CateringInsight.com is the UK’s first and only dedicated web portal for the catering equipment distributor community, representing a truly valuable opportunity for brands to reach dealers, distributing, internet sellers and food service 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**

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 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, decision makers 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 40,000 page impressions per month**
- **Over 11,000 unique users per month**
- **Daily e-newsletter goes to over 3,400 key decision makers**

Average open rate 41%

*Average result in 2017*
PRINT

Catering Insight is the only monthly magazine for the UK dealer community. 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.
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 the go to expert in your sector.

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

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2018 FEATURES LIST

**JANUARY**
- Refrigeration
- Kitchen design
- CI Award winners’ profiles

**FEBRUARY**
- Sous vide
- Light equipment
- Ventilation

**MARCH** (HOTELYMPIA SHOW EDITION)
- Hotelympia preview
- Microwaves
- Warewashing

**APRIL**
- Pizza ovens
- Beverage machines
- Energy efficiency
- Distributor Forecast

**MAY**
- BIM
- Best of British
- Ice makers

**JUNE** (COMM. KITCHEN SHOW EDITION)
- Wholesale
- Combi ovens
- Warewashing
- Comm. Kitchen preview

**JULY** (ANNUAL POWER LIST)
- Spare parts
- Water treatment
- Water boilers
- Annual Power List Top 50

**AUGUST**
- FOG
- Refrigeration
- Food preperation

**SEPTEMBER**
- Hot-holding equipment
- Fire suppression
- Coffee machines

**OCTOBER**
- Waste management
- Refrigeration
- Shelving, storage & fabs

**NOVEMBER**
- Fryers
- Grills & salamanders
- Combi ovens
- CI Awards Shortlist Special

**DECEMBER**
- Training & education
- Warewashing
- Counters & serveries

NB: The topics in the 2018 feature list provide a guide to the headline features scheduled for 2018. 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:

- ABM Catering for Leisure
- Airedale
- Berkeley Projects
- Bidfood Catering Equipment
- Brakes Catering Equipment
- C&C Catering Equipment
- Caterware
- Chiller Box
- CHR Equipment
- Court 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 profiles up to 50 catering equipment dealer representatives and pays tribute to their achievements over the past 12 months.

Printed in July as part of 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
Catering Insight’s celebration of the year for the UK catering equipment supply chain goes from strength to strength. The third year of the gala ceremony on 23 November 2017 saw a record 220 senior industry executives head to the spectacular 8 Northumberland Avenue, just a stone’s throw from Trafalgar Square in Central London. The industry itself votes on the outcome of the 15 awards, with distributors choosing the supplier category victors and suppliers picking the distributor winners. A bubbly reception and a luxury three course dinner are staple elements of the Catering Insight Awards, with plenty of time to network during the main section of the night as well as the now-infamous After-Party, which last year saw over 100 revellers celebrate into the early hours at the nearby Opal Bar.

“Following on from our sponsorship of the Catering Insight Awards 2017 after party, Atosa UK are delighted to be involved once again as the headline sponsor of the 2018 awards. Catering Insight is the heart and soul of our industry bringing manufacturers and dealers together under one roof for a night of recognition and appreciation.

Our involvement at last year’s awards significantly improved our brand image which was noticed through channels such as CaterQuotes, so in line with our business model we are pleased to be working with such a great organisation...”

Lee Donkin - Sales Director, Atosa UK

We have always found the event to be a wonderful occasion where professional camaraderie flourishes and where the privilege of working in such a vibrant industry is unified.

John Whitehouse – Director, First Choice Group

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
## PRINT AND ONLINE ADVERTISING RATES

### RATE CARD FOR CATERING INSIGHT

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>SINGLE ISSUE</th>
<th>SIX SERIES (10% discount)</th>
<th>TWELVE SERIES (15% discount)</th>
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*Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request*

### RATE CARD FOR CATERINGINSIGHT.COM

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<td>Button</td>
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Discounts available on multiple campaigns*

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