

H₂O
Publishing

CONTRACT catering

MAGAZINE

2024 MEDIA PACK

h2opublishing.co.uk
01474 520200

CONTRACT CATERING MAGAZINE



"We are here to keep you abreast of this huge and highly versatile sector that was recently estimated to be worth an incredible £4.4bn. Covering the whole of contract catering, every month we bring you the latest news and views about B&I, education, sports and leisure, events and so on, covering everyone from the huge international behemoths to the smaller specialist companies."

Henry Norman, Contract Catering Magazine Editor



**CLICK TO
READ THE
MAGAZINE**



**CLICK TO
VIEW THE
WEBSITE**

KEY HIGHLIGHTS



Largest
print circulation
in the sector



59,207
Readers monthly



97%
Said the magazine was
a valuable tool to source
new products

CONTRACT
catering
Awards

STREETFOOD
20 awards 23



3

Key Sector Events



11,012
social following



E-Newsletter sent to
24,885
Recipients

CIRCULATION & AUDIENCE

LARGEST
PRINT
CIRCULATION
IN THE
SECTOR

TOTAL CIRCULATION

59,207

PRINT CIRCULATION

5,751

Mailed

28,571

Passed on print copies

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

DIGITAL CIRCULATION

24,885

READERSHIP INCLUDES:

HEALTHCARE



EDUCATION



CONTRACT CATERER HQ'S



GOVERNMENT & DEFENCE



SPORTS & LEISURE



CIRCULATION & AUDIENCE

The magazine reaches back to over 10 years of heritage from EDUcatering, B&I Catering, SLC magazine and even FSM magazine to offer unrivalled coverage of this enormous sector.

SECTOR		PRINT COPIES
Contract Catering Groups	<i>HQ's</i>	942
Event Catering Groups	<i>HQ's</i>	46
Event Catering Independents	<i>Largest by turnover</i>	350
Contract Catered Education	<i>Local Authority & Arms-Length Caterers</i>	603
	<i>Largest Primary, Secondary & Private Schools</i>	500
	<i>Largest Multi Academy Trust HQs</i>	150
	<i>Largest Universities & Colleges</i>	200
Contract Catered Workplace	<i>High profile sites & largest B&I units</i>	1,000
Contract Catered Healthcare	<i>NHS Trusts, Private Healthcare & Elderly care</i>	723
Contract Catered Government	<i>Government & Defence Senior decision makers</i>	89
Contract Catered Leisure	<i>Stadia, Arenas, Key Tourist Attractions, Racing, Zoos, etc</i>	904
Associations	<i>UKH, ACE, FEA, CEDA, FCSI, FDF, IOH, NACC, LACA</i>	272
Total Print Circulation		5,751

READER RESEARCH

WHAT DOES THE READER WANT?

At Contract Catering magazine, 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

68% at work
11% commuting
21% at home

HOW THEY READ THE MAGAZINE

12% flick through the magazine
12% read cover to cover
76% 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"

77%

said they valued a printed copy higher than a digital version

97%

said Contract Catering Magazine was the sector's leading title

65%

pass on their copy to an average of 7.2 additional readers

68%

said the magazine was a valuable tool to source new products

THE PRINT MAGAZINE

The UK's leading monthly publication for contract caterers

11 ISSUES
PER YEAR

34,322

Total

5,751

Mailed

28,571

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 contractcateringmagazine.co.uk

Web enhanced options for big visitor impact



ADHESION



EXPANDABLE SKYSCRAPER



WINDOW SHADE

WITH ROI
REPORTING

ASK FOR
MORE
DETAILS

7,038

Average page views per month

4,108

Average visitors per month

24,885

Digital circulation

LET'S GET SOCIAL

ASK HOW
OUR SOCIALS
CAN WORK
FOR YOU



@CCateringMag

Current followers

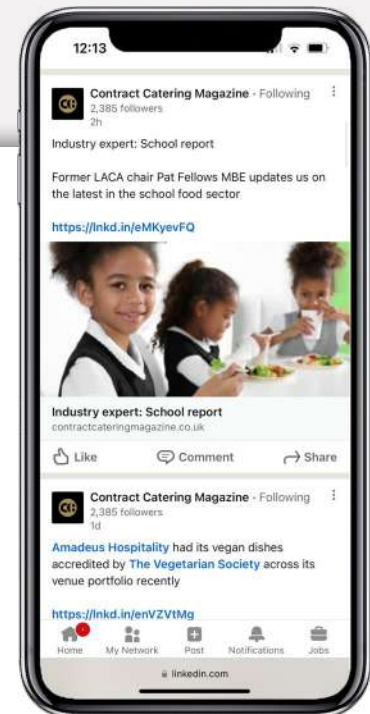
6,380+



@contractcateringmag

Current followers

940+



Contract Catering Magazine

Current followers

3,710+

TOTAL REACH 11,042

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

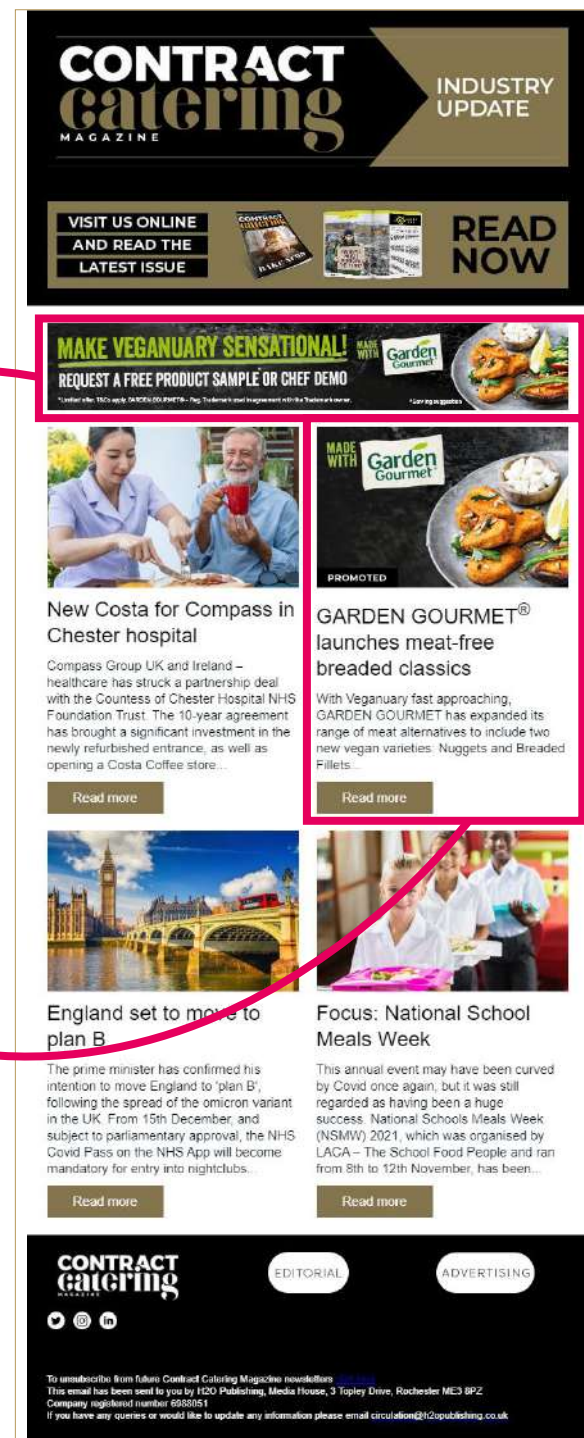
**WITH ROI
REPORTING**

**BANNER
AT THE TOP**

**SPONSORED
STORY AND LINK**

**DIGITAL
CIRCULATION**

24,885



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

CONTRACT CATERING AWARDS

CONTRACT
catering
Awards

18 March 2024

The Contract Catering Awards honour the industry's finest. Suppliers can sponsor each of our 15 awards allowing their brand to be exposed to over 400 of the contract catering elite. Sponsorship packages also include bespoke e-shots, logo placement on print adverts and more.

STREATFOOD AWARDS

STREATFOOD
awards

8 October 2024

Big Penny Social, London

The StrEAT Food Awards searches for the industry's most innovative street food chef from the workplace and event catering sectors. Category sponsors have exclusive product promotion opportunities and exposure within Contract Catering and across our websites.

SUPPLIER INNOVATION LIVE!



Throughout 2024

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



CONTRACT CATERING MAGAZINE FEATURES LIST 2024

Contract Catering Magazine features are subject to change.

Please contact **Henry Norman** should you wish to reconfirm.

Email: henry@h2opublishing.co.uk

Tel: 01474 520248

JANUARY / FEBRUARY

- Cleaning, Hygiene & Food Safety
- Energy, Sports & Health Drinks
- Microwaves, Combis & Ovens
- Pan Asian Food & Drink (Chinese New Year)
- Vending & Micro Markets

MARCH

- HRC Show Preview
- IFE Show Preview
- Catering Equipment Service, Preventative Maintenance & Duct Cleaning
- Hot Beverage (incl. London Coffee Festival Preview)
- Soft Drinks, Juices & Water
- Packaging & Disposables

APRIL

- **Contract Catering Awards Winners Issue**
- Free-From (inc. Allergen)
- BBQ Season (Food, Drink & Equipment)
- Muffins, Cookies, Cakes & Donuts
- Carbon Reduction

MAY

- Breakfast & Brunch (incl. Equipment)
- Conference & Banqueting
- Stocks, Sauces & Condiments
- Technology (incl. Apps, Menu Ordering & EPoS)
- EUROS' Preview

JUNE

- LACA Main Event Preview
- Skills 4 Chefs Preview
- Americana
- Grab & Go
- Ovens, Combis & Microwaves

JULY

- **GREEN ISSUE**
 - Energy Saving
 - Renewables
 - Food Waste
 - Recycling
 - Sustainability
- Catering Design (Front & Back of House)
- Dairy & Dairy Alternatives

AUGUST

- Commercial Kitchen & lunch! Show Preview
- Back to School Special
- British Food & Drink (incl. British Food Fortnight)
- Freshers (University Catering)
- Plant Based

SEPTEMBER

- Bagged Snacks & Confectionary
- Coffee (Hot & Cold)
- Stadia & Arena (Food, Drink & Equipment)
- Street Food
- Festive Menus

OCTOBER

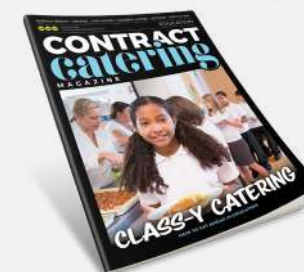
- Meat & Poultry
- Pizza & Pasta
- Plant Based World Expo Preview
- Sandwiches & Wraps
- Tea (Hot & Cold)

NOVEMBER

- **StrEATfood Awards Winners Issue**
- Bakery Products
- Beverage Equipment
- Frozen Food
- Warewashing

DECEMBER

- Desserts & Shakes
- Refrigeration & Ice Makers
- Vegan & Vegetarian (Veganuary)
- B&I/Workplace Catering



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

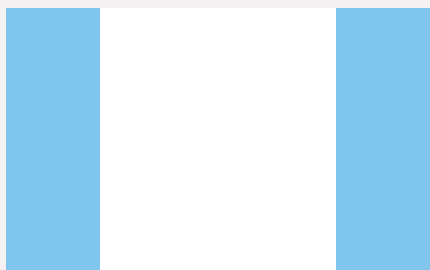
DIE CUT FALSE FRONT

£9.9k

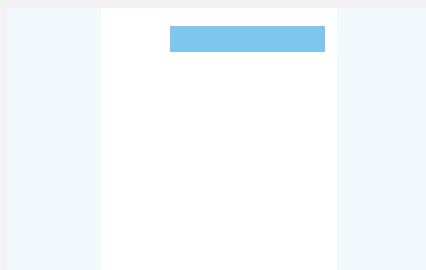
RATE CARD DIGITAL 2024

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

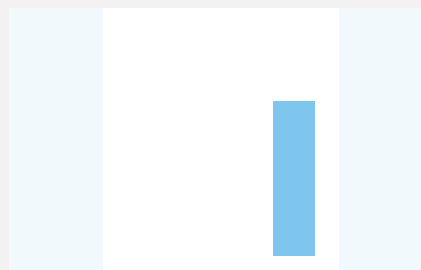
WALLPAPER TAKEOVER



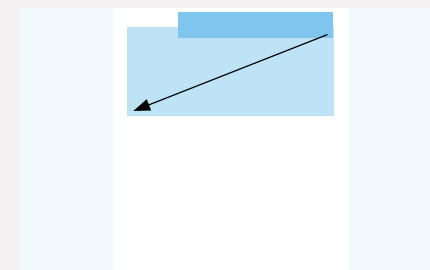
LEADERBOARD BANNER



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

-

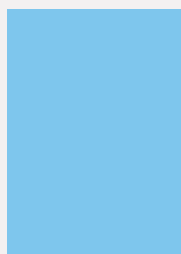
**NEED
SOMETHING
DIFFERENT?**
JUST ASK, WE
CAN OFFER MANY
BESPOKE
OPTIONS

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.

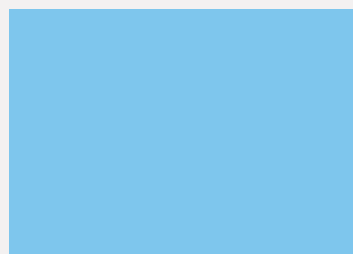


WHOLE PAGE

Bleed: H = 303 mm x W = 216mm

Trim: H = 297 mm x W = 210 mm

Type: H = 268 mm x W = 196 mm

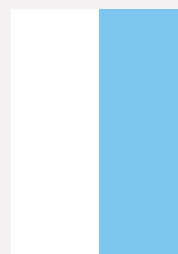


DPS PAGE

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



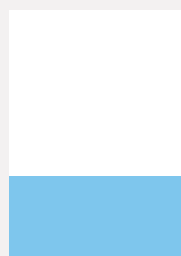
1/3 PAGE

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



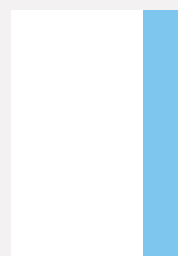
1/3 PAGE

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

THE TEAM



**DAN
HILLMAN**

DIRECTOR

07833 248788
dan@h2opublishing.co.uk



**ROB
MOLINARI**

DIVISIONAL
DIRECTOR

07850 797252
rob@h2opublishing.co.uk



**REMY
SCHIELE**

KEY ACCOUNT
DIRECTOR

07730 217747
remy@h2opublishing.co.uk



**HENRY
NORMAN**

EDITOR

01474 520248
henry@h2opublishing.co.uk

H2O Publishing, Media House, 3 Topley Drive, Rochester ME3 8PZ
01474 520200 / www.h2opublishing.co.uk

CONTRACT CATERING MAGAZINE



contractcateringmagazine.co.uk



@ccateringmag

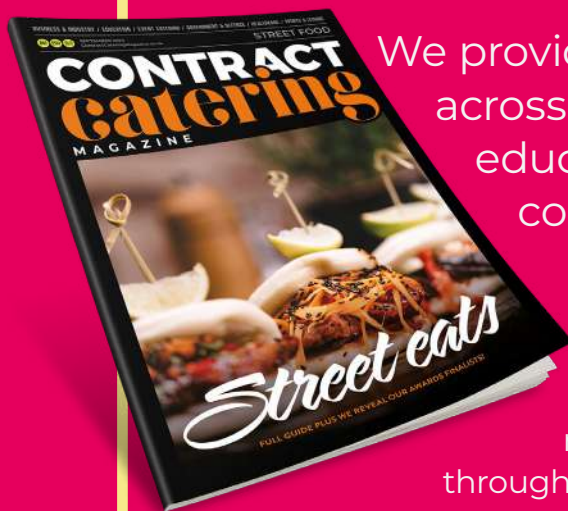


@contractcateringmag



@ContractCateringMagazine

CONTRACT CATERING MAGAZINE 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; education, hospitals, restaurants, contract catering 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.

H2O Publishing is an established authority within the sectors it serves and strives to stay ahead of the curve with the services it provides.

