



A Restaurant **Asian News**

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Tel: 800-655-9870

2013 Media Kit

<http://www.a-r-n.net>





About Asian Restaurant News

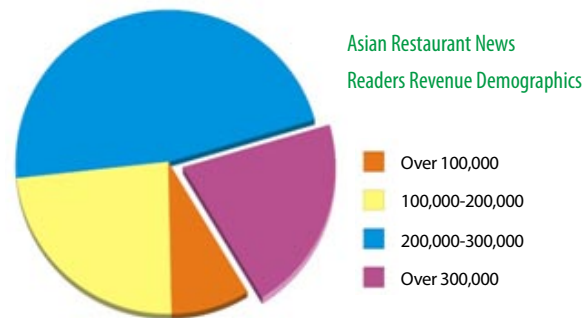
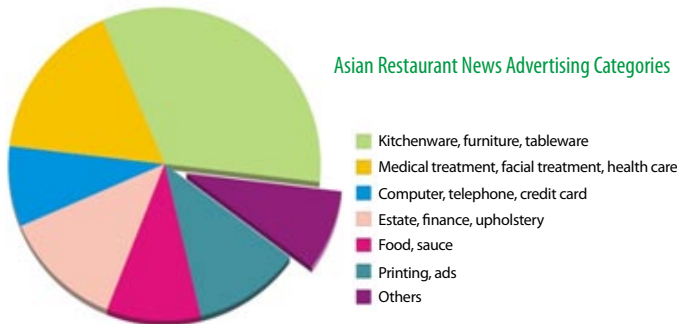
Asian restaurant gained increased popularity in the last 10 years as much as it was seen for Chinese foods in the 1980s. Research shows that Japanese, Thai and Vietnamese cuisines have been listed among American's favorite dining choices. The Asian restaurant supplier niche has become a profitable new market opportunity.

As a sister trade magazine of Chinese Restaurant News (www.c-r-n.com), a monthly Chinese-language magazine established in 1995, which is published and distributed nationwide to 46,756 Chinese restaurants, Asian Restaurant News had its launch issue distributed at the first international trade show of Asian Foodservice - All Asian Food Expo (Oct. 26-27, 2004, NY).

Asian Restaurant News is a monthly publication that is printed in English and distributed nationwide to more than 21,000 Asian-themed restaurants.

Asian Restaurant News presents monthly updates on restaurant industry news and trends, with special coverage emphasizing on hot Asian restaurant concepts, new Asian cuisine dining trends, professional cooking innovations, and restaurant marketing and management ideas.

Our Audience



Our readers are owners and operators of Asian-themed restaurants, executive managers of high-volume independent restaurants, multi-unit or chain stores, and prospective owners of new restaurants. Collectively, Asian restaurants in the U.S. account for over 6% of the total number of restaurants in the nation.

Circulation Method

Each copy of *Asian Restaurant News* is delivered to subscribers monthly via direct mailing free of charge. Smart Business Service (SBS) Inc. has the most complete and current database of its kind in the market, and has increasingly expanded and updated the list of the Asian restaurants in North America for 16 years, which enables the efficient publication and distribution of *Asian Restaurant News*.



Content Introduction

Column	Contents
In Season	Includes a short introduction of two in season vegetables per month and provides information about their nutritional benefits along with a recipe.
Guest Columns	Columns include one mystery dining column and others which touch on a variety of topics ranging from recipe analyses to new dining trends.
On the Asian Menu	Each country in Asia has its own unique and delicious cuisine. Every month, one country's cuisine is showcased giving restaurant owners ideas for possible menu additions and more.
Topic of the Month	A must read for restaurant owners, this column provides in depth coverage of real issues relevant to running a restaurant.
In the News	News on events that have an impact on the restaurant industry can be found here. Stay up to date by reading these articles.
Interview	Prominent chefs and other people of note are interviewed on topics including how to incorporate new products into menus, emerging trends, and their own professional accomplishments.
Tips of Business	Running a restaurant is no easy task and because of that; this column provides tips on every aspect of running a business including but not limited to marketing, management, and human resources.
Executive Insider	Chef Rommel, a well known chef introduces one delicious recipe per month sure to have diners wanting more.
Asian Dining Scene	Up and coming restaurants in the Chinese dining scene are showcased here.
Top 100	Short introductions of some of this year's Top 100 Chinese Restaurant winners.
Tradeshaw & Events	Upcoming tradeshaws and events that are relevant to the restaurant industry are listed here.

Advertising

Straight to the Point

Asian Restaurant News is the first foodservice magazine dedicated to meeting the business needs of Asian restaurants and also serves as an effective and lucrative channel with which to bring wider exposure to your products.

Each copy of Asian Restaurant News is directly mailed to the owners and operators of over 21,000 Asian restaurants in the U.S; people who make important decisions regarding the purchasing side of their businesses. Advertising in Asian Restaurant News will make a difference because we deliver your message directly to decision-makers. As the first foodservice magazine in the industry, it presents relevant monthly updates on the latest restaurant news and trends.

Entrenched in Consumer Minds

Each copy of Asian Restaurant News is jam-packed with industry information including articles touching on restaurant management, marketing ideas, and the latest culinary trends. In addition, a large majority of advertisements published in the magazine showcase professional restaurant suppliers. Owners looking to purchase new equipment know to peruse Asian Restaurant News when searching for a quality supplier.

Immediate Benefits

Asian Restaurant News targets a large demographic within a relatively centralized area, which is perfect for precision advertising. Utilizing this unique and effective circulation method, the magazine is a great target-marketing tool. It opens up additional opportunities to advertisers who in turn reap instant benefits from being able to reach their target market.

Advertising Rates 2013

4-color Inside Page	1x	3x	6x	9x	12x
1Page	\$2,970	\$2,525	\$2,376	\$2,228	\$2,079
1/2Page	\$1,782	\$1,515	\$1,426	\$1,337	\$1,247
1/3 Page	\$1,277	\$1,086	\$1,022	\$958	\$894
1/4 Page	\$1,040	\$884	\$832	\$780	\$728

Priemer Front & Back	1x	3x	6x	9x	12x
Front P1-P9	\$4,455	\$3,787	\$3,564	\$3,341	\$3,119
Back P4-P9	\$4,455	\$3,787	\$3,564	\$3,341	\$3,119
Back P3	\$5,940	\$5,049	\$4,752	\$4,455	\$4,158
Front P3	\$7,425	\$6,311	\$5,940	\$5,569	\$5,198

Covers	1x	3x	6x	9x	12x
Front Cover	\$11,880	\$10,098	\$9,504	/	/
Back Cover	\$10,395	\$8,836	\$8,316	\$7,796	\$7,277
Front-Cover-Inside	\$9,890	\$8,407	\$7,912	\$7,418	\$6,923
Back-Cover-Inside	\$8,910	\$7,574	\$7,128	\$6,683	\$6,237

- **Circulation:** 21,004 Rate Base; Total Circulation: 30,000.
- **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. Net 30.
- **Other Availabilities:**
Inserts - Client-supplied, pre-printed, finished. Rates, specifications, and availabilities on request.
- **Sales Contacts:** East Coasts - (888)909-1234; West Coasts - (888)727-6368;
Website: <http://A-R-N.net>; Email: info@A-R-N.net.

Advertisement Size



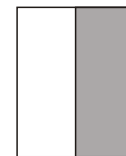
Spread
16 1/2" (W) x 10 3/4" (D)



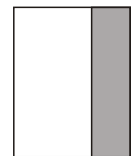
Full Page
8 1/4" (W) x 10 3/4" (D)



Horizontal
1/2Page
7 1/2" (W) x 5" (D)



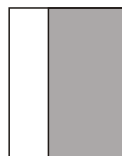
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5" (W) x 7 1/2" (D)



Vertical
1/3Page



Front Cover
7" (W) x 4 3/4" (D)



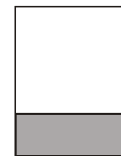
Vertical
2/3Page



1/4Page
3 1/2" (W) x 5" (D)



Back Cover
8 1/4" (W) x 6 1/2" (D)



Horizontal
1/3Page

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.