

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
- 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	12/14/18	12/21/18	Consumer Marketing: How leading brands are connecting with today's consumers <ul style="list-style-type: none"> • Grand openings: the marketing tools and tactics to make them shine. • Women Marketing Leaders: Interviews with female CMOs, Marketing VPs and directors. 	Advertising, Marketing, Public Relation's Guide	IFA, MUFC
Q2	3/15/19	3/22/19	Innovation: A look at the role innovation is playing in franchising - and our first-ever awards for Franchising's Most Innovative Brands <ul style="list-style-type: none"> • Brands on the Edge: The Best franchises are embracing innovation to stay ahead. • Innovation Awards: Our first annual recognition for brands leading the way in innovation, by category, size, industry, and more. 	Smart Technology Guide	IFE
Q3	6/14/19	6/21/19	Finance & Real Estate: Financing & Funding - A look at traditional and alternative capital sources <ul style="list-style-type: none"> • Real Estate & Site Selection: How brands find the best sites and territories for unit and system growth. • Financing 101: What today's most successful brands are doing to help fund franchisee growth. 	Franchise Recruitment & Development Guide	MFE
Q4	9/13/19	9/20/19	Leadership & Development: Franchise recruitment practices from lead generation to closing the deal. Includes our annual AFDR results <ul style="list-style-type: none"> • Annual Franchise Development Report (AFDR) - Fact & figures from franchising's most comprehensive sales & lead generation survey (budgets, closing ratios, digital, etc). • Leadership & Development Conference: Highlights from the premier annual event for franchise sales & development professionals. • STAR Awards: Brands with the best franchisee recruitment processes, practices and responsiveness. • Mystery Shopping Results: Best practices for recruitment websites, website responsiveness and phone responsiveness. 	Finance & Real Estate Guide	WCFE