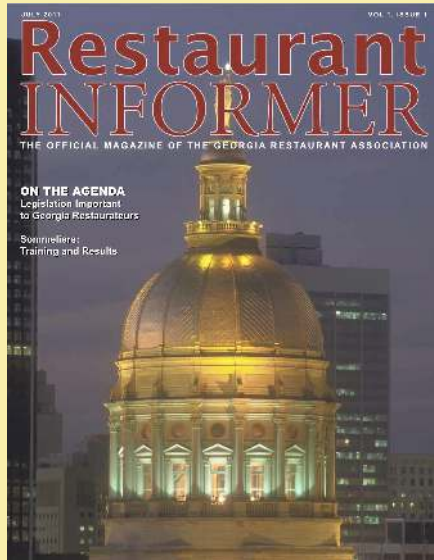


Restaurant INFORMER

2011 Editorial Calendar



Restaurant INFORMER is a trade magazine dedicated to providing local news and information to restaurateurs in Georgia.

Promote to these readers

- Georgia Restaurant Association members
- American Culinary Federation – Atlanta Chapter members
- Georgia based restaurant owners, operators, managers and chefs
- Independents, chains & QSR professionals located in Georgia
- total magazine circulation: 4,000

For information on advertising and additional marketing opportunities

Contact John Sawyer
Phone: 719.599.7220
Email: jsawyer@sawyerdirect.com

JANUARY/FEBRUARY

Annual Supplier Directory – Complete source of suppliers for restaurateurs in Georgia.

Advertising Due Date: December 1

MARCH

Beverage Roundtable - Industry pros talk about the latest in beer, wine and non-alcoholic drinks.

Advertising Due Date: February 1

APRIL

Green Issue - Restaurateurs share ideas on how to incorporate green practices while also reducing costs.

Advertising Due Date: March 1

MAY/JUNE

Southern Foodways - A spotlight on the trends, how restaurateurs can get involved and ways to benefit.

Advertising Due Date: April 1

JULY/AUGUST

On the Agenda - Key legislative issues and how they will affect Georgia's restaurateurs.

Advertising Due Date: June 17

SEPTEMBER

Ethnic Restaurants – Lessons on success.

Advertising Due Date: August 2

OCTOBER

Technology - Getting the most from online tools and POS systems.

Advertising Due Date: September 1

NOVEMBER/DECEMBER

GRACE Awards – Featuring finalists and winners of the GRA's annual awards.

Advertising Due Date: October 1

RestaurantINFORMER.com – the companion web site to *Restaurant INFORMER* magazine posts local industry news on a weekly basis, exclusive-to-web features, magazine articles and a searchable supplier directory.



The Official Magazine of the Georgia Restaurant Association

For more information about Restaurant INFORMER magazine, contact info@restaurantinformer.com or phone 719.599.7220