

MANY CHANNELS. ONE SOURCE.





GARY GARDNER
CHAIRMAN
FRANCHISE
UPDATE MEDIA



THERESE THILGEN
CEO
FRANCHISE
UPDATE MEDIA



DIANE PHIBBS
EVP & CHIEF CONTENT OFFICER
FRANCHISE
UPDATE MEDIA



2017 FRANCHISE LEADERSHIP &
DEVELOPMENT CONFERENCE
JEFF STURGIS
CHIEF DEVELOPMENT OFFICER
FAZOLI'S



2018 MULTI-UNIT FRANCHISING
CONFERENCE CHAIR COUPLE
CHERYL & JOEY ROBINSON
MULTI-UNIT FRANCHISEES
SUPERCUTS



2017 FRANCHISE CONSUMER
MARKETING CONFERENCE
SUSAN BORESOW
PRESIDENT
TITLE BOXING CLUB

MANY PERSPECTIVES. ONE GOAL.

If you want to reach, influence and motivate the largest audience of franchise professionals there's just one choice—Franchise Update Media.

As the market leader, Franchise Update Media delivers unmatched reach and scale across multiple platforms, including magazines, content marketing, digital ads and franchise conferences. We boast more than 2 million annual unique visitors online, 4 million page views annually and have over 17,000 multi-unit franchisee readers, and 9,000 franchisor readers.

No other content and media marketing services provider has our years of experience and the depth of expertise our advisory boards bring to the table.

FRANCHISE UPDATE MEDIA IS AN AMAZINGLY EFFICIENT WAY TO CONNECT WITH:

OPPORFUMITY

Individually, our channels offer focused targeting with meaningful content. Layered together, they reach the widest audience for your brand.

We are the authority on franchise content. Each one of our products is filled with industry news, best practices, and more.

Our focus is to provide an environment where everyone in the franchise industry can learn, find new business opportunities, network, and be inspired by their peers. Welcome to the world of FUM.

FRANCHISE
LEADERSHIP &
DEVELOPMENT
CONFERENCE

MULTI-UNIT
FRANCHISING
CONFERENCE

FRANCHISE
CONSUMER
MARKETING
CONFERENCE

EUROPEAN
MULTI-UNIT
FRANCHISING
CONFERENCE

Conferences to inspire, guide, and motivate you.

In the last year alone, we had 2,700 attendees at four events. Which are:

- Franchise Leadership and Development Conference
- Multi-Unit Franchising Conference
- Franchise Consumer Marketing Conference
- European Multi-Unit Franchising Conference



Magazines that put your brand in front of the people that matter.

We produce the leading independent trade publications for franchisors and multi-unit franchisees. If you want your brand in front of successful executives and owners, our magazines are the answer.

- Franchise Update Magazine with print distribution of 9,000 to franchisors. Total print distribution 10,000.
- Multi-Unit Franchisee Magazine with print distribution of over 17,000 to multi-unit franchisees. Total print distribution 20,000.



Franchising.com

The premier franchising website.

This isn't your average portal. Our website is the most trusted name in franchising, driven by real content that covers key industry issues and innovations.

- In 2017, there were over 4 million page views on our website.
- Franchising.com has over 116,000 pages of informative content, news, and guides—with more added every day.



A suite of digital marketing opportunities.

Display ads and custom e-blasts are just the beginning. Multiple digital products (enewsletters, custom email campaigns, sponsored content, BrandBoost) and multiple target audiences (multi-unit franchisees, franchise buyers, franchisors) lead to your overall business wins.

WHY WE'RE THE EXPERTS.

When you've been in franchising for over 30 years, you learn a thing or two. We've learned a lot, which is why we make it easy for you to attract the right people for your business:

- Franchise opportunity seekers look for two pieces of information – how to get started in franchising and what franchise brand is right for them.
- Multi-unit franchisees come to us as the industry resource for content, programs, curriculum and new brands to help them learn, grow, and be inspired.
- Suppliers in almost every industry look to us when they want to put their services in front of franchisors, franchisees, and franchise prospects.
- Ready to take your franchise overseas? Talk to us about international opportunities, including our new European conference.

Advisory board power.

You won't find a more experienced and influential group of people. We have three advisory boards filled with hand-selected franchising experts and influencers who shape what we do at Franchise Update Media. These franchising leaders help develop the content that matters most. No matter what the focus is (consumer, leadership, multi-unit franchisees, and more), our advisory boards lead the charge in keeping you in the know.





“

The reason that I serve on the MUFC advisory board is that the concerns of multi-unit franchise owners are directly addressed in the conference, Multi-Unit Franchisee Magazine, and online. We all agree that every conference needs to have certain sessions that are addressed every year to accommodate new attendees. We also are very intent on introducing new elements at every conference to keep it engaging and informative for returning attendees.”

ROB BRANCA

Multi-Unit Franchisee, over 90 Dunkin' Donuts locations, Multi-Unit Advisory Board Member



“The Franchise Consumer Marketing Conference Advisory Board works hard to bring the best content to our colleagues. I am privileged and honored to be a part of such a terrific organization.”

SUSAN BORESOW

President, Title Boxing, Franchise Consumer Marketing Advisory Board Member



WHAT CAN FUM DO FOR YOU?

Conferences

FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE

An exclusive event for CEOs, Presidents, CDOs, and Franchise Sales and Development Executives to share what's facing their business and what others are doing to find success.

ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Directory listing in conference guidebook
- Presence on conference marketing materials
- Attendee list



PLATINUM LEVEL | \$15,990

- Sponsor Networking Area table
- 3-minute General Session video
- 4 staff registrations
- Full-color display ad in conference guidebook
- Logo on sponsor marketing materials

GOLD LEVEL | \$10,990

- Sponsor Networking Area table
- 2-minute General Session video
- 3 staff registrations
- Full-color display ad in conference guidebook

SILVER LEVEL | \$5,990

- Sponsor Networking Table
- 2 staff registrations

BRONZE LEVEL | \$3,990

- 1 staff registration

MOBILE APP WITH NETWORKING TABLE | \$9,990

- Static sponsor logo on splash screen
- 2 push notifications
- 3 staff registrations
- Sponsor logo on General Session mobile app video
- Logo included on conference guidebook ad
- Sponsor recognition on mobile app pre-conference email marketing

WIRELESS CONNECTION WITH NETWORKING TABLE | \$10,990

- Company name as wireless password
- Logo and password on General Session slide
- Logo and password on side at registration desk
- 3 staff registrations

ADDITIONAL SPONSOR OPPORTUNITIES WITHOUT NETWORKING TABLE

- Room Keys
- Conference Tote Bag
- Napkins
- Lanyard
- Registration Desk Signage and Materials
- Conference Guidebook
- Agenda at a Glance
- Conference Guidebook Full Page Ad

FRANCHISE CONSUMER MARKETING CONFERENCE

With expert speakers and rich content, this event covers current topics crucial for C-level executives and marketing leaders to know.

ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Directory listing in conference guidebook
- Presence on conference marketing materials
- Attendee list



2018
JUNE
18-20
ATLANTA
GEORGIA

PLATINUM LEVEL | \$15,990

- Sponsor Networking Area table
- 3-minute General Session video
- 4 staff registrations
- Full-color display ad in conference guidebook
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- Agenda at a Glance
- Conference Guidebook Full Page Ad

Conferences

MULTI-UNIT FRANCHISING CONFERENCE

The only event of its kind that focuses on the relevant issues for multi-unit franchisees developed by our advisory board.

ALL SPONSORSHIPS RECEIVE THE FOLLOWING BENEFITS:

- Directory listing in conference guidebook
- Presence on conference marketing materials
- Attendee list



PLATINUM LEVEL | \$15,990

- 3-minute General Session video
- Full-color display ad in conference guidebook
- Logo on sponsor marketing materials
- 4 staff registrations and 4 VIP franchisee invitations
 - Attendance for 2 at opening franchisee social and luncheon

BREAKOUT VIDEO SPONSOR | \$14,990

- 2-minute video that runs 10 minutes before each session on a loop
- 3 staff registrations and 3 VIP franchisee invitations

KEYNOTE SPEAKER SPONSOR | \$12,990

- Recognized on stage as a sponsor
- 3-minute introduction for keynote speaker
- 2 staff registrations and 2 VIP franchisee invitations

GOLD LEVEL | DAY 1 VIDEO IS \$10,990 & DAY 2 VIDEO IS \$9,990

- 2-minute general session video
- Full-page color conference guidebook ad
- 3 staff registrations and 3 VIP franchisee invitations

FRANCHISEE – ONLY OPENING SOCIAL | \$9,990

- Attendance for 3 at Franchisee Opening Social
- Logos on cocktail napkins and event signage
- Name badges
- Logo on email invite to franchisees
- 3 staff registrations and 3 VIP franchisee invitations

MOBILE APP WITH NETWORKING TABLE | \$9,990

- Static sponsor logo on splash screen
- 2 push notifications
- Sponsor logo on General Session mobile app ad
- Logo included on conference guidebook ad
- Sign at registration desk
- 2 staff registrations and 2 VIP franchisee invitations

FRANCHISEE – ONLY LUNCHEON | \$8,990

- 2-minute video during luncheon
- Full-page color conference guidebook ad
- 3 staff registrations and 3 VIP franchisee invitations

FRANCHISOR LUNCHEON | \$8,990

- 2-minute video during luncheon
- Full-page color conference guidebook ad
- 3 staff registrations

CONFERENCE TOTE BAG | \$7,990

- Franchisor and franchisee options available
- Includes 1 staff registration

CONFERENCE GUIDEBOOK | \$6,990

- Front cover ad
- Back cover ad
- 1 staff registration

MULTI-UNIT MVP AWARDS | \$6,990

- Recognized on stage during MVP awards
- Assist with MVP award distribution
- 1 staff registration

SHARED LANYARD | \$6,990

- Logo on lanyard
- 1 staff registration

CHAIRMAN'S DINNER | \$6,990

- 2 attendees at the Advisory Board dinner
- Introduction at dinner
- 1 staff registration

REGISTRATION DESK | \$6,990

- Signage at registration desk
- 2 staff registrations

MONEY ROOM | \$4,990

- Signage
- 1 staff registration

LAW ROOM | \$4,990

- Signage
- 1 staff registration

BRONZE LEVEL | \$3,990

- 1 staff registration

MUFC ADD-ONS

(must be purchased with exhibit space or sponsorship)

\$6,990

AGENDA AT A GLANCE

\$6,990

COFFEE CUPS

\$4,990

CUBE SIGN

\$4,990

MULTI-UNIT MAGAZINE COVER CARD

\$4,990

MULTI-UNIT BUYERS GUIDE COVER CARD

\$995

CONFERENCE GUIDEBOOK

FULL-PAGE AD

\$995

CONFERENCE TOTE BAG INSERT

**OUR
NEWEST
CONFERENCE**

EUROPEAN MULTI-UNIT FRANCHISING CONFERENCE

Ready to grow overseas? Our newest conference gets you across the Atlantic Ocean and in front of a new European audience.

Pricing Breakdown:

- Sponsorship (\$5,000)
- Table and signage in networking session
 - Presence on conference marketing materials
 - 2 registrations



**DATES COMING SOON
FLORENCE, ITALY**

2018

Publications

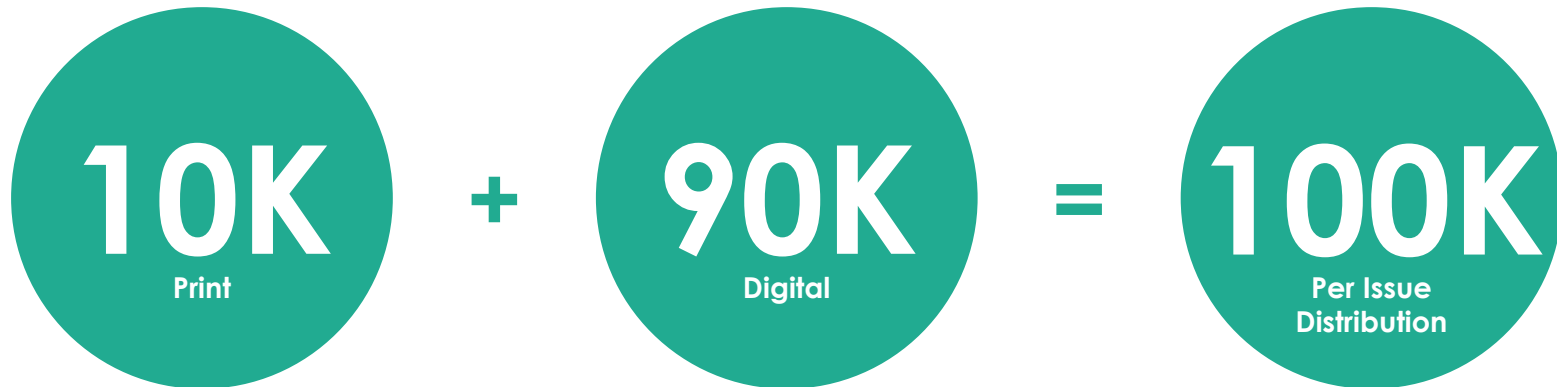


FRANCHISE UPDATE MAGAZINE

Every issue features content targeted through leadership, consumer marketing, and brand growth from the industry professionals who know it best. Available in both print and digital editions.

- The Quarterly Magazine for Franchisors
- Print Distribution to CEOs, Presidents, Development and Consumer Marketing Execs: 10,000
- Digital Edition Distribution: 90,000

Quarterly readership of:



Ready to reach more qualified leads where they are looking for news and opportunities?
Contact us for additional featured content, specs and pricing.

Q1

LEADERSHIP/30TH ANNIVERSARY

Focus on brand leadership and the tools and resources to build thriving, successful brands.

Celebrating 30 years of serving the franchise community.

FEATURE CONTENT

- **Franchise Development Firms:** Companies that develop and deploy new brands are on the rise.
- **C-Suite Growth Path:** Franchise executives who have risen through the ranks.
- **Brokers:** The role of brokers in franchise lead generation and development.

Ad Close: 1/5
Materials: 1/12

Bonus Distribution at IFA Convention

Q2

SMART TECHNOLOGY/DIGITAL GUIDE

Focus on how technology is changing franchising.

FEATURE CONTENT

- **Digital Marketing:** Embracing new technologies to compete effectively in an online world.
- **Digital Ad Creation:** How brands are creating online ads that engage their target audience.
- **Digital Communication:** How its proliferation has increased legal and privacy issues.

Special Advertising Section: Smart Franchise Technology Guide

Ad Close: 3/30
Materials: 4/6

Bonus Distribution at Franchise Consumer Marketing Conference, Franchise Leadership & Development Conference, and International Franchise Expo

Q3

CONSUMER MARKETING

Focus on the growing sophistication of tools, technologies, and strategies driving today's brand marketing decisions.

FEATURE CONTENT

- **Crisis PR:** Advance preparation is the best medicine for dealing with a potential PR crisis.
- **Targeted Marketing:** Building brand loyalty among multi-cultural and multi-generational customers.
- **Cause Marketing:** Stories from brands doing well by doing good.

Ad Close: 6/18
Materials: 7/2

Bonus Distribution at Franchise Leadership & Development Conference and West Coast Franchise Expo

Q4

ANNUAL LEADERSHIP & DEVELOPMENT

Focus on franchise recruitment practices from lead generation to closing the deal.

FEATURE CONTENT

- **Annual Franchise Development Report (AFDR):** Highlights from franchising's most comprehensive sales and lead generation survey.
- **Leadership & Development Conference:** Reviewing the premier event for franchise sales and development professionals.
- **STAR Awards:** Brands with the best franchisee recruitment processes and practices.
- **Mystery Shopper Results:** Best practices for recruitment websites, website response, and phone response.

Ad Close: 10/8
Materials: 10/15

Bonus Distribution at IFA Convention and Franchise Expo South

Publications



MULTI-UNIT FRANCHISEE MAGAZINE

Every issue features content focused on franchisee growth from real-life franchisees.

- Print distribution to over 17,000 multi-unit franchisees and 3,000 franchisors nationwide.
- Digital Edition Distribution: 90,000.



Our 2016 survey of multi-unit franchisees reported 50% of them use magazines to find new opportunities.



MULTI-UNIT BUYER'S GUIDE

Get your brand in front of all multi-unit and multi-brand owners! This is a special annual edition of Multi-Unit Franchisee Magazine featuring full page brand profiles.

- Print distribution to over 17,000 multi-unit franchisees and 3,000 franchisors nationwide.
- Digital Edition Distribution: 90,000.

Bonus Distribution: Multi-Unit Franchising Conference and all major Franchise Expos.



This annual guide reaches 17,000+ Multi-Unit Franchisees, at a cost of only 18¢ per franchisee.

Ready to reach more qualified leads where they are looking for news and opportunities?
Contact us for additional featured content, specs and pricing.

Q1

MEGA 99 – AMERICA'S LARGEST FRANCHISEES

The nation's largest multi-unit franchisees, by number of units.

FEATURED ARTICLES:

- Legislative Update
- Growth Strategies
- Multi-Unit Franchisee Interviews

Ad Close: 12/4

Materials: 12/11

Bonus Distribution at IFA Convention & Multi-Unit Franchising Conference

MULTI-UNIT BUYER'S GUIDE SPECIAL ANNUAL EDITION

Ad Close: 1/19

Materials: 2/23

Bonus Distribution at Multi-Unit Franchising Conference and International Franchise Expo

Q2

MULTI-BRAND 50: AMERICA'S TOP MULTI-BRAND FRANCHISEES

The 50 largest U.S. franchisees and their brands, by number of units.

FEATURED ARTICLES:

- Labor
- Funding Growth
- Multi-Unit Franchisee Interviews

Ad Close: 2/16

Materials: 2/23

Bonus Distribution at Multi-Unit Franchising Conference & International Franchise Expo

Q3

MULTI-UNIT 50: AMERICA'S TOP MULTI-UNIT BRANDS

Brands with the largest numbers and percentages of multi-unit operators.

FEATURED ARTICLES:

- Grand Openings & Loyalty Programs
- Employee Compensation & Training
- 2018 MVP Awards
- Multi-Unit Franchising Conference Highlights
- Multi-Unit Franchisee Interviews

Ad Close: 6/8

Materials: 6/15

Bonus Distribution at West Coast Expo

Q4

FRANCHISEE DOMINATORS AND THEIR TERRITORIES

The country's most dominant multi-unit operators, by entire U.S., region, and state.

FEATURED ARTICLES:

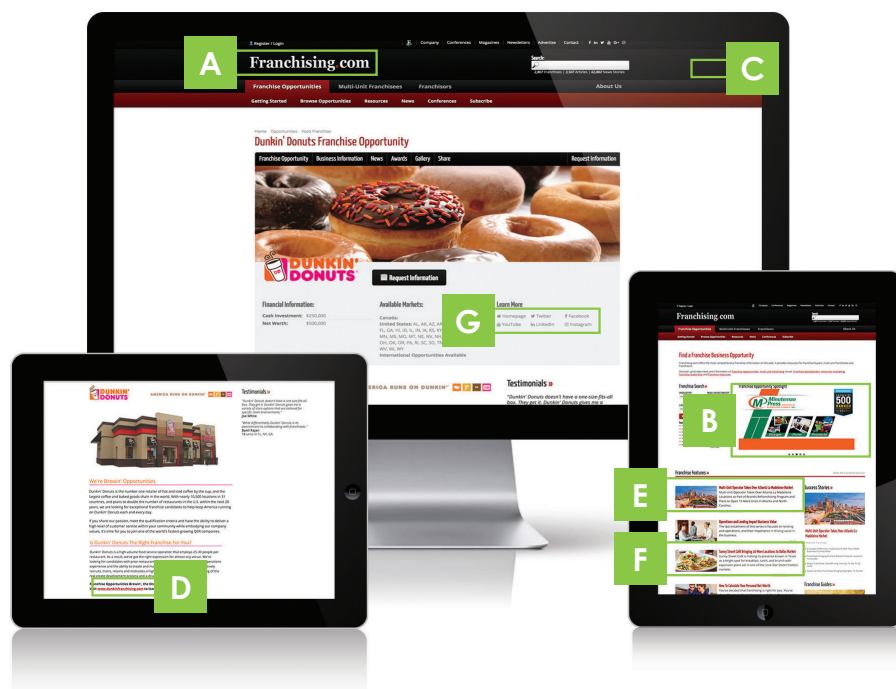
- Niches, Minorities, Special Markets
- Field Support & Training
- Multi-Unit Franchisee Interviews
- Dominators List

Ad Close: 9/4

Materials: 9/10

Bonus Distribution at Franchise Expo South

Digital



AD PACKAGES & PRICING

With over **2 million Franchising.com visitors** in the last year, you need prime placement on our website. If you want to stand out, this needs to be part of your plan. Our packages help your brand get the best for your buck with page exposure and include:

- A Franchising.com listing:**
All ads lead to content on your brand profile page.
- B Banner Ads:**
Static image included with spotlight package.
- C Pixel Tracking:**
Gives you real-time stats to identify visitors after viewing your page on Franchising.com.

BRANDBOOST | \$1,800/MONTH

- Elevate your Franchising.com campaign to the next level with BrandBOOST.
- Work with our experienced editorial team to create a series of articles on your franchise brand. Includes Top Franchise Package

SPOTLIGHT | \$1,299/MONTH

- Rotating home page banner (*best ad placement on the website!*)
- Includes all features in the Top Franchise Opportunities Package

TOP | \$999/MONTH

- Logo/listing rotation in Top Franchise Opportunities on home page and Multi-Unit Franchisee Channel
- Logo/listing rotation throughout website in Top and Hot Opportunities
- First-tier placement and rotation in categories

HOT | \$799/MONTH

- Logo/listing rotation in Hot Franchise Opportunities throughout website
- Second-tier placement and rotation in categories

BASIC | \$599/MONTH

- Third-tier placement and rotation in categories

D Direct Links:

Connect visitors from your Franchising.com page directly to your franchise website.

E BrandBOOST:

As a publisher, one of the most powerful ways we can help you deliver your message is through content. We have an experienced editorial team in-house and the audience at hand to elevate your campaign to the next level.

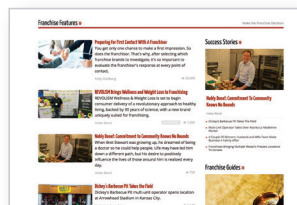
F Press Releases:

Submit your press release and we do the rest. Our service syndicates your franchise's press releases to over 200 franchise and business news sites.

G Social Media:

Include callouts to your social media accounts to drive more traffic there.

BRAND BOOST BY FRANCHISE UPDATE MEDIA



BRANDBOOST

Our signature program delivers authentic content with sponsored brand stories that are educational, engaging and valuable to readers. Program features:

- Homepage story placement
- Brand website profile, complete with a story archive
- Newsletter exposure
- Social media links
- Syndication network

BOOST ME! Need this boost ASAP? Talk to your sales rep about pricing today.

S Franchise sector showcase



FRANCHISE SECTOR SHOWCASE

This program educates Opportunity Seekers about the benefits of investing in a specific sector of the franchise industry.

Each Industry Sector Showcase will be a six-month content program on Franchising.com consisting of one new article per month.

Some sectors coming up will be:

- Senior Care
- Fitness
- Health and Beauty

BRAND NEW!



SPONSORED eNEWSLETTER CONTENT

Grow your brand's awareness to your target audience(s) through sponsorship of FUM's content-rich and relevant e-newsletters.

Great opportunity for:

- Suppliers to get in front of franchisors or multi-unit franchisees or both.
- Franchisors to get in front of multi-unit franchisees or franchise buyers or both.



CUSTOM EMAIL BLAST

Share your brand with either our audience of multi-unit franchise owners, franchisors, or franchise buyers.

Great opportunity for:

- Suppliers to get in front of franchisors or multi-unit franchisees or both.
- Franchisors to get in front of multi-unit franchisees or franchise buyers or both.



OUR CONTENT IS KING. ADD IT TO YOUR PACKAGE! ASK YOUR SALES REP HOW OUR DIGITAL RESOURCES CAN OPTIMIZE YOUR MEDIA PLAN.





**DON'T MISS YOUR OPPORTUNITY TO MAKE
YOUR BUSINESS THRIVE AND GROW.**

CONTACT US TODAY.

**SALES@FRANCHISEUPDATEMEDIA.COM
(800) 289-4232 X202
FRANCHISING.COM**