



Association of Kentucky Fried Chicken Franchisees, Inc. AKFCF Quarterly 2025/2026 MEDIA PLANNER

Reach your customers directly with **AKFCF Quarterly**

AKFCF Quarterly is the leading trade association publication in its field.

98% of KFC franchisees are actively involved in the purchasing process and 84.7% make the final purchasing decision.



The Association of Kentucky Fried Chicken Franchisees, Inc. was formed in 1974. The AKFCF membership is unique with its sense of “family” firmly rooted in the values of Colonel Sanders. The Mission Statement clearly defines its role: “The mission of the Association of Kentucky Fried Chicken

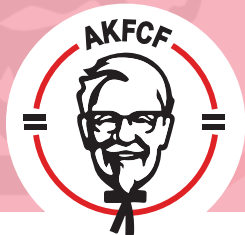
Franchisees, Inc. is to unite KFC franchisees worldwide and to protect and advance their interests.

Over the years, the AKFCF has encountered many challenges along with its growth. These challenges were met with a spirit of solidarity and determination to succeed.

To make a space reservation or for additional information contact:

John Hanna • 770.650.1102 ext 125

jhanna@nspmag.com



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2025/2026 Editorial Calendar

Fall 2025:	Marketing
Winter 2025:	Convention Preview
Spring 2026:	National Convention
Summer 2026:	KFC Foundation

2025/2026 Advertising Rates

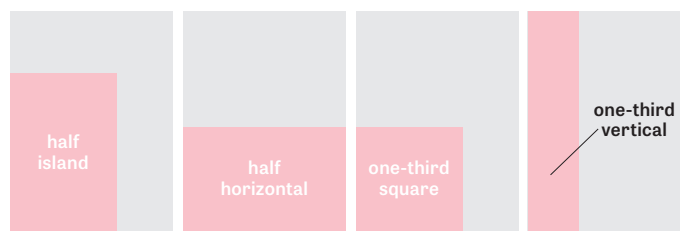
4-COLOR	1X	2X	4X
Double Page	\$4,700	\$4,250	\$3,900
Full-page	\$3,400	\$3,050	\$2,800
1/2-page	\$2,300	\$2,050	\$1,900
1/3-page	\$1,950	\$1,800	\$1,600
Covers	–	–	\$3,500

2025/2026 Advertising Due Dates

	Fall	Winter	Spring	Summer
Space Reservation	8/29	11/26	3/13	5/29
Art Materials Due	9/5	12/5	3/20	6/5

Ad Sizes

Publication Trim size	8.5" x 10.875"
Double Page Spread	17.25" x 11.125"
Full Page Bleed (.125" bleed on all sides)	8.75" x 11.125"
Full Page Non-Bleed (live area)	7.375" x 10"
Half Page Island	4.875" x 7"
Half Page Horizontal	7.375" x 4.875"
One-Third Page Square	4.875" x 4.875"
One-Third Page Vertical	2.375" x 10"



Specifications

If you have any questions, contact Megan Willis at (770) 650-1102, ext. 126, or email mwillis@nspmag.com

Printing: web offset; perfect bound

Trim Size: 8.5" x 10.875"

Line Screen: 150 lpi

DIGITAL FILES

All advertising must be provided in a digital format for the Macintosh platform in the correct ad size. Keep all live matter 1/4" away from the trim.

FILE DELIVERY OPTIONS:

Email: production@knowatlanta.com

- Preferred file formats: high-resolution PDF, EPS or TIFF; native InDesign with all fonts and images used in your layout.

- Resolution for images should be 300 dpi at actual size. Resolution of Internet images (72 dpi) is too low for printing purposes.
- Supplied files must be in CMYK; no Pantone colors accepted.
- Complete layouts created in Illustrator or Photoshop must be saved in EPS or TIFF format and all fonts must be converted to outlines.
- We DO NOT accept ads created in Microsoft Word, Publisher, Excel or PowerPoint.

Failure to meet the above standards will result in additional costs and may cause unpredictable reproduction. Clients will be notified of any problems detected in their files and will be given an opportunity to send corrected files or incur charges at prevailing rates. New South Publishing is not responsible for the content or accuracy of a file.

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AKFCF E-Newsletter

The monthly, digital publication for the AKFCF family, the AKFCF E-NEWSLETTER reports on breaking AKFCF news, updates on training programs and regional events, and provides exclusive AKFCF committee reports.

Get your unique, interactive ads directly into inboxes. Call today!

Advertise in the E-Newsletter!

E-NEWSLETTER advertising is complimentary, and reserved for advertisers with 4 or more pages booked in AKFCF Quarterly in 2025/2026.

Companies that reserve advertising space totaling 4 or more pages qualify for the 250 x 250 pixels squares. The top banner is reserved for companies with 5-6+ pages of advertising booked in 2025/2026. We cannot accept requests for E-NEWSLETTER advertising from companies with less than 4 pages of print advertising.

AKFCF E-NEWSLETTER Ad Specifications

- AKFCF E-NEWSLETTER ads are available in 2 sizes:
Square ad - 250 x 250 pixels, Top banner ad - 718 x 100 pixels
- Ad must be submitted as web-formatted files at 72 dpi
- Ads can be submitted as GIF, JPEG or PNG. No JavaScript, ActiveX or Flash. We cannot accept ads that use any form of scripting for image delivery and/or click tracking
- Ads cannot exceed 30 kb

2025/2026 E-Newsletter Advertising Due Dates

JULY 2025

Ad to Production July 11
Newsletter Sent July 14

AUGUST 2025

Ad to Production August 8
Newsletter Sent August 11

SEPTEMBER 2025

Ad to Production September 12
Newsletter Sent September 15

OCTOBER 2025

Ad to Production October 10
Newsletter Sent October 14

NOVEMBER 2025

Ad to Production November 7
Newsletter Sent November 10

DECEMBER 2025

Ad to Production December 12
Newsletter Sent December 15

JANUARY 2026

Ad to Production January 9
Newsletter Sent January 12

FEBRUARY 2026

Ad to Production February 6
Newsletter Sent February 9

MARCH 2026

Ad to Production March 6
Newsletter Sent March 9

APRIL 2026

Ad to Production April 10
Newsletter Sent April 13

MAY 2026

Ad to Production May 8
Newsletter Sent May 11

JUNE 2026

Ad to Production June 12
Newsletter Sent June 15

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