

## BROADENING THE REACH... DRIVING THE COMPETITIVE ADVANTAGE

The data shown has been prepared to better illustrate the “wide open” sales opportunities in the Retail FoodService market channel.

**B**y adding an editorially targeted publication option with a focus on to the Retail FoodService channel there is an opportunity to not only broaden the reach to; retail manufacturers, retail operators, foodservice manufacturers and foodservice operators to then include: supermarkets, convenience stores, drug stores, specialty stores, and big box stores.

Should there be a focus on editorial (drug and mass), there would still be the ability to add additional readership to the current roster of publications accepting those readers from these market segments.

By expanding reach to this readership, there would also be room to expand the current advertiser base without cannibalizing its current roster of publications.

Note: Serious considerations must also be given to a competitor (especially a FoodService and/or convenience store competitor or another supermarket publication) taking advertisers to fulfill their current silo focused publication voids within their advertiser opportunities who now what to be associated with this new Retail FoodService channel.



**“Serious considerations must also be given to a competitor... taking advertisers to fulfill their current silo focused publication voids within their advertiser opportunities...”**

**L**earn more about how your business can become part of Retail FoodService, the fastest growing market segment in the ‘vast’ food sales environment.