ABOUT R MAGAZINE

Restaurant Magazine is the go-to resource for restaurant professionals. The publication is focused on all aspects of the restaurant business: marketing, technology, operations, profitability, labor management, franchising, recipe development, and much more. Restaurant Magazine incorporates profiles, trends, and expert advice to offer invaluable information restaurant leaders need to stay ahead of the competition.

MISSION, VISION, & GOALS

R MAGAZINE is the voice of restaurant leaders. We focus on the people, products, and issues cared about most by today’s most successful executives, senior managers, and restaurant owners — the decision-makers of the restaurant industry’s biggest and most profitable companies.

R MAGAZINE is positioned on the leading edge of today’s marketing, operations, and technology sectors. R MAGAZINE hits the mark and gets information about your services and products right into the hands of those who make the decisions about where their company is going; as well as, the tools, and technology in which it will invest.

R MAGAZINE presents leading-edge information on trends, technology, industry news, personalities, products, and other aspects of the restaurant industry of interest to C-level executives and other managers. We inform the discussions and decisions of the most influential people in the business.
CORE SECTIONS

**RMAGAZINE** contains three sections to which contributing writers can submit content, "ARTICLES," "NEWS," and "SECRET RECIPES."

1. **ARTICLES**

Restaurant Manager Magazine Articles inform, inspire, and entertain on all things Restaurant. Get the inside scoop on running a better business all in one great learning depot.

2. **NEWS**

Restaurant Manager Magazine News inform, inspire, and entertain on all things Restaurant. This is the goto depot for all the news, trends, and marketing games happening in the restaurant industry.

3. **SECRET RECIPES**

Restaurant Manager Magazine Secret Recipes reveal the "secret ingredients" and preparation instructions behind some of the most famous food items in the world.
Restaurant Magazine primarily caters to an audience of restaurant owners, managers, and supervisors. However, a large number of our readers are also foodies, food bloggers, etc. who use our recipes as a resource. As you see below, the majority of our readers are females, at 60%.
DEMOGRAPHICS

The age demographic for Restaurant Magazine's audience is primarily between the ages of 25 and 34 followed by 35 to 44. This group of readers have the most purchasing influence as millennials make up the largest portion of restaurant patronage and revenue.
CREATIVE GUIDELINES

Our General Article Criteria is as follows:
• Unique copy, roughly between 1500 – 2000 words in length.
• Contains no unnecessary links or jargon.
• Written on a topic that is relevant to our audience.

Article Promotion
• Articles are credited to the name of the author or organization. If applicable, please provide the relevant website URL to use for the link.
• You may include up to five links in the article to websites. Websites must be meet our quality standards, which are determined at our sole discretion.
• We may promote the article on social media platforms including Facebook, Twitter, LinkedIn, Instagram, Pinterest, and others.
• We do not accept advertising copy.

HOW TO SUBMIT

To submit your content to R MAGAZINE and have your own contributing writer account to receive attribution, could you please:
2. Then select the kind of content you would like to enter (article, press release, recipe, etc.).
3. After entering your content, please create a contributing writer account to submit to the portal. This process ensures your name, or your organization’s name, is on each piece you write.

DEADLINES

For all content pieces, make sure your content is submitted through our Writer’s Portal two weeks before you would like it to become live on R MAGAZINE. This ensures our team has enough time to edit and schedule your article.
ADVERTISING RATES

PREMIUM POSITIONS*

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<th>Position</th>
<th>1 Issue</th>
<th>2 Issues</th>
<th>3 Issues</th>
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STANDARD

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*Rates are per issue. All ads must be prepaid by the publishing date. No exceptions. Subject to availability.