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, 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**

**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 42,000 page impressions per month*

Over 13,000 unique users per month*

Daily e-newsletter goes to over 3,400 key decision makers

Average open rate 40.22%

*Average result in 2018
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.

In numbers

4,100
Monthly circulation to owners, managing directors, general managers, commercial directors

10,150
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
NB: The topics in the 2019 feature list provide a guide to the headline features scheduled for 2019. 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

“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

In 2019, Catering Insight will be bringing an essential guide to the industry’s most powerful players with a dedicated pullout magazine. Focusing on the UK’s top 10 kitchen design houses by turnover, we’ll be examining the leadership and drive that has enabled each company to reach its current heights in a series of exclusive interviews with the managing director of every included outfit.

Power Players 2019 will explore the strategies which have maintained the kitchen design house’s prosperity, as well as looking ahead to see how these catering equipment sector titans will progress and continue to expand. The pullout will also give invaluable insight to some of the most prominent online resellers and service specialists, revealing the secrets to their successes.
Catering Insight’s celebration of the year for the UK catering equipment supply chain goes from strength to strength. The fourth year of the gala ceremony on 29 November 2018 saw a record 230 senior industry executives head to the spectacular Bloomsbury Ballroom, on Bloomsbury Square in Central London. The industry itself votes on the outcome of 16 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 Sway Bar.

“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**

“Thanks to the CI team for such a great night, thank you for organising and your hospitality, as always it was a night to remember.” Leigh Howard, MD, Lakes Catering Maintenance

“Thanks so much and keep on doing the great job you do for all of us in the industry.” Steve Loughton, Cupola Consulting

“Congratulations on an amazing event which gets better every year. You and your team should all be very proud.” Paul Martin, director, iFour Hospitality Design

“All at Shine were delighted to be recognised by our supply chain with this important national award.” Julian Shine, MD, Shine Catering Systems

**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.

“Our table had a lovely time at the Catering Insight; it’s always great for Commercial Kitchen exposure and networking.”

Katie Tyler, event manager, Commercial Kitchen
CATERING INSIGHT GOES INTERNATIONAL

2019 sees the return of Europe’s largest catering equipment trade show – HOST, Milano – and this year Catering Insight is proud to be continuing its partnership, teaming up with the show to give UK distributors a comprehensive list of the biggest and brightest brands they need to see in Milan.

Featuring an invaluable show preview as a special pull-out magazine in its September edition, followed by a bumper issue in October that will be distributed at the entrances to halls throughout the event, exhibiting suppliers shouldn’t miss out on the exclusive chance to draw key UK dealers to their stand.

• Stand Out: With over 2,000 companies to see, it’s vital to take every step to ensure your stand isn’t missed from busy schedules.
• Boost Brand Image: Invite thousands of professionals to visit your stand and make sure your brand is always at the forefront of conversations.
• Stay visible: With 3,000 bonus copies being distributed in the halls in October, ensure your company is seen by visitors across the entire show.
• Showcase Innovation: Educate the industry on your latest business developments, reinforce your market presence and showcase key products by telling the industry why they shouldn’t miss visiting your stand!