

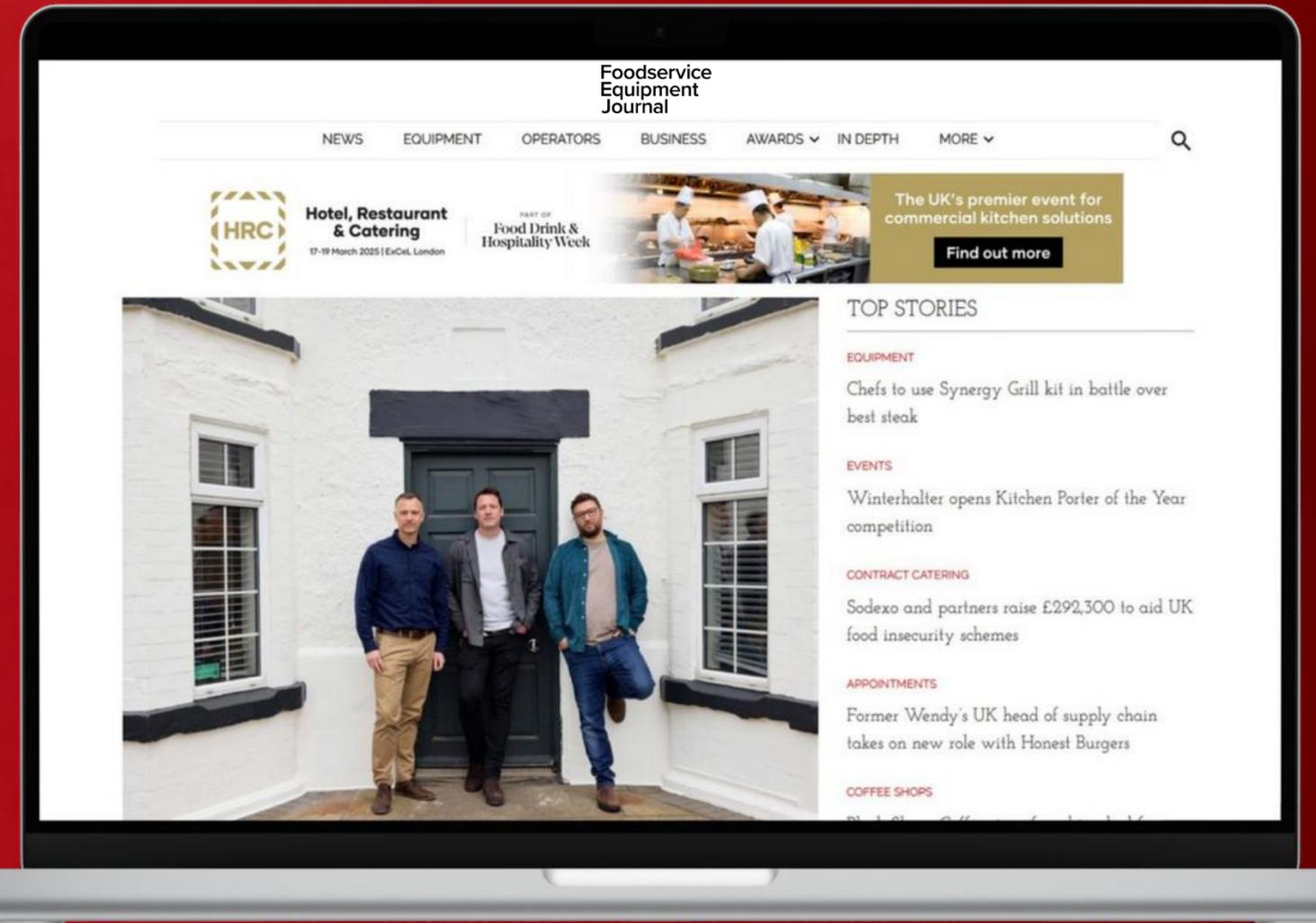
Foodservice Equipment Journal

MEDIA KIT 2026

foodserviceequipmentjournal.com

WHO WE ARE

Readers of Foodservice Equipment Journal include group-level executive chefs for multi-site operators, and purchasers and specifiers of commercial catering equipment from food businesses across the UK. 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 e-newsletters, organisations of all sizes can 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.



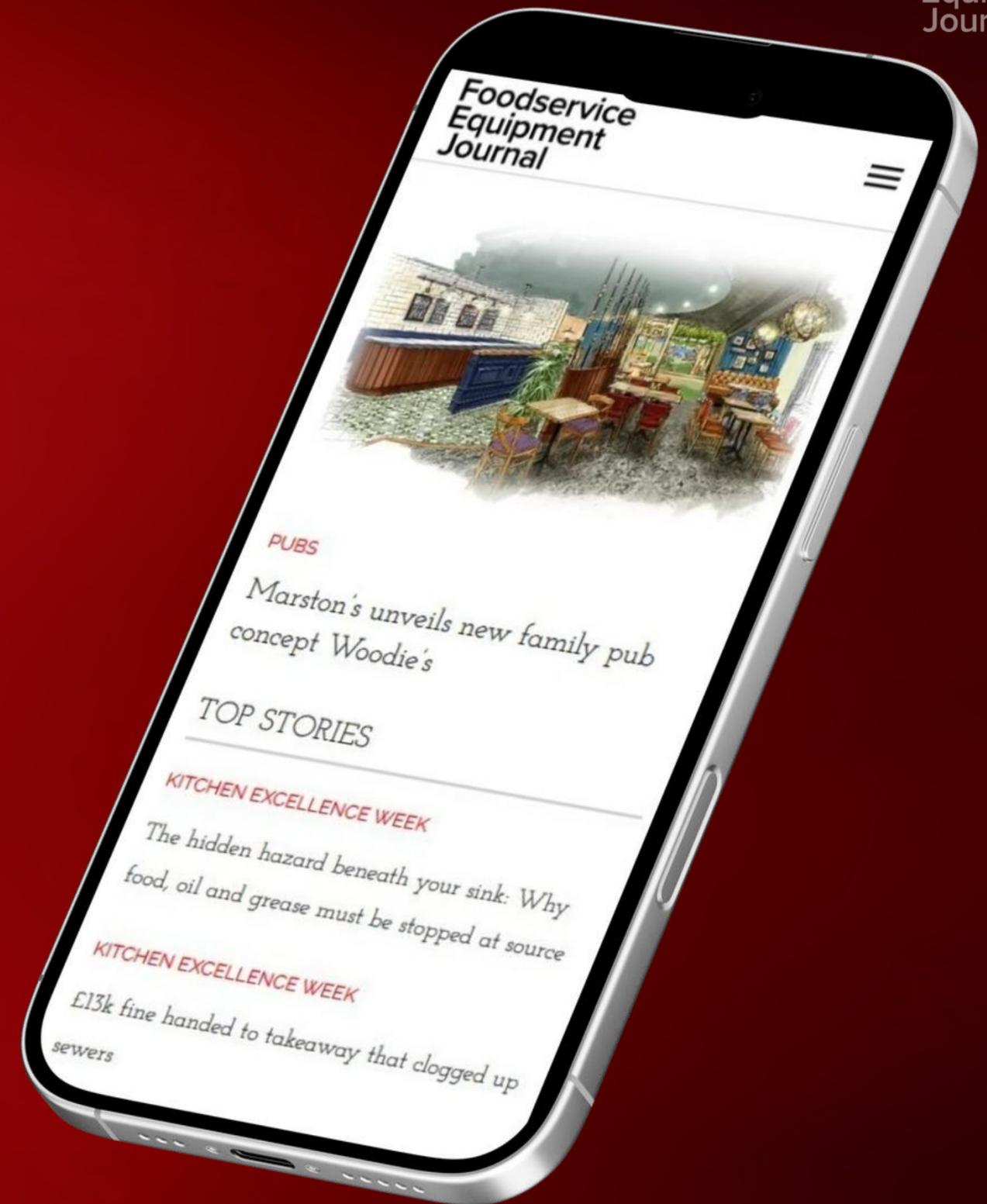
DIGITAL

Featuring daily news, trends and market analysis, foodserviceequipmentjournal.com is the UK's first and only dedicated online portal for managing kitchen estates and equipment decisions at both a regional and national level. Each month, foodserviceequipmentjournal.com welcomes more than **14,000 monthly users** and generates over **21,000 monthly impressions**

POSITION	PRICE	SPECS
LEADERBOARD	£1,250	1040 x 120
MPU	£1,250	650 x 250
TOWER	£1,500	300 x 600
MOBILE TOWER	£1,500	1080 x 1920
WALLPAPER	£3,750*	1920 x 1080
POP-UP	£3,750*	800 x 400

- *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. Wallpaper and pop-up are held exclusively, and not on rotation.
- Prices are per month and subject to VAT.

* Wallpaper and pop-up are held exclusively and not shared on rotation.



DAILY ALERTS

Our daily news alert is sent Monday-Friday to **2,100 subscribers**, with a **43% av. open rate**. By advertising on the news alert, your company, products and services are placed in front of a highly targeted audience of executive chefs, group operations heads and catering equipment buyers in the UK. You're speaking directly to the individuals who make key buying decisions across multiple sites.

POSITION	PRICE	SPECS
E-SHOT	£2,500	HTML FILE
1 ST LEADERBOARD	£500 *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.
- Prices are per month and subject to VAT.

The smartphone screen displays several advertisements:

- MEIKO UPster U 500 XD**: An undercounter dishwasher for dishes, plates... and NOW trays and crates. Includes an image of the dishwasher.
- Foodservice Equipment Journal**: The journal's logo.
- 30 OPERATOR PANELISTS**: Sponsored by Panasonic. Features two panelists: Rakesh Ravindran Nair (Group Development and Training Chief, The Chinnor Collection) and Tom Rowley (Head of Kitchens, The Ashurst). Includes a photo of the two men.
- Kitchen leaders on the bill for FEJ's 30 Under 30 live operator panel**: Two kitchen leaders from leading restaurant groups confirmed as guest speakers in the live operator panel discussion at Foodservice Equipment Journal's 30 Under 30 Guide launch event in London next week (Monday, 16 June).
- host Milano NEW SHAPES OF HOSPITALITY**: 17-21 OCTOBER 2025. Includes logos for mademilano.gov.it, FIA*, and FIERA MILANO.
- Popeyes plots kitchen rollout after £40m financing deal**: New funding arrangement with Barclays Corporate Banking to support rollout of dozens of UK sites for global chicken QSR giant. Includes a photo of a Popeyes kitchen.
- Cake Box to begin forecourt rollout with EG On The Move**: The new site is the first in the forecourt group's retail portfolio to launch Cake Box, a chain with over 230 locations across the UK. Includes a photo of a Cake Box storefront.

PRINT

Foodservice Equipment Journal (FEJ) is the only monthly magazine dedicated to the purchasing professionals responsible for multi-site kitchen estates. Every issue is read by more than **3,000** highly qualified professionals, while a digital format is also available for reading on the move. Comprising a mix of in-depth features, essential interviews, key company profiles and market analysis, FEJ is an unmissable read for commercial kitchen decision-makers.

POSITION	PRICE	SPECS
FRONT COVER PACKAGE	£10,000	BESPOKE
DOUBLE PAGE SPREAD	£5,200	420 x 280 (DPS)
FULL PAGE	£3,200	210 x 280
HALF PAGE	£1,920	185 x 121.6 / 90 x 247.9
QUARTER PAGE	£1,150	90 x 121.6 / 185 x 46.8
INSERT*	£2,750	*

- Discounts available for multi-month and cross-platform packages.
- Prices are per month and subject to VAT.

*Insert cost dependent upon size/

weight of the insert. Price based on standard A5 single flyer.

JULY 2025 (ISSUE 123)
AN ITP MEDIA GROUP PUBLICATION

Foodservice Equipment Journal



Smart washing

How advanced technology and AI are reshaping the future of warewashing for commercial kitchens

2026 CONTENT THEMES COMING UP

JANUARY

ISSUE THEME:

CARBON NET ZERO

PRODUCT FOCUS:

INDUCTION EQUIPMENT

FEBRUARY

PRODUCT FOCUS:

WAREWASHING COMBI OVENS

MARCH

ISSUE THEME:

HRC — SHOW PREVIEW

PRODUCT FOCUS:

PLUG & PLAY EQUIPMENT

FOOD PREP EQUIPMENT

APRIL

ISSUE THEME:

CHAIN CHAMPIONS

PRODUCT FOCUS:

GRILLS

OUTDOOR COOKING

MAY

PRODUCT FOCUS:

BEVERAGE MACHINES

ICE MACHINES

JUNE

ISSUE THEME:

MENU DEVELOPMENT

PRODUCT FOCUS:

MICROWAVES

ACCELERATED COOKING

JULY

PRODUCT FOCUS:

HOT HOLDING

DISPLAY EQUIPMENT

AUGUST

2026 CATERING EQUIPMENT

BUYER'S GUIDE

SEPTEMBER

ISSUE THEME:

FEJ AWARDS 2026 —

SHORT-LIST

PRODUCT FOCUS:

REFRIGERATION

OCTOBER

ISSUE THEME:

FEJ AWARDS WINNERS' EDITION

PRODUCT FOCUS:

FRYERS

COOKING SUITES

NOVEMBER

ISSUE THEME:

THE FUTURE OF FOODSERVICE

PRODUCT FOCUS:

WASTE MANAGEMENT

KITCHEN TECH

DECEMBER

ISSUE THEME:

THE MARKET LANDSCAPE REPORT

PRODUCT FOCUS:

PIZZA & PASTA EQUIPMENT



EVENT - 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.



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