

RestaurantNews

TOP EDITORIAL FINDINGS **STARCH* RESEARCH SURVEY** **ONTARIO RESTAURANT NEWS** **APRIL, 2005**

- 1.) 34% OR MORE OF OUR READERS DO NOT READ ANY OTHER TRADE PUBLICATIONS.
- 2.) WITH 4.9 READERS PER COPY, ONTARIO RESTAURANT NEWS HAS A TOTAL READERSHIP OF CLOSE TO 80,000 READERS.
- 3.) AVERAGE TIME SPENT READING IS 59 MINUTES, WITH 73% SPENDING 30 MINUTES OR MORE READING A TYPICAL ISSUE.
- 4.) ORN IS PICKED UP FOR READING ON AN AVERAGE OF 2.3 OCCASIONS WITH CLOSE TO 40% OF READERS LOOKING INTO ISSUES THREE OR MORE TIMES.
- 5.) 97% OF READERS TOOK SOME KIND OF ACTION AS A RESULT OF READING ORN.
- 6.) MOST READERS ARE INVOLVED IN THEIR COMPANY'S PURCHASING PROCESS FOR BEVERAGE ALCOHOL, FOOD OR EQUIPMENT.
- 7.) EDITORIAL TRAFFIC THROUGH THE ISSUE IS HIGH AND EVEN, PROVIDING EXCELLENT EXPOSURE OPPORTUNITIES FOR ADVERTISERS.
- 8.) 83% OF OUR READERS USE ADVERTISER'S 1-800 NUMBER, WHILE 78% VISIT ADVERTISER'S WEB PAGES.

° Surveys by Daniel Starch and Co. are the Gold Standard of Magazine Research.

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READER COMMENTS STARCH RESEARCH SURVEY — APRIL, 2005

“Easy to read, lots of ads, gives me options on new products.”

“Easily read, articles have just enough information”

“I like that it gives me new ideas about what to add or modify my menu.”

“It’s a national information source for me as it brings information from different provinces.”

“It includes information from local businesses and experts in the restaurant

“The advertisements are full, relevant, interesting and helpful.”

“The up-to-date information on new product lines and the extensive thorough job they do.”

“There are lots of sources with regards to purchasing.”

“The well researched information cuts my own personal research in half.

“The incredible graphics on glossy paper - it generates presentation ideas for me.”

“It’s full of new ideas and interesting articles to read.”

“The text and format. It’s easy to read. It’s colorful. It has good ideas-for recipes and new improved equipment.”

“The variety. Advertisements are tasteful and have pleasing appearance - almost coming off the page at you.”

“The guide to the latest events and tradeshow.”

“The advertisements are very colourful, creative and inspiring.”

“I love everything about it!”

“Concise well thought out pieces. I like it because I can bring it to work or read it at home”

“Timely articles, it doesn’t overwhelm with information I don’t need to know.”

“I like it because it is condensed, but has a lot of information that is easy to read.”

“It’s generally quick and to the point. It is good at featuring new products.