Business intelligence for buyers and specifiers of commercial catering equipment

MEDIA PACK 2017
FoodserviceEquipmentJournal.com is the UK’s first and only dedicated web portal for multi-site buyers, purchasers and specifiers of commercial catering equipment. The site represents a truly valuable and interactive 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.

**DIGITAL**

Advertising online and in the daily news alert offers numerous commercial benefits:

**METRICS**

Digital advertising packages include clickthrough reports that explain how visitors responded to your campaign, giving you full analysis of how many people it reached and the level of engagement.

**FLEXIBILITY**

Digital artwork can be changed, updated and rotated on a daily, weekly or monthly basis, offering you a unique opportunity to customise your campaign, communicate multiple messages and promote different offers. With digital advertising you can drive traffic straight to your website.

**BRANDING**

Your digital artwork on this 100% dedicated catering equipment portal will ensure your brand is at the forefront of buyers’ minds, helping to increase awareness of your products and enhancing the profile of your company to the industry’s most influential procurement specialists.

**PROMOTIONS**

Online campaigns take place in real time, so if you advertise digitally buyers can immediately take advantage of your company’s offers and promotions. With banners, wallpaper and MPU positions available on the website and daily enewsletter, we can help you choose the online medium that best delivers your message.

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**In numbers**

- **Over 18,000** page impressions per month*
- **Over 6,000** unique users per month*
- **Daily e-newsletter goes to over 5,000 key decision makers**

*Average result in 2016

**Average open rate**

45%
Foodservice Equipment Journal provides business intelligence for buyers, purchasers and specifiers of commercial catering equipment working for multi-site operators in the UK. The market-leading monthly magazine and online portal, FoodserviceEquipment.com, is the only title specifically created and written for those responsible for procuring kitchen equipment on a group level. In addition to delivering topical news, interviews, comment, analysis, debate and best practice, Foodservice Equipment Journal provides a platform for suppliers, contractors and buyers to promote product innovation and discuss the issues really driving the market place.

**THE POWER OF PRINT**

**ADVERTISING IN CATERING INSIGHT OFFERS NUMEROUS COMMERCIAL BENEFITS:**

**CREDIBILITY**
Foodservice Equipment Journal is published by ITP Promedia Publishing, a leading, global publisher with some of the most respected, sector-leading B2B and consumer magazines within its portfolio, and offices in London, Dubai and India.

**INTEGRITY**
Like its sister publications in the hospitality sector, Foodservice Equipment Journal is built on an editorial policy that places huge emphasis on the integrity, quality and richness of its content. Our teams work hard to bring the market the information it needs to know, creating a compelling publication that suppliers benefit from being associated with.

**FREQUENCY**
Foodservice Equipment Journal is published 12 times a year, providing the market with a monthly digest of original news, trends and features. We will work with you to create a campaign that delivers a consistent message and is read by prospective buyers of your equipment month after month.

**AUDIENCE**
Our database is fully researched from scratch and maintained, giving you the guarantee that your message is being seen by the most influential group buyers of catering equipment in the UK. Many of these individuals are responsible for hundreds of sites and annual equipment budgets that run into the millions.

In numbers

- **3,500** Monthly circulation to owners, managing directors, general managers, commercial directors
- **8,750** Average monthly readers, based on 2.5 readers for each copy
- **100,000** Number of sites that FEJ’s readership is responsible for in the UK

Circulation by role

- Supply chain manager/director: 15%
- Operations manager/director: 10%
- Category and senior buyers: 20%
- Head of food/catering development: 40%
- Executive chef: 15%
### 2017 Features List

<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Hospitality Show preview&lt;br&gt;Water boilers&lt;br&gt;Special report: 2017 forecast</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Microwaves&lt;br&gt;Kitchen design 1&lt;br&gt;Waste management</td>
</tr>
<tr>
<td>MARCH</td>
<td>Warewashing 1&lt;br&gt;Energy efficiency 1&lt;br&gt;Payment systems</td>
</tr>
<tr>
<td>APRIL</td>
<td>Refrigeration 1&lt;br&gt;Sous vide&lt;br&gt;Special report: Distributors</td>
</tr>
<tr>
<td>MAY</td>
<td>Combi ovens&lt;br&gt;Food prep equipment&lt;br&gt;Service</td>
</tr>
<tr>
<td>JUNE</td>
<td>Commercial kitchen&lt;br&gt;Ice machines&lt;br&gt;Technology focus</td>
</tr>
<tr>
<td>JULY</td>
<td>Induction&lt;br&gt;Energy efficiency 2&lt;br&gt;Special report: Green kitchens</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Prime cooking&lt;br&gt;Kitchen design 2&lt;br&gt;Coffee machines</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Fryers&lt;br&gt;Fire suppression&lt;br&gt;Technology focus</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Warewashing 2&lt;br&gt;Pizza equipment&lt;br&gt;Special report: Sector focus</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Refrigeration 2&lt;br&gt;Light equipment&lt;br&gt;Hot-holding equipment</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Cooking suites&lt;br&gt;Kit of the year&lt;br&gt;Technology focus</td>
</tr>
</tbody>
</table>

### BESPOKE EVENTS

- **Roundtable opportunities**
  As a multi-platform publisher, we can work with you to organise events tailored to your specific needs, including roundtables.

- **Roundtables** allow you to gain thought leadership on an industry topic while providing a platform for you to communicate your message objectively and network with key individuals.

- You choose the topic to be discussed, and then work in partnership with Catering Insight to decide on panellists, before setting out the agenda for the session.

- Debates are lively and engaging and a great way to be seen as a real thought leader in your sector.

- All roundtables are followed by extensive post-event print and online coverage and photography.

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NB: The topics in the 2017 feature list provide a guide to the headline features scheduled for 2017. However, each issue of Foodservice Equipment Journal will contain an additional mix of trends, interviews, case studies and product insight so please keep in regular contact with the editorial and commercial team to be involved with other opportunities.
Foodservice Equipment Journal is distributed to named individuals in purchasing and specifications roles at the UK’s largest foodservice operators, including executive chefs and heads of food development. Our readership is responsible for an annual equipment budget of £700m and in excess of 100,000 sites. Decision-makers who receive the print and digital versions of FEJ represent companies that include:

- Whitbread
- Mitchells & Butler
- The Restaurant Group
- Casual Dining Group
- Azzurri Group
- Pizza Express
- TGI Fridays
- Nando’s
- Prezzo
- McDonald’s
- Burger King
- KFC
- Domino’s
- Subway
- Greggs
- Starbuck
- Pret A Manger
- Gourmet Burger Kitchen
- Jamie’s Italian
- Bill’s Restaurants
- Oakman Inns
- Punch Taverns
- Ei Group
- Greene King
- Marston’s
- JD Wetherspoon
- Stonegate Pubs
- Fuller’s
- InterContinental Hotels
- Accor Hotels
- Hilton Hotels
- Best Western
- Marriott
- Compass Group
- Sodexo
- Aramark
- Elior
- BaxterStorey
- Westbury Street Holdings
- Tesco
- Asda
- Waitrose
- Sainsbury’s
- Morrison’s
- Lidl
- Aldi
- Merlin Entertainments
- Center Parcs

The Foodservice Equipment Journal Power List is an annual celebration of the movers and shakers in the UK foodservice industry. This eagerly-anticipated list, which is published as part of a bumper October print issue and via its own dedicated microsite, provides a rundown of individuals from the operator side of the market who have made their mark on the industry over the past 12 months.

Whether it’s the café chain with a handful of outlets or the 500-unit multi-brand restaurant operator, it goes without saying that achieving the right concept, menu and kitchen design is integral to success. The Power List therefore pays tribute to the individuals that are inspiring their businesses to new heights, from the chief executives and managing directors to the operational heads and executive chefs.

The Power List provides a unique opportunity for advertisers to reach the most influential executives in the industry and have their brand associated with this highly-anticipated initiative, including pre- and post-publication material. Marketing opportunities range from category sponsorships to targeted online ad positions.

“Having been in business for 35 years, we understand the importance of recognising innovation and leadership in the industry, which is the foundation of the Power List. We are pleased to work with FEJ on this exciting project, and congratulate all of those involved.”

Peter Kitchin, Managing Director, C&C Catering Equipment - Headline Partner of the 2016 FEJ Power List
# PRINT AND ONLINE ADVERTISING RATES

## POSITION CARD FOR FOODSERVICE EQUIPMENT JOURNAL

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>SINGLE ISSUE price per insertion</th>
<th>SIX SERIES (10% discount) per insertion</th>
<th>TWELVE SERIES (15% discount) per insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIME POSITIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front cover gatefold</td>
<td>406 X 275MM</td>
<td>£6,500</td>
<td>£5,850</td>
<td>£5,525</td>
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<tr>
<td>Belly band</td>
<td>500 X 200MM</td>
<td>£5,450</td>
<td>£4,905</td>
<td>£4,633</td>
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<tr>
<td>IFC/OCB</td>
<td>205 X 275MM</td>
<td>£4,950</td>
<td>£3,735</td>
<td>£3,528</td>
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<tr>
<td>Opening double page spread</td>
<td>410 X 275MM</td>
<td>£6,000</td>
<td>£5,400</td>
<td>£5,300</td>
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<tr>
<td>Double page spread</td>
<td>410 X 275MM</td>
<td>£5,300</td>
<td>£4,770</td>
<td>£4,770</td>
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<tr>
<td>Roundtable event</td>
<td>Actual event &amp; 4 page write up</td>
<td>£5,000</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

| **STANDARD ADVERTISING**  |                |                                  |                                        |                                          |
| Full page                 | 205 X 275MM    | £3,200                           | £2,880                                 | £2,720                                   |
| Half page horizontal      | 175 X 116MM    | £1,920                           | £1,728                                 | £1,632                                   |
| Half page vertical        | 85.5 X 232MM   | £1,920                           | £1,728                                 | £1,632                                   |
| Quarter page              | 175 X 42MM     | £1,150                           | £1,035                                 | £880                                     |
| Advertorials              | 205 X 275MM    | £4,330/page                      | £3,897/page                            | £3,681/page                              |

Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request.

## RATE CARD FOR FOODSERVICEEQUIPMENTJOURNAL.COM

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOODSERVICEEQUIPMENTJOURNAL.COM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 X 90 pixels</td>
<td>£1,750 per month</td>
</tr>
<tr>
<td>Tower</td>
<td>230 X 572 pixels</td>
<td>£2,000 per month</td>
</tr>
<tr>
<td>Button</td>
<td>230 X 121 pixels</td>
<td>£750 per month</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>740 X 1,440 pixels (per side)</td>
<td>£5,000 per month</td>
</tr>
</tbody>
</table>

DAILY NEWS ALERT

| Leaderboard               | 728 X 90 pixels | £2,000 per month or £500 per week |
| Second leaderboard        | 728 X 90 pixels | £1,800 per month or £400 per week |
| Tower                     | 220 X 550 pixels| £2,000 per month or £500 per week |
| Button                    | 220 X 70 pixels | £1,575 per month or £375 per week |
| Small leaderboard         | 468 X 60 pixels | £1,700 per month or £425 per week |
| Sponsored news stories    | N/A            | £300 per story       |
| Dedicated email shot      | 7BC            | £5,000 per email     |

Discounts available on multiple campaigns*