

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.

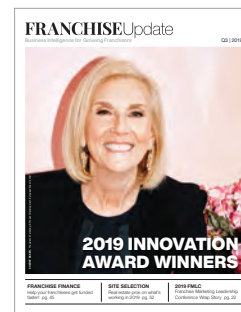
Special Ad Sections

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: Marketing Products & Services Guide
- Q2: Smart Technology Guide
- Q3: Franchise Recruitment and Development Guide
- Q4: Finance and Real Estate 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	Consumer Marketing: How leading brands connect with today's consumers <ul style="list-style-type: none"> • KPIs, Lead Attribution, & Analytics: The latest development in marketing metrics • Female Franchise Leaders – Interviews with women in the C-suite • Lists & Stats: Historical data on the changing roles of women in the C-suite 	Advertising, Marketing, Public Relations Guide	MUFC
Q2	4/20/20	4/27/20	Innovation in Franchising - and Franchising's Most Innovative Brands Awards <ul style="list-style-type: none"> • Implementing Innovation: How to innovate while maintaining brand values and heritage • Innovation Awards: Our annual recognition for brands leading the way in innovation, by category, size, and industry 	Smart Technology Guide	IFE, FMLC
Q3	7/6/20	7/10/20	Finance & Real Estate <ul style="list-style-type: none"> • Real Estate: Site selection, A-site scarcity, encroachment, and updates on market forces affecting real estate selection • Finance: How to help poor-performing franchisees turn it around • FMLC Post-Conference Highlights • Franchise Marketing Leadership Awards Finalists & Grand Winner 	Franchise Recruitment & Development Guide	FEH, FLDC
Q4	10/26/20	11/2/20	Leadership & Development: Our annual focus on franchise recruitment practices, from lead generation to closing the deal <ul style="list-style-type: none"> • Annual Franchise Development Report (AFDR): Facts and figures from franchising's most comprehensive sales and lead generation survey (budgets, closing ratios, digital, etc.) • Annual Franchise Marketing Report (AFMR): Facts and figures from the marketing side of franchising • Franchise Leadership & Development Conference: Highlights from the premier annual event for franchise sales and development professionals • STAR Awards: Brands with the best franchisee recruitment processes, practices, and responsiveness • Mystery Shopper Survey: Best practices for recruitment websites, website response, and phone response 	Finance & Real Estate Guide	WCFE