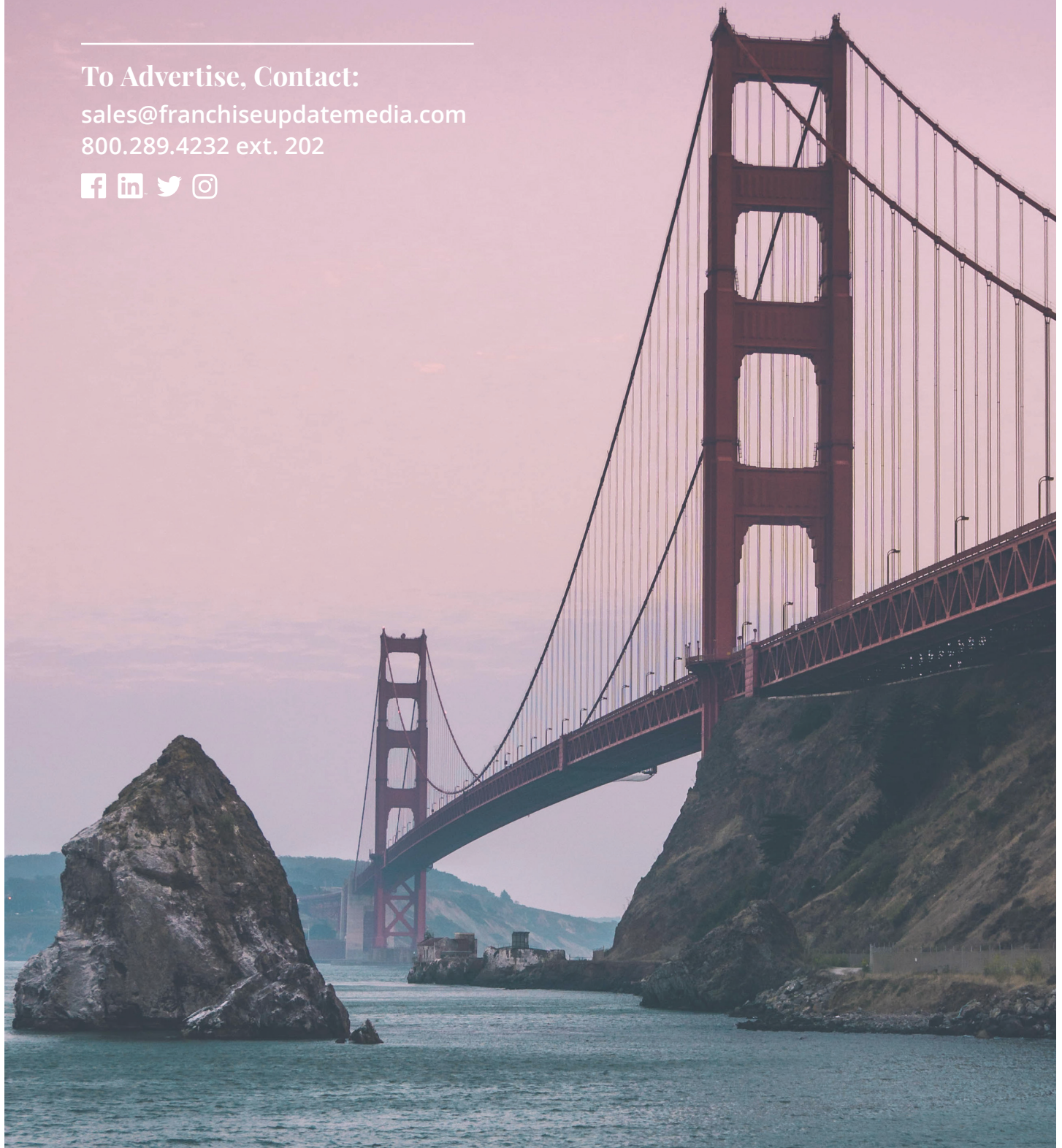


2020 Media Kit

To Advertise, Contact:

sales@franchiseupdatemedia.com

800.289.4232 ext. 202



Franchise Update Media



Multi-Unit Franchising Conference general session

Many Channels. Millions of Touchpoints. ONE Resource.

Franchise Update Media (FUM) is the trusted resource for the franchise industry. For 30 years, FUM has been the leader in providing valuable content to franchisors, franchisees and franchise prospects.

We deliver unmatched reach and scale across multiple platforms from print, digital and conferences. Individually, they offer focused targeting with meaningful content. Layered together, they reach the largest audience for your brand.

If you want to reach, influence and motivate the largest audience of franchise executives, owners and franchise prospects, your number one resource is Franchise Update Media.

Franchise Update Media and Advisory Board Power

For each individual conference, we assemble and work with an Advisory Board of franchising leaders and influencers to develop relevant and timely content each and every year. The Advisory Board involvement and our commitment to quality content is what makes our conferences the must-attend events in franchising.

AUDIENCE REACH

■ Franchisors ■ Multi-Unit & Multi-Brand Franchisees ■ Franchise Prospects

Conferences to Inspire



Multi-Unit Franchising Conference exhibit hall entrance.

Our conferences draw thousands of Franchisors, Multi-Unit & Multi-Brand Franchisees and Service Providers. Each individual conference has a specific focus and audience – Multi-Unit & Multi-Brand Franchisees, Franchisors and International Development.

MULTI-UNIT FRANCHISING CONFERENCE (MUFC)

The premier event for multi-unit franchisees

Tuesday, Sept. 1 – Friday, Sept. 4, 2020

Caesars Forum, Las Vegas

The annual Multi-Unit Franchising Conference is the premier event targeting multi-unit franchisees in the food, hospitality, retail and service sectors – along with developers, chain store operators and private investment groups looking to build and expand multi-unit operations. This is the ultimate deal-making event for franchisors, multi-unit franchisees and service providers. Our exhibit hall is the central meeting place for Multi-Unit Franchisees to explore new brands and supplier services. Please visit: www.multiunitfranchisingconference.com

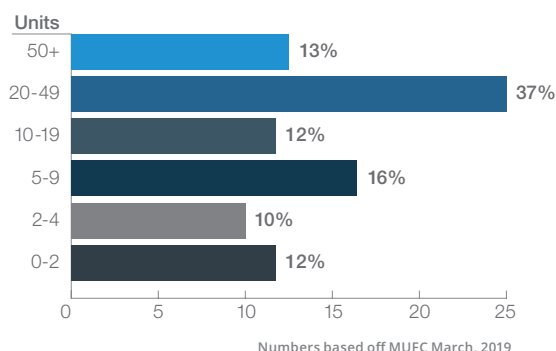
2021 Multi-Unit Franchising Conference Advisory Board Meeting

Intimate setting to present your product or service to our Multi-Unit Advisory Board.
Date and location TBD.

Sponsorship & Exhibit Opportunities contact:

sales@franchiseupdatemedia.com
800.289.4232 ext. 202

Franchisees by Operating Units



1720+

ATTENDEES

280

EXHIBITORS

16,000+

UNITS

19B

REVENUES

75%

SEEKING NEW BRANDS

Conferences to Inspire

FRANCHISE MARKETING LEADERSHIP CONFERENCE (FMLC)

The only franchise-focused marketing conference

Tuesday, Oct. 14 – Thursday, Oct. 16, 2020
InterContinental Hotel, (Buckhead) Atlanta GA

The evolving circumstances of the COVID-19 pandemic, shelter at home restrictions, and uncertainty about when the country will return to business as usual led to the decision to merge the Franchise Marketing Leadership Conference, originally scheduled for June, with the Franchise Leadership & Development Conference in October. This was done to ensure that marketing leaders who had planned to attend the June conference still have a forum to exchange how they've been affected by the pandemic, spend time with their peers, and share what they are doing to rebuild their brands.

The new conference will focus on the mission-critical roles that franchise sales and development executives and marketing leaders will play post-COVID-19. The conference will cover the most effective ways franchisors are driving system growth as the economy recovers, with an emphasis on franchisee revenue growth and new unit openings. The agenda will feature well-defined tracks with content specific to both marketing and sales executives – an interdepartmental opportunity to come together for education and much-needed inspiration.

Please visit: www.franchisemarketingconference.com

FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE (FLDC)

The conference for forward-thinking sales & development leaders in franchising

Tuesday, Oct 14 – Thursday, Oct 16, 2020
InterContinental Hotel, (Buckhead) Atlanta GA

The Franchise Leadership & Development Conference (FLDC) is all about brand growth and development. FLDC is designed for Franchisor Executives to gain valuable insight to build great franchise organizations and then manage them correctly. If you are a supplier looking to strengthen or create new relationships with Franchisors you do not want to miss this once a year event. Exclusive to franchisor attendees and supplier sponsors.

Please visit: www.franchisedevelopmentconference.com

Exclusive to FLDC is the Franchise CEO Summit and Annual STAR Awards presentation.

Sponsorship & Exhibit Opportunities contact:

sales@franchiseupdatemedia.com
800.289.4232 ext. 202



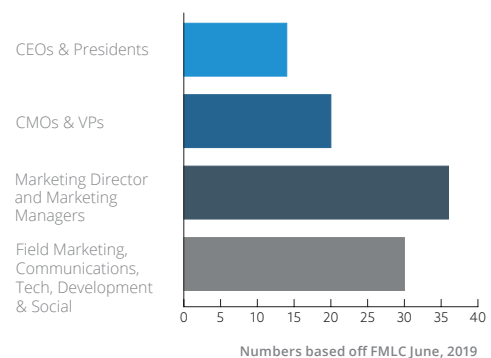
350+
TOTAL ATTENDEES



200
FRANCHISORS



146
FRANCHISE BRANDS



492
TOTAL ATTENDEES

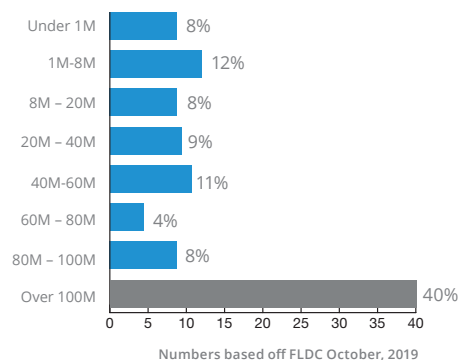


190
FRANCHISE BRANDS

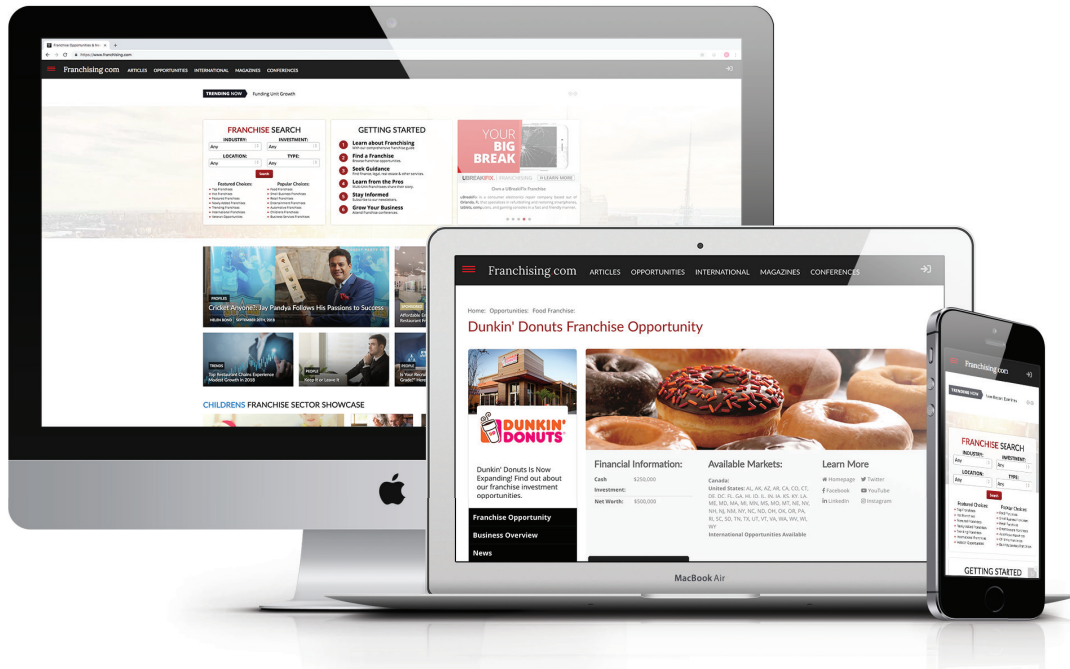


301
FRANCHISOR PROFESSIONALS

Franchise Attendee System-Wide Gross Sales



Digital – Franchising.com



Content Site

Franchising.com, with unmatched original and sponsored content, is the go-to resource for users highly engaged in franchising.

Direct Link

With Direct Links we drive traffic to your franchise website, social media channels and connect your brand with franchise prospects. Quality candidates prefer to go straight to the source when researching opportunities.

Mobile Users Continue to Increase

We've adopted a mobile first approach keeping Franchising.com fast and reliable on all devices. Speed is more important than ever.

THE POWER OF CONTENT

116,000+
Google indexed pages

5,000+
articles on franchising

77,000+
news stories on franchising

Our up-to-date, exclusive franchise content and industry news consistently attracts new visitors and quality prospects.

AUDIENCE + REACH

3.5
million

ANNUAL VISITORS

8.4
million

ANNUAL PAGE VIEWS

7.3
million

PAGE SHARES
LAST YEAR

54
percent

MOBILE USERS

Digital – Sponsored Content

BRAND **BOOST** BY FRANCHISE UPDATE MEDIA

Franchising.com's Signature Sponsored Content Program

Align your brand's messaging on Franchising.com with the strength, integrity and relevance of Franchise Update Media's editorial content.

Audience

3.5 million annual Franchising.com visitors and over 47,000 weekly newsletter subscribers

Engagement

Average BRANDBOOST articles are read more than 14,000x and shared more than 200x

Direct Response

Direct Link and access to 24/7 management console to track all campaign activity

PACKAGE DETAILS

\$900 per article. Only available with Franchising.com package.

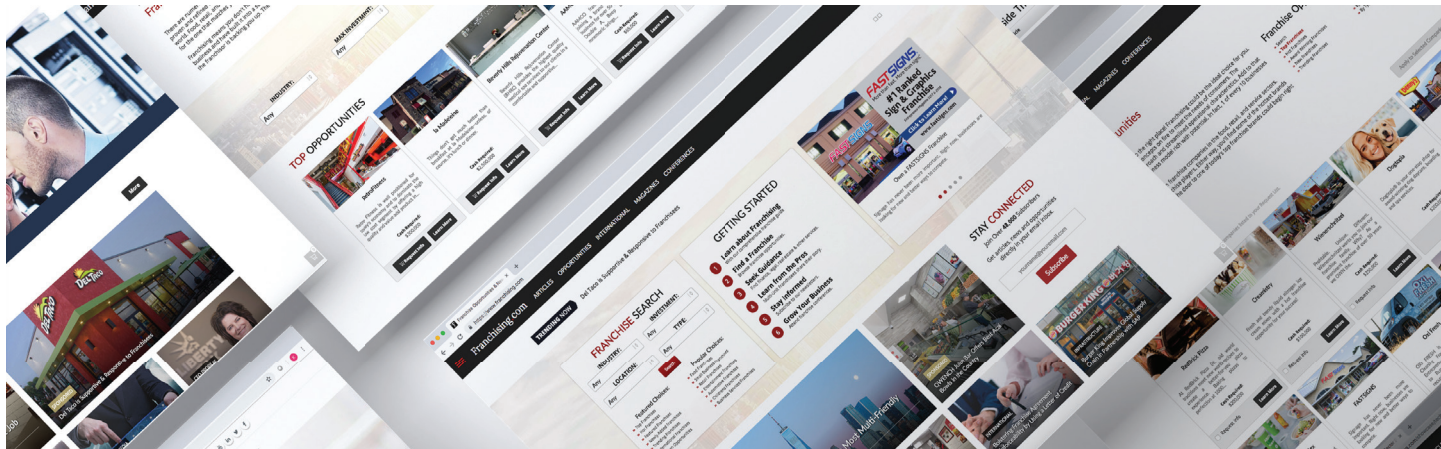
- Our experienced editorial team conducts an interview with a representative or franchisee of your choosing.
- Once completed, your articles are scheduled for launch on Franchising.com or in our targeted publications.
- We will distribute your article within our content so it takes center stage!



JOIN THESE BRANDBOOST CUSTOMERS & MANY MORE!



Digital – Ad Packages



FRANCHISE SPOTLIGHT PACKAGE

\$1,499/month - minimum 6 months (limit 9)

- Rotating home page banner
- Includes all features in the Top Franchise Package

TOP FRANCHISE PACKAGE

\$999/month – minimum 6 months

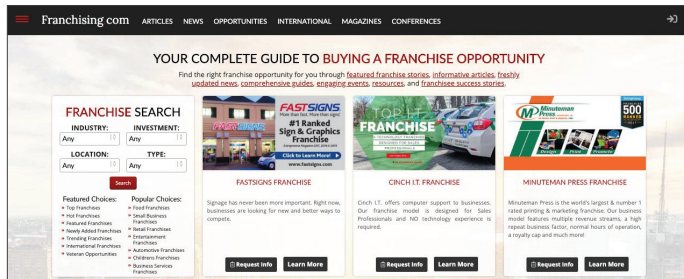
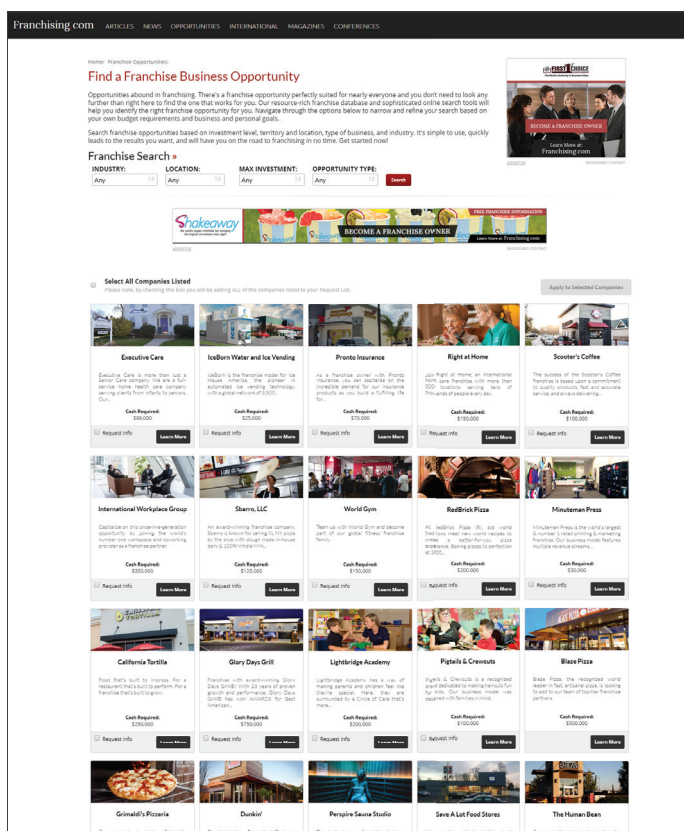
- Top Tier Site Exposure
- Brand Profile Page
- Top Franchise Page Listing
- Hot Franchise Page Listing
- Rotating Listing on Homepage, Articles and Opportunities Page
- Unlimited use of Press Room
- Direct link to website and social media pages

HOT FRANCHISE PACKAGE

\$799/month – minimum 6 months

The Value Priced Starter Package

- Hot Franchise Page Listing
- Unlimited use of Press Room
- Direct link to website and social media pages



Digital – Ad Packages



RESOURCE DIRECTORY PACKAGE

\$1990/annually

The Resource Directory provides the perfect opportunity for you to showcase your product or business service. The Resource Directory Package includes a brand profile page to highlight your product and service features, along with a direct link to your company website.

The Resource Directory categories are included in our weekly newsletters to over 16,600 opt-in Franchisor and Multi-Unit Franchisee subscribers.

Resource Directory Categories:

Accounting
Advertising
Associations
Big Data
Conferences
Customer Relations
Facilities
Financing
Human Resources
Legal
Local Marketing
Loyalty
Marketing
Operations
Payment Processing
Printing
Public Relations
Real Estate
Security
Social Media
Technology
Telecommunications
Wealth Management

A screenshot of the Franchising.com website. The top navigation bar includes links for Home, Resources, Articles, Opportunities, International, Magazines, and Conferences. The main content area is titled "Search Franchise Resources" and includes a brief description of the resource guide. Below this is a search filter section with "TYPE OF SERVICE" and "LOCATION" dropdown menus, both set to "Any". A grid of 15 franchise listings follows, each with a logo, name, brief description, and a "Learn More" button. The listings include SCORPION, 919 Marketing Co., silvercrest, Franchise Update, fish, H, CLAYTON KENDALL, BRIDGELINE DIGITAL, Imn, Accelerated, ApplePie, VIZION, FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE, vya, and SOCI.

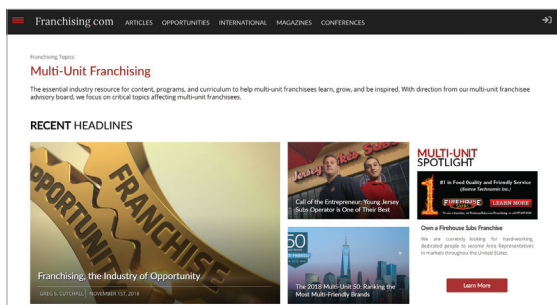
Digital – Banners & E-mail Campaigns



FRANCHISING.COM MULTI-UNIT FRANCHISEE SPOTLIGHT BANNER

\$3,000 total for 6 months / Limit 5

Targeted banner ad with caption on Multi-Unit Franchising pages.



* 600 x 314px Graphic, Headline: 75 Characters max (Including spaces), Description: 200 Characters max (Including spaces), Link to a desired location

FRANCHISING.COM DISPLAY ADVERTISING

Ask us about our on-site and off-site display advertising campaigns.



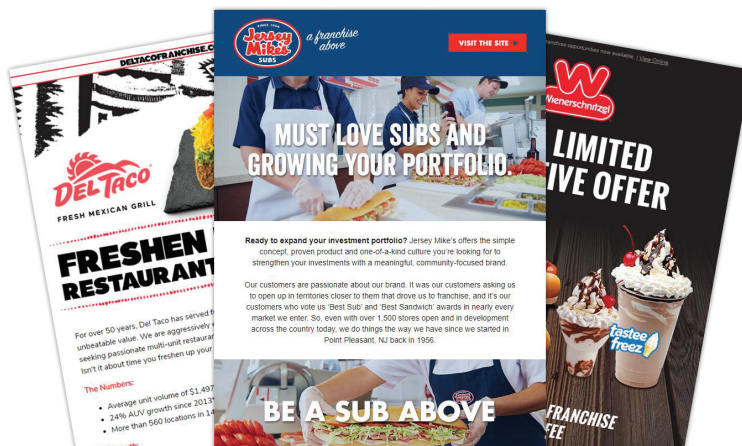
CUSTOM E-mail Campaigns

Email remains one of the most effective methods for targeting and reaching potential customers.

Choose Your Audience:

- Multi-Unit Franchisees (\$3,500 / blast)
- Franchisors (\$2,500 / blast)
- Franchise Prospects (\$2,500 / blast)

*Spotlight Banners and custom emails available only with a Franchising.com package



Digital – Newsletters

MULTI-UNIT FRANCHISEE REPORT (WEEKLY – WEDNESDAYS)

\$1500 per newsletter / minimum of 3

The Multi-Unit Franchisee Report keeps franchisees current with industry news that helps strengthen their systems and grow their brands (16,000+ subscribers, 26% open rate with 12% click rate).

FRANCHISE LEADERSHIP & DEVELOPMENT REPORT

(ALTERNATING TUESDAYS)

\$1200 per newsletter / minimum of 3

The Franchise Leadership & Development Report is a bi-monthly newsletter, keeping franchisors up-to-date on sales and development strategies and solutions (6,800+ subscribers, 39% open rate with 12% click rate).

FRANCHISE MARKETING LEADERSHIP REPORT

(ALTERNATING TUESDAYS)

\$1200 per newsletter / minimum of 3

The Franchise Marketing Leadership Report is a bi-weekly newsletter for marketing executives that provides marketing insights, strategies and intelligence for growing franchisors (6,400+ subscribers, 34% open rate with 10% click rate).

FRANCHISE UPDATE INTERNATIONAL REPORT

(ALTERNATING THURSDAYS)

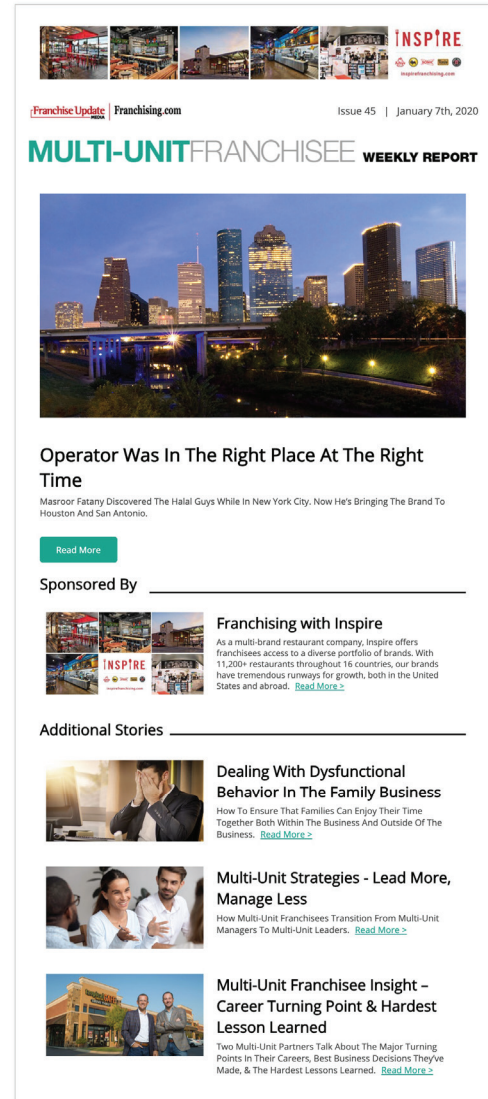
\$900 per newsletter / minimum of 3

Keeping you up to date on franchising news and trends from across the world (5,200+ opt-in subscribers, 23% open rate with 8% click rate).

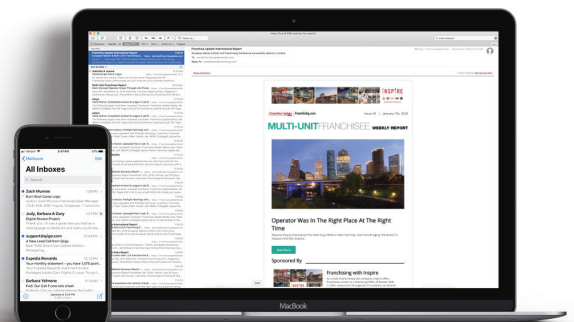
FRANCHISING.COM EXPRESS (WEEKLY – FRIDAYS)

\$500 per newsletter / minimum of 3

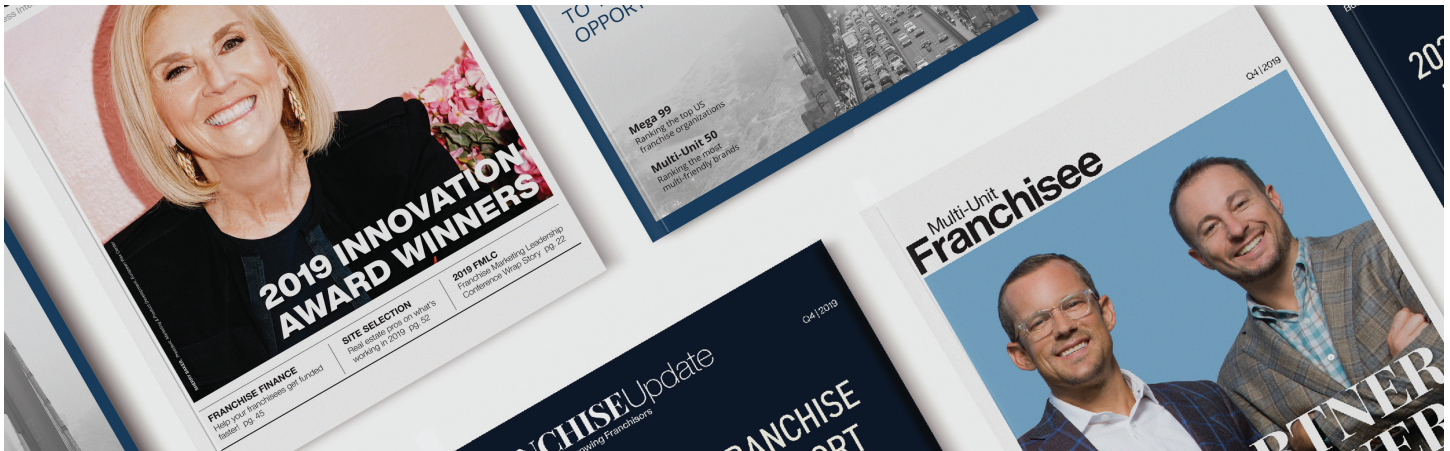
The most comprehensive newsletter for franchise prospects and franchisees (40,000+ subscribers, 11% open rate with 13% click rate).



*600 x 314px Graphic, Headline: 75 Characters max (Including spaces), Description: 200 Characters max (Including spaces), Link to a desired location



Print – Magazines



Franchise Update Media's Print – Relevant and Effective.

Laser-Focused Targeting

Individual publications for each audience - Franchisors, Multi-Unit and Multi-Brand Franchisees.

A Trusted Source

For over 30 years, we have grown to be the #1 media resource in franchising.

Controlled Circulation

Ensures you are reaching only your desired audience.

Engagement

Our Magazines inspire readers with relevant and meaningful content including peer-to-peer success profiles.

Effective

Frequency of your brand message to focused readers will drive recognition, interest and action.



Print – Magazines

MULTI-UNIT FRANCHISEE MAGAZINE (QUARTERLY)

Targets the largest multi-unit and multi-brand franchise owners

Multi-Unit Franchisee Magazine is the only publication dedicated exclusively to multi-unit franchisees, today's successful drivers of franchise growth. Published quarterly, each issue features content vital to multi-unit and multi-brand growth and success.

Multi-Unit Franchisee Buyer's Guide - Special annual issue

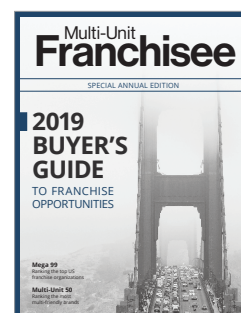
Showcase your brand in this exclusive guide that targets multi-unit, multi-brand franchisees evaluating new investment opportunities. The Multi-Unit Franchisee Buyer's Guide is the only publication that features full-page brand profiles.

- \$5,990 Full-Page Listing or \$8,990 2-Page Spread

(Discounts available to Conference sponsors/exhibitors and Print advertisers. Call for details.)

Multi-Unit Franchisee Magazine and Buyers Guide Distribution

- Each issue has print distribution to 17,000+ Multi-Unit Franchisees, plus digital distribution and reach.



Issue	Ad Close	Materials Due	Feature & Segments	Special Ad Section	Bonus Exposure
Q1	12/16/19	12/20/19	Mega 99 List: Ranking America's largest franchisees by number of units <ul style="list-style-type: none"> • Site Selection & Leases: The art of negotiating • Show Me the Money: Tips for looking your financial best and getting the capital you want 	Finance & Real Estate	IFA, MUFC, FES, FEN
MUBG	2/18/20	2/24/20	Annual Multi-Unit Franchisee Buyer's Guide <ul style="list-style-type: none"> • Overview of Multi-Unit Franchising in the U.S. • How Successful Multi-Unit Franchisees Grow 		MUFC, IFE
Q2	2/25/20	3/2/20	Multi-Brand 50 List: Ranking America's top multi-brand franchisees <ul style="list-style-type: none"> • Online Ordering, Take-Out & Delivery: Creating a program that maximizes sales and profits. (Cost to MUOs, how it's changing the business, 3rd party delivery vs. in-house)a 		MUFC, IFE
Q3	6/8/20	6/12/20	Multi-Unit 50 List: Ranking America's top multi-unit brands <ul style="list-style-type: none"> • Innovative Technology: Martech, POS, HR, loyalty programs, mobile • Pay Pals: How to reward and compensate employees for the long haul • MVP Awards: Interviews with this year's Most Valuable Performer winners • Multi-Unit Franchising Conference: Highlights from franchising's first and best event for multi-unit franchisees 	Workforce/HR Services	MUFC, FEW, IFE, FEN
Q4	9/18/20	9/21/20	Dominators List: Ranking franchising's largest multi-unit operators by state and by region <ul style="list-style-type: none"> • When the Time Is Right: Making the most of units when you sell • Cost to Sales: Ways to lower marketing costs without affecting sales and foot traffic 		

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	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	
Q2	4/20/20	4/27/20	New COVID-19 Digital Edition <ul style="list-style-type: none"> • Resources and news to navigate through the coronavirus business situation • Franchise leaders tips and advice for your business 		
Q3	7/6/20	7/10/20	Innovation in Franchising, Finance & Real Estate <ul style="list-style-type: none"> • Franchising's most innovative brand awards - our annual recognition for brands leading the way in innovation • Real Estate: Site selection, A-site availability, encroachment and updates on market forces affecting real estate • Finance: How to help poor-performing franchisees 	Smart Technology Guide	IFE, FEH, FEN, Franchise Leadership & Growth Conference
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 & Growth - Conference: Highlights from the inaugural event for franchise marketing, sales and development professionals. • Franchise Marketing Leadership Awards Finalists & Grand Winner • 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 	Franchise Recruitment & Development Guide	

2020 Rates & Specs

MULTI-UNIT FRANCHISEE MAGAZINE

Frequency	1x	2x	3x	4x
Sponsored Content Combo	\$6,690	\$6,590	\$6,490	\$6,390
Back Cover	\$6,490	\$6,290	\$6,090	\$5,890
Inside Front Cover	\$6,290	\$6,090	\$5,890	\$5,690
FTOC or Editor's Note	\$5,790	\$5,590	\$5,490	\$5,390
Full Page	\$5,290	\$5,190	\$5,090	\$4,990
1/2 Page	\$3,490	\$3,390	\$3,290	\$3,190
1/4 Page	\$2,590	\$2,490	\$2,390	\$2,290

FRANCHISE UPDATE MAGAZINE

Frequency	1x	2x	3x	4x
Sponsored Content Combo	\$3,990	\$3,890	\$3,790	\$3,690
Back Cover	\$3,390	\$3,290	\$3,190	\$3,090
Inside Front Cover	\$2,990	\$2,890	\$2,790	\$2,690
FTOC or Editor's Note	\$2,990	\$2,890	\$2,790	\$2,690
Full Page	\$2,390	\$2,290	\$2,190	\$2,090
1/2 Page	\$1,990	\$1,890	\$1,790	\$1,690
1/4 Page	\$1,490	\$1,390	\$1,290	\$1,190

READY TO PLACE AN AD?

Call: 800-289-4232 ext. 202
or email: sales@franchiseupdatemedia.com

HIGH-IMPACT COVER CARD

Call for more details and pricing.

CUSTOM 8" x 8" INSERT CARD

Advertiser-provided artwork for full-bleed, two-sided, 100# cover weight insert. Call for additional specs and magazine bind-in position details.

POLYBAG PROGRAM AVAILABLE

Call for more details and pricing.

Ad Submission Requirements

- Press Ready (Non-compressed, 300 dpi or higher) PDF or PDFx1A in CMYK color profile mode, any/ all transparency effects flattened.
- Word, Publisher or PageMaker files not accepted.
- Franchise Update Media does not accept responsibility for color shifting when converting RGB color modes to CMYK.
- Gutter safety for spreads: Allow 1/4" on each side of gutter, 1/2" total gutter safety.
- For ad spread, please provide as single pages and supply 1/16" duplicated image on both sides of the centerline.
- Safety: Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges.

Ad Sizes

Trim Size	8.375" x 10.875"
Full Page (with bleed)	8.875" x 11.375"
1/2 Page	7.375" x 4.625"
1/4 Page	3.5" x 4.625"

*Files smaller than 6 MB may be emailed to: production@franchiseupdatemedia.com
For larger file submissions, please send via link.

Reach – Your Targeted Audience

Multi-Unit & Multi-Brand Franchisees

- Annual Multi-Unit Franchising Conference (MUFC)
- Annual European Multi-Unit Franchising Conference (EMUFC)
- Franchising.com
- BrandBOOST Sponsored Content
- Multi-Unit Franchisee Report Newsletter
- Franchise Update International Report Newsletter
- Custom eBlasts
- *Multi-Unit Franchisee Magazine*
- *Multi-Unit Franchisee Buyer's Guide*



Franchisors

- Annual Franchise Marketing Leadership Conference (FMLC)
- Annual Franchise Leadership & Development Conference (FLDC)
- Franchising.com Resources
- BrandBOOST Sponsored Content
- Franchise Update Sales Report Newsletter
- Franchise Marketing Leadership Report Newsletter
- Franchise Update International Report Newsletter
- Custom eBlasts
- *Franchise Update Magazine*



Franchise Prospects

- Franchising.com
- Franchising.com BrandBOOST Sponsored Content
- Franchising.com Express Newsletter
- Franchise Update International Report Newsletter
- Custom eBlasts



Conferences. Digital. Print.