

# Restaurant Forum

## 2008 EDITORIAL CALENDAR



Restaurant Forum is a restaurant and hospitality magazine, reaching food and beverage professionals in the restaurant industry. The publication provides compelling local market editorial with informative features and columns delivering a truly unique perspective for industry leaders. Each local market edition profiles a restaurant and/or chef within the industry, and features new products, services and innovations. No other publication serves the restaurant market like Restaurant Forum.

### EDITORIAL FEATURES & DEPARTMENTS

**Cover Story:** An in-depth look at a top restaurateur in Georgia.

**Chef Profile:** An interview with one of Georgia's leading chefs.

**Around Town:** The latest restaurant openings, new personnel announcements, and local industry news.

**GRA News:** Important member news and announcements from the Georgia Restaurant Association.

**Events:** A listing of upcoming events and reviews of recent happenings.

### MAGAZINE READERSHIP

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

### JANUARY / FEBRUARY

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

Advertising Due Date: December 1

### MARCH

**Wine Issue –**  
Restaurant Forum is the official media sponsor for the 2008 High Museum Atlanta Wine Auction Trade Tasting.

Advertising Due Date: February 1

### APRIL

**Green Issue –**  
Steps to being “Green”, including: organic/ local/ sustainable food resources, equipment and supplies.

Advertising Due Date: March 1

### MAY / JUNE

**Customer Relationship Management –**  
Strategies and tips for e-mail, gift card, loyalty, and database marketing.

Advertising Due Date: April 1

### JULY / AUGUST

**Restaurant Technology –**  
The latest in POS, management systems and more.

Advertising Due Date: June 1

### SEPTEMBER

**Industry Salary Survey –**  
A first-ever compilation of salary information for Georgia's restaurant trade.

Advertising Due Date: August 1

### OCTOBER

**Restaurant Launch Guide –**  
Resources and advice for opening a restaurant in Georgia.

Advertising Due Date: September 1

### NOVEMBER / DECEMBER

**GRACE Awards –**  
Special focus on the GRA's annual awards ceremony.

Advertising Due Date: October 1



The Official Magazine of the Georgia Restaurant Association

For more information about Restaurant Forum magazine, please contact [jsawyer@sawyerdirect.com](mailto:jsawyer@sawyerdirect.com) or phone 770.452.1221