



# Dessert PROFESSIONAL

PUBLISHED SIX TIMES A YEAR • A HAYMARKET GROUP LTD. PUBLICATION  
[www.dessertprofessional.com](http://www.dessertprofessional.com)

## MEDIA KIT 2012

### EDITORIAL STATEMENT

*DESSERT PROFESSIONAL* is a trade publication delivered bi-monthly to 32,000 dessert professionals consisting of pastry chefs, frozen dessert retailers, chocolatiers, bakers, caterers and other industry professionals. Our mission is to promote, display and enhance the culture of desserts and baking in North America by providing valuable information designed to enhance customer satisfaction and company profit.

*DESSERT PROFESSIONAL* is the resource for this ever-growing, ever-in-demand pool of talented, creative and influential food artists, and a forum for the exchange of their ideas and techniques.

#### EACH ISSUE CONTAINS:

- Recipes and tips from the finest professionals in the country, written in both ounces and the metric system.
- In-depth articles on pastry kitchen/bakery profitability, ice cream trends/profitability, equipment, beverages, tabletop presentations and culinary school curricula.
- Interviews with, and articles from the top professionals in the field.
- Step-by-step techniques from the masters.
- News, trends and competition updates.

Send insertion orders to:

**Jeffrey A. Dryfoos**  
Publisher

12 West 37th Street  
9<sup>th</sup> Floor, NY, NY 10018

[jdryfoos@dessertprofessional.com](mailto:jdryfoos@dessertprofessional.com)

## 2012 Closing Dates

ISSUE	Space	Material
February	12/23	1/3
April	2/17	3/2
June	4/20	5/4
August	6/22	7/3
October	8/17	9/4
December	10/19	11/2

•Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss including attorney's fees by reason of any claims arising out of publication.

•All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

•Positioning of advertisement is at discretion of Publisher except where a request for a specified preferred position is acknowledged by Publisher in writing. Preferred position cannot be guaranteed if material arrives after closing dates.

•Publisher shall have no liability for errors in key numbers.

•Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.

•Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

•Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and which advertising was published.

•No conditions other than those set forth in these rate sheets shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.

•All mail order advertisers must guarantee full refund to all customers.

•Publisher assumes advertisers agree to the conditions set forth in these rate sheets without further notice.

## RATE CARD

<b>Black &amp; White</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
Full Page	3192	3000	2809
2/3 Page	2554	2401	2247
1/2 Page	1915	1800	1685
Digest	1915	1800	1685
1/3 Page	1361	1280	1198
1/6 Page	680	638	598
1/12 Page	336	316	295
<b>Two Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
Full Page	3896	3662	3429
2/3 Page	3115	2928	2741
1/2 Page	2304	2166	2028
Digest	2304	2166	2028
1/3 Page	1616	1538	1422
<b>Four Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
Full Page	4700	4500	4300
2/3 Page	3667	3448	3227
1/2 Page	2750	2586	2420
Digest	2750	2586	2420
1/3 Page	1866	1754	1682
<b>Covers</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
Inside Front Cover	6000	5640	5275
Inside Back Cover	5250	4935	4620
Back Cover	6250	5875	5500

## Digital Requirements

Images must be saved as CMYK and at a minimum of 300 dpi. Include all fonts and artwork.

### Acceptable file formats:

- PDF High (Press) resolution (Preferred file format)
- Tiff (All line work files minimum 300 dpi.)
- All images in ads must be 300 dpi and CMYK.

A color proof (for a color ad) or a B&W proof (for a B&W ad) must accompany all files.

Please contact [jeff@lazaradv.com](mailto:jeff@lazaradv.com) on how to send files.

## Ad Specs

Full-Page Spread Live Area.....15" x 10"  
 Full-Page Spread with Bleed\* .....16.5" x 11.375"  
 Trimming to .....16" x 10.875"

Full Page Live Area.....7" x 10"  
 Full-Page with Bleed\*\* .....8.25" x 11.125"  
 Trimming to .....8" x 10.875"

½ Page Spread Live Area .....15.25" x 5"  
 ½ Page Spread with Bleed\* .....16" x 5.375"  
 Trimming to .....16" x 5.25"

½ Page Horizontal Live Area .....7" x 4.875"  
 ½ Page Horizontal with Bleed\*\* .....8.25" x 5.375"  
 Trimming to .....8" x 5.25"

½ Page Vertical Live Area.....3.5" x 10"  
 ½ Page Vertical with Bleed\*\* .....4.125" x 11.125"  
 Trimming to .....4" x 10.875"

⅓ Vertical Live Area .....2.25" x 10"  
 ⅓ Vertical with Bleed\*\* .....2.75" x 11.25"  
 Trimming to .....2.625" x 10.875"

⅓ Square Live Area.....4.25" x 5.5"  
 ⅓ Square with Bleed\*\* .....4.875" x 6.625"  
 Trimming to .....4.75" x 6.5"

⅓ Horizontal Live Area.....7.25" x 3.5"  
 ⅓ Horizontal with Bleed\*\* .....8.25" x 4.25"  
 Trimming to .....8" x 4"

⅓ Vertical.....4.625" x 10"

Digest - Vertical .....4.625" x 7.312"

⅓ Vertical.....2.25" x 4.875"

⅓ Horizontal .....4.625" x 2.25"

½ Square .....2.25" x 2.25"

Classified .....2.25" x 1"

\* On bleed spreads, reading matter should be centered in 15" x 10" to avoid trimming off.

\*\* Safety margin: Bleed advertisers should adhere to a safety margin of ½" from trim and margin.

\*\*\* On covers, hold all reading matter 5/16" from trim on all sides.