

The Competitive Edge

Gaining the competitive advantage means setting yourself apart. The award-winning **School Nutrition** magazine, the flagship publication of the School Nutrition Association, has built a reputation for excellence that is without equal, and it has only been amplified by the introduction of the new style and format design that was welcomed with warm reception by **SN** readers in June 2016.

Month after month, K-12 foodservice operators turn to **School Nutrition** for the answers to their questions, for innovative ideas and for previews of the challenges and opportunities that lie ahead. And each month, **School Nutrition** delivers the timely (and feasible) solutions and strategies they need to succeed, which is why it holds the lead as the overwhelming first-choice foodservice publication of more than 57,000 school nutrition decision-makers in districts large and small, urban and rural.

You can be part of the valuable solutions and strategies sought by these readers during today's challenging times by advertising your products and services in **School Nutrition**: the only national magazine that exclusively serves this large, niche market segment.

32.1

Million

School Nutrition reaches SNA members who are top-level decision-makers in districts that collectively serve 32.1 million children—nearly two-thirds of our nation's 50 million public school students.

WHEN YOU ADVERTISE IN **SCHOOL NUTRITION**, YOU WILL REACH:

- » Readers who are decision-makers. According to SNA research, **79%** of respondents are involved in buying, recommending, specifying or approving food products. More than **60%** do the same for smallwares, while more than half influence or approve decisions for large equipment, cleaning products and other supplies. More than one-third have influence on or can decide computer hardware/software purchases.
- » Decision-makers who take action when they see ads in their first-choice magazine. More than half report they visit the website listed on the advertisements, request additional information from a sales representative/broker/distributor contact or discuss an advertisement with someone else.
- » Readers who value **SN** above all other trade publications. Year after year, **SN** beats its closest competitors by an **8 to 1** margin!
- » Readers who look forward to and use **School Nutrition**. The vast majority find it provides solutions and strategies that inform and inspire, along with information they can use in their day-to-day work.

\$10.4

Billion

K-12 foodservice operations spend just shy of \$10.4 billion on food and beverages.

