CateringInsight.com is the UK’s first and only dedicated web portal for the catering equipment industry, representing a truly valuable opportunity for brands to reach dealers, distributors, internet sellers and foodservice consultants. By advertising on CateringInsight.com and within the site’s associated e-newsletters, catering equipment manufacturers, suppliers and industry-specific organisations of all sizes can now communicate information about their company, products, services and promotions to a highly-targeted audience of catering equipment distributors and installers in the UK. You’re speaking directly to the owners, MDs and business development personnel that make the key decisions. As online advertising continues to grow in popularity, why not combine your marketing between print and online? With the website and e-newsletters updated with new content every day, your message will reach the people who matter on a daily basis.

**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 from our targeted audience.

**FLEXIBILITY**
Digital artwork can be changed, updated and rotated on a 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 Insight 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 news alert, we can help you choose the online medium that best delivers your message.

**In numbers**

- Over 45,000 page impressions per month*
- Over 8,000 unique users per month*
- Daily e-newsletter goes to over 4,000 key decision makers

**Average open rate**

30%

*Average result in 2016
**PRINT**

Catering Insight is the only monthly magazine for the UK catering equipment industry. Thousands of catering equipment dealers, distributors, kitchen houses and importers rely on the magazine and website to stay up-to-date with market news, trends and business insight. Advertisers keep coming back to work with Catering Insight because our creative solutions, which span print, digital and live events, consistently drive up brand recognition, alert dealers and distributors to new products and deliver outstanding return on investment. In a world where we are bombarded with useless information, Catering Insight remains a firm favourite thanks to its targeted circulation, expert editorial and knowledge of the equipment community.

**THE POWER OF PRINT**

Advertising in Catering Insight offers numerous commercial benefits:

**CREDIBILITY**

Catering Insight is published by ITP Promedia, 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. Foodservice Equipment Journal is our sister title.

**INTEGRITY**

Catering Insight is built on an editorial policy that places huge emphasis on the integrity, quality and richness of its content. Our team work hard to bring the market the information it needs to know, creating a compelling publication that suppliers benefit from being associated with.

**FREQUENCY**

Catering Insight is published 12 times a year, providing the market with a monthly digest of original news, trends, analysis and features. We will work with you to create a campaign that delivers a consistent message that is read by prospective local and national dealers of your products 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 distributors of catering equipment and services in the UK at any given time. With kitchen outfit projects running into millions of pounds, you can be assured your brand will be recognised by those holding substantial budgets.

---

**In numbers**

4,000

Monthly circulation to owners, managing directors, general managers, commercial directors

10,000

Average monthly readers, based on 2.5 readers for each copy

90%

Volume of UK catering equipment sales reported to go through the distributor channel

---

**CIRCULATION BY ROLE**

- Importer: 40%
- Supplier: 15%
- Wholesaler: 15%
- Dealer/Distributor: 20%
- Consultant: 10%

Average monthly readers, based on 2.5 readers for each copy

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**OCTOBER 2016 (ISSUE 58)**

**THE POWER OF PRINT**

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**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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**2017 FEATURES LIST**

<table>
<thead>
<tr>
<th>JANUARY (HOSPITALITY SHOW EDITION)</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Show preview</td>
<td>Warewashing</td>
<td>Refrigeration</td>
<td>Pizza ovens</td>
</tr>
<tr>
<td>CI Award winners’ profiles</td>
<td>Light equipment</td>
<td>Sous vide</td>
<td>Beverage machines</td>
</tr>
<tr>
<td>Kitchen design</td>
<td>Ventilation</td>
<td>Microwaves</td>
<td>Energy efficiency</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE (COMM. KITCHEN SHOW EDITION)</th>
<th>JULY</th>
<th>AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIM</td>
<td>Wholesale</td>
<td>Spare parts</td>
<td>FOG</td>
</tr>
<tr>
<td>Best of British</td>
<td>Combi ovens</td>
<td>Water treatment</td>
<td>Refrigeration</td>
</tr>
<tr>
<td>Ice makers</td>
<td>Warewashing</td>
<td>Water boilers</td>
<td>Food preparation</td>
</tr>
<tr>
<td></td>
<td>Comm. Kitchen preview</td>
<td>Annual Power List</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEPTEMBER (HOST SPECIAL)</th>
<th>OCTOBER (DISTRIBUTED AT HOST)</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot-holding equipment</td>
<td>Waste management</td>
<td>Fryers</td>
<td>Training &amp; education</td>
</tr>
<tr>
<td>Fire suppression</td>
<td>Refrigeration</td>
<td>Grills &amp; salamanders</td>
<td>Warewashing</td>
</tr>
<tr>
<td>Coffee machines</td>
<td>Shelving, storage &amp; fabs</td>
<td>Combi ovens</td>
<td>Counters &amp; serversies</td>
</tr>
<tr>
<td>HOST preview</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NB: The topics in the 2017 feature list provide a guide to the headline features scheduled for 2017. However, each issue of Catering Insight 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.
Catering Insight is distributed to senior individuals in management from the UK’s leading catering equipment distributors, dealers, kitchen houses, design houses, online resellers, wholesalers and importers. This includes owners, managing directors, general managers, commercial directors, sales directors and project managers. Collectively this audience is responsible for designing, installing and supporting virtually all of the commercial kitchen schemes that take place in the UK.
Key influencers who receive the print and digital versions of Catering Insight represent companies such as:

- Bidvest Catering Equipment
- ABM Catering for Leisure
- Airedale
- Berkeley Projects
- Brakes Catering Equipment
- C&C Catering Equipment
- Chiller Box
- CHR Equipment
- Court Catering Equipment
- Francis Catering Equipment
- Garners Foodservice Equipment
- GastroNorth
- Gratte Brothers
- Hallmark Kitchens
- Horizon Foodservice Equipment
- Inox Equip
- JLA
- Lloyd Catering Equipment
- Lockhart Catering Equipment
- Nisbets
- Salix Commercial Kitchens
- ScoMac Catering Equipment
- Shine Food Machinery
- Space Catering Equipment
- Tailor Made CES
- Vision Commercial Kitchens
- YCE Catering Equipment

Catering Insight’s annual Power List supplement profiles 50 catering equipment dealer representatives and pays tribute to their achievements over the past 12 months.

Printed in July alongside the regular monthly magazine, for the third consecutive year this special guide will honour the market’s most deserved individuals, as nominated by the industry itself.

Across five categories, we hope to shine a light on anyone working within a dealership, from the MD down to the humble administrator, who has excelled in their roles and pushed their business forward. The categories comprise: Business Leaders, Industry Innovators, Project Pioneers, Young Trailblazers and Unsung Heroes.

Dealers have had plenty of kitchen projects and equipment supply to get their teeth into, with estimates of more than a £52bn spend in the British foodservice market for last year – a figure which is only forecast to grow.

From the executives behind the most influential kitchen houses to the rising stars making their mark in the industry, the Power List is once again set to be the ultimate record of the people helping to make the dealer and distributor market tick.

“I can’t overstate the value that as a business we place on CI as a resource for the distributor market. You have done so much to elevate the status and profile of distributors and particularly those of us who have taken or maintained the route of added value, design and after-sales support by highlighting our work. In addition the in-depth features on statutory regulation, new technology and energy efficiency are also invaluable in keeping up to date with trends” - Gerry Oakley, General Manager, QCM Equipment
The 2016 Catering Insight Awards were bigger and better than ever, with a stunning venue and over 200 senior industry figures celebrating distributor and supplier excellence over the previous 12 months. The catering equipment industry definitively came together on 30 November to honour the best distributors and suppliers in the market – as voted for by senior sector representatives themselves. Entertainment was provided by a free, fun photo booth during the luxury three course dinner and 15 awards category presentations. More than 200 attendees at the Underglobe, underneath Shakespeare’s Globe in Central London on the banks of the Thames, ensured the celebrations went on until the early hours, with over 100 people then heading to the official after-party at the nearby Kanaloa tiki bar.

**SO WHY SPONSOR THE AWARDS?**

- **Exposure and profile** allows you to benefit from high-profile branding to the industry before, during and after the event.
- **Networking** opportunities with senior decision-makers and management from the UK's top catering equipment distributors.
- **Increase your credibility** through association with our leading magazine, website and awards.
- Create **new business opportunities** through higher brand presence among current and potential customers.
- Gain valuable profiling in Catering Insight through awards-related **editorial coverage** and post event write-ups.
- Be seen as the **market leader** in your chosen area by sponsoring the award category that suits your company.

**Feedback from previous events**

“To win the distributor North award was fantastic. To win the distributor Nationwide was the icing on the cake. We thank Catering Insight for their involvement and also thank all the sponsors who backed this superb event.”

Peter Kitchin, C&C Catering Equipment

“The evening was terrific, very well thought out and great fun. Obviously it was topped off nicely for us with the award!”

Lawrence Hughes, Falcon Foodservice Equipment

“I had a good night and enjoyed the evening. Being recognised for the work we do is always good, but to be recognised by your peers adds a little something special to the award.”

Jack Sharkey, Vision Commercial Kitchens

“After only its second year, The Catering Insight Awards is already a must attend date in the calendar. It is a fantastic opportunity to gather with colleagues and friends to recognise the hard work and achievements across our industry. A great effort by the whole team at ITP Promedia.”

- Neil Mantle, Business Development Manager, Ascentia Foodservice Equipment

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## RATE CARD FOR CATERING INSIGHT

<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>
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</thead>
<tbody>
<tr>
<td>PRIME POSITIONS</td>
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<tr>
<td>Front cover gatefold</td>
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<td>£6,500</td>
<td>£5,850</td>
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<td>£4,633</td>
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<td>£3,735</td>
<td>£3,528</td>
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<tr>
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<td>£5,400</td>
<td>£5,300</td>
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<td>£5,000</td>
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<td>N/A</td>
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<tr>
<td>STANDARD ADVERTISING</td>
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<td>Full page</td>
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<td>£2,880</td>
<td>£2,720</td>
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<tr>
<td>Half page horizontal</td>
<td>175 X 250MM</td>
<td>£1,725</td>
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<tr>
<td>Half page vertical</td>
<td>155 X 232MM</td>
<td>£1,725</td>
<td>£1,550</td>
<td>£1,282</td>
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<tr>
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<tr>
<td>Advertorials</td>
<td>205 X 275MM</td>
<td>£4,330/page</td>
<td>£3,897/page</td>
<td>£3,681/page</td>
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</tbody>
</table>

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

## RATE CARD FOR CATERING INSIGHT.COM

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CATERINGINSIGHT.COM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1,040 X 120 pixels</td>
<td>£1,750 per month</td>
</tr>
<tr>
<td>MPU</td>
<td>300 X 250 pixels</td>
<td>£1,750 per month</td>
</tr>
<tr>
<td>Tower</td>
<td>300 X 600 pixels</td>
<td>£2,000 per month</td>
</tr>
<tr>
<td>Button</td>
<td>300 X 110 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>
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DAILY NEWS ALERT

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 X 90 pixels</td>
<td>£2,000 per month or £500 per week</td>
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<tr>
<td>Second leaderboard</td>
<td>728 X 90 pixels</td>
<td>£1,800 per month or £400 per week</td>
</tr>
<tr>
<td>Tower</td>
<td>220 X 550 pixels</td>
<td>£2,000 per month or £500 per week</td>
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<tr>
<td>Button</td>
<td>220 X 70 pixels</td>
<td>£1,575 per month or £350 per week</td>
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<tr>
<td>Small leaderboard</td>
<td>468 X 60 pixels</td>
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<tr>
<td>Sponsored news stories</td>
<td>N/A</td>
<td>£700 per story</td>
</tr>
<tr>
<td>Dedicated email shot</td>
<td>TBC</td>
<td>£5,000 per email</td>
</tr>
</tbody>
</table>

Discounts available on multiple campaigns*