

# Print – Magazines

## FRANCHISE UPDATE MAGAZINE (QUARTERLY)

A magazine exclusively for franchisor executives

Published quarterly, each issue provides real-life inspiration, in-depth interviews and content on the most vital issues surrounding franchise growth and success.

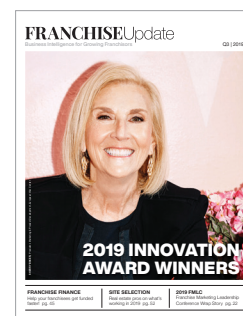
### Special Ad Sections

Each issue features a mini guide to give Franchisors a deeper look into specific products and services shaping the future of franchising. Quarterly guides will feature full-page brand profiles and display ads.

- Q1: Advertising, Marketing, Public Relation's Guide
- Q3: Smart Technology Guide
- Q4: Franchise Recruitment and Development Guide

### Franchise Update Magazine Distribution

- Each issue has print distribution to 10,000 Franchisor Brand Executives, plus digital distribution and reach.



Issue	Ad Close	Materials Due	Feature & Segments	Special Ad Section	Bonus Exposure
Q1	1/17/20	1/24/20	<b>Consumer Marketing: How leading brands connect with today's consumers</b> <ul style="list-style-type: none"> <li>• KPIs, Lead Attribution, &amp; Analytics: The latest development in marketing metrics</li> <li>• Female Franchise Leaders – Interviews with women in the C-suite</li> <li>• Lists &amp; Stats: Historical data on the changing roles of women in in the C-suite</li> </ul>	Advertising, Marketing, Public Relations Guide	
Q2	4/20/20	4/27/20	<b>New COVID-19 Digital Edition</b> <ul style="list-style-type: none"> <li>• Resources and news to navigate through the coronavirus business situation</li> <li>• Franchise leaders tips and advice for your business</li> </ul>		
Q3	7/6/20	7/10/20	<b>Innovation in Franchising, Finance &amp; Real Estate</b> <ul style="list-style-type: none"> <li>• Franchising's most innovative brand awards - our annual recognition for brands leading the way in innovation</li> <li>• Real Estate: Site selection, A-site availability, encroachment and updates on market forces affecting real estate</li> <li>• Finance: How to help poor-performing franchisees</li> </ul>	Smart Technology Guide	IFE, FEH, FEN, Franchise Leadership & Growth Conference
Q4	10/26/20	11/2/20	<b>Leadership &amp; Development: Our annual focus on franchise recruitment practices, from lead generation to closing the deal</b> <ul style="list-style-type: none"> <li>• Annual Franchise Development Report (AFDR): Facts and figures from franchising's most comprehensive sales and lead generation survey (budgets, closing ratios, digital, etc.)</li> <li>• Annual Franchise Marketing Report (AFMR): Facts and figures from the marketing side of franchising</li> <li>• Franchise Leadership &amp; Growth - Conference: Highlights from the inaugural event for franchise marketing, sales and development professionals.</li> <li>• Franchise Marketing Leadership Awards Finalists &amp; Grand Winner</li> <li>• STAR Awards: Brands with the best franchisee recruitment processes, practices, and responsiveness</li> <li>• Mystery Shopper Survey: Best practices for recruitment websites, website response, and phone response</li> </ul>	Franchise Recruitment & Development Guide	