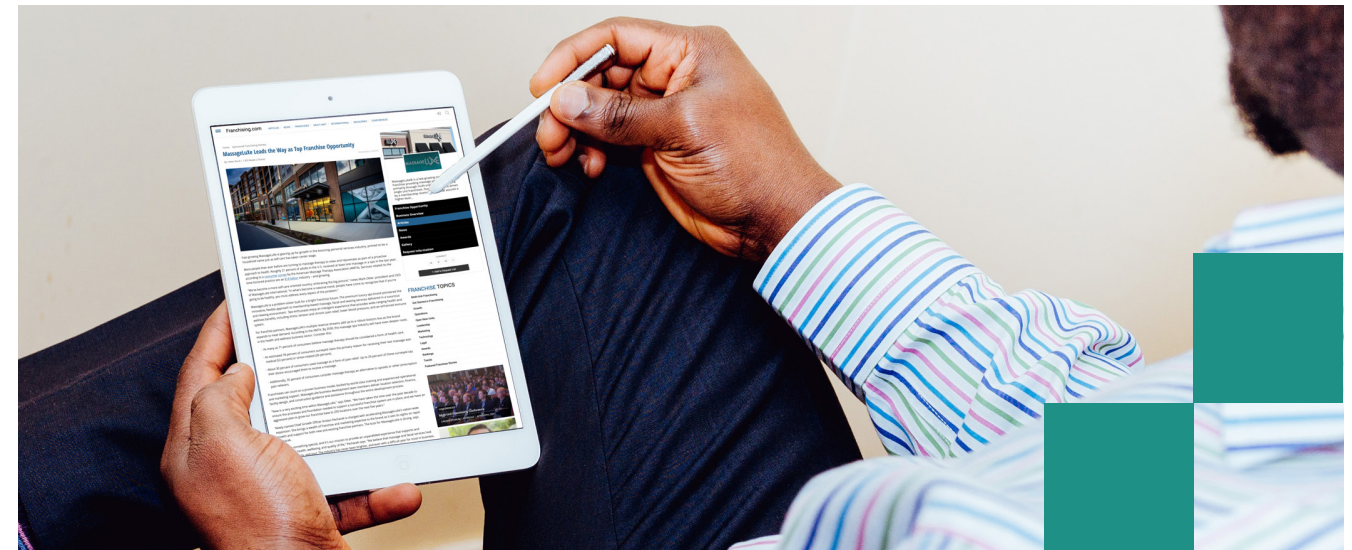


# 2021 MEDIA KIT

TO ADVERTISE, CONTACT  
[sales@franchiseupdatemedia.com](mailto:sales@franchiseupdatemedia.com)  
800.289.4232 ext. 202



**FRANCHISE  
UPDATE  
MEDIA**

**GROW WITH US**



# Now is your time for growth.

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 through 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,

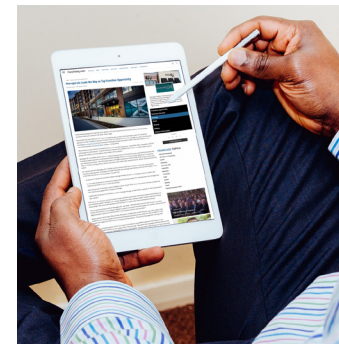
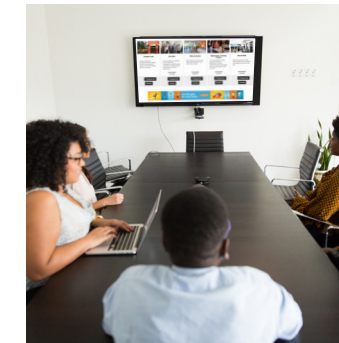
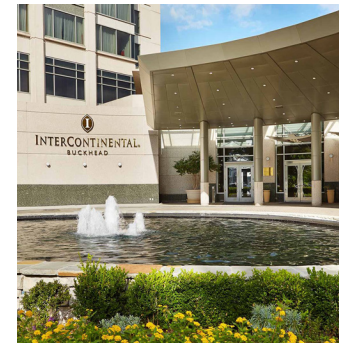
owners and franchise prospects, your number one resource is Franchise Update Media.

## Franchise Update Media & 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.

Only Franchise Update Media reaches these three key franchising audiences:

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





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.

2021 MUFC MULTI-UNIT FRANCHISING CONFERENCE

AUG 31-SEP 03, 2021 | LAS VEGAS, NV

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](http://www.multiunitfranchisingconference.com)

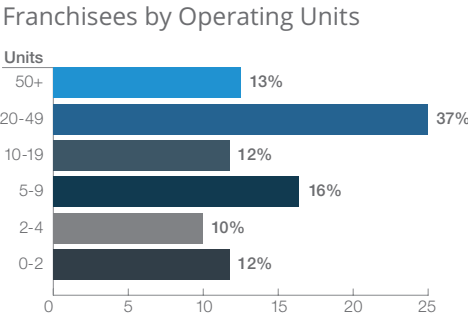
1720+  
ATTENDEES

280  
EXHIBITORS

16,000+  
UNITS

19B  
REVENUES

75%  
SEEKING NEW  
BRANDS



“The Multi-Unit Franchising Conference has been a part of the Zaxbys development plan for the past 13 years. MUFC provides engaging, relevant content for both up and coming and established multi-unit operators. Zaxby’s is proud to be a partner and sponsor of this world class conference.”

TRAY DOSTER  
Director, Franchise Sales  
Zaxby’s





# FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE

Tuesday, October 19 - Thursday October 21, 2021  
Intercontinental Hotel, Buckhead Atlanta

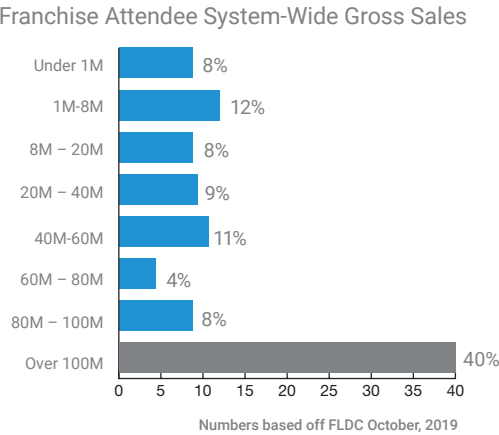
The Franchise Leadership & Development Conference (FLDC) is all about brand growth and development. FLDC is designed for Franchisor Executives to gain valuable insight to build great franchise organizations and then manage them correctly. If you are a supplier looking to strengthen or create new relationships 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](http://www.franchisedevelopmentconference.com)

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

 **492**  
TOTAL ATTENDEES

 **190**  
FRANCHISE BRANDS

 **301**  
FRANCHISOR PROFESSIONALS





# FRANCHISE MARKETING LEADERSHIP CONFERENCE

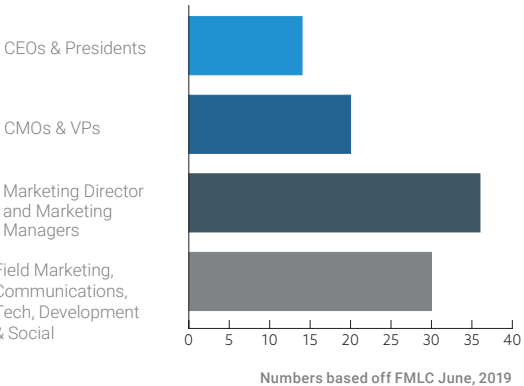
Tuesday, June 21 - Thursday, June 23, 2022  
Intercontinental Hotel, Buckhead Atlanta

The Franchise Marketing Leadership Conference is the annual industry conference that brings together CEO's, Presidents and Marketing Executives for a powerful event filled with interactive workshops, exciting presentations and top notch networking. FMLC is an intimate conference providing the ideal environment for vendors to personally meet one-on-one with marketing decision makers from over 145 franchise brands. Exclusive to franchisor attendees and supplier sponsors. Please visit: [www.franchisemarketingconference.com](http://www.franchisemarketingconference.com)

 **350+**  
TOTAL ATTENDEES

 **200**  
FRANCHISORS

 **146**  
FRANCHISE BRANDS





# Magazines

Multi-Unit Franchisee Magazine  
Franchise Update Magazine

## Franchise Update Media's Print – Relevant and Effective.

### Laser-Focused Targeting

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

### 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.

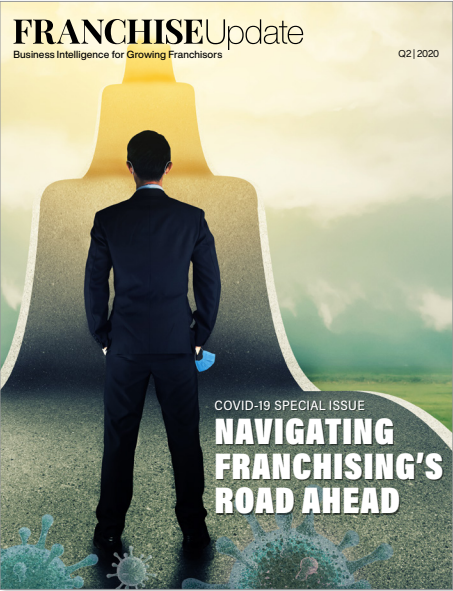
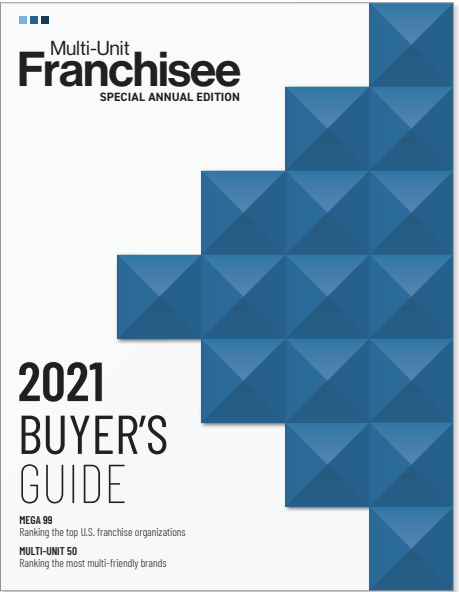
### Effective

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

"I believe in the power of print to reach our target audience. Franchise Update Magazine has been a valuable resource for driving leads for our brands."

TOM EPSTEIN  
CEO

Franchise Payments Network, POLN8





# Multi-Unit Franchisee Magazine

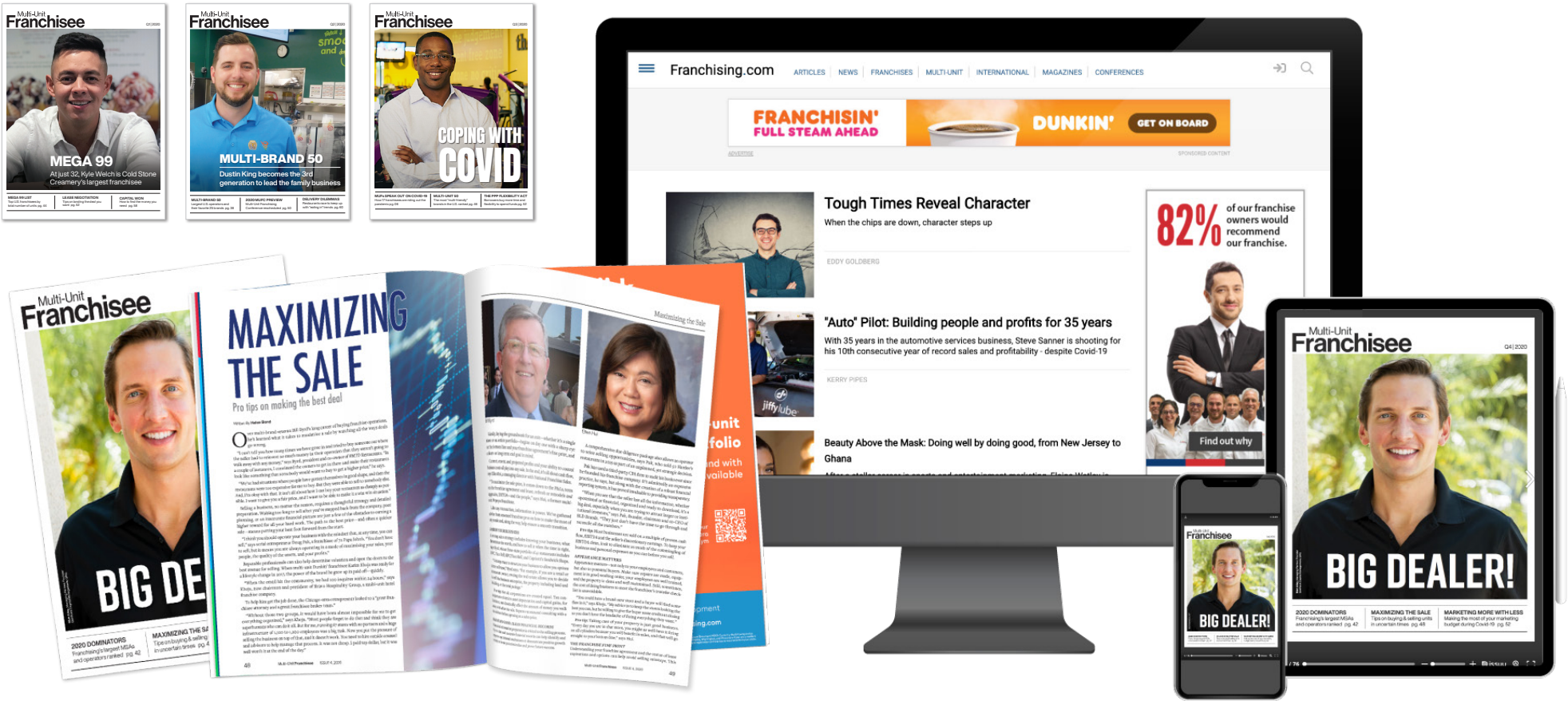
Multi-Unit Franchisee Magazine is the only industry publication providing content important to multi-unit franchisees today. Published quarterly, the content covers inspirational peer success stories, focused analysis of markets and trend reporting that supports growth of successful franchise enterprises. Unmatched distribution through subscribers, distribution throughout the year at industry conferences and expos and always available digitally on Franchising.com.

2020 Print Distribution

Total Print	21,500
Franchisees	17,000
Franchisors	2,500
Conferences	1,500
Other	500

2021 Print & Digital Readership

Print Readership	51,000
Digital Readership	32,031
Total Readership	83,031



70%  
READ MAGAZINE FREQUENTLY  
OR REGULARLY

60%  
FIND CONTENT RELEVANT &  
INTERESTING

63%  
ARE LOOKING TO ADD  
ADDITIONAL BRANDS TO  
PORTFOLIO

51%  
FIND INFO ON NEW BRANDS  
INTERESTING & RELEVANT

Source: 2020 Readership Survey



# 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

ISSUE	AD CLOSE	MATERIALS DUE	FEATURE & SEGMENTS
Q1	12/18/20	1/08/21	<b>Mega 99 List: Ranking America's Largest Franchisees</b> <ul style="list-style-type: none"><li>Multi-Unit Franchisee Profiles</li><li>Growing Your Business After Covid-19</li><li>Real Estate Trends in Franchising</li><li>How Covid-19 Has Changed the Buying &amp; Selling of Franchise Businesses</li></ul>
MUBG	3/5/21	3/12/21	<b>Annual Multi-Unit Franchisee Buyer's Guide (MUBG)</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>
Q2	3/22/21	3/29/21	<b>Multi-Brand 50 List: Ranking America's Top Multi-Brand Franchisees</b> <ul style="list-style-type: none"><li>5 Ways To Diversify Your Portfolio</li><li>Financial Solutions: Getting the Capital You Want</li></ul>
Q3	6/18/21	6/25/21	MUFC Conference Issue <b>Multi-Unit 50 List: Ranking America's Top Multi-Unit Brands</b> <ul style="list-style-type: none"><li>Multi-Unit Franchisee Profiles</li><li>Employee Diversity &amp; Inclusion Training</li><li>Innovative Technology for Your Business</li><li>MUFC Pre-Conference Coverage</li></ul>
Q4	9/10/21	9/17/21	<b>Dominators List: Franchising's Largest U.S. Multi-Unit Operators, by Country, State, &amp; Region</b> <ul style="list-style-type: none"><li>Multi-Unit Franchisee Profiles</li><li>Succession Planning's Role in Business Continuity</li><li>What You Need To Know When Choosing a New Brand or Segment</li><li>Most Valuable Performer (MVP) Award Winners Profiles</li><li>Multi-Unit Franchising Conference Post-Conference Coverage</li></ul>



# Annual Multi-Unit Franchisee Buyer's Guide

Grow your business with comprehensive overviews and side-by-side comparisons of brands seeking multi-unit franchisees. This annual edition targets the largest multi-unit and multi-brand franchise owners and operators in the United States. Your brand's reach is enhanced by print and digital editions, combined with bonus distribution at top industry events during the year.

DISTRIBUTION

17,000  
Multi-Unit Franchisees

+

Available Digitally all  
year on Franchising.  
com

+

Bonus Distribution at  
MUFC

RATES

\$5,990  
Full-Page Listing

\$8,995  
2-Page Spread

Special pricing is available to  
Conference sponsors/exhibitors  
and Print advertisers.  
Call for details.





# Multi-Unit Franchisee

Maximum Visibility Bundle

## Position your brand for success with savvy Multi-Unit Franchisees looking for ways to accelerate their growth

We have built creative new ways to leverage franchising's most unique and effective channels to reach Multi-Unit Franchisees. Get better results for your brand with our measurable, high-view advertising in Multi-Unit Franchisee Magazine's powerful digital and print platforms.

Our integrated media solutions create a consistent message to these experienced buyers.

### Digital Banner Ads all year on articles that target Multi-Unit Franchisees

- Rotation through 80+ articles annually on Franchising.com
- Average Article Views per issue: 45,000
- Average Banner CTR – 82 per issue

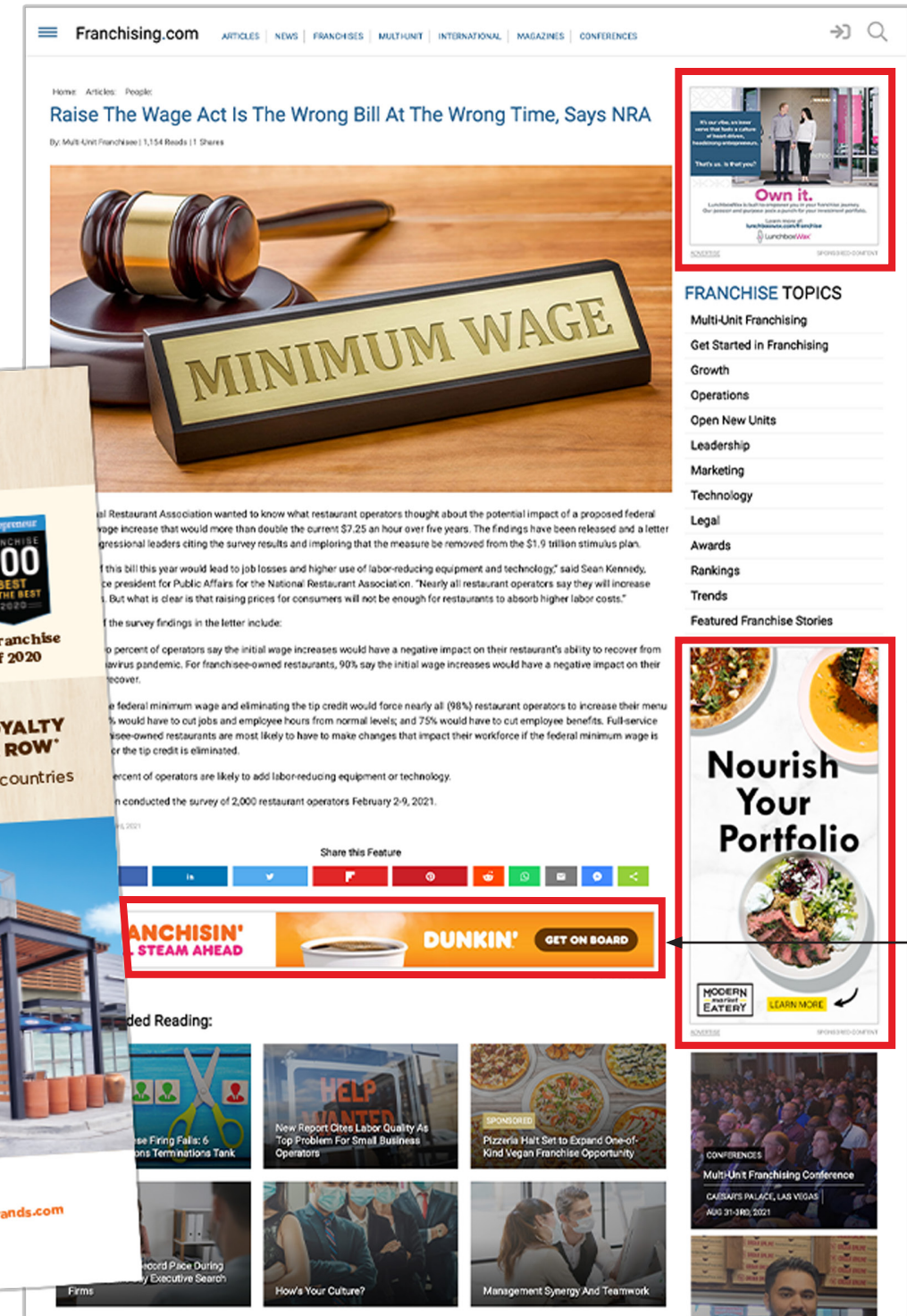
### Full page Profile in the 2021 Multi-Unit Franchisee Buyer's Guide

- 17,000 Multi-Unit Franchisee distribution
- Available Digitally all year on Franchising.com

### Full page display ad in Multi-Unit Franchisee Magazine (4x)

- Published quarterly
- 83,000+ annual print and digital readership

**Annual rate – \$15,000**



Digital Display Banner

Digital Display Banner

Digital Display Banner



# FRANCHISEUpdate

Magazine

Franchise Update Magazine is the leading independent trade publication for franchisors in the United States. This publication targets Franchisor CEOs, Presidents, CDOs, CMOs, Consumer Marketing and Franchise Sales & Development Executives. Published quarterly, Franchise Update Magazine Features inspirational leadership stories, in-depth interviews and vital updates on important franchise issues, making this publication an essential resource for the franchise community.

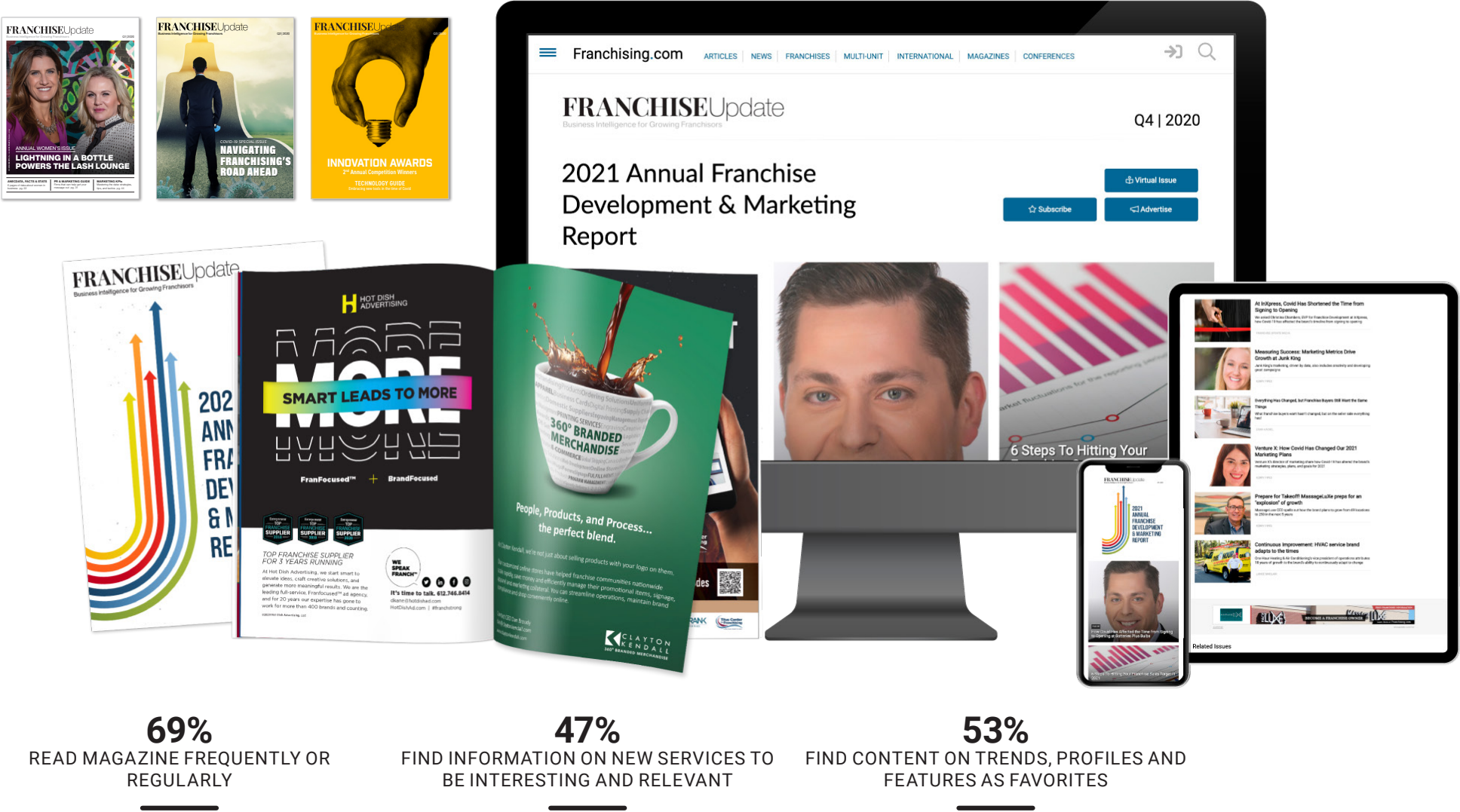
Advertisers benefit from unmatched distribution through subscribers, distribution throughout the year at industry conferences and expos and always-available access through digital editions published on franchising.com.

2021 Print Distribution

Total Print	10,000
Franchisor	7,500
Supplier	2,500

2021 Print & Digital Readership

Print Readership	20,000
Digital Readership	14,037
Total Readership	34,037



Source: 2020 Readership Survey



# FRANCHISEUpdate

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

ISSUE	AD CLOSE	MATERIALS DUE	FEATURE & SEGMENTS	SPECIAL EDITORIAL
Q1	2/5/21	2/12/21	<b>MARKETING, PR, ADVERTISING</b> <ul style="list-style-type: none"><li>How Franchise Consumer Marketing Has Changed To Meet Today's Consumer (Technology, Tools, &amp; Data)</li><li>Up and Coming: Female Franchise Fast Risers</li></ul>	Marketing, PR, Advertising
Q2	4/16/21	4/23/21	<b>TECHNOLOGY</b> <ul style="list-style-type: none"><li>Tech: Products, Services, Supply Chain, &amp; Marketing</li><li>Real Estate: Post-Pandemic Sites Available, Resales, &amp; More</li><li>How Technology Is Revolutionizing Recruitment &amp; Operations</li></ul>	Smart Technology Buyer's Guide
Q3	7/23/21	7/30/21	<b>SOCIAL MEDIA</b> <ul style="list-style-type: none"><li>Social Media Tools: From Branding to Recruiting</li><li>Innovation Awards: Our Annual Recognition for Brands Leading the Way in Innovation, by Category, Size, and Industry</li><li>Franchise Marketing Leadership Award winner</li></ul>	Social Media
Q4	10/22/21	10/29/21	<b>FRANCHISE DEVELOPMENT</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</li><li>Franchise Leadership &amp; Development Conference: Highlights from the Premier Annual Event for Franchise Sales and Development Professionals</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 Development, AFDR, Mystery Shopping



# Annual Smart Technology Buyer's Guide

Technology provides streamlined solutions for franchise growth and success. The Smart Technology Guide will give Franchisors a deeper look at the companies that offer technologies shaping franchising from marketing, development, to operations. The Q2 Smart Technology Guide is an excellent opportunity to educate franchisors about your technology and solutions. The Guide will feature pre-formatted full-page brand profiles highlighting product benefits, along with photo, logo and contact information. You have the option for a one full-page profile listing or a 2-page spread, using the second page as a display ad.

If your company offers technology-based solutions you don't want to miss this opportunity to be included!

## Distribution

- 7,500 Franchisors (Print) plus Digital Distribution & Reach

## Event Distribution

- Franchise Leadership & Development Conference October, 2021

## 2021 RATES

**Full-page profile with single hi-res image:**  
**\$1500**

**Two-page spread - Profile plus full-page display ad:**  
**\$2500**





# FRANCHISEUpdate

Digital Maximum Visibility Bundle

Position your brand for success with savvy Franchisor Executives looking for ways to accelerate their growth.

We have built creative new ways to leverage franchising's most unique and effective channels to reach Franchisors. Get better results for your brand with our measurable, high-view advertising in Franchise Update Magazine's powerful digital and print platforms.

Our integrated media solutions create a consistent message to these experienced buyers.

## Digital Banner Ads all year on articles on Franchising.com

- Rotation through 80+ articles annually on Franchising.com

## Full Page Display Ad or Sponsored Article In Franchise Update Magazine (4x)

- Published quarterly
- 34,000+ annual print and digital readership

## Average Featured Article Views

(Q1-Q4 2020) 70,672

**Annual rate \$7,990**

"Thanks to their unmatched reach and scale across multiple platforms, Franchise Update Media is an integral part of our marketing plans and continually drives quality leads for Hot Dish Advertising."

DAWN KANE  
CEO  
Hot Dish Advertising

The collage illustrates the integration of print and digital advertising. The top screenshot shows a digital display banner for ApplePie Capital on the Franchising.com website. The middle image shows a print magazine spread with a full-page display ad for ApplePie Capital. The bottom screenshot shows another digital display banner for ServiceScore on the Franchising.com website. Arrows point from the text labels 'Digital Display Banner' to each of the three highlighted ad areas.



# 2021 Print & Digital Specs

## Digital Maximum Visibility Bundle

### Leaderboard Banners

- 970 x 90 px, .jpg or .gif
- 728 x 90 px, .jpg or .gif
- 320 x 50 px, .jpg or .gif

### Inline Rectangle

- 300 x 250 px, .jpg or .gif

### Half Page

- 300 x 600 px, .jpg or .gif

#### DIGITAL BANNER SIZES

970 x 90px (scaled 50%)



728 x 90px (scaled 50%)



300 x 600px (scaled 50%)



300 x 50px (scaled 50%)



300 x 250px (scaled 50%)



## Print Specifications

### 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.



# Franchising.com

Franchising.com with the Multi-Unit Franchisee channel is the largest franchise information hub. It provides the most inclusive information and inspiration for franchise prospects and multi-unit franchisees to learn, research, and grow. That’s one reason why Franchising.com has been named as the #1 site for lead conversion by franchisors for two years in a row in Franconnect’s Sales Index Report of 597 brands. In fact, Franchising.com’s conversion rate was 2.5 times higher than the other franchise websites.

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.

AUDIENCE + REACH

Q1-3 2020 VS. 2019 STATS



### THE POWER OF CONTENT

128,000

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.

Google news

Apple News

Bing news

FRANCHISE BUSINESS NEWS

Flipboard

news360

SmartNews

feedly

twitter

& More

Franchising.com

ARTICLES | NEWS | FRANCHISES | MULTI-UNIT | INTERNATIONAL | MAGAZINES | CONFERENCES

➔ 🔍

## YOUR COMPLETE GUIDE TO BUYING A FRANCHISE OPPORTUNITY

Find the right franchise opportunity for you through [featured franchise stories](#), [informative articles](#), [freshly updated news](#), [comprehensive guides](#), [engaging events](#), [resources](#), and [franchisee success stories](#).

### FRANCHISE SEARCH

INDUSTRY: Any

INVESTMENT: Any

LOCATION: Any

TYPE: Any

Search

**Featured Choices:**

Top Franchises

Hot Franchises

Featured Franchises

Newly Added Franchises

Trending Franchises

Essential Businesses

International Franchises

Veteran Opportunities

**Popular Choices:**

Food Franchises

Small Business Franchises

Retail Franchises

Entertainment Franchises

Automotive Franchises

Childrens Franchises

Business Services

**NERDSTOGO FRANCHISE**

Build a Future with the Computer Service Industry Pioneers. NerdsToGo is paving the way as innovators, entrepreneurs, franchisees, and successful business owners.

Request Info

Learn More

**UBREAKIFIX FRANCHISE**

uBreakiFix is a consumer electronics repair company based out of Orlando, FL that specializes in refurbishing and restoring smartphones, tablets, computers, and gaming consoles in a fast and friendly manner.

Request Info

Learn More

**MINUTEMAN PRESS FRANCHISE**

Minuteman Press is the world's largest & number 1 rated printing & marketing franchise. Our business model features multiple revenue streams, a high repeat business factor, normal hours of operation, a royalty cap and much more!

Request Info

Learn More

**CUSTOMER SERVICE**

5 Senior Marketing Execs Reflect on How Covid Has Changed Their Jobs

EDDY GOLDBERG | MARCH 24TH, 2021

**SPONSORED**

Checkers & Rally's Is Winning By Building On Momentum and Innovation

**LEADERSHIP**

Female Fast Risers - Debbie Roberts

**GROWTH**

New Investment Group Relaunches Cicis

**CEO PROFILES**

Relationships Rule: Tropical Smoothie Cafe targets 1,500 units by 2025

**SUCCESSION PLANNING**

How Partners Balance The Great Family Business Oxymoron

**H** HOT DISH ADVERTISING

**RESULTSFOCUSED**  
Ignite success with a top franchise advertising agency.

LET'S CONNECT

ADVERTISE

SPONSORED CONTENT

sales@franchiseupdatemedia.com // 800.289.4232 ext. 202

16



# Franchising.com Recruitment Packages

## Top Recruitment Package \$999/month

- Brand Profile Page on Franchising.com with direct link to your franchise website and social media pages
- Franchise Search by industry, investment, location and type of franchise
- Featured Display advertising in Top Franchise, Hot Franchises and Newly added
- Rotation in Franchise Sector Showcase
- Unlimited high visibility posting of your press on Franchising.com and in our newsletters. Advertiser press releases can include contact information and links.
- Your press releases are pushed out to our expanded syndicated network - Apple News, Google News, Bing News, Flipboard, Twitter.
- Rotation in weekly featured franchise email to oer 37,000 recipients

## Franchise Spotlight \$1399/month

- Includes: Top Recruitment Package plus Banner on Home Page of Franchising.com

## Multi-Unit Spotlight: \$1299/month

- Includes: Top Recruitment Package plus Banner on Multi-Unit Channel on Franchising.com

Company Overview & Description

Include your Press Releases in the News section. Photos, whitepapers, presentations, documents are included in the Gallery.

Images for Your Company


Direct Links to Your Webiste

Franchising.com

ARTICLES | NEWS | FRANCHISES | MULTI-UNIT | INTERNATIONAL | MAGAZINES | CONFERENCES

Home: Opportunities: Sign Franchise:

FASTSIGNS Franchise Opportunity



Signage has never been more important. Right now, businesses are looking for new and better ways to compete.

Franchise Opportunity

Business Overview

Articles

News


Awards

Gallery

Videos

Request Information

CONNECT



+ Add to Request List

Financial Information:

Cash Investment: \$80,000

Net Worth: \$300,000

Franchise Fee: \$49,750

Total Investment: \$218,596 - \$298,679


Available Markets:

Canada: AB, BC, MB, NB, NT, NS, ON, PQ, SK, YT

United States: AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

Request Information


CONNECT



They see signs. YOU SEE DOLLAR SIGNS.

Now more than ever, businesses look to FASTSIGNS® for innovative ways to connect with customers in a highly competitive marketplace. Our high standards for quality and customer service have made FASTSIGNS the most recognized brand in the industry, driving significantly more traffic to the web than any other sign company.

Husband and Wife Franchise Owners Are Banking ...



We also lead in these important areas:

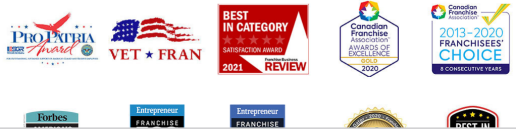
Franchise Business Review - Franchisee Satisfaction Award 2006-2021

Franchise Business Review - Best in Category 2021

CFA Franchisees' Choice Designation - 2013-2020

FASTSIGNS is one of only a handful of franchises approved for \$20 million in SBA financing for approved franchise candidates

Secretary of Defense Employer Support Freedom Award - 2016



Request Information

Looking for more information about FASTSIGNS? Take a moment to fill out our quick information request form.

First Name

Last Name

Email Address

Daytime Phone

Interest Level

☐ Please send me email updates on the latest Franchise News and Opportunities

☐ I'm not a robot

Submit Request

By submitting this form, you give consent for Franchising.com to provide the information above to FASTSIGNS so they may contact you via SMS, phone or email. View our Privacy Policy for more information.

Images for Your Company

Direct Links to Your Webiste

sales@franchiseupdatemedia.com // 800.289.4232 ext. 202

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# BrandBOOST for Franchisee Recruitment

## 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 3,000x and shared more than 100x

### Direct Response

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

JOIN THESE BRANDBOOST CUSTOMERS & MANY MORE!



### 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!

Home: Sponsored Franchising Stories:

## Another Broken Egg Thrives as Top Franchise Opportunity for Multi-Brand Operators

By: Helen Bond | 2,326 Reads 1 Shares

SPONSORED CONTENT



Savvy multi-brand operators are flocking to Another Broken Egg Cafe, eager to expand with the leading one-of-a-kind brunch brand in the lucrative day-time only sector.

The upscale breakfast, brunch, lunch concept continues to make its presence known as an innovative, experienced franchisor and the perfect franchise fit for multi-brand operators seeking a uniquely diverse franchise opportunity. Along with 69 locations in 13 states, Another Broken Egg has over 30 cafes under construction or in development and remains growth-focused on expanding as a national brand in new and existing markets across the U.S.

Foodies are rejoicing. Another Broken Egg, founded in 1996, launched franchising in 2004 after being inundated by guest requests to bring the brand to their own hometowns. Over the years, Another Broken Egg has built a loyal following for its award-winning, Southern-inspired menu and a full bar serving up signature hand-crafted cocktails. The franchise world has noticed.

“We stumbled across Another Broken Egg while traveling and fell in love with the food and the vision that they had,” notes a Texas-based Another Broken Egg franchisee, who is set to build on his success by adding three more cafes to a portfolio that also includes Jack in the Box. “The emphasis on good Southern cuisine and classic Southern hospitality and amazing drinks set ABE apart from the competition with a high bar that’s hard to beat.”

It’s a competitive edge that has served Another Broken Egg and its franchisees well amid the challenges and unprecedented times facing the restaurant industry.

In September, Another Broken Egg celebrated the opening of its newly designed café in Columbia, South Carolina, featuring online ordering and a dedicated to-go specialist position to support to-go orders for pickup and delivery. Another Broken Egg Cafe launched online ordering nationally in August, which has become a key to its continued success and growth.

Franchise partners can count on a proven business model and a robust support system backed by a leadership team that leads by example, with ongoing plans for more company-owned and operated cafes. Multi-brand operators say Another Broken Egg knows what it takes to achieve sustained success in franchising.

“What attracted me to Another Broken Egg Cafe is that it is a one day-part concept, with limited competition and in a segment that is seeing a rise in interest for an upscale breakfast/brunch concept that serves alcohol,” notes another multi-brand Another Broken Egg franchisee, who adds, “They also have an experienced leadership team that is focused on franchisee profitability.”

With plans to open 15 to 20 additional cafes in 2021, and 25+ per year thereafter, Another Broken Egg Cafe seeks to expand with experienced industry professionals and groups who understand the restaurant franchise model.



Allow us to introduce you to the most exciting breakfast, brunch and lunch concept ever established in North America.

Franchise Opportunity

Business Overview

Articles

News

Awards

Gallery

Videos

Request Information

CONNECT

+ Add to Request List

## FRANCHISE TOPICS

- Multi-Unit Franchising
- Get Started in Franchising
- Growth
- Operations
- Open New Units
- Leadership
- Marketing
- Technology
- Legal
- Awards
- Rankings
- Trends
- Featured Franchise Stories





\$1990 Annually

- Company overview and description of services
- Links to articles and sponsored content on Franchising.com
- Designated area for your company's press releases
- Direct link to your website
- Socially enabled to link to your pages

Our unmatched search ranking on Google, powerful site search tools on [franchising.com](https://franchising.com) and links from key pages make it easy for franchisors to find and connect with your brand.

The image shows a screenshot of the Franchising.com website for Hot Dish Advertising. The website layout includes a top navigation bar with links to ARTICLES, NEWS, FRANCHISES, MULTI-UNIT, INTERNATIONAL, and MAGAZINES. The main content area features a large header image of four women standing in front of a backdrop that says "WE SPEAK FRANCH" and "HOT DISH ADVERTISING". Below this, there is a section titled "We're Franfocused<sup>SM</sup> And Brandfocused." with a sub-header "What's that you say? You want to take your franchise development to the next level? You want to drive more traffic to your franchise locations? Both? Well, now you're speaking our language. We've made it our business to know every aspect of franchising. It shows in the work we do, the strategies we implement, and the results we rack up." This section includes a "Request Information" button and a "CONNECT" link. To the left of the main content, there is a sidebar with a navigation menu containing "Overview", "News", "Gallery", and "Learn More". Below the menu is a "Request Information" button. Annotations with arrows point to various elements: "Images for your company" points to the header image; "Direct link to your website." points to the "CONNECT" link; "Company overview and description of services" points to the text under the "Overview" menu item; and "Include your Press Releases in the News section. Photos, whitepapers, presentations, documents are included in the Gallery" points to the "News" and "Gallery" menu items.



# Custom Email Campaigns

Drive results with a custom solo campaign arriving directly in the emails of your target audience. We offer the most comprehensive lists of multi-unit franchisees and franchisors in the industry.

**CHOOSE YOUR AUDIENCE:**

**Multi-Unit Franchisees**

(\$4,000 / campaign)

- 18,000+ recipients
- 25% avg. open rate

**Franchise Prospects**


(\$3,000 / campaign. Only available with Franchising.com campaign.)

- 38,000+ recipients
- 18% avg. open rate

**Franchisors**


(\$2,500 / campaign)

- 3,500+ Franchisors
- 25% avg. open rate




**BREAKTHROUGH BRAND.  
BREATHTAKING NUMBERS.**


**2.32M AUV\***





**150+ Units**  
Sold to 15 Multi-Unit Groups in 2020

**Why Slim's?**


 **\$2.32M AUV\***  
\*AUV for the Top 33% of Company-Owned Restaurants


 **500+ Units in Development**


 **Just Under 14% Positive Comp Store Sales Growth**


 **Ground-Up or Conversion Options Available**

**Everyone is talking about how Slim Chickens is red-hot, but don't just take our word for it...**


 **QSR MAGAZINE**  
10 Best Franchise Deals 2020

 **FAST CASUAL**  
Movers & Shakers List

 **FRANCHISE TIMES**  
Ranked as Top 200+ List

 **QSR MAGAZINE**  
11 Restaurants Positioned

VISIT HOT DISH



**MORE**

**SMART LEADS TO MORE**

**MORE**

**We speak your language and our clients are talking too.**

**“**

Our partnership with Hot Dish is more than just an agency and client relationship. Their team has entrenched themselves in our brand and truly knows how to position us for incredible growth. With Hot Dish's marketing support, we will undoubtedly crush another year.


**”**

**Mike Smith**  
Director of Business Intelligence  
**Express**  
EMPLOYMENT PROFESSIONALS

See more testimonials →

**We're not resting on these accomplishments:**

**500+**



**21+**




# Newsletters

"Pet Supplies Plus has had a great relationship with Franchise Update Media in the past years. Our latest eBlast we deployed with FUM was our best ROI we've seen in the last two years. If you're looking for a media outlet to partner with, don't pass up on FUM, they are the best of the best."

CHRISTINE SCHULTZ  
Franchise Marketing & Sales Support Specialist  
Pet Supplies Plus

**UBREAKIFIX.** FRANCHISE OPPORTUNITIES **500+ FRANCHISES AVAILABLE** **YOUR BIG BREAK**


**MULTI-UNIT FRANCHISEE WEEKLY REPORT** Issue 13



**Multi-Brand Operator Adding More Than 1,000 Restaurants**  
Mega Franchisee Flynn Restaurant Group acquiring 937 Pizza Huts and 194 Wendy's locations from NPC International.

[Read More](#)

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**The recession resistant business opportunity you shouldn't miss**  
Tech repair is a \$4B industry which shows no signs of slowing down, despite the current climate. Ubreakifix is positioned to help franchisees thanks to partnerships with Google, Samsung and Asurion. [Read More >](#)

[Click Here to Subscribe to the Franchise Update Post-Covid Recovery Report](#)

## Multi-Unit Franchisee Report


(Weekly – Wednesdays)  
\$4,500 / 3 Newsletters

The Multi-Unit Franchisee Report keeps franchisees current with industry news that helps strengthen their systems and grow their brands (15,800 opt-in subscribers)

22% open, 38% CTR

**H** **IGNITE SUCCESS WITH A TOP FRANCHISE ADVERTISING AGENCY** **Let's Connect**  
Hot Dish Advertising FranFocused™ + BrandFocused


**FRANCHISE LEADERSHIP & DEVELOPMENT REPORT** Issue 4



**Disrupt Yourself and Make 2021 Your Greatest Year Yet!**  
Covid has created opportunities to disrupt your business by forcing you to reimagine everything you do (yes, everything).

[Read More](#)

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**A top franchising supplier by Entrepreneur for 3 years — get results.**  
At Hot Dish Advertising, we start smart to deliver results for 500+ brands and counting. Our process and expertise make us unlike any other franchise advertising agency. Let's make an impact. [Read More >](#)

## Franchise Leadership & Development Report


(Alternating Tuesdays)  
\$3,600 / 3 Newsletters

The Franchise Leadership & Development Report is a bi-monthly newsletter, keeping franchisors up-to-date on sales and development strategies and solutions (7,000 opt-in subscribers)

28% open, 48% CTR

Are You Wondering how to plan for Your Next Franchise Conference? **designingevents**


**FRANCHISE MARKETING & LEADERSHIP REPORT** Issue 20



**Using Local Location and Consumer Data To Drive Marketing & Business Decisions, Part 2**  
How to use local location and consumer data to market more cost-effectively with a tight budget, part 2

[Read More](#)

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**Your annual conference is a powerful opportunity to educate, motivate and lead**  
Whether your next conference is in-person, virtual or a hybrid, Designing Events will create a successful and powerful experience for your franchisees, corporate and sponsors. Contact us today to learn more. [Read More >](#)

## Franchise Marketing Leadership Report


(Alternating Tuesdays)  
\$3,600 / 3 Newsletters

The Franchise Marketing Leadership Report is a bi-weekly newsletter for marketing executives that provides marketing insights, strategies and intelligence for growing franchisors (7,700 opt-in subscribers).

24% open, 38% CTR

**DARING OPPORTUNITIES** **JOIN A FRANCHISE UNLIKE ANY OTHER** **AUSSIE GRILL BY OUTBACK**


**FRANCHISE UPDATE INTERNATIONAL REPORT** Issue 36



**Euromonitor International Report: 'Top 10 Global Consumer Trends 2020'**  
Report: "Top 10 Global Consumer Trends 2020" white paper from Euromonitor International is a must-read for marketers worldwide.

[Read More](#)

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**Aussie Grill by Outback® - the new Bloomin' Brands fast-casual concept**  
Our 30 years of successful global experience will put you on solid ground and provide you with what you need for the fun ahead - from the first steps of opening your restaurant to ongoing support. [Read More >](#)

[Click Here to Subscribe to the Franchise Update Post-Covid Recovery Report](#)

**Additional Stories**

## Franchise Update International Report

(Alternating Thursdays)  
\$2,700 / 3 Newsletters


Keeping you up to date on franchising news and trends from across the world (8,500+ opt-in subscribers).

Issue 6 February 26th, 2021 **Advertise** **Subscribe** **Contact**

**This Week In Franchising**  
By Franchising.com


[Covid-19](#) [Features](#) [Guides](#) [News](#) [Industries](#) [Opportunities](#) [Resources](#) [Magazines](#) [Conferences](#)

**JOIN THE MOVEMENT WE'RE CHANGING PEOPLE'S LIVES! OWN A SYMOWZ**



**New Multi-Unit Deal Will Bring 26 More Scooter's Coffee Locations to OKC**  
Scooter's Coffee multi-unit operator purchases 13 corporate stores and will build 26 new units in the Oklahoma City market.


[READ MORE](#)




**We Come To You. That Makes All The Difference**  
Our in-home, on-site and virtual personal training model leads to more frequent and consistent workouts for you. More convenience means less workout cancellations, and that means more results. It's no wonder our net promoter score (NPS) is over 90...

[LEARN MORE](#)


[Click Here to Subscribe to the Franchise Update Covid-19 Report](#)



**Pizzeria Halt Set to Expand One-of-Kind Vegan Franchise Opportunity**  
Pizzeria Halt is set to take its all-vegan pizza concept on the road to growth. West Coast-based Pizzeria Halt recently launched franchising of its eco-friendly brand serving up a healthy alternative pizza for the masses.



**Report Says Only 37% of Closed Small Businesses Will Reopen Within 6 Months**  
New report from Small Business Roundtable and Facebook offers insight into small business challenges from Covid-19 to finding employees.



**Raise The Wage Act Is The Wrong Bill At The Wrong Time, Says NRA**  
National Restaurant Association says the 'Raise the Wage Act' would lead to increased prices, job losses, and higher use of labor-reducing technology.

## This Week in Franchising

(Weekly – Fridays)  
\$2,700 / 3 Newsletters

The most comprehensive newsletter for franchise prospects and franchisees (39,000 opt-in subscribers).

15% open, 20% CTR



# Newsletter Advertising Opportunities

Each Newsletter offers two options to promote your brand – Newsletter Sponsorships or Sponsored Posts.

**Newsletter Sponsorships include:**

- 728 x 90px Leaderboard Banner
- 600 x 314px Image for headline banner
- Headline: 75 Characters max (Including spaces)
- Description: 200 Characters max (Including spaces)
- Link to a desired location
- 600 x 160px Logo

**Newsletter Sponsored Posts include: (limited to two per newsletter and only available with a franchising.com schedule).**

- Your 500 – 600 word article. Article is featured in newsletter and on franchising.com
- Article Headline, up to 10 words
- Up to 5 Outbound Links.
- 1 to 2 corresponding images

Note: Sponsored post articles are submitted for editorial review prior to posting.

Newsletter Sponsorship



MULTI-UNIT FRANCHISEE WEEKLY REPORT Issue 10



**Always Best Care Senior Services Operators Acquire 6 More Territories**

Husband-and-wife operators with Always Best Care Senior Services acquire 6 more territories in greater San Diego County.

[Read More](#)

**Sponsored By**



**What Makes Krystal Special?**

Krystal is the only place where fast food lovers can satisfy their cravings with a menu of small, fresh-steamed, hot-off-the-grill choices. [Read More >](#)

[Click Here to Subscribe to the Franchise Update Post-Covid Recovery Report](#)

**Additional Stories**



**Small Businesses Looking To Hire But Struggling To Find Employees**

A majority of small business owners said they tried hiring in February but many struggled to find qualified applicants, report says. [Read More >](#)



**Uncovering the Best Franchises to Work For**

A Behind the Scenes Look at the Franchising@WORK Awards [Read More >](#)

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Newsletter Sponsorship

Sponsored Post



**NICK RUSSO**  
Sr. VP of Franchising and Stores  
Pet Supplies Plus



- ## Franchisors

- Annual Franchise Leadership & Development Conference (FLDC)
- Franchise Marketing Leadership Conference 2022 (FMLC)
- Franchising.com Resources
- Franchise Leadership & Development Report Newsletter
- Franchise Marketing Leadership Report Newsletter
- Custom Solo Email Campaigns
- Franchise Update Magazine
- Sponsored Content

- Franchising.com
- Franchising.com Sponsored Content
- This Week in Franchising Newsletter
- Custom Solo Email Campaigns





**FRANCHISE  
UPDATE  
MEDIA**

**GROW WITH US**