

# FOODSERVICE EQUIPMENT JOURNAL

BUSINESS INTELLIGENCE FOR BUYERS AND  
SPECIFIERS OF COMMERCIAL CATERING EQUIPMENT

## MEDIA PACK 2025

[www.foodserviceequipmentjournal.com](http://www.foodserviceequipmentjournal.com)



# INTRODUCTION

## READERS INCLUDE EXECUTIVES FROM OPERATORS SUCH AS

- WHITBREAD
- MITCHELLS & BUTLERS
- THE RESTAURANT GROUP
- THE BIG TABLE GROUP
- AZZURRI GROUP
- PIZZA EXPRESS
- TGI FRIDAYS
- NANDO'S
- LOUNGERS
- MCDONALD'S
- KFC
- DOMINO'S
- PAPA JOHN'S
- SUBWAY
- GREGGS
- COSTA COFFEE
- STARBUCKS
- PRET A MANGER
- BILL'S RESTAURANTS
- OAKMAN INNS
- PUNCH TAVERNS
- WAGAMAMA
- GREENE KING
- MARSTON'S
- JD WETHERSPOON
- STONEGATE PUBS
- FULLER'S
- INTERCONTINENTAL HOTELS
- ACCOR HOTELS
- HILTON HOTELS
- MARRIOTT
- COMPASS GROUP
- SODEXO
- ARAMARK
- ELIOR
- BAXTERSTOREY
- TESCO
- SAINSBURY'S
- MORRISONS
- MERLIN ENTERTAINMENTS
- CENTER PARCS
- SSP GROUP

Readers include group-level executive chefs for multi-site operators, purchasers and specifiers of commercial catering equipment as well as executive chefs and menu development managers. The site provides a truly unique opportunity for suppliers and brands to reach the very people responsible for ensuring the kitchens of the nation's restaurants, cafes, pubs, hotels, schools, colleges and hospitals have access to the equipment they need. By advertising on FoodserviceEquipmentJournal.com and within the site's associated enewsletters, organisations of all sizes can now communicate information about their company, products, services and promotions to a highly-targeted and active end-user community. Through our daily news alert, you will be communicating directly to purchasing, procurement and food development personnel who control the purse strings of annual equipment budgets worth millions of pounds.



# WEBSITE

Our daily-updated website [www.foodserviceequipmentjournal.com](http://www.foodserviceequipmentjournal.com) is the UK's foremost online portal for the purchasing managers and executive chefs responsible for managing kitchen estates and equipment decisions at both a regional and national level. The site provides a truly unique opportunity for suppliers and brands to reach the very people responsible for ensuring the kitchens of the nation's restaurants, cafes, pubs, hotels, schools, colleges and hospitals have access to the equipment they need.

By advertising on FoodserviceEquipmentJournal.com, organisations of all sizes can now communicate information about their company, products, services and promotions to a highly-targeted and active end-user community.



monthly  
impressions

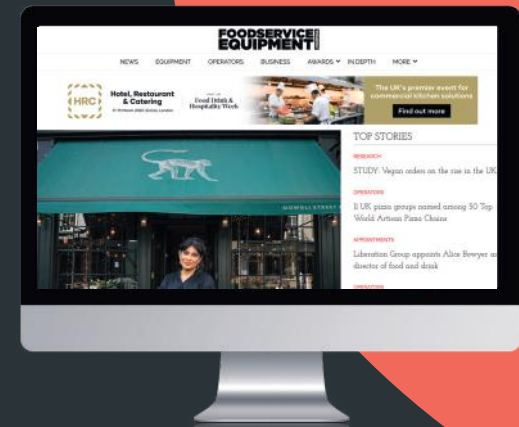


monthly  
users

Averages are based on 2024 statistics

## WEBSITE ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
Leaderboard	£1,250	1040 x 120
MPU	£1,250	650 x 250
Tower	£1,500	300 x 600
Mobile Tower	£1,500	1080x1920
Wallpaper	£3,750 *	1920x1080
Pop-up	£3,750 *	800x400



- Discounts available for multi-month and cross-platform packages.
  - Website banner positions are shared on rotation with a maximum of four clients sharing equal impressions.
  - Costs listed are per month and subject to VAT.
- \* Wallpaper and pop-up are held exclusively and not shared on rotation.



# DAILY NEWS ALERT

Our daily news alert is sent Monday-Friday to over 2,100 subscribers. With five stories each day, it is the always-current bible for group-level purchasing managers, giving them a daily snapshot of the market place, new product innovations and expert advice and best practice. By advertising on the news alert, you will be communicating directly to purchasing, procurement and food development personnel who control the purse strings of annual equipment budgets worth millions of pounds.

2,100

subscribers

43%

average  
open rate

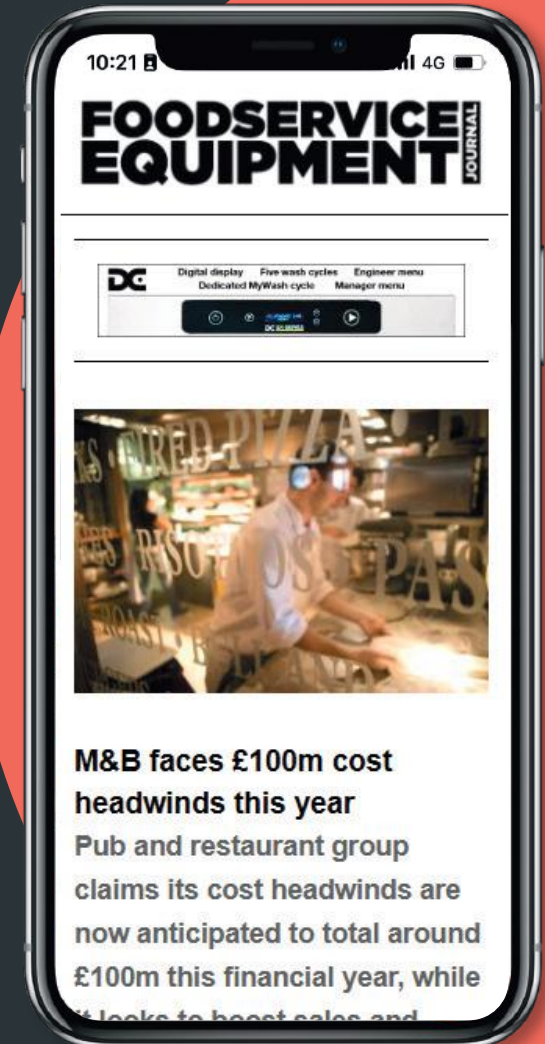
Averages are based on 2024 statistics

## DNA ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
E-shot	£2,500	.html file
1 <sup>st</sup> Leaderboard	£500 *price per week	576 x 115
Leaderboard 2-4	£1,500	576 x 115
Leaderboard 5-8	£1,000	576 x 115
Tall Leaderboard	£500 surcharge	576 x 173
Billboard	£750 surcharge	576 x 230

• Discounts available for multi-month and cross-platform packages

• Costs listed are subject to VAT



# PRINT

Foodservice Equipment Journal (FEJ) is the only monthly magazine dedicated to the purchasing professionals responsible for multi-site kitchen estates. The 12 issues a year land on the desks of thousands of highly qualified professionals as well as being produced in digital format for those who prefer to read on the move. Comprising a mix of in-depth features, essential interviews, key company profiles, trends, and exploring the latest foodservice appliance innovations, FEJ is unmissable reading. In a world where we are bombarded with useless information, FEJ remains a firm favourite thanks to its targeted circulation, expert editorial and knowledge of the equipment supply chain.

3,000

monthly  
subscribers

7,500

average  
monthly readers

## PRINT ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
Front Cover Package	£10,000	210mm x 280mm
Double Page Spread	£5,200	210mm x 280mm (Two Pages)
Full Page	£3,200	210mm x 280mm
Half Page	£1,920	185mm x 121.6mm   90mm x 247.9mm
Quarter Page	£1,150	90mm x 121.6mm   185mm x 46.8mm
Insert*	£2,750	

• Costs listed are per month and subject to VAT.

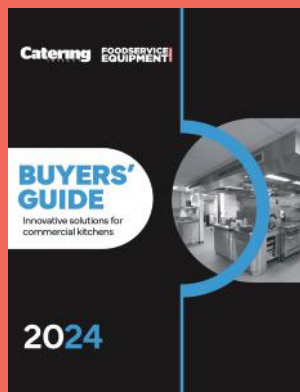
• Discounts available for multi-month and cross-platform packages.

\*Insert cost dependent upon size/weight of the insert. Price based on standard A5 single flyer.



## FEATURES LIST 2025

EDITION	THEMED ISSUES / PARTNER OPPORTUNITIES	PRODUCT FEATURES
January	Carbon Net Zero issue	Induction
February	HRC – show preview	Combi Ovens
March	Chain Champions Edition	Plug & Play Equipment Food Prep Equipment
April		Grills & Outdoor Cooking Microwaves & Accelerated
May		Refrigeration Ice Machines
June	Menu Development	Hot Holding Display Equipment
July		Warewashing
August	2025 Catering Equipment Buyer's Guide	
September	FEJ Awards 2025 - Shortlist Reveal HOST, Milan - Show Preview	
October	FEJ Awards Winners' Edition	Fryers Cooking Suites
November	The Future of Foodservice	Waste Management
December	The Market Landscape Report	Pizza & Pasta



## BUYERS' GUIDE

Foodservice Equipment Journal and sister title Catering Insight join forces for their annual Catering Equipment Buyers' Guide, published every August. The special edition reviews the newest and most innovative solutions for commercial kitchen in a simple, categorised format.

This essential guide explores the latest equipment available to specify in major appliance types including cooking equipment, refrigeration, warewashing, hot holding, waste management and beverage dispensers, with each category additionally subdivided for further ease.

In addition to profiling products, the issue includes expert advice on equipment specification from leading industry names, to provide a complete handbook for distributors and operators.



# EVENTS

## FOODSERVICE EQUIPMENT JOURNAL AWARDS

The FEJ Awards celebrates the achievements of multi-site foodservice operators in the UK and the catering equipment providers that serve them. Held on an annual basis and established to recognise back-of-house innovation, the FEJ Awards culminates in a three-course, sit-down dinner where the winners of each category are revealed. Attended by executive chefs and equipment specifiers from restaurant chains, pubs, groups, contract caterers and food-to-go outlets, the awards programme is the only one of its kind in the UK which recognises the role that foodservice equipment plays in site roll-outs, menu development and kitchen efficiency. Past winners have included Wagamama, Greene King, Marston's, Loungers, TGI Fridays, Punch Pubs, Las Iguanas, SA Brain & Co and Compass Group. With online and printed promotions beginning six months in advance of the ceremony, partnering with the FEJ Awards provides extraordinary levels of editorial and marketing exposure and places your business at the forefront of this unique networking event.



## 30 UNDER 30

This year, the industry's only publication dedicated to back of house equipment and kitchen decisions for multi-site operators is honoured to shine a much-deserved spotlight on 30 operators that are blazing a trail with their kitchens across 30 sites or less.

Revealed in a coffee-table style booklet is 2025's who's who of small groups and growing chain operators; a must-read for anyone looking to stay ahead of the curve with up-and-coming multi-sites and the next generation of household names!

For suppliers looking to be part of ambitious expansion plans or offer the solutions needed to fine-tune successful start-ups, the glossy A5 guide provides an exclusive and cost-effective platform to align your brand with theirs through a limited number of advertising spaces.

What's more, the invitation-only 30-UNDER-30 networking afternoon in June offers a unique opportunity to make meaningful connections with senior decision makers, maximise brand awareness through exclusive partnerships and discuss relevant challenges with like-minded professionals.

With options to suit all budget types, the supporting partnership packages are designed to give you the tools you need to increase visibility and awareness in the small-group sector.

ADVERTISING	PRICE
Silver Package	£1,275
Gold package	£2,275

PARTNERSHIP	PRICE
Gold Partnership	£4,750
Exclusive Headline Partnership	£7,950
Exclusive Panel Upgrade	£3,250

- Costs listed are subject to VAT
- Full package details available on request ([mark.harris@itp.com](mailto:mark.harris@itp.com))





# CONTACT US

## Editorial Contact

JOSHUA WALTON

*Editor*

020 3176 4233

joshua.walton@itp.com

## Commercial Contact

MARK HARRIS

*Publisher*

02031 764 226

07860 618 048

mark.harris@itp.com

## DAILY NEWS ALERT SUBSCRIPTION

[www.foodserviceequipmentjournal.com/dna](http://www.foodserviceequipmentjournal.com/dna)

## SOCIAL MEDIA DETAILS



@FEJournal



@FEJournal



@Foodservice Equipment Journal