

CLH

CATERER LICENSEE HOTELIER
— NEWS

CLH

CATERER LICENSEE HOTELIER
— DIGITAL

It's not what we do...

...it's what we can do for you.

MEDIA PACK



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

For over 23 years we have recognised the specific needs and requirements of hospitality businesses and busy hands-on operators, 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

14,500

distributed each week

digitally

to

BUYERS

in the independent,
multi-outlet licensed and
catering trade

Including

Managing Directors

Business Owners

Purchasing Managers

including

**ALL MAJOR
central purchasing
departments**

of the UK's
leading pub companies

We put you, your brand, your products and your services in front of sector relevant buyers through multiple routes to market:



DIRECT-MAIL PRESS ADVERTISING



WEEKLY DIGITAL EDITION



WEBSITE ADVERTISING



EMAIL MARKETING



SOCIAL MEDIA MARKETING



TRADE EVENTS

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



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 3x 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

*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.

WEEKLY DIGITAL EDITION

Distributed to a database of 14,500 opt in industry professional recipients, **CLH Digital** is the only weekly digital title for the hospitality sector.

- ✓ Latest industry news
- ✓ In-depth thought led articles from industry professionals and organisations
- ✓ Comprehensive selection of products and services

...every week





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 professional comment throughout the day, each day.

Businesses can also be listed in our Products & Services section.

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.

We collaborate with you to develop business offers, specials, updates and deals to keep the potential buyer interested and coming back.



SOCIAL MEDIA



We use multiple platforms of 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

80,182

visits
with over

515,566

page impressions

equating to each visitor reading

6.5
pages

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

14,500

subscribers

*Figures from June 2022 - May 2022

FEATURES



FEBRUARY / MARCH 2024

BEVERAGE SYSTEMS
BREAKFAST IDEAS
CLEANING, HYGIENE &
INFECTION CONTROL
CRAFT BEERS
DESIGN & REFIT
ENERGY SOLUTIONS
EXPOWEST CORNWALL
PREVIEW
GUEST ROOM SUPPLIES
HOSPITALITY TECHNOLOGY
HOTEL, RESTAURANT &
CATERING SHOW PREVIEW
LAUNDRY SOLUTIONS
MICROWAVE, COMBI AND
CONVECTION OVENS
SPIRITS & MIXERS

APRIL / MAY 2024

CHEFS' BUYER'S GUIDE
CLEANING, HYGIENE &
INFECTION CONTROL
DRINKS DISPENSE
EXPO CORNWALL PREVIEW
FOOD HYGIENE AND
TEMPERATURE MONITORING
HOSPITALITY TECHNOLOGY
KITCHEN EQUIPMENT
AND FIT OUT
LIQUEURS & COCKTAILS
OUTDOOR SPACES
REFURBISHMENT
SNACK & CONVENIENCE
FOODS
UNIFORMS & WORKWEAR
WAREWASHING

JUNE / JULY 2024

AFTERNOON TEA WEEK
BAR & CELLAR EQUIPMENT
CHEFS' BUYER'S GUIDE
CIDER REPORT
CLEANING, HYGIENE AND
INFECTION CONTROL
FISH & SEAFOOD
KITCHEN EQUIPMENT
AND FIT OUT
REFURBISHMENT
SOFT DRINKS &
MINERAL WATERS
OUTDOOR SPACES
SPIRITS AND MIXERS
WASTE MANAGEMENT AND
GREASE MANAGEMENT

AUGUST / SEPTEMBER 2024

ALFRESCO DINING
CLEANING & HYGIENE
COMMERCIAL KITCHEN
SHOW PREVIEW
FOOD HYGIENE AND
TEMPERATURE MONITORING
HOSPITALITY TECHNOLOGY
HOTEL 360 PREVIEW
INTERNATIONAL DRINKS
EXPO PREVIEW
LAUNDRY SOLUTIONS
PREMIUM BEERS & LAGERS
REFRIGERATION
RESTAURANT SHOW PREVIEW
UNIFORMS AND WORKWEAR
WASHROOM HYGIENE

OCTOBER / NOVEMBER 2024

BAR & CELLAR
CHEFS' BUYER'S GUIDE
CLEANING, HYGIENE AND
INFECTION CONTROL
DESIGN & REFIT
ENERGY SOLUTIONS
FESTIVE ORDERING
HALLOWEEN AND
BONFIRE NIGHT
HOSPITALITY TV
HOT BEVERAGES
LEISURE FOOD & BEVERAGE
EXPO PREVIEW
OUTDOOR SPACES
REFURBISHMENT
SPIRITS, COCKTAILS & MIXERS

DECEMBER 2024 / JANUARY 2025

CLEANING, HYGIENE &
INFECTION CONTROL
COMMERCIAL INSURANCE
DRINKS DISPENSE
DRY JANUARY
EDUCATION AND TRAINING
FESTIVE ORDERING
HOSPITALITY TECHNOLOGY
MICROWAVE, COMBI AND
CONVECTION OVENS
LAUNDRY SOLUTIONS
PREMIUM BEERS AND LAGERS
SNACK AND
CONVENIENCE FOODS
SOURCE TRADE
SHOW PREVIEW
UNIFORMS AND WORKWEAR



PRINT & DIGITAL EDITION 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)	£150

Series discount: 10% off on 6 insertions

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

INSERT RATES

Price per Thousand on Application

- 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.



VAT: All prices exclude VAT at standard rate

WEB ADVERTISING RATES

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
Product and Services News 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) to approx 20,000 subscribers

Banner (80px high x 580px wide)	£500
Button Advert (125px square)	£400
Product News entry, linking to full entry on website	£300

COMBINED ADVERTISING

(4 week period on both website and newsletter)

Banner (80px high x 580px wide)	£650
Button Advert (125px square)	£500

DEDICATED E-SHOT

Sending to approx 20,000 subscribers.

Price on Application

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