



Add: 8407 Central Ave., Newark, CA 94560

Tel: 800-655-9870

# *2013 Media Kit*

<http://www.c-r-n.com>





## The Must-Read Monthly for Chinese Restaurateurs in U.S.

The first issue of Chinese Restaurant News (C-R-N) was born in July 1995. It grows to be today's largest monthly publication that specialized to serve American-Chinese restaurants in North America.

Over the past almost two decades, C-R-N has become a premiere information source for Chinese-American restaurateurs to seek for the strategies and information to grow their restaurants. According to our recent survey, over 98% of Chinese restaurants have received Chinese Restaurant News at least once since 1999. Among those restaurants more than 78% have read it.

Published in Chinese language, C-R-N timely covers current trade events, new dining trends, hot restaurant concepts and inspiring success stories in the fast growing Asian restaurant segment. C-R-N inspects the issues and trends driving foodservice industry to change and offer ideas to help restaurateurs to manage daily detail, stay on top of technology, understand changing markets and expand into new profit centers.

## \$15-billion Sales Market

There are more than 36,598 Chinese restaurants in the U.S. Annual sales of the Chinese restaurant segment in the U.S. account for 4.0% of total food & drink sales, and is expected to reach over \$15 billion in 2011 (estimated based on NRA projections.) While these 36,598 restaurants scatter in all 50 states across the continent, Chinese Restaurant News reaches out to the doorsteps of them each. We will deliver your message the same way.

## Reaching Decision-makers

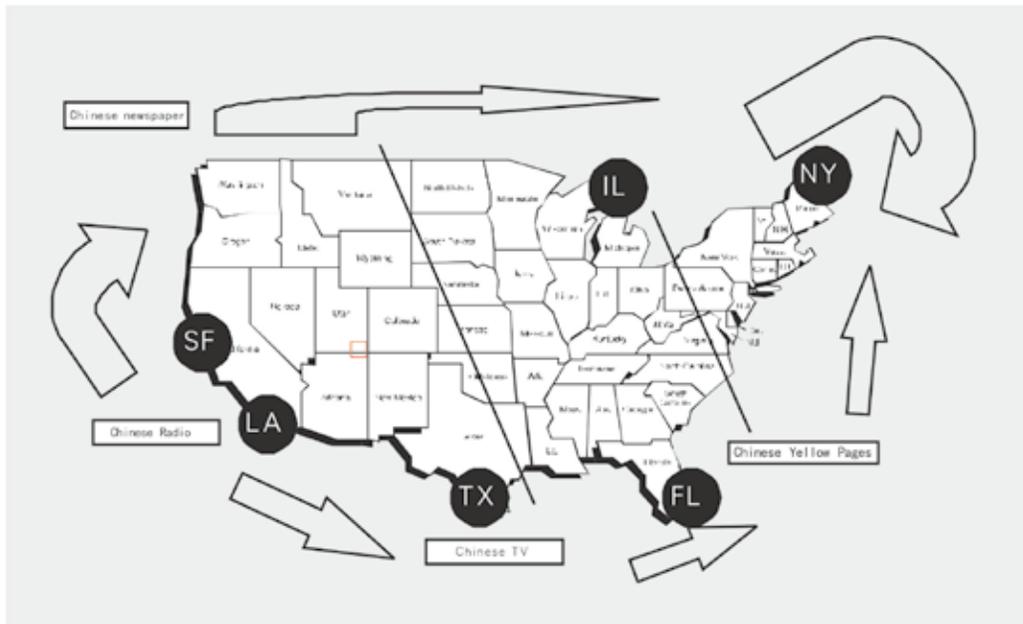
Owners and operators of Chinese restaurants, executive managers of high-volume independent restaurants, multi-unit or chain stores, and prospect owners of new restaurants are C-R-N's target audience. The readers turn to C-R-N with one common issue in mind: the quest for ideas to grow their restaurant business.

CRN can make a difference in promoting your products by spreading your message to the purchase decision makers of more than 40,000 Chinese restaurants.

# Chinese Restaurant News

Chinese Restaurant News  
www.c-r-n.com  
We Deliver News to 45,695 Chinese Restaurants

C-R-N REACHES OUT TO **98%**  
CHINESE RESTAURANTS IN THE U.S.



- Celebrate restaurant entrepreneurship and legendary success in Chinese foodservice segment.
- Illuminate on business growth strategies and successful restaurant management.
- Bridge up the language barriers to up-to-date foodservice issues and mainstream trends.
- Serve the Chinese restaurant industry by delivering news to the restaurant's doorstep.

Other Chinese media just beat around the bushes

Advertising in Chinese Restaurant News means your message will be spread to over **98%** of all Chinese restaurants throughout the United States.

## Advertising Rates 2013

4-color Inside Page	1x	3x	6x	9x	12x
1Page	\$3,960	\$3,366	\$3,168	\$2,970	\$2,772
1/2Page	\$2,376	\$2,020	\$1,901	\$1,782	\$1,663
1/3 Page	\$1,703	\$1,447	\$1,362	\$1,277	\$1,192
1/4 Page	\$1,386	\$1,178	\$1,109	\$1,040	\$970
1/6 Page(Market Place)	\$399(Min. 3 mths)	/	/	/	/
1/18 Page(CRN Name Card Classified)	\$149	/	\$750/6mths	/	\$1,350/12mths
1/30 Page(Restaurant For Sale)	/	/	\$299/6mths	/	/

Premier Front & Back	1x	3x	6x	9x	12x
Front P4-P9	\$5,940	\$5,049	\$4,752	\$4,455	\$4,158
Back P4-P9	\$5,940	\$5,049	\$4,752	\$4,455	\$4,158
Front P3	\$9,900	\$8,415	\$7,920	\$7,425	\$6,930
Back P3	\$7,920	\$6,732	\$6,336	\$5,940	\$5,544

Covers	1x	3x	6x	9x	12x
Front Cover	\$15,840	\$13,464	\$12,672	/	/
Back Cover	\$13,860	\$11,781	\$11,088	\$10,395	\$9,702
Front-Cover-Inside	\$13,187	\$11,209	\$10,549	\$9,890	\$9,231
Back-Cover-Inside	\$11,880	\$10,098	\$9,504	\$8,910	\$8,316

- **Circulation:** 20,100 rate base; total circulation: 46,756.
- **Preferred Positions:** Add Additional 20% to rates, non-cancelable.
- **Closing Dates:** on or before the 30th of the month.
- **Payment Terms:** 1 month prepayment required prior to credit application approval.
- **Other Availabilities:** Inserts - Client-supplied, pre-printed, finished. Rates, specifications, and availabilities on request.
- **Sales Contacts:** 1-800-655-9870

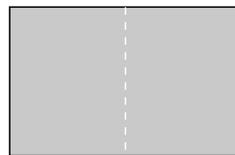
## AD SIZE



Front Cover  
8 1/4"W x 4 3/4"D



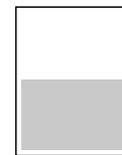
Back Cover  
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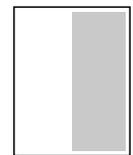
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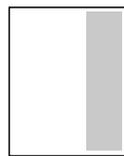
Full Page  
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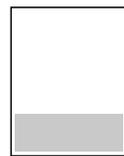
Horizontal  
1/2Page  
7 1/2"W x 5"D



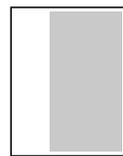
Vertical  
1/2Page  
3 3/4"W x 10 3/4"D



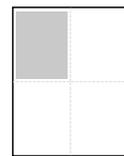
Vertical 1/3Page  
2 1/4"W x 10 3/4"D



Horizontal  
1/3Page  
7 1/2"W x 3 1/3"D



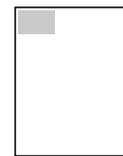
Vertical 2/3Page  
4 3/4"W x 10 3/4"D



1/4Page  
3 3/4"W x 5"D



Market Place  
3 3/4"W x 3"D



CRN Name  
Card Classified  
2 1/2"W x 1 1/2"D



Restaurant For Sale  
1 1/2"W x 1 3/5"D

Page Size & Trim Information: The trim size is 8.1/4" x 10.3/4", perfect bind. Page is 2 columns, each column 3 1/8" wide, or 3 columns, each column 2 1/8" wide.

Printing Process: web offset. Digital file type: .eps .tif .pdf

Film Output: Furnish negatives, right reading, emulsion up, one-piece-per-page-per-color. Use 175 lines screen.