

# CLH

CATERER LICENSEE HOTELIER  
— NEWS

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CATERER LICENSEE HOTELIER  
— DIGITAL

MEDIA PACK



CLH News a one-stop trade press and digital publication for the independent and small chain groups sector for the hospitality industry.

CLH News is currently circulated bi-monthly to 20,000:

- Independent hotels, pubs, bars and restaurants
- Small independent chain hospitality businesses
- Central purchasing departments of all major pub companies in the UK

In addition, CLH Digital is distributed online weekly providing industry news and updates regularly to our readers.

For 20 years we have recognised the specific needs and requirements of hospitality businesses and busy hands-on operators and proved an invaluable resource, offering:

- Industry news and practical advice
- In-depth professional comment
- A range of suppliers, products and services to enable operators to increase profitability and efficiency
- Market insight and current trends
- In-depth tailored features
- In fact, everything to help a busy operator manage and grow their business!





# 20,000

copies distributed  
bi-monthly  
and

# 10,000

distributed each week  
digitally  
to

# BUYERS

in the independent  
licensed and  
catering trade

Including

**Managing Directors**

**Business Owners**

**Purchasing Managers**

Now including

**ALL MAJOR  
central purchasing  
departments**

of the UK's  
leading pub companies

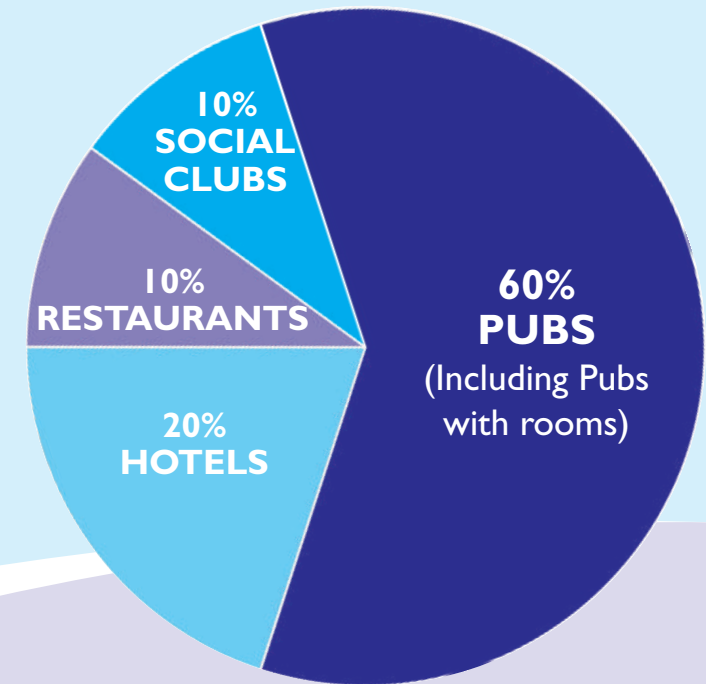
CLH News's print edition is distributed to two distinct databases of 20,000 businesses, alternating each issue.

Our databases are fully researched constantly managed and maintained, giving you the confidence and the guarantee that your message will be seen by the largest possible numbers of potential purchasing professionals.

But our print edition is not the only story...

Our cross-media marketing offers multiple routes to the marketplace, with print media at the very heart!

Our aim is to help you by using cross-media marketing to put your clients in front of as many potential buyers as possible.



## IT'S NOT WHAT WE DO, IT'S WHAT WE CAN DO FOR YOU!

- Invaluable at introducing suppliers' companies, their products and services, to a targeted hospitality & licensed market. All of which are essential to the day-to-day running of our readers' businesses.
- Specifically tailored to the independent sector, small groups and head offices of pub companies distributed to established businesses with turnovers ranging from £500,000 to several million.



## WHY ADVERTISE IN CLH NEWS?

The power of print! Print media works! It is still the most trusted advertising medium of all.\* Print media allows for high-level target marketing.



- Advertising in print builds brand, and increases over all campaign effectiveness - it can increase return on investment by up to 3 times, and increase overall effectiveness of an advertising campaign by over five times.
- Print media builds up loyal and long-standing readership, helping to enforce an advertiser's message.
- Print media holds readers attention
- Print media drives people to websites.

\*Benchmarking for Newsworks.

“A man who stops advertising to save money is like a man who stops a clock to save time.”

**Henry Ford**

# THE POWER OF DIGITAL!

Digital media is an effective way of marketing your business in a highly accessible platform, with every action taken being tracked and analyzed, detail by detail, to measure growth and success.



## WEBSITE:

Our website **www.catererlicensee.com** is a dedicated portal for the busy hospitality/licensed trade industry and is updated with news, views products and recipes throughout the day, each day.

Businesses can also be listed in our **Business Directory** and **Products & Services** sections.

## DIGITAL EDITION:

Our online edition, CLH Digital, is currently published weekly, bringing all the news and hospitality industry updates to our readership on a regular basis.

Featuring expert opinion and advice to help businesses stay abreast of the ever-changing industry landscape.



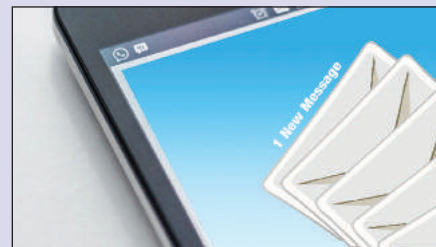
## DIGITAL NEWSLETTER:

Our digital newsletter is emailed out twice weekly to a database of 10,000 opt-in recipients.

Including highlights of all the latest news, products and developments as featured on our website.

## EMAIL MARKETING:

CLH News can utilise email marketing on your behalf to retain customers and drive repeat business. It is most effective when marketing is undertaken in small increments with a tangible form of gain for the customer. We collaborate with you to develop business offers, specials, updates and deals to keep the potential buyer interested and coming back.



## SOCIAL MEDIA:

As more people turn to social media for their main platform of communication, we here at CLH News utilise social media to keep content frequently updated and respond and engage with consumers on behalf of your business to strengthen the current customer relationship, and to solidify potential ones who want to do business with you.



On average\*, each month  
our website attracts:-  
a total of

# 49,400

visits  
with over

# 511,500

page impressions

equating to each visitor reading

# 10.4

pages

Our digital newsletter is  
distributed twice-weekly  
to approximately:-

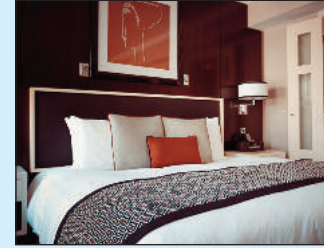
# 10,000

subscribers

\*Figures from January - October 2020



# FEATURES



## JANUARY / FEBRUARY 2021

BEVERAGE SYSTEMS  
BREAKFAST IDEAS  
CLEANING, HYGIENE &  
INFECTION CONTROL  
COOKING WINES & STOCKS  
CRAFT BEERS  
DESIGN & REFIT  
ENERGY SOLUTIONS  
EXPO CORNWALL PREVIEW  
GUEST ROOM SUPPLIES  
HOSPITALITY TV  
LAUNDRY SOLUTIONS  
MICROWAVE, COMBI AND  
CONVECTION OVENS  
SPIRITS & MIXERS

## MARCH / APRIL 2021

CLEANING, HYGIENE &  
INFECTION CONTROL  
DRINKS DISPENSE  
FOOD HYGIENE AND  
TEMPERATURE MONITORING  
FRYERS & GRILLS  
HOSPITALITY TECHNOLOGY  
HOT BEVERAGES  
LIQUEURS & COCKTAILS  
OUTDOOR LEISURE  
PREMIUM BEERS & LAGERS  
REFURBISHMENT  
SNACK & CONVENIENCE  
FOODS  
UNIFORMS & WORKWEAR  
WAREWASHING

## MAY / JUNE 2021

CELLAR COOLING  
CIDER REPORT  
CLEANING, HYGIENE &  
INFECTION CONTROL  
COOKING RANGES  
ICE MACHINES  
INTERNATIONAL DRINKS  
EXPO PREVIEW  
REFRIGERATION  
REFURBISHMENT  
SOFT DRINKS &  
MINERAL WATERS  
OUTDOOR LEISURE  
SOURCE TRADE SHOW  
PREVIEW  
SPIRITS & MIXERS  
WASHROOM HYGIENE

## JULY / AUGUST 2021

ALFRESCO DINING  
BFFF AWARDS  
CHILDRENS MENUS  
CLEANING, HYGIENE &  
INFECTION CONTROL  
FISH & SEAFOOD  
FOOD HYGIENE &  
TEMPERATURE MONITORING  
HOSPITALITY TECHNOLOGY  
LAUNDRY SOLUTIONS  
PREMIUM BEERS & LAGERS  
REFRIGERATION  
UNIFORMS & WORKWEAR  
WASTE MANAGEMENT AND  
GREASE MANAGEMENT  
WHISKY & RUM

## SEPTEMBER / OCTOBER 2021

ALFRESCO DINING  
BAR & CELLAR  
CLEANING, HYGIENE &  
INFECTION CONTROL  
DARK SPIRITS & MIXERS  
FESTIVE ORDERING  
HALLOWEEN &  
BONFIRE NIGHT  
HOSPITALITY TV  
HOT BEVERAGES  
INDEPENDENT HOTEL  
SHOW PREVIEW  
POULTRY & GAME  
REFURBISHMENT  
RESTAURANT SHOW PREVIEW  
SOUPS, STOCKS AND SAUCES

## NOVEMBER / DECEMBER 2021

CLEANING, HYGIENE &  
INFECTION CONTROL  
COMMERCIAL INSURANCE  
DRINKS DISPENSE  
DRY JANUARY  
EDUCATION & TRAINING  
FESTIVE ORDERING  
HERBS, SPICES & SEASONINGS  
HOSPITALITY TECHNOLOGY  
MICROWAVE, COMBI AND  
CONVECTION OVENS  
LAUNDRY SOLUTIONS  
PREMIUM BEERS & LAGERS  
SNACK & CONVENIENCE  
FOODS  
SOFT DRINKS &  
MINERAL WATERS  
UNIFORMS & WORKWEAR



## PRESS ADVERTISING RATES

Full page (274mm wide x 370mm tall )	£2200
Half page (274mm wide x 170mm tall or 135mm wide x 370mm tall)	£1220
Quarter page (135mm wide x 170mm tall)	£630
Advertorial charge (100-250 words)	£100
Single column cm	£9.35

**Series discount:** 10% off on 6 insertions

**VAT:** All prices exclude VAT at standard rate

Options including tailored supplements, wraps and spreads are available on request

## INSERT RATES

- All inserts will be weighed prior to insertion.
- Inserts must be supplied folded, to a maximum size of A4.
- Payment may be requested in advance (Subject to RBC's discretion).
- Inserts can be distributed to single areas if required.

Up to...	Price per Thousand
15 gm	£65.00
30 gm	£87.00
45 gm	£109.00
60 gm	£130.00
75 gm	£152.00
90 gm	£174.00
105 gm	£195.00

Above 105 gms - Price available on application

**VAT:** All prices exclude VAT at standard rate

## DIGITAL ADVERTISING RATES

Header Banner on Front Page of Website (580px wide x 80px tall)	£450 for 3 months £900 for 6 months £1600 for 12 months
Button Advert on sidebar on every page of website (125px square)	£450 for 3 months £900 for 6 months £1600 for 12 months
Sidebar advert on every page of website (300px wide x 125px tall)	£800 for 3 months £1500 for 6 months £2500 for 12 months
Background advert on every page of website	£450 for 1 month
Product and Services News Entry	£300 for 3 months £500 for 6 months £900 for 12 months
Business Directory Entry	£300 for 3 months £500 for 6 months £900 for 12 months

## E-NEWSLETTER ADVERTISING

Costs quoted are for a four week period, sending 2 e-newsletters a week (8 in total)

Header Banner (80px high x 580px wide)	£500
Body Banner (80px high x 580px wide)	£450
Button Advert (200px square)	£400
Product News entry, linking to full entry on website	£300

## COMBINED ADVERTISING

(4 week period on both website and newsletter)

Header Banner (80px high x 580px wide)	£650
Button Advert	£500

## E-SHOT

Price on application

## CONTACTS

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