

H₂O
Publishing

care
home
CATERING

2024 MEDIA PACK

h2opublishing.co.uk
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PUBLISHED IN
ASSOCIATION WITH NACC



CARE HOME CATERING



“Specially designed to cover every aspect of the food and nutrition delivered to elderly and vulnerable people and supported by the National Association of Care Catering (NACC), Care Home Catering is published quarterly, with each issue devoted to covering a different aspect of the sector. Every magazine includes the latest industry and product news, highlights innovation and features in-depth interviews with both those who are active within the sector and those who seek to help caterers provide the best possible eating experience, coupled with the highest level of nutrition for their residents.”

Val Hirst, Editor, Care Home Catering



**CLICK TO
READ THE
MAGAZINE**



**CLICK TO
VIEW THE
WEBSITE**

KEY HIGHLIGHTS



Largest
print circulation
in the sector



38,191
Readers quarterly



84%
Said the magazine was
a valuable tool to source
new products

Official magazine of
the NACC



2,847
social following



E-Newsletter sent to
9,923
Recipients

CARE HOME CATERING IS PUBLISHED IN ASSOCIATION WITH THE NACC



The National Association of Care Catering (NACC) is delighted to be working in partnership with Care Home Catering Magazine. Both our values and mission are to reach out to organisations from across the care sector, to share best practices and support those across the sector to improve peoples lives through the provision of good nutrition and hydration that supports in the wellbeing of someone's life.

Throughout 2024, the NACC and its members look forward to sharing the work we are doing collectively to raise the profile and standards within care catering, and we look forward to sharing this through Care Home Catering Magazine, so together we can make a positive impact for those within the care sector.

Neel Radia, National Chairman, NACC



CIRCULATION & AUDIENCE

CARE
HOMES HAVE
AN ESTIMATED
FOOD SPEND
OF OVER
£500M P/A

TOTAL CIRCULATION

38,191

PRINT CIRCULATION

5,371

Mailed

22,897

Passed on print copies

Passed on copies are an estimate based on
the recent reader research conducted

DIGITAL CIRCULATION

9,923

AUDIENCE

Each quarter, a total of 38,191 copies of Care Home Catering are distributed to named senior decision makers across UK care home groups and independents with over 35 beds. Our reach extends to group HQ senior directors, buyers, central catering management contacts and the autonomous group owned sites.

**CARE HOME CATERING HAVE
PARTNERED WITH THE NACC
AND NOW ALL MEMBERS RECEIVE
A FREE COPY OF THE MAGAZINE**



OPERATION TYPES	COMPANIES	CONTACTS
Care Home Group HQ	359	486
Autonomous Independent & Group Owned Sites with 35+ beds	4,586	4,586
Contract Caterers	21	47
Hospices	252	252
Print Copies		5,371
Digital Copies		9,923
TOTAL		15,294

READER RESEARCH

WHAT DOES THE READER WANT?

At Care Home Catering, we've always been passionate about print being the backbone of our media platforms, but we wanted to test if our readers felt the same way. We conducted research with readers, asking how they interact with our magazines and what they want from their go-to publications. The results have been very interesting.

WHERE THEY MAINLY READ THE MAGAZINE

84% at work
4% commuting
12% at home

HOW THEY READ THE MAGAZINE

7% flick through the magazine
40% read cover to cover
53% start with a specific feature

"I don't have time to look at it online – I prefer the printed copy and pass onto all of my team"

83%

said they valued a printed copy higher than a digital version

100%

said Care Home Catering was the sector's leading title

87%

pass on their copy to an average of 4.9 additional readers

84%

said the magazine was a valuable tool to source new products

THE PRINT MAGAZINE

The UK's leading monthly publication for care home catering operators

4 ISSUES
PER YEAR

28,268

Total

5,371

Mailed

22,897

Passed on copies

LARGEST
PRINT
CIRCULATION
IN THE
SECTOR



HIGH IMPACT CREATIVES

ADVERTORIALS

BELLY BAND

TIP ON

CONSECUTIVE STRIPS

DISRUPTIVE ADVERTISING

FALSE FRONT COVER

FOUR PAGE COVER WRAP

ISSUE TAKE OVER

TEASER STRIPS

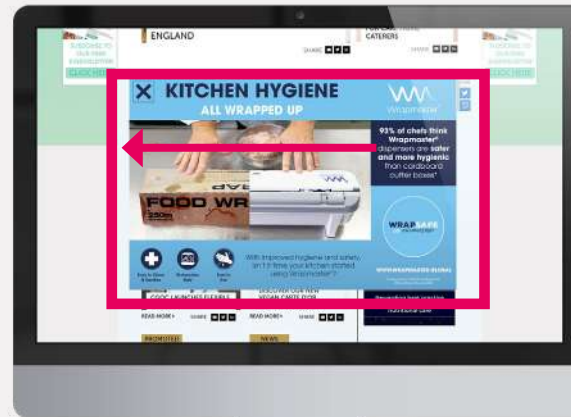


DIGITAL CAREHOMECATERING.CO.UK

Web enhanced options for big visitor impact



ADHESION



EXPANDABLE SKYSCRAPER



WINDOW SHADE

WITH ROI
REPORTING

ASK FOR
MORE
DETAILS

2,295

Average page views per month

1,480

Average unique visitors per month

9,923

Digital circulation

LET'S GET SOCIAL

ASK HOW
OUR SOCIALS
CAN WORK
FOR YOU



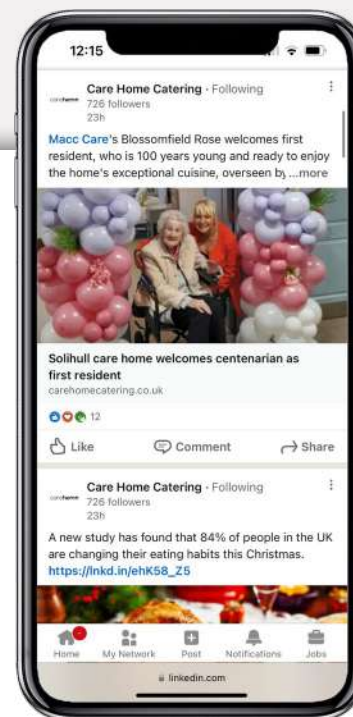
@CareHmCatering
Current followers

1,800+



@carehomecatering
Current followers

120+



Care Home Catering
Current followers

900+

TOTAL REACH 2,847

E-NEWSLETTERS GROW YOUR BUSINESS

Directly connect with your customers effectively and increase sales with the power of email.

£825

solus sponsorship
for one supplier

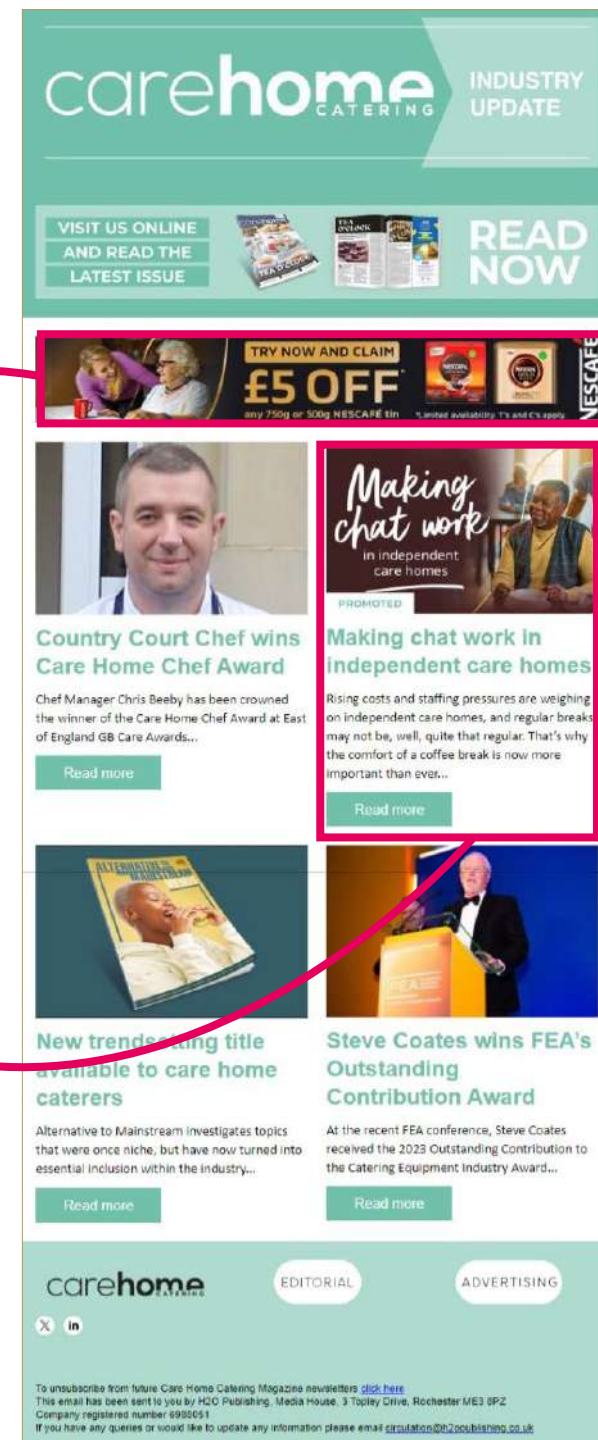
**WITH ROI
REPORTING**

**BANNER
AT THE TOP**

**SPONSORED
STORY AND LINK**

**DIGITAL
CIRCULATION**

9,923



DIRECT MARKETING

We have lots of innovative ways for you to reach readers individually with high impact and lead-generating activities.

Talk to us about...

DIRECT MAILING

Postal mailings have declined hugely over the last 10 years with email marketing taking over. But how do you feel when you receive an unexpected postal item? Especially if it looks interesting!

We have many ways to make your mailer stand out.

From coloured envelopes, unusual sizes, foil & metallic pouches – all very cost effective.

Coupled with your targeted selection of prospects from our database you can also choose to add a telemarketing follow up to your mailer to drive even more response.



POSTCARD MAILINGS

Our postcard mailing service has brought massive volume and coverage within budget.

Visually appealing to the recipient, the double-sided A5 card has a vibrant, bold design and clear call to action.

Reach 10,000 operators for an all-inclusive cost of £7,930. Just 79p each.

Cost includes design, print, data & postage.

This mechanic is great for awareness, product launch, reformulation announcement, promoting an offer and much more.



BUYER'S BOX

OUR BUYERS' BOXES ARE AMAZING!

We have been sending buyers boxes to key buyers across the foodservice & hospitality sector for the last 5 years with consistent lead generating results.

Clients regularly come back for more, with one major food manufacturer trying it once and booking 3 more as soon as they had the results from the first campaign.

THE PACKAGE INCLUDES:

- **3 whole pages** in any of our titles
- Sending your products to your selection of **100 group buyers**
- A choice of **follow-up methods** to generate your leads

Choose by: availability, product weight, follow-up type and cost

	QUANTITY	MAX WEIGHT	FOLLOW-UP TYPE	AVAILABILITY	AVERAGE ROI	COST
Buyers Box	100	8kg	Call centre bespoke calling	Usually 6 months+	16%	£7,200
<i>Buyers Box - Maxi</i>	100	12kg		Usually 6 months+	16%	£7,800
Sample Sender	100	8kg	Bespoke email, chase email & bespoke landing page	2-4 weeks	9%	£5,800
<i>Sample Sender - Maxi</i>	100	12kg		2-4 weeks	9%	£6,600

Ask your account manager for availability & more information.



THE ROAD TEST

We have created a winning concept that utilises the operator knowledge and key skills of our industry chefs to give a practical road test of a sponsor's product, putting them through their paces and giving insider tips on their use.

This Road Test is then featured in print, digitally and across our social media platforms to give an uniquely wide reach for your selected sectors to see just how your product performs.

THE ROAD TEST PACKAGE INCLUDES:

- Filming of your Road Test
- A double-page spread write up of the Road Test results
- A whole page advert in the same issue
- Your Road Test write up featured as a web news story
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your Road Test product & write up
- 2 social media posts to drive awareness of your Road Test write up
- Your video presentation of the Road Test featured throughout, including an interactive upgrade in the digital issue of your chosen title(s) that when the page is turned your video will automatically play and bring the Road Test feature to life

COST £4,675



SEE A ROAD TEST IN ACTION...



CLICK TO SEE THE COVERAGE



CLICK TO SEE THE VIDEO

INDUSTRY EVENTS

ASK US FOR
MORE DETAILS
ON HOW YOU
CAN BE PART OF
OUR AMAZING
EVENTS

CARE HOME CATERING FORUM



5 June 2024

Farmers and Fletchers, Barbican, London

- The Care Home Catering Forum provides a day full of insight for care home caterers and hospital caterers across the UK.
- The one-day event shares key knowledge from experts across these sectors through engaging talks, presentations and cooking demonstrations.
- A dedicated exhibition is run alongside the development sessions. This enables suppliers to showcase their latest products to key decision makers across groups and independents.

CARE HOME CATERING AWARDS



5 June 2024

Farmers and Fletchers, Barbican, London

- The awards will seek to recognise and reward best practice in developing person-centered nutritional care.
- The awards are open to catering managers, chefs and kitchen teams working throughout the residential care sector.
- We invite entries across 5 categories; Independent Care Home Caterer of the Year, Group Care Home Caterer of the Year, Catering Team of the Year, Chef of the Year Award and The Above & Beyond Special Award.

CARE HOME CATERING FEATURES LIST 2024

Care Home Catering magazine features are subject to change.

Please contact **Val Hirst** should you wish to reconfirm.

Email: val@h2opublishing.co.uk

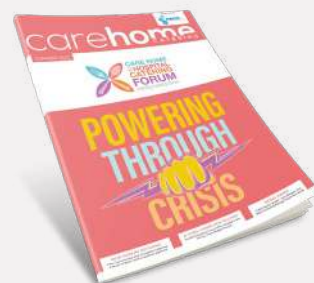
Tel: 01474 520263

SPRING

- Ice Creams & Desserts
- Warewashing
- Hot & Cold Beverages
- Prime Cooking Equipment
- Textured & Modified Diets

SUMMER

- **Care Home Catering Forum Preview**
- Stocks, Gravies & Sauces
- Cleaning, Hygiene & Food Safety
- Gluten & Allergen Free Diets
- Refrigeration



AUTUMN

- **Care Home Catering Forum Review**
- **Care Home Catering Awards Results Issue**
- NACC Training & Development Forum Preview
- **Energy Saving Catering Equipment**
- Festive Menu
- Afternoon Tea
- Vegetarian & Vegan Diets

WINTER

- NACC Training & Development Forum Review
- Frozen Foods
- Ovens, Combi's & Microwaves
- Breakfast Food & Drink
- Dairy & Dairy Alternatives
- Cakes, Biscuits & Confectionery

RATE CARD

PRINT 2024

FALSE FRONT COVER

£7,150

DOUBLE PAGE SPREAD

£4,350

FULL PAGE

£2,750

HALF PAGE

£1,815

THIRD PAGE

£1,375

QUARTER PAGE

£1,050

BELLYBAND INTO DPS

£8.8k

4 PAGE WRAP

£11k

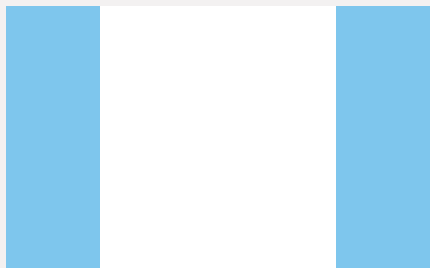
DIE CUT FALSE FRONT

£9.9k

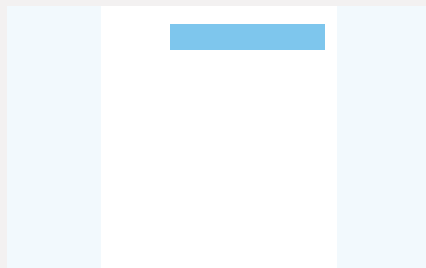
RATE CARD DIGITAL 2024

Let's get digital - there's a whole range of opportunities available!

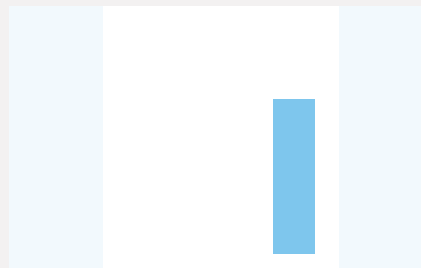
WALLPAPER TAKEOVER



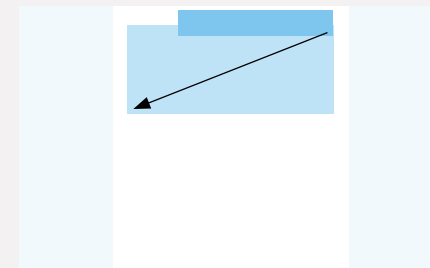
LEADERBOARD BANNER



SKYSCRAPER



EXPANDABLE BANNER



Rates:

2 weeks

1 month

MPU

-

£825

SKYSCRAPER

£1,600

-

LEADER BOARD BANNER

£1,600

-

EXPANDABLE BANNER

£2,100

-

WALLPAPER TAKEOVER

£2,800

-

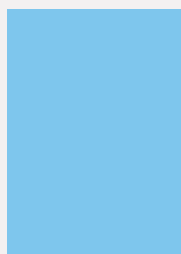
**NEED
SOMETHING
DIFFERENT?**
JUST ASK, WE
CAN OFFER MANY
BESPOKE
OPTIONS

TECHNICAL SPECIFICATIONS

ALL OUR MAGAZINES ARE SET TO A4 - 210mm x 297mm

All page information, including images, EPS and text should be:

- Supplied only in CMYK mode, not RGB.
- No Pantone colours or 5th colour specials to be used.
- No colour profiles saved within image – i.e. colour management or ICC profiles.

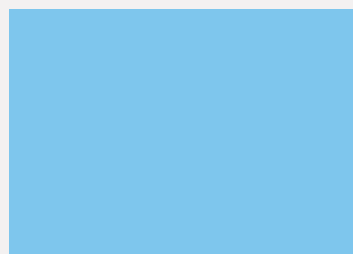


WHOLE PAGE

Bleed: H = 303 mm x W = 216mm

Trim: H = 297 mm x W = 210 mm

Type: H = 268 mm x W = 196 mm

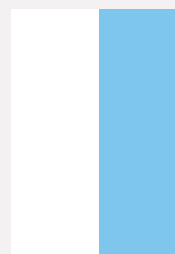


DPS PAGE

Bleed: H = 303 mm x W = 426 mm

Trim: H = 297 mm x W = 420 mm

Type: H = 268 mm x W = 396 mm



1/2 PAGE

VERTICAL

Bleed: H = 303 mm x W = 111 mm

Trim: H = 297 mm x W = 105 mm

Type: H = 268 mm x W = 91 mm



1/2 PAGE

HORIZONTAL

Bleed: H = 154.5 mm x W = 216 mm

Trim: H = 148.5 mm x W = 210 mm

Type: H = 134 mm x W = 186 mm



1/3 PAGE

VERTICAL

Bleed: H = 303 mm x W = 76 mm

Trim: H = 297 mm x W = 70 mm

Type: H = 287 mm x W = 60 mm



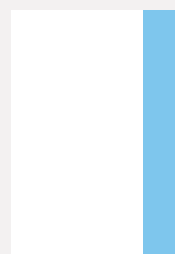
1/3 PAGE

HORIZONTAL

Bleed: H = 101 mm x W = 216 mm

Trim: H = 95 mm x W = 210 mm

Type: H = 79 mm x W = 190 mm



1/4 PAGE

VERTICAL

Bleed: H = 303 mm x W = 49 mm

Trim: H = 297 mm x W = 43 mm

Type: H = 268 mm x W = 37 mm



1/4 PAGE

HORIZONTAL

Bleed: H = 80 mm x W = 216 mm

Trim: H = 74 mm x W = 210 mm

Type: H = 67 mm x W = 186 mm

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CARE HOME CATERING



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CARE HOME CATERING IS ONE OF THIRTEEN INDUSTRY LEADING FOODSERVICE TITLES PRODUCED BY H2O PUBLISHING.

We provide engaging and trusted editorial across a range of key verticals including; restaurants, contract catering, healthcare, education and many more.

As well as publishing and direct marketing, H2O Publishing's expertise also lies in creating, promoting and managing a number of significant industry events throughout the year, including; awards ceremonies, forums, exhibitions and conferences.

