

### our mission //



To help Quick Service restaurant executives operate profitably and deliver outstanding customer experiences.

QSRweb.com reports on news, events, trends and people in the Quick Service restaurant industry; we cover all of the latest innovations in:

- Food & beverage
- · Restaurant technology & equipment
- Restaurant design, layout & signage
- Operations management
- · Staffing & training
- Food safety
- Customer experience
- Franchising
- · Marketing & branding
- · Regulatory compliance & risk management
- Sustainability
- Health & nutrition
- And much more











### about the editor //



#### MANDY WOLF DETWILER // editor

editor@qsrweb.com in

Mandy Wolf Detwiler is the site editor for PizzaMarketplace.com and QSRweb.com. She has more than 20 years' experience covering food, people and places. An award-winning print journalist, she has spent nearly two decades covering the pizza industry. Mandy has been featured on the Food Network and has won numerous awards for her coverage of the restaurant industry.



#### KATHY DOYLE // ceo

publisher@networldmediagroup.com in

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.











### editorial submissions //

#### WANT TO BE FEATURED ON QSRWEB.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@QSRweb.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 hyperbolical 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.











### 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.

- Spicy Flavor profiles
- The rise of desserts/ iced desserts
- Tech innovations in fast-food: How AI & automation are transforming the industry
- Health-conscious fast-food choices
- Soundproofing
- The Future of QSR Design: Examining innovative restaurant designs that enhance the customer experience.
- Summer beverages
- The rise of loyalty programs: tips and tricks to make them work
- Managing the managers
- The rise of chicken wings at QSRs
- Security issues
- Fast-food packaging trends: sustainability, convenience and branding
- Appetizers
- Fast-food workforce training in the digital era: E-learning and skill development
- Restaurant Industry Outlook 2025: December
- Restaurant landscaping & parking lot upkeep
- Gen Z and Fast Food: Understanding the preferences, values, and behaviors of the next generation of consumers
- Customization Craze: Examining the role of personalization and customization in menu success







Subscribe





### our audience //

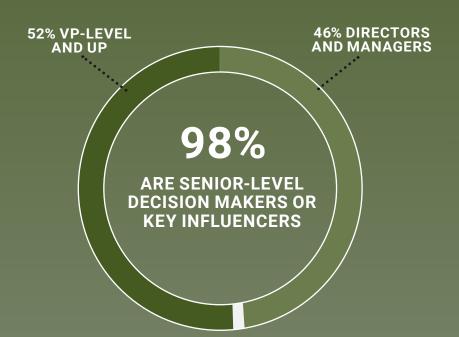


SITE TRAFFIC

308,000+ annual users

451,000+ annual page views





- WHERE OUR READERS ARE FROM -

7%
84% Europe
North America 8%
Asia/Pacific











### our audience //

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

**A&W Restaurants** 

**Applebees** 

Arby's

**Auntie Anne's Pretzels** 

Azzip Pizza

**Back Yard Burgers** 

Ben's Soft Pretzels

Big City Bagels & Salads

Bojangles'

Boloco

**Burger Chef** 

**Burger King** 

Carl's Jr.

Casey's General Stores

Checkers

Chick-fil-A

Chipotle

Church's Chicken

CiCi's Pizza

Corner Bakery Cafe

**Cousins Subs** 

Cowboy Chicken

Culver's

Dairy Queen

**Del Taco** 

Denny's

Domino's

Dunkin'

Fazolis

Firehouse Subs

Focus Brands

**Four Foods Group** 

Freshii

**Hot Head Burritos** 

**HuHot Mongolian Grill** 

**Hungry Howies** 

**Hunt Brothers Pizza** 

**IHOP** 

Jack In The Box

Jamba Juice

Jason's Deli

**Jersey Mikes** 

Jimmy John's

KFC

Little Caesars

Long John Silver's

Mama Fu's

Marco's Pizza

McDonald's

**Mission Yogurt** 

Monical's Pizza

Old Spaghetti Factory

Olive Garden

Orange Leaf Frozen Yogurt

Panda Express

Papa John's

Pardos Chicken

Pita Pit

Pizza Hut

**Pollo Tropical** 

**Potbelly Sandwich Shop** 

Rapid Fired Pizza

Scooter's Coffee

Shakey's USA

Sonic Drive-In

Subway

sweetFrog

Teriyaki Madness

TGI Fridays

The Pita Pit

Tokyo Joe's

**Toppers Pizza** 

Uno Pizzeria & Grill

Wendys

Wetzel's Pretzels

Whataburger

Which Wich

White Castle

Wingstop

Yum Brands

Zaxby's













# connecting you to a large audience of restaurant industry professionals

QSR Web is part of the Networld Media Group family of restaurant/foodservice media and events that reach

more than 1.7 million site visitors, subscribers, followers and event attendees every year.



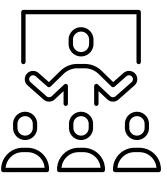
1.5 MILLION
Site Visitors Annually



167,000
Email & Push Notification Subscribers



65,000
Social Media Followers



1,600 Event Attendees























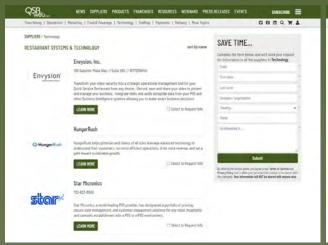




### company showcase //

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.



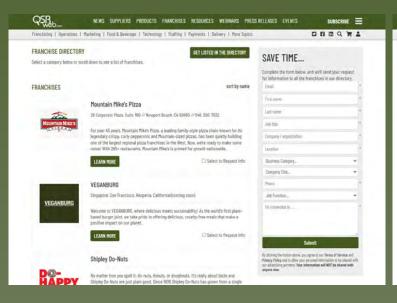


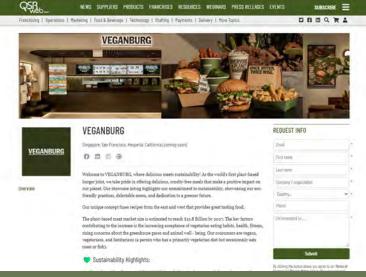


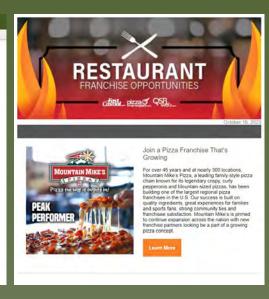


# franchise directory //

Thousands of experienced restaurant professionals visit our site every month and many of them are interested in franchise opportunities. The Franchise Directory is where they can connect with you and learn why your brand is a great investment.







#### FRANCHISE DIRECTORY LISTING

Your listing in the directory will lead to your customizable Franchise Showcase.

#### FRANCHISE SHOWCASE

This is where you'll tell the story of your brand to potential investors. It will also include links to news and features about your brand that have been published on our site. A contact form makes it easy for potential franchisees to request more information.

#### FRANCHISE OPPORTUNITIES E-BLAST

Extend the reach of your Franchise
Directory listing with an ad in this
monthly email to subscribers of
FastCasual.com, PizzaMarketplace.com
and QSRweb.com.





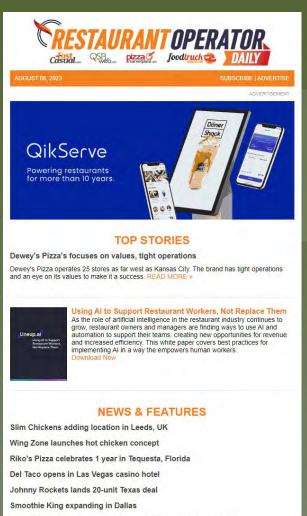






### email newsletters //

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.



#### **RESTAURANT OPERATOR DAILY**

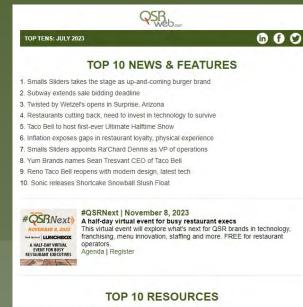
This restaurant industry newsletter combines headlines from FastCasual.com, QSRweb.com, PizzaMarketplace.com, and FoodTruckOperator.com.

**DELIVERY SCHEDULE: Monday - Friday** SUBSCRIBERS: 38.800+

#### **TOP TENS**

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

> **DELIVERY SCHEDULE: Monthly** SUBSCRIBERS: 10,000+



4. Case Study LG Robots Deliver Korean BBQ, Delighting Customers at Suburban Atlanta

7. How Data Management Tools, like Dashboards, Can Lead to Better Decision-Making

1. How Automation Improves the Restaurant Experience 2. Five Ways to Use Digital Signage to Motivate Employees

5. Camera Solutions for Quick-Service Restaurants

6. Five Cybersecurity Tips for Every Type of Enterprise

8 Flevate Your Pizzeria with Security Cameras and Data

9. Envysion's Camera Solutions for the Pizza Industry

3. 2023 State of #ResTec | SynergySuite









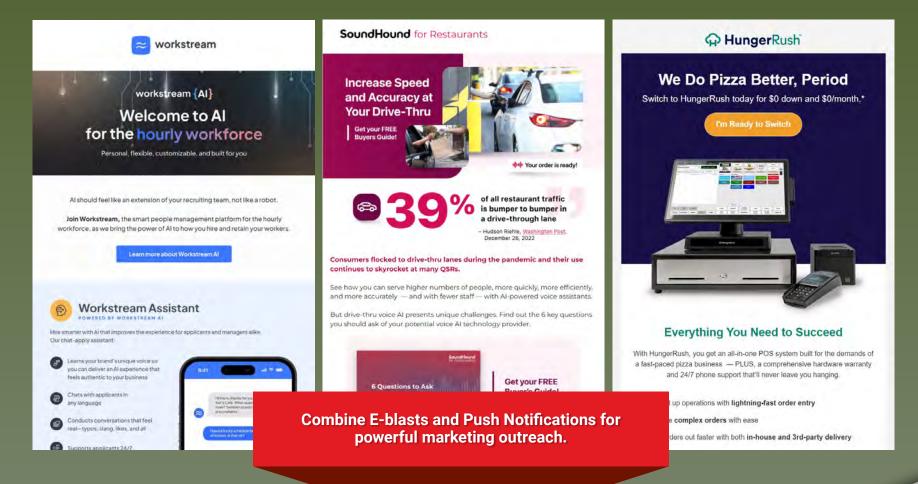


#### e-blasts //

Deliver your customized message to subscribers who have opted in to receive promotional messages from our advertisers and partners.

You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you.

E-blasts are great for promoting new products, special offers, free downloads, and much more.











# 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.





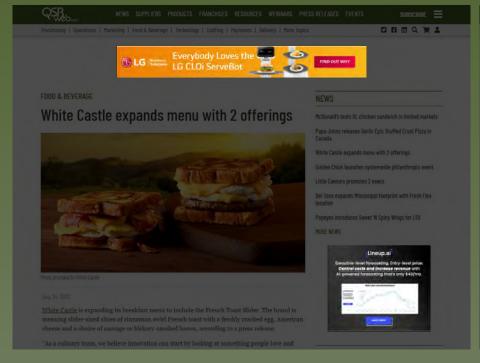


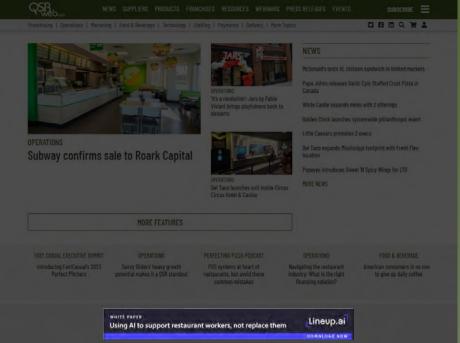






# display ads //





#### **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.

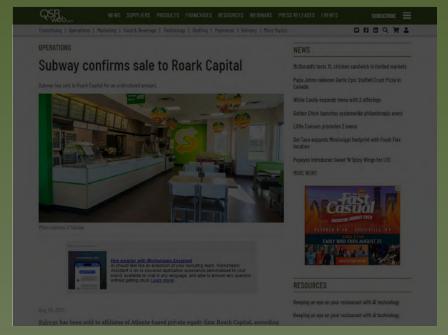


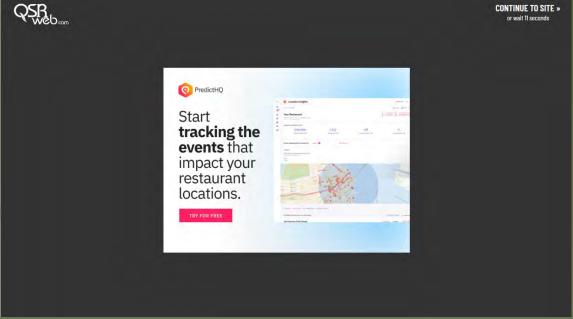






# display ads //





#### **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.

#### 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."

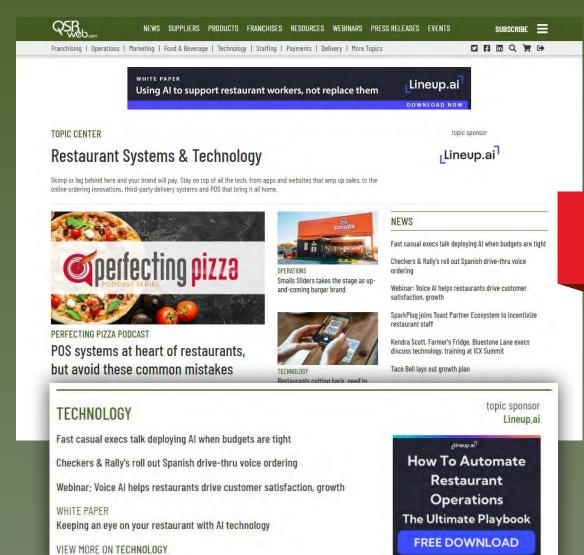








### topic centers //



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 marking strategy.







# 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











### 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 cuttingedge 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.



Discover how businesses are revolutionizing their operations and enhancing customer experiences through the power of automation and self-service technologies. Join us as we explore real-world examples, industry trends, and expert insights on how to harness these tools for maximum impact.









### 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.











### executive summits //

4th Annual



November 12, 2025

Learn More >

20th Annual



October 5-7 | Austin, TX

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.

#QSRNext is a half-day virtual event designed for busy restaurant

technology, franchising, menu innovation, staffing and more.

executives. This virtual event will explore what's next for QSR brands in

Learn More >

9th Annual



March 11-13 | Myrtle Beach

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 >















# executive summits //

4th Annual



July 30, 2025

5th Annual



December 10-12 | Tampa

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 >

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 >















### 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!













### contact us //

#### **CREATIVE INQUIRIES**

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

**JENNIFER A. RECKTENWALD** | VP OF CLIENT SERVICES/ASSOCIATE PUBLISHER-BUSINESS SITES marketingservices@networldmediagroup.com | tel: 502.241.7545 ext. 139 | fax: 502.241.1385

#### **ADVERTISING AND PACKAGE OPTIONS**

**GAYLE GARRETT** | LEAD AND CRM COORDINATOR adv@networldmediagroup.com | toll free: 877.441.7545 | direct: 502.241.7545 ext 123 | fax: 502.241.1385

KATHY DOYLE | CEO

publisher@networldmediagroup.com | Twitter: @katmdoyle

NETWORLD MEDIA GROUP | mediakit@networldmediagroup.com















Through these media & events properties, Networld Media Group brings critical business knowledge to more than 500,000 people around the world every month.















































