

2008 EDITORIAL CALENDAR

Features	Special Issues	Profiles	Menu Trends	Sides	Focus	Beverage Trends	Well-Equipped	Food Safety IQ	Bonus Distribution / Conferences / Readership Studies
January Marketing to Generations: How to reach Gen X, the Millennials and Boomers.		Concepts of Tomorrow Profile	Sandwiches		Chili & Other Bean Dishes	Premium Hot Chocolate	Energy Efficient Cooking	Food Safety Topic	IFDA Conference
February The State of the Restaurant Industry: What the year ahead holds.			Breakfast		Seafood	Global Coffee	Display Cooking	Food Safety Topic	Signet Ad Readership Study Natural Products West Bonus Distribution
March Think Small How to make money in small spaces.		Concepts of Tomorrow Profile	Seafood Selections	Great Grains	Sandwich Meats	Kitchen Ingredients in Cocktails	Ice Machines	Food Safety Topic	Healthy Customers Seminar Healthy Customers Seminar Bonus Distribution
April Going Green How to profit from socially responsible consumers.	COOKING WITH RH		Asian-Inspired Specialties		Lamb	The Rise of Tea	Green-Friendly Equipment	Food Safety Topic	Women's Foodservice Forum NRA Show/Women's Foodservice Forum Bonus Distribution
May Polished Casual The new sweet spot segment.	NRA Show Preview	Concepts of Tomorrow Profile	Appetizers	Potatoes	Signature Sauces & Salsas	The Beer & Food Tradition	Combi-Ovens	Food Safety Topic	NRA Show NRA Show Bonus Distribution
June Where's the Beef? Hamburgers & hamburger joints are hot. Cash in now.		Kidding Around: Reaching Kid Customers	Salads		Beef/Veal	Tropical Fruit Drink Ingredients	Dishwashing Systems	Food Safety Topic	
July Competing for Take-Away Here's what you need to know to win in this competitive arena.		Concepts of Tomorrow Profile	Global Poultry Recipes	Fruit Salads	Eggs	Ethnic-Influenced Cocktails	Image-Elevating Uniforms	Food Safety Topic	
August America's Top FSR Growth Chains Also: Our FSR Restaurant Chain of the Year Award			Light Latin Menu Items		Turkey	Best Beer Promotions	High-Speed Cooking	Food Safety Topic	Signet Ad Readership Study
September Better-For-You Concepts Restaurants that appeal to your belly and your doctor.	COOKING WITH RH	Concepts of Tomorrow Profile	Pizza & Pasta Update	Rice	Chicken	House-Made Soft Drinks	Refrigeration Equipment	Food Safety Topic	Healthy Customers Seminar/Concepts of Tomorrow Conference/Natural Products East Bonus Distribution
October It's All About Regulars How to make a new customer a repeat customer.			Desserts		Soy Foods	Specialty Vodkas	Coffee Dispensing Systems	Food Safety Topic	Concepts of Tomorrow Conference / Healthy Customers Seminar Concepts of Tomorrow Conference / Healthy Customers Seminar / Hotel/Motel Restaurant Show Bonus Distribution
November 30 Under 30 Power Players			Meaty Menu Items		Pork	Trendy Wine Varietals	Ranges	Food Safety Topic	Hotel/Motel Restaurant Show Hotel/Motel Restaurant Show Bonus Distribution
December RH's Annual Concepts of Tomorrow Issue: A wrap-up of our Conference plus the winner of the Richard Melman Concepts of Tomorrow Award.			Mediterranean Small Plates		Shellfish	The Evolution of Tequila	Prep Equipment	Food Safety Topic	

2008 Advertising Rates

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Restaurant Hospitality Issue Deadlines

Issue Date	Space Closing	Material Due
Jan. 2008	12/3/07	12/5/07
Feb. 2008	1/2/08	1/8/08
Mar. 2008	2/1/08	2/5/08
Apr. 2008	3/3/08	3/7/08
May 2008	4/2/08	4/7/08
June 2008	5/1/08	5/5/08
July 2008	6/2/08	6/6/08
Aug. 2008	7/1/08	7/7/08
Sept. 2008	8/1/08	8/5/08
Oct. 2008	9/2/08	9/5/08
Nov. 2008	10/1/08	10/6/08
Dec. 2008	11/3/08	11/7/08

Please call Denise M. Walde at (216) 931-9621 for a material extension date.

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