

# 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.

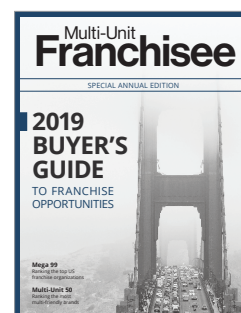
### Multi-Unit Franchisee Buyer's Guide - Special annual issue

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