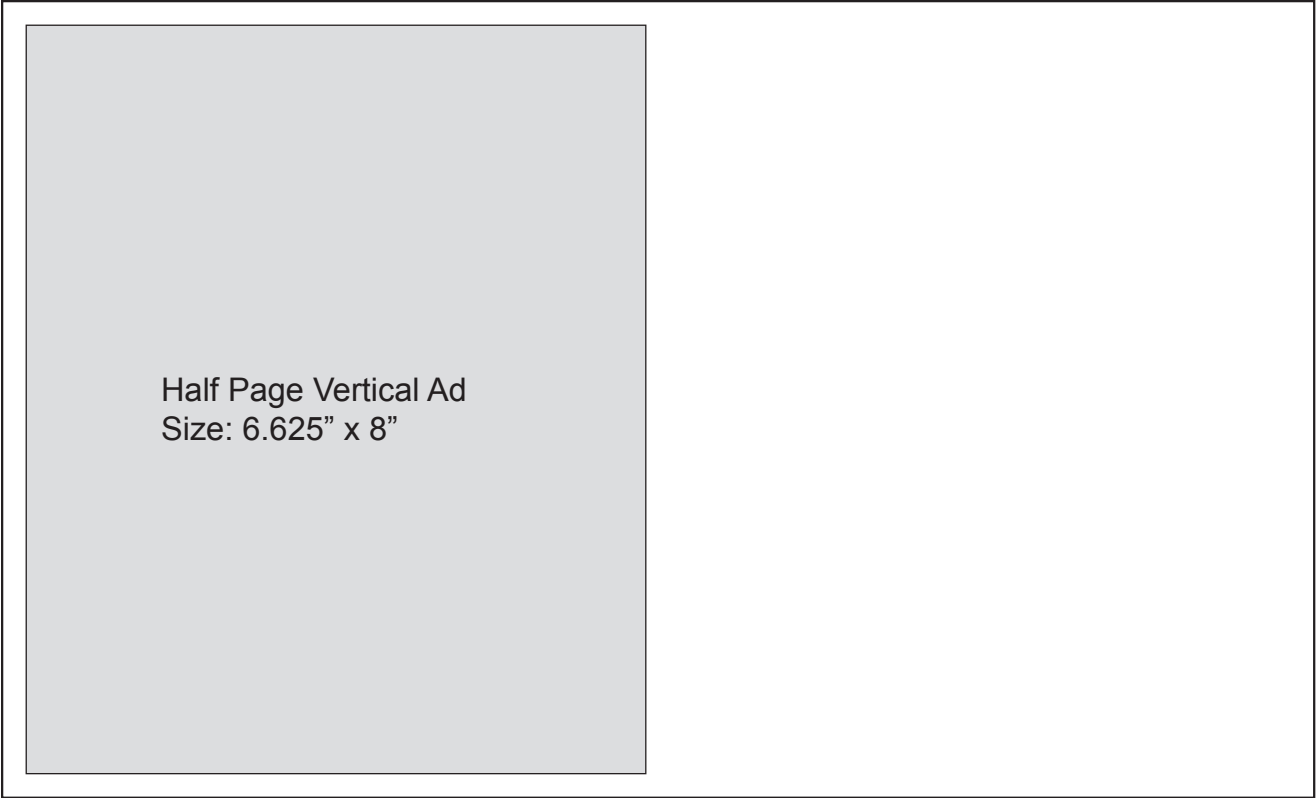


Full Page Ad
Size: 14" x 8.5"



Half Page Horizontal Ad
Size: 13.5" x 3.875"

Ad Sizes



Ad Sizes

The **Launch Pad** (click any ad to visit that company's website)

Launch Pad Ad
Size:
3.1875" x 3.875"

Contact Information

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