Business intelligence for buyers and specifiers of commercial catering equipment

MEDIA PACK 2020
FoodserviceEquipmentJournal.com is the UK’s only dedicated web portal for multi-site buyers, 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.

**DIGITAL**

**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 53,900 page impressions per month *

Over 30,500 users per month

Daily e-newsletter goes to over 3,450 key decision makers

Average open rate 33%

*March 2020
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 FOODSERVICE EQUIPMENT JOURNAL 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**

<table>
<thead>
<tr>
<th>Numbers</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,000</td>
<td>Monthly circulation to owners, managing directors, general managers, commercial directors</td>
</tr>
<tr>
<td>7,500</td>
<td>Average monthly readers, based on 2.5 readers for each copy</td>
</tr>
<tr>
<td>100,000</td>
<td>Number of sites that FEJ’s readership is responsible for in the UK</td>
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</tbody>
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**CIRCULATION BY BUSINESS**

- **Restaurant Chain/Group:** 44%
- **Supermarkets:** 21%
- **Cafes and bars:** 19%
- **Hotel and leisure:** 10%
- **Contract caterers:** 9%
- **Public sector procurement:** 2%
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 Foodservice Equipment Journal 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 the go-to experts in your sector.

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

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**2020 FEATURES**

**JANUARY**
Warewashing 1  
Water boilers  
Induction

**FEBRUARY**
Hot holding  
Kitchen design  
HRC - Show preview

**MARCH**
Food prep equipment  
Sous vide  
Tech focus

**APRIL**
Refrigeration 1  
Microwaves  
Distributor report

**JUNE**
Outdoor cooking  
Ice machines  
Healthcare sector report

**SEPTEMBER**
Fryers  
Warewashing 2  
Waste management

**OCTOBER**
Fire suppression  
Pizza equipment  
Annual Power List

**NOVEMBER**
Refrigeration 2  
Light equipment  
State of Nation report

**DECEMBER**
Cooking suites  
Food Safety & Hygiene  
Equipment of the Year

**NB**: The topics in the 2020 feature list provide a guide to the headline features scheduled for 2020. 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:

### Our Readers

- Whitbread
- Mitchells & Butlers
- The Restaurant Group
- Casual Dining 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
- El Group
- 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
- Morrison’s
- Merlin Entertainments
- Center Parcs
- SSP Group

### FEJ 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.

### Power List

The FEJ 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, 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. 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 prime positioned adverts within the list to full category sponsorship packages.

### Buyers’ Guide

The Foodservice Equipment Journal Buyers’ Guide - produced in partnership with sister title Catering Insight - provides a compelling insight to the latest and greatest products available on the UK foodservice equipment market for dealers, distributors and national account operators. This comprehensive catalogue, published as both a printed and digital edition, showcases innovations from smallwares, food prep and plug-and-play, to warewashing, refrigeration and heavy duty cooking, as well as everything in between.

As a marketing tool, the Buyers’ Guide allows manufacturers and suppliers to inform existing and prospective customers about the latest solutions on the market and showcase products that can deliver genuine value to commercial kitchens. The guide also serves as a vehicle to celebrate product development and point customers to true innovation.
### Position Specifications SINGLE ISSUE price per insertion

#### Prime Positions
- Front cover gatefold: 406 x 275MM £6,500
- Belly band: 500 x 70MM £5,450
- FOC/B: 205 x 275MM £4,150
- Opening double page spread: 410 x 275MM £6,000
- Double page spread: 410 x 275MM £5,300
- Roundtable event: Actual event & 4 page write up £5,000

#### Standard Advertising
- Full page: 205 x 275MM £3,200
- Half page horizontal: 175 x 116MM £1,920
- Half page vertical: 85.5 x 232MM £1,920
- Quarter page: 175 x 42MM £1,150
- Advertisials: 205 x 275MM £4,330/page

Discounts available on multiple campaigns* Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request

### Position FEJ.COM PRICE

#### FEJ.COM
- Leaderboard: £1,750 per month
- Tower: £2,000 per month
- Button: £750 per month
- Wallpaper: £1,250 per week
- Exclusive Mobile MPU: £2,500 per month

#### Daily News Alert
- Top Button: £1,800 per month or £450 per week
- Leaderboard: £2,000 per month or £500 per week
- Tower: £2,000 per month or £500 per week
- Small leaderboard: £1,700 per month or £425 per week
- Button: £1,575 per month or £350 per week
- Sponsored news stories: £500 per story
- Dedicated email shot: £5,000 per email

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