



# 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.

## Reader's Choice

In reader surveys, **School Nutrition** readers with the top purchasing authority and influence affirm that this magazine is the source they look to for learning about new food products, equipment, technology, supplies and services. The vast majority strongly agree that:

- » “ads introduce me to new vendors, products and services”
- » “seeing an ad in **School Nutrition** gives me a positive impression of the company”
- » “all factors being equal, I’m more likely to buy/recommend a product or service that’s been advertised in **School Nutrition**”

Reserve **YOUR** ad space in upcoming issues by calling a **School Nutrition** Advertising Representative today!

## The Bottom Line?

When you advertise in **School Nutrition**, your products and services are being considered by readers who represent a large, captive market. The National School Lunch Program serves over 30 million children in more than 98,433 schools and child care institutions every day, and these readers also provide school breakfast, summer meals, afterschool snacks and suppers, as well as a la carte, vending and catering services.

**Are you ready** to gain the upper hand in the K-12 foodservice market segment? **SN** and the School Nutrition Association can offer you unmatched access to the decision-makers who need your creative solutions for their unique challenges. Put our advantages to work in your efforts to gain the competitive edge.



## The Best Rewards

Many readers take time to share their praise of **School Nutrition**. Here are just a few of the many comments that made us blush.

*“My jaw dropped when the new magazine arrived. I love the new format—it sure has something for everyone.”*

*“I am amazed at how you consistently provide an excellent publication that is so relevant and current.”*

*“I love reading it and passing it on to new employees to get them excited about their jobs in foodservice and our children.”*

*“This magazine outshines all the publications I get. It always has pertinent and timely information for schools.”*

*“I think School Nutrition is one of the best professional journals I have used in my career.”*

*“I have saved every issue. Often, I go back and read old articles.”*

*“Your team did a wonderful job with the redesign. I am proud to call myself an SNA member.”*

*“I am new to the Association, but I read the magazine from front to back each month.”*



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