



# SN SCHOOL NUTRITION The Competitive Edge

Gaining the competitive advantage means setting yourself apart. The award-winning *School Nutrition (SN)* magazine, the flagship publication of the **School Nutrition Association**, has built a reputation for excellence that is without equal. 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 58,000 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.

## 30

Million

*School Nutrition* reaches SNA members who are top-level decision-makers in districts that collectively serve 29.7 million children—nearly two-thirds of our nation's 56.6 million public school students.

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

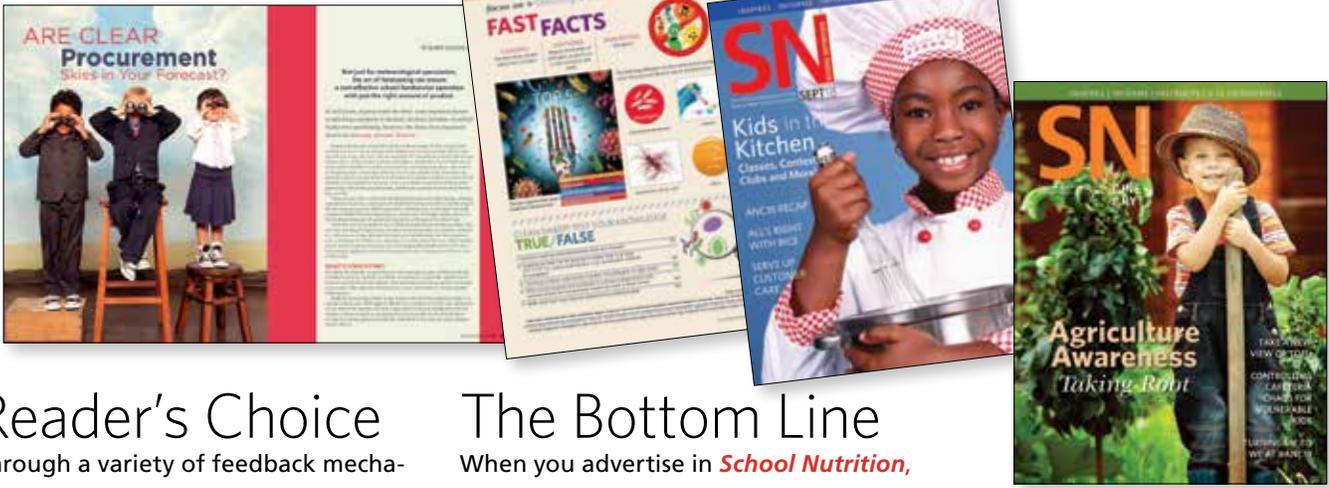
- » Readers who are decision-makers. According to SNA research, nearly 75% are involved in buying, recommending, specifying or approving food products. More than 60% do the same for smallwares, while half influence or approve decisions for large equipment, cleaning products and other supplies. More than 30% have influence on or can decide on computer hardware/software purchases.
- » Decision-makers who act when they see ads in their first-choice magazine. More than half report they recommend the purchase of the product or service listed, referred ads to someone else or bought an advertised product.
- » Readers who value *SN* above all over 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

Through a variety of feedback mechanisms, **School Nutrition** readers with the top purchasing authority and influence affirm that this magazine is the source they look to for learning more about new food products, equipment, technology, supplies and services. The majority 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"; and
- » "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** Sales 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 30 million children in nearly 98,000 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. (That's 7.3 billion breakfasts and lunches alone in 2017.)

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

Readers regularly take time to share their praise of **School Nutrition**.

Here are just a few of the many comments that make us smile from our 2018 survey:

*"I enjoy and can't wait to receive my next edition of School Nutrition. It's the first thing I read, even before my regular mail, so I can continue to enhance my career."*

*"Continue what you are doing! The magazine is evolving in a really good way."*

*"It's a great resource for school nutrition professionals."*

*"When I receive my monthly issue, it makes me feel that I am still connected and staying up-to-date in the school nutrition world."*

*"Love receiving this magazine!"*

*"Thank you for all you do to improve our jobs."*

*"I enjoy being a member of SNA and School Nutrition does a great job. Thank you for being a positive influence in my work and home life."*

## CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION

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