

FOOD



media kit

our mission //



FoodTruckOperator.com is a national publication that covers the business management needs of the \$2.7 billion food truck industry. Geared toward owners and operators, story topics include industry trends and news as well as profiles on business owners and the technologies and tools available to help operators grow their businesses.



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about the editor //



BRADLEY COOPER // editor

editor@foodtruckoperator.com 

Bradley Cooper is the editor of ATMmarketplace.com and FoodTruckOperator.com. He was previously the editor of KioskMarketplace.com and DigitalSignageToday.com. His background is in Information Technology, Advertising, and Writing.



KATHY DOYLE // ceo

publisher@networldmediagroup.com 

As the former group publisher of Purchasing, Semiconductor International, and Industrial Distribution magazines and websites at Reed Business Information, Kathy Doyle brings 20-plus years of print and online media experience to this position. Her background spans marketing, sales, communications and content distribution for a wide range of diverse audiences, connecting buyers and sellers in more than 10 vertical markets on a global spectrum.



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editorial submissions //

WANT TO BE FEATURED ON FOODTRUCKOPERATOR.COM?

Here's how to get in front of the editor:

Press Releases. We love them! But make it easy for us. Copy and paste your press release into the body of an email addressed to Editor@foodtruckoperator.com (Don't attach it). Sending a PDF will not prevent copy-editing, but it will probably delay the posting of your news.

Include photos. Include photographs and/or video if available and of good quality. Standard-format digital files are accepted (.png, .jpg, .gif) as are video links, and embed codes. Identify the source and person or place shown; if more than one person, tell us who's who (by name, title, company).

Avoid flowery descriptions and exaggerated or hyperbolic expressions of praise. No opinions; stick to the facts and keep them short and sweet.

Provide a quote from a specific brand leader. Include name, title and employer of the person being quoted.

Provide lists and/or stats when possible.



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editorial calendar //

Below are just some of the topics we will cover throughout the year. Contact your Networld Media Group account representative to learn how your brand can be associated with our coverage of any of these topics.

- **In the trenches:** Operator spotlights, workforce challenges
- **Operations:** Business strategies, expansion planning, the catering channel
- **Marketing:** Social media strategies, community engagement approaches
- **Safety:** Avoiding dangerous pitfalls, truck security, first aid plan
- **Business:** Launching a food truck operation, tips, tools
- **Equipment:** Replacement strategy, efficiency approaches
- **Online channel:** Building an e-commerce structure
- **Legal/Insurance:** Choosing the right partner/plan, common legal challenges
- **Festivals/events:** Preparing for a big crowd, costs vs. payoffs
- **Permits/regulations:** Where/how to adhere to rules, avoiding common infractions



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our audience //



SITE TRAFFIC

89,000+ annual users

145,000+ annual page views



SUBSCRIBERS AND FOLLOWERS

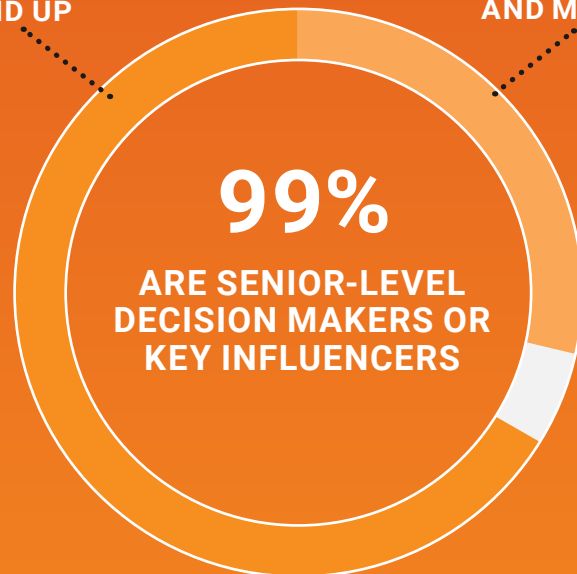
9,900+ email newsletter subscribers

3,800+ social media followers
(Twitter, LinkedIn, Facebook)

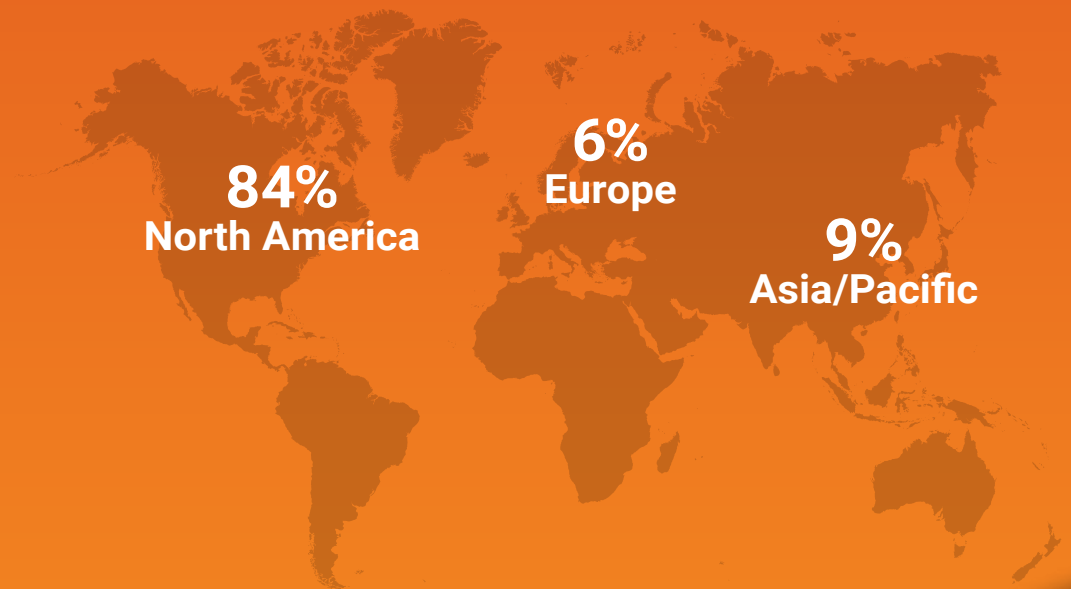
14,300+ push notification subscribers

65% VP-LEVEL
AND UP

34% DIRECTORS
AND MANAGERS



- WHERE OUR READERS ARE FROM -



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our audience //

Our audience includes representatives of these brands and more...

850 Smokehouse
Alaskan Smokehouse BBQ
American Wildburger
Balance Grille
Bella! Bacino's
Benihana
Ben's Soft Pretzels
Berry Fresh Cafe
Big Red Truck
Burger Hut
Burger King
Burger Kitchen
Burger21
Capriotti's Sandwich Shop
Chalios Mexican Restaurants
Chef Shack
Chicago Oyster House
Church's Chicken
Coco Loco Mexican Restaurant & Bar
Country's Barbecue
Cousins Subs
Cowboy Chicken
Craft & Crew Hospitality
Creekside Restaurant & Bar
Cynthia's Gumbo Express
Denny's
Domino's Pizza

Duck & Drake Kitchen
Five Guys
Fluffy's Kitchen
Fred & JoJo's
Global Brew Tap House
Grumpy Bert's BBQ
Herman's Modern Bakery
Howdy's Pizza
Island Style BBQ
JJ's Tap & Smokehouse
Just Smokin' Around BBQ Food Truck
Krispy Krunchy Chicken
Little Havana Restaurant
Mabel's Bakery & Specialty Foods
Mahi's Kitchen
Maple Street Biscuit Company
Marco's Pizza
Michaelangelo Wood Fired Pizza
Music City Brisket
Nekter Juice Bar
New South Pizza
New York Burrito
Oakmont Barbeque Company
Oink N Moo by two brothers
Pie Five Pizza
Pita Pit
Polar Bear BBQ

Ponderosa Steakhouse
Puntacana Resort & Club
Purple Cow
Quatro's Deep Pan Pizza
Raphael's Southern BBQ
Repicci's Italian Ice & Gelato
Ringside Grill Gourmet Food Truck
Ropa's Chicago Style Pizza
Rosati's Pizza
Shoney's
Smashburger
Smiling Moose Deli
Sweet Spice Jamaican Grill
Sweet Street Desserts
sweetFrog
The Habit Burger Grill
The Hit N Run
The Iguana Bananas
The Sno Shack
Tomasso's Pizza
Uncle Willie's BBQ
VeganTruck
Veggie Grill
Venezia Pizza & Cafe
Wahlburgers
Wayback Burger
Yard House



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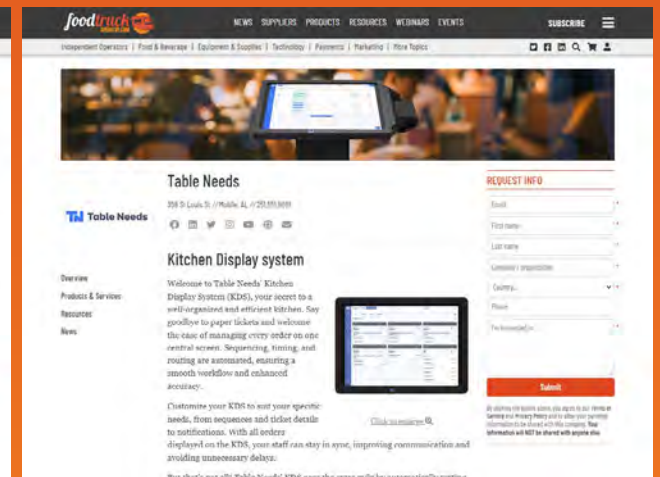
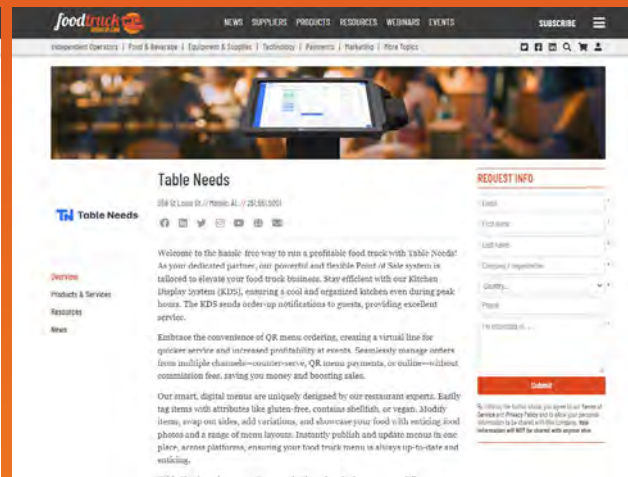
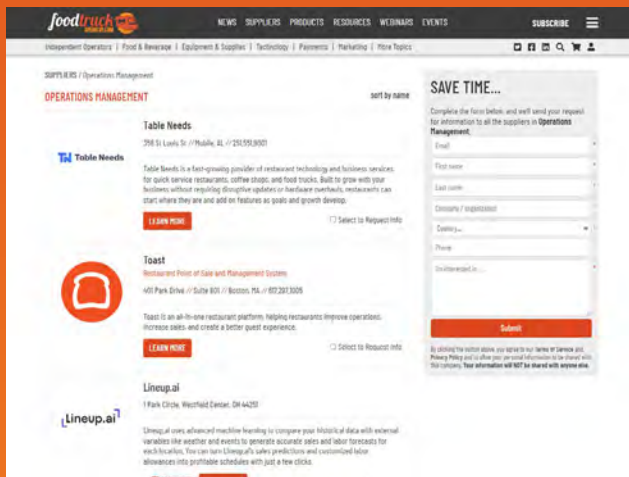
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company showcase //

A Company Showcase is your springboard to a successful marketing campaign on our site and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Company Showcase includes these key elements:



SUPPLIER DIRECTORY LISTING

Gain exposure to potential customers who use the directory to find vendors by name or by category. Users can request information from suppliers straight from the directory. Your listing leads to your Company Showcase.

COMPANY SHOWCASE

Visitors can learn about your company and products/services, download your white papers and case studies, and access news and other content on our site that mentions you. A contact form makes it easy for users to request more information from you. You can also include links to your website and social media pages.

PRODUCT/SERVICE SHOWCASES

Found within your Company Showcase, these provide visitors with more information about your specific offerings.



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email newsletters //

Our newsletters offer a variety of ad opportunities to meet any budget. They're a cost-effective way to get your brand message in front of your target audience.

NEWS ALERT: AUGUST 15, 2023

DREAM BIGGER
GROW YOUR HOME BUSINESS WITH US AND WE'VE PARTNERED WITH CLICKLEASE TO HELP YOU BUILD THE TRAILER OF YOUR DREAMS!

40 LB FRYER
36" MANUAL BRIDDLE
ONE DRUM REFRIGERATOR
SANDWICH PREP TABLE
6 FT HOOD
STOVE TOP BURNER

FOR MORE INFORMATION:
(348) 571-9888 / SALES@TRAILERKINGBUILDERS.COM
@TRAILERKINGBUILDERS TRAILERKINGBUILDERS.COM

TOP STORY

Food Truck Spotlight: A Coffee Movement is all about pushing boundaries

The Coffee Movement food truck, operating in South Carolina, is all about pushing the boundaries of what consumers consider to be coffee. [READ MORE »](#)

#QSRNext | November 8, 2023
A half-day virtual event for busy restaurant execs
This virtual event will explore what's next for QSR brands in technology, franchising, menu innovation, staffing and more. FREE for restaurant operators.
Agenda | Register

NEWS

- Vegan food truck in Cleveland closing down
- Little Rock food truck fest set for September
- Cleveland food truck launching restaurant location
- Arkansas food truck court welcomes new operators
- Connecticut getting food truck park

[READ MORE NEWS »](#)

NEWS ALERTS

Our regular newsletter keeps readers up to date on the top industry news, trends and insights.

DELIVERY SCHEDULE: 3rd Tuesday every month
SUBSCRIBERS: 9,900+

TOP TENS

This newsletter recaps the previous month's most-read stories, most-downloaded resources, most-visited company showcases and more.

DELIVERY SCHEDULE: Monthly
SUBSCRIBERS: 9,900+

TOP TENS: JUNE 2023

TOP 10 NEWS & FEATURES

1. It's a sister affair for a California Wetzel's Pretzels food truck
2. It's all about BBQ for South Dakota food truck
3. North Carolina food truck is all about family and all about sauce
4. Experts offer up tips for hiring, retaining food truck workers
5. Kona Ice taps SOCi for online listing management
6. How To: Selecting the right generator for a food truck
7. Massachusetts home to Chick-fil-A food truck
8. Duluth food truck is full of crepes
9. Food Network winner behind Boston food truck
10. South Carolina food truck opening brick-and-mortar presence

Pizza Leadership Virtual Summit | July 26, 2023
Pizza Leadership Virtual Summit is a half-day live stream event that will bring you tips and tricks for overcoming many of the most pressing challenges that pizza operators of all sizes are facing today. Registration is free for restaurant owners and executives.
[Register Now](#)

TOP 5 RESOURCES

1. Using AI to Support Restaurant Workers, Not Replace Them
2. The Benefits of Investing in a Tailored Mobile Kitchen
3. Food Photography 101 - Capture your cooking masterpieces
4. Case Study LG Robots Deliver Korean BBQ, Delighting Customers at Suburban Atlanta Restaurant
5. How Automation Improves the Restaurant Experience



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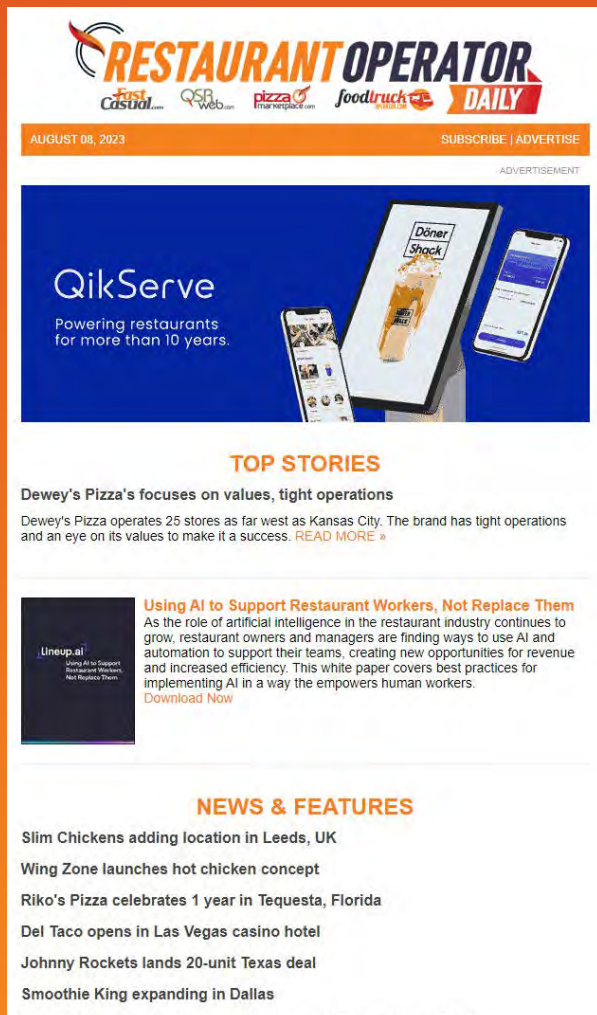


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email newsletters //

Our newsletters offer a variety of ad opportunities to meet any budget. They're a cost-effective way to get your brand message in front of your target audience.



The screenshot shows the top portion of an email newsletter. At the top is the 'RESTAURANT OPERATOR DAILY' logo, with sub-logos for 'Fast Casual', 'QSR Web', 'Pizza', and 'Food Truck'. Below the logo is a date bar for 'AUGUST 08, 2023' and a 'SUBSCRIBE | ADVERTISE' link. The main content area features an advertisement for 'QikServe' with the text 'Powering restaurants for more than 10 years.' and an image of a smartphone displaying the app. Below the ad is a 'TOP STORIES' section with a headline 'Dewey's Pizza's focuses on values, tight operations' and a brief description. Further down is a 'NEWS & FEATURES' section with several short news items: 'Slim Chickens adding location in Leeds, UK', 'Wing Zone launches hot chicken concept', 'Riko's Pizza celebrates 1 year in Tequesta, Florida', 'Del Taco opens in Las Vegas casino hotel', 'Johnny Rockets lands 20-unit Texas deal', and 'Smoothie King expanding in Dallas'.

RESTAURANT OPERATOR DAILY

This restaurant industry newsletter combines headlines from FastCasual.com, QSRweb.com, PizzaMarketplace.com, and FoodTruckOperator.com.

DELIVERY SCHEDULE: Monday - Friday
SUBSCRIBERS: 32,300+



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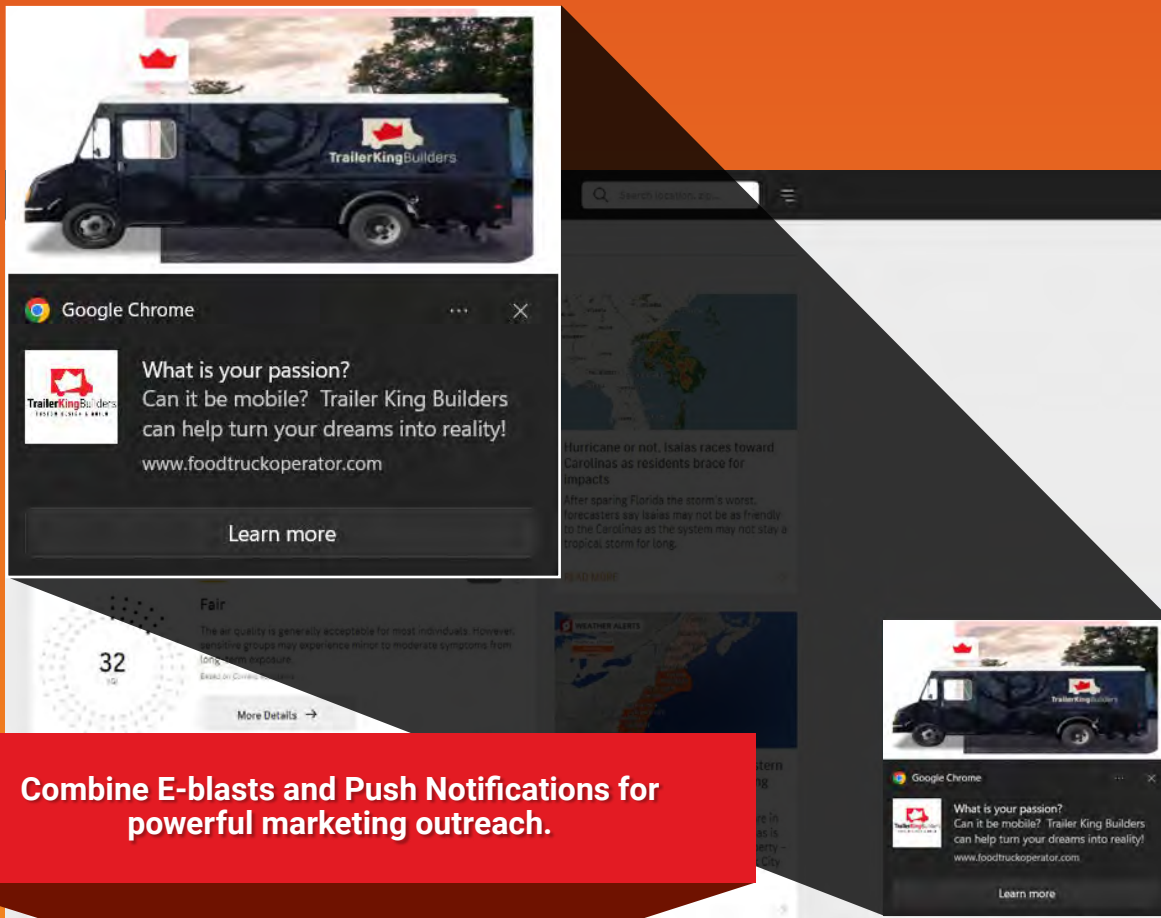
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push notifications //

Push notifications are a high impact marketing solution. Subscribers visit the website and opt-in to receive notifications from us directly to their device of choice. Your message is then sent directly to these devices (desktop, laptop, tablet and phone). Subscribers do not even have to be viewing our site to receive these notifications.

14,300+
Push
Notification
Subscribers



Combine E-blasts and Push Notifications for powerful marketing outreach.



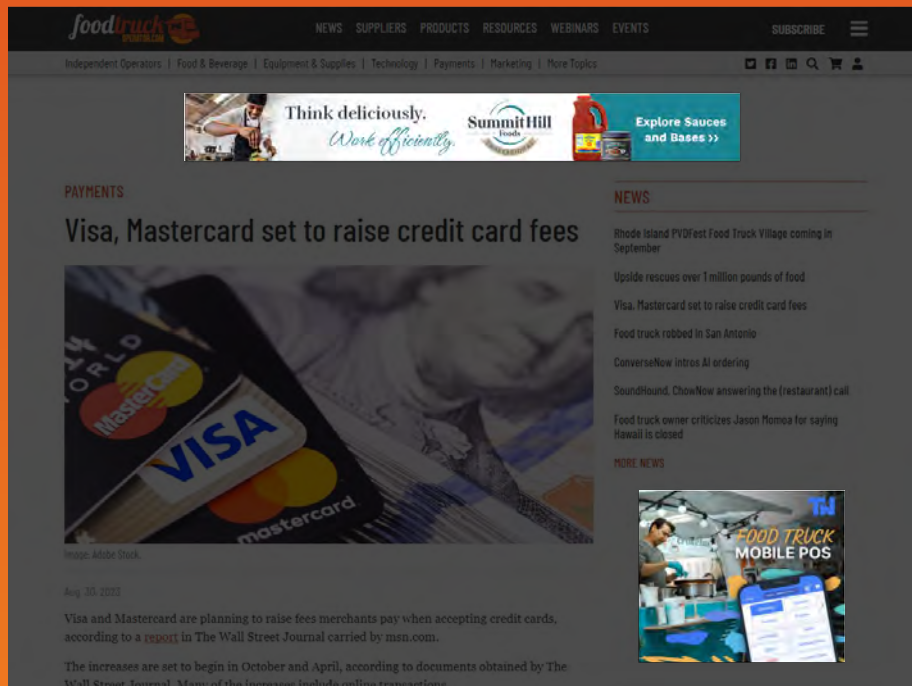
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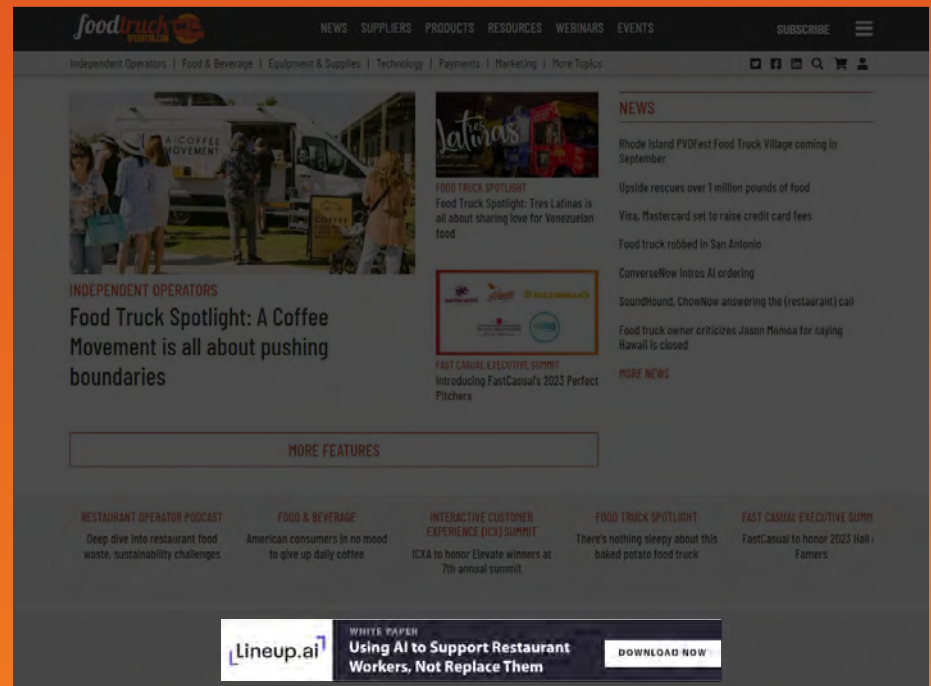


display ads //



BANNER ADS

Build or reinforce your brand awareness with a banner campaign designed to meet your budget.



STICKY FOOTER ADS

Place your leaderboard banner in our Sticky Footer ad unit that remains visible as the user scrolls the page.



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display ads //

The screenshot shows a webpage from foodtruckoperator.com. The main article is titled "Upside rescues over 1 million pounds of food" and features a large image of a "DONATIONS" box. Below the main image, a speedbump ad for "Workstream Assistant" is displayed. The ad text reads: "Hire smarter with Workstream Assistant. AI should feel like an extension of your recruiting team. Workstream Assistant is an AI-powered application experience personalized to your brand, available to chat in any language, and able to answer any question without getting stuck. Learn more!" The ad is dated Aug. 30, 2021. The article continues with text: "Upside, a technology company that strives to increase the financial power of people and retailers, has rescued over 1 million pounds of food through its 1% pledge — the company's promise to..."

SPEEDBUMP ADS

Speedbump ads appear in articles, blogs and news items just below the main image of the story. They will naturally pass through the reader's field of vision as they scroll to read.

The screenshot shows a webpage from foodtruckoperator.com. The main article is titled "Upside rescues over 1 million pounds of food" and features a large image of a "DONATIONS" box. Below the main image, a prestitial ad for "Summit Hill Foods Professional" is displayed. The ad features a chef preparing food and the text: "Think deliciously. Work efficiently. Find Sauces & Bases". The ad is dated Aug. 30, 2021. The article continues with text: "Upside, a technology company that strives to increase the financial power of people and retailers, has rescued over 1 million pounds of food through its 1% pledge — the company's promise to..."

PRESTITIAL ADS

Prestitial ads are great for making an immediate and significant impression on site visitors. These ads typically serve when a user enters the site for the first time each day. The ad stays visible for 15 seconds or until the user clicks "Continue to Site."



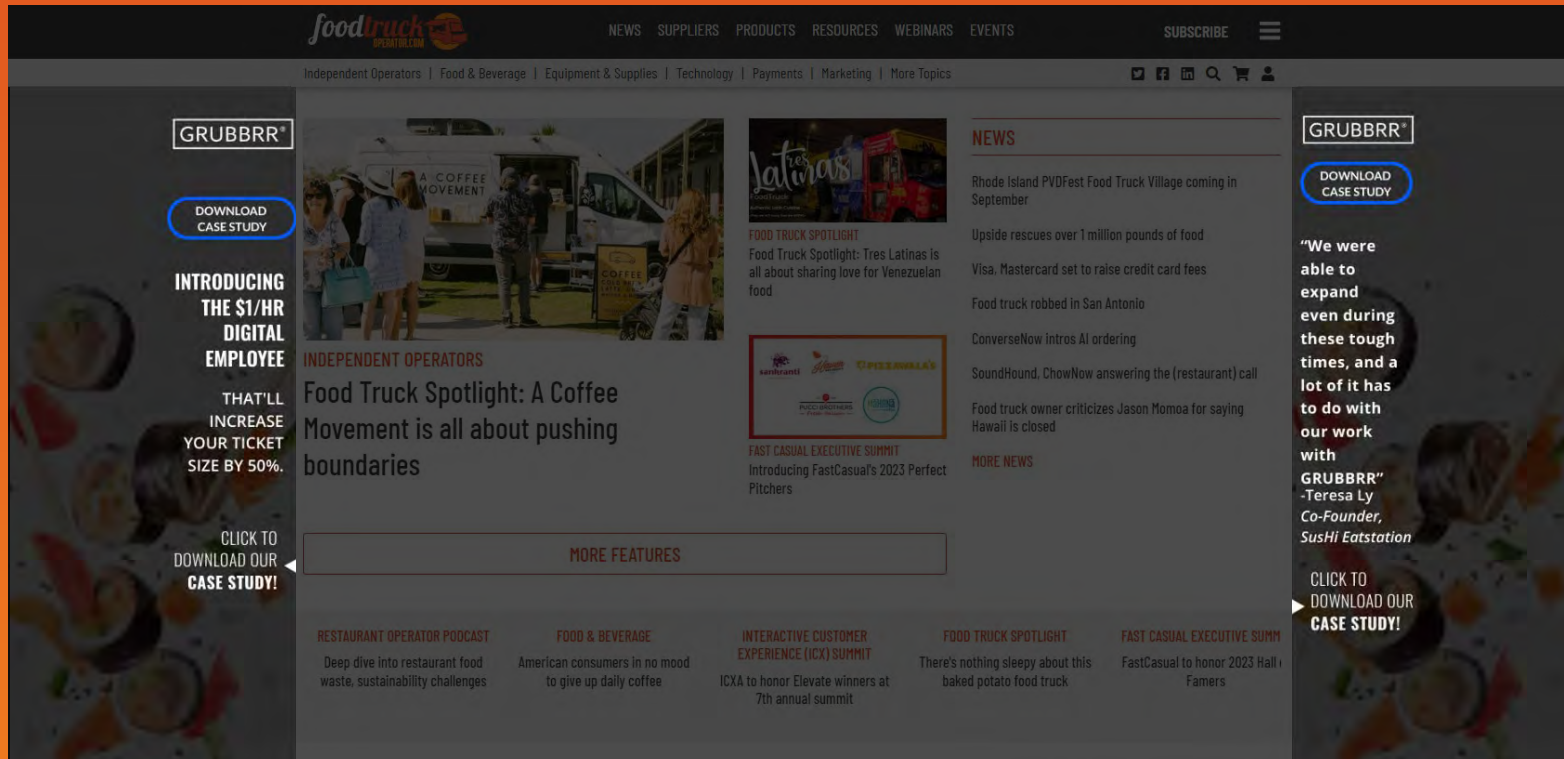
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display ads //



WALLPAPER ADS

With Wallpaper ads your brand is displayed prominently on both sides of the page. Wallpaper ads serve on each home, article, news and blog page view. (Not served on mobile devices and may not be visible to some desktop users.)



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topic centers //

The screenshot shows the website's navigation bar with categories like NEWS, SUPPLIERS, PRODUCTS, RESOURCES, WEBINARS, and EVENTS. A red banner for TrailerKingBuilders is at the top. The main content area features a 'TOPIC CENTER' for 'Equipment & Supplies' with a sub-header 'Innovation from refrigeration to order systems is happening everyday...'. Below this are sections for 'HOW TO' (selecting a generator), 'NEWS' (robbery, manufacturer success, acquisitions), and 'EQUIPMENT & SUPPLIES' (robbery, generator guide, manufacturer success). A 'WHITE PAPER' section is also visible. A 'TrailerKingBuilders' topic sponsor logo is present on the right side of the content area.

Topic Centers are where we compile all of the content we publish on a given topic, including articles, blogs, news, white papers, case studies and more. Think of it as the home page for the topic.

Topic Center sponsorships are a great way to connect your brand to topics of significant interest to our readers. They also offer valuable lead generation opportunities.

Exclusive sponsorships come with an additional Topic Center widget that appears on our home page and at the end of content related to the topic, giving you even more brand impressions.



sponsored content //

Is content marketing crucial to your overall go-to-market strategy? Let us put the thought leadership content you've worked so hard to create in front of the right audience.

Sponsored content opportunities are available for any of the following types of content:



No Content? We can help you produce what you need to kickstart your content marketing strategy.



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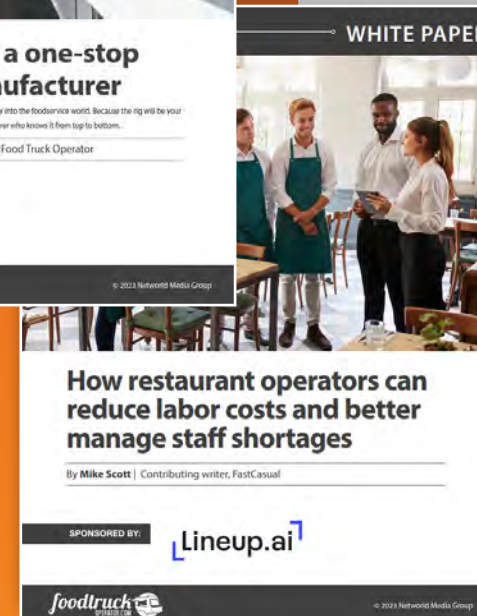
special publications //

Content marketing is great for elevating your brand as an industry thought leader and for generating potential sales leads.

But not every company has the ability or bandwidth to create compelling content that drives engagement. That's why we offer a turnkey service for writing, designing, publishing and promoting custom white papers, case studies and more.

When you partner with us to create a special publication, you get:

- Credibility in the marketplace
- Knowledge and support from known industry experts
- Inclusion in our online Resources library
- Budget-friendly promotion to our large audience of executives, senior decision makers and influencers
- Lead generation to fill the top of your sales funnel



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podcasts //

Our podcasts feature interviews with industry movers and shakers and offer listeners a view into the news and trends affecting their businesses.

Sponsoring our podcasts is a great way to get your message across, in partnership with our editors, to a targeted and engaged audience. They're perfect for increasing brand awareness and establishing your company as an industry thought leader.



Join your host Mandy Wolf Detwiler for the Pizza Marketplace podcast. Each episode features interviews with industry insiders and covers topics that are critical to the success of pizza restaurant operators of all sizes.



This podcast series from the publishers of FastCasual.com, PizzaMarketplace.com and QSRweb.com provides restaurant owners and executives with the insights and inspiration they need to grow their brands. Each episode features interviews with experienced restauranteurs, industry experts, and thought leaders, who share practical tips and advice for running a successful restaurant business.



Join host Daniel Brown for the Digital Signage Today Podcast featuring interviews with industry thought-leaders and news-makers. They will explore the latest trends and innovations in digital signage hardware, software, content, and more.



Tune into the CX Innovators podcast to hear how top brands are using cutting-edge technology to take the customer experience to incredible new heights. We'll talk to the executives who are spearheading the CX charge for their brands and the tech companies they rely on to make the magic happen.



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webinars //

WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

- Position you as a thought leader and increase your brand awareness
- Generate strong, qualified sales leads
- Educate the market about your products and services

YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE...

Production – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

Moderator – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

Promotion – We drive registrations for your webinar through an aggressive campaign that includes e-blasts, newsletter mentions, and social media posts.

Registration / Reminders – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

On-Demand Hosting – After the live webinar, we host the recording on our site for visitors to view at their convenience. Registration is required to view the recording.

Lead Generation – We send you the contact information of everyone who registers for the live webinar and everyone who registers to view the on-demand recording.



The image shows a webinar promotional slide. On the left, the Revel Systems logo is displayed. In the center, there is a photograph of a chicken dish with a sign that says 'POO JUST MADE BETTER'. Below the photo, the text reads: 'How a Growing Chicken Concept is Driving Results Through a World-Class Customer Experience'. At the bottom left of the slide, it says 'We'll start the webinar shortly!'. On the right side of the slide, there is a vertical strip showing three video call windows with participants.



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executive summits //

19th Annual



October 13-15 | Denver

Each year, FastCasual.com hosts the Fast Casual Executive Summit – a live business networking and social event where Fast Casual restaurant executives meet up to exchange ideas and make new connections. Multiple sponsorship levels plus special opportunities such as room drops and strategic product placements, ensure that marketers can participate in this highly reviewed industry event at almost any budget level.

[Learn More >](#)



8th Annual



March 24-26 | Kansas City

Some of the fastest growing chains in the restaurant industry are the ones embracing innovation in many different areas of their business. From experience innovation to kitchen innovation to menu innovation and more, the Restaurant Franchising & Innovation Summit will look at how brands can leverage innovation in its many forms as a catalyst for franchise expansion. Multiple sponsorship opportunities will be available to connect companies with innovative products and solutions to the franchise executives in attendance.

[Learn More >](#)



4th Annual



November 13, 2024

#QSRNext is a half-day virtual event designed for busy restaurant executives. This virtual event will explore what's next for QSR brands in technology, franchising, menu innovation, staffing and more.

[Learn More >](#)



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executive summits //

3rd Annual



July 31, 2024

Pizza Leadership Virtual Summit is a half-day livestream event that will bring you tips and tricks for overcoming many of the most pressing challenges that pizza operators of all sizes are facing today. Leaders from several successful pizza brands will share insights on how they're tackling labor shortages, supply chain issues, rapidly-changing customer expectations and more. You'll learn what's working for them, what's not, and how to apply those lessons in your business.

[Learn More >](#)

8th Annual



September 9-11 | Charlotte

Interactive Customer Experience (ICX) Summit gives brands one place at one time where they can discover a full range of technologies and strategies to create engaging and meaningful customer experiences. Executives from retail, restaurants, banks, hotels and other B2C companies will learn from leading CX innovators about what's working, what's not, and how to elevate the experience for their customers.

[Learn More >](#)

5th Annual



Self-Service Innovation Summit will examine advances in technology that are empowering businesses to provide products and services when, where and how consumers expect them. The event will cover self-service, kiosk and vending solutions that can be applied in a wide range of settings.

[Learn More >](#)



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at the watercooler //

At the Watercooler is a sponsored content opportunity.

Here's how it works:

1. An executive from your company completes a short Q&A (4-6 questions).
2. We edit the executive's responses for grammar, spelling, clarity, etc. and send a final draft for your approval.
3. We publish the approved draft as a sponsored blog post on the website.
4. Your company logo is displayed at the top of the blog post.
5. The blog post will appear on the home page for a minimum of 1 week and will be accessible via the Features and Blogs archives for a minimum of 1 year.
6. If you have a Company Showcase, your blog post will also appear there for as long as your Company Showcase is active.
7. Posted on our social media pages.
8. You have the right to re-publish the blog post on your own website.



Get started today!



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contact us //

CREATIVE INQUIRIES

If you have any questions or concerns about creative specifications and submission, please contact:

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