

# 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.

### 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	1/18/19	1/25/19	<b>Mega 99 List: Ranking America's largest franchisees</b> The nation's largest "mega" franchisees, ranked by number of units <ul style="list-style-type: none"> <li>Locating the best sites, footprints, lease negotiation, TIPS, more.</li> <li>Capital Ideas: Finding the best financing sources to achieve your goals.</li> </ul>	Finance & Real Estate	IFA, MUFC
MUBG	2/15/19	2/22/19	<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	4/12/19	4/19/19	<b>Multi-Brand 50 List: Ranking America's top multi-brand franchisees</b> <ul style="list-style-type: none"> <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> <li>Grand Openings: Ensuring a spectacular debut, from advance social media and community involvement to opening day promotions and giveaways.</li> </ul>		IFE
Q3	7/12/19	7/19/19	<b>Multi-Unit 50 List: Ranking America's top multi-unit brands</b> <ul style="list-style-type: none"> <li>Building Infrastructure for Growth: Scaling your business for the next level.</li> <li>Talent Search &amp; Employee Development: Strategically building a team dedicated to success and retaining top employees.</li> </ul>	Workforce/ HR Services	MFE
Q4	10/11/19	10/18/19	<b>Dominators List: Ranking franchising's largest multi-unit operators by state and by region</b> <ul style="list-style-type: none"> <li>Management to Leadership: How multi-unit franchisees transition from hands-on to strategic leadership.</li> <li>Succession Planning: Build value before selling your or passing your business on.</li> </ul>		WCFE