

Ready to reach more qualified leads where they are looking for news and opportunities?
Contact us for additional featured content, specs and pricing.

Q1

LEADERSHIP/30TH ANNIVERSARY

Focus on brand leadership and the tools and resources to build thriving, successful brands.

Celebrating 30 years of serving the franchise community.

FEATURE CONTENT

- **Franchise Development Firms:** Companies that develop and deploy new brands are on the rise.
- **C-Suite Growth Path:** Franchise executives who have risen through the ranks.
- **Brokers:** The role of brokers in franchise lead generation and development.

Ad Close: 1/5
Materials: 1/12

Bonus Distribution at IFA Convention

Q2

SMART TECHNOLOGY/DIGITAL GUIDE

Focus on how technology is changing franchising.

FEATURE CONTENT

- **Digital Marketing:** Embracing new technologies to compete effectively in an online world.
- **Digital Ad Creation:** How brands are creating online ads that engage their target audience.
- **Digital Communication:** How its proliferation has increased legal and privacy issues.

Special Advertising Section: Smart Franchise Technology Guide

Ad Close: 3/30
Materials: 4/6

Bonus Distribution at Franchise Consumer Marketing Conference, Franchise Leadership & Development Conference, and International Franchise Expo

Q3

CONSUMER MARKETING

Focus on the growing sophistication of tools, technologies, and strategies driving today's brand marketing decisions.

FEATURE CONTENT

- **Crisis PR:** Advance preparation is the best medicine for dealing with a potential PR crisis.
- **Targeted Marketing:** Building brand loyalty among multi-cultural and multi-generational customers.
- **Cause Marketing:** Stories from brands doing well by doing good.

Ad Close: 6/18
Materials: 7/2

Bonus Distribution at Franchise Leadership & Development Conference and West Coast Franchise Expo

Q4

ANNUAL LEADERSHIP & DEVELOPMENT

Focus on franchise recruitment practices from lead generation to closing the deal.

FEATURE CONTENT

- **Annual Franchise Development Report (AFDR):** Highlights from franchising's most comprehensive sales and lead generation survey.
- **Leadership & Development Conference:** Reviewing the premier event for franchise sales and development professionals.
- **STAR Awards:** Brands with the best franchisee recruitment processes and practices.
- **Mystery Shopper Results:** Best practices for recruitment websites, website response, and phone response.

Ad Close: 10/8
Materials: 10/15

Bonus Distribution at IFA Convention and Franchise Expo South