

Refrigerated & Frozen Foods

R&FF Retailer

STRATEGIES FOR HEADQUARTERS EXECUTIVES

Conclusive Proof Of Readership & Usefulness **2009 READER PROFILE**

Refrigerated & Frozen Foods Retailer

A recent study by AdScore Publication Research on behalf of *R&FF Retailer*, confirms the *reach, readership* and, perhaps most important, the *usefulness* of R&FF Retailer among retail executives responsible for refrigerated and frozen foods.

The respondents to this study were *not* aware that the study was being commissioned by *R&FF Retailer* or BNP Media.



OVERVIEW OF READER PROFILE

A total of 3,956 names were randomly drawn from the circulation list of *R&FF Retailer*. To those names, a request to participate in an on-line study was sent. Three \$100 Gift Cards were offered as an incentive. A total of **71** responded, providing an effective response rate of **2%**.

RESPONDENTS WERE EXECUTIVES WITH AUTHORITY

IN REFRIGERATED AND/OR FROZEN FOODS

100% of those responding said that they either recommend or have influence on the decision to purchase refrigerated and/or frozen foods for their organization. The respondents represented all important areas of retail management:

General Management	28%
Merchandising Management	39%
Purchasing Management	33%

These respondents were important targets for advertisers.

THE STUDY WAS A CROSS SECTION OF THE RETAIL MARKET

These retail executives were from all corners of the marketplace in terms of size.

1-3	25%
4-10	11%
11-50	18%
51-100	6%
Over 100	40%

Critical Questions Regarding Publication Reach and Readership:

Which of the following publications do you receive personally addressed to you?

Refrigerated & Frozen Foods Retailer	80%
Progressive Grocer	53%
Supermarket News	48%
Gourmet Retailer	38%
Grocery Headquarters	36%
MMR	28%
Seafood Business	17%

Which ONE magazine is the MOST useful to you in your position?

Refrigerated & Frozen Foods Retailer	62%
Supermarket News	14%
Gourmet Retailer	10%
Progressive Grocer	9%
Grocery Headquarters	5%

R&FF RETAILER: A PROVEN ADVERTISING VEHICLE

This Ad Score study provides **conclusive, well documented proof** of *R&FF Retailer's* dominant position in the market that we serve . . . refrigerated and frozen foods. It demonstrates the reader's preference for *R&FF Retailer*: the single **most useful** informational tool for retailers responsible for refrigerated & frozen foods.

SUMMARY

R&FF Retailer is the **ONLY** publication for our industry that can point to a solid track record of overall performance and success. Entering our 7th year in 2010, the publication has build a strong audience and loyal "following".

In these times, when advertisers are looking for the greatest return on their advertising investment, *RFF Retailer* is the **ONLY** publication in refrigerated and frozen Foods that Provides advertisers with assurances of readership, impact and usefulness.

Why advertise anywhere else?

For additional Information on the 2009 *R&FF Retailer* Reader Profile Study by AdScore
Or for information on advertising in *R&FF Retailer*, please contact:

Halley LoBello
Midwest/Western Sales
630-519-3399
halleylobello@yahoo.com

Steve Roth
Midwest/Western Sales
847-256-3040
steve.roth@powercastmedia.com

Michael Stack
Eastern Sales
847-367-7120
michaeldstack@aol.com