

CLH

CATERER LICENSEE HOTELIER
NEWS

MEDIA PACK



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

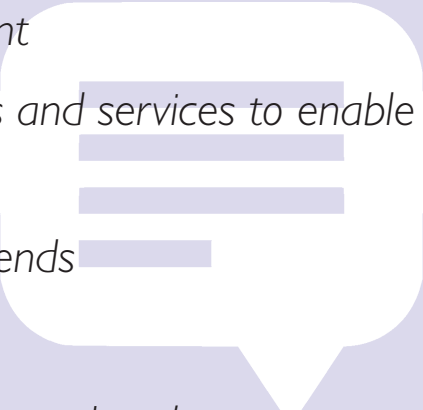
Circulated monthly to 20,000:

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



For over 18 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
monthly

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

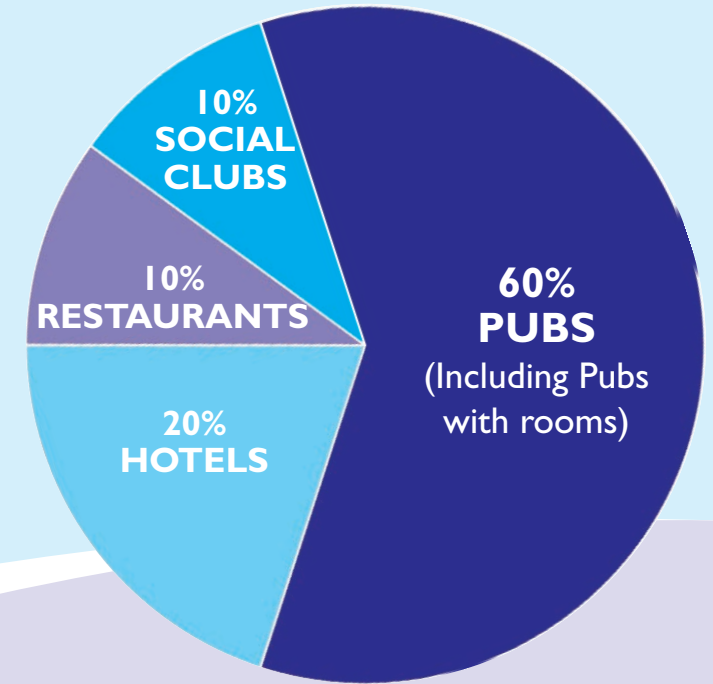
CLH News's print edition is distributed to two distinct databases of 20,000 businesses, alternating each month.

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*.

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:-

15,450

unique visitors
with a total of

40,850

visits
with over

291,500

page impressions
equating to each visitor reading

7.2
pages

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

10,000

subscribers

*Figures from July - December 2017

FEATURES

REGULAR FEATURES:

Products and Services
Design and Refit
Property and Professional

JANUARY

Hospitality Technology
Microwaves and Combi
Ovens
Guest Room Supplies
Hospitality Television

FEBRUARY

Drinks Dispense
Fryers and Grills
Warewashing
Tableware
Bar and Cellar Equipment

MARCH

Hospitality Technology
Outdoor Leisure

Microwaves and Combi
Ovens
Food Hygiene

APRIL

Outdoor Leisure
Warewashing
Uniforms and Workwear
Refrigeration
Tableware

MAY

Outdoor Leisure
Hospitality Television
Hot Beverages
Cleaning and Hygiene
Ciders

JUNE

Outdoor Leisure
Refrigeration
Food Hygiene

Warewashing
Grease Management

JULY

Outdoor Leisure
Cleaning and Hygiene
Hospitality Technology
Uniforms and Workwear

AUGUST

Drinks Dispense
Alfresco Dining
Warewashing
Education and Training
Health and Hygiene

SEPTEMBER

Alfresco Dining
Refrigeration
Fryers and Grills
Guest Room Supplies
Hospitality Technology

OCTOBER

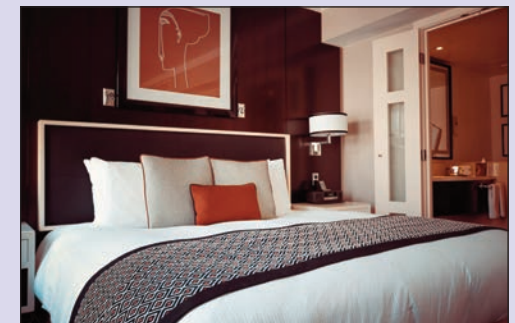
Alfresco Dining
Bar and Cellar Equipment
Festive Ordering
Waste Management
Microwaves and Combi
Ovens

NOVEMBER

Festive Ordering
Hospitality Technology
Hot Beverages
Tableware
Beers, Wines and Spirits

DECEMBER

Festive Ordering
Bar and Cellar Equipment
Washroom Hygiene
Fryers and Grills
Beers, Wines and Spirits



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)	£150 for 3 months £250 for 6 months £400 for 12 months
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Button Advert on sidebar on every page of website (125px square)	£150 for 3 months £250 for 6 months £400 for 12 months
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Sidebar advert on every page of website (300px wide x 125px tall)	£200 for 3 months £350 for 6 months £600 for 12 months
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Background advert on every page of website	£400 for 3 months
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Product and Services News Entry	£100 for 3 months £175 for 6 months £250 for 12 months
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Business Directory Entry	£100 for 3 months £175 for 6 months £250 for 12 months
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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)	£200
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Body Banner (80px high x 580px wide)	£175
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Button Advert (200px square)	£150
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Product News entry, linking to full entry on website	£100
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COMBINED ADVERTISING

(4 week period on both website and newsletter)

Header Banner (80px high x 580px wide)	£250
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Button Advert	£200
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CONTACTS

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PUBLISHED BY

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