Business intelligence for buyers and specifiers of commercial catering equipment

MEDIA PACK 2021
FoodserviceEquipmentJournal.com is the UK's only dedicated web portal for multi-site buyers, purchasers and specifiers of commercial catering equipment as well as executive chefs and menu development managers. The site provides a truly unique opportunity for suppliers and brands to reach the very people responsible for ensuring the kitchens of the nation's restaurants, cafes, pubs, hotels, schools, colleges and hospitals have access to the equipment they need.

By advertising on FoodserviceEquipmentJournal.com and within the site’s associated enewsletters, organisations of all sizes can now communicate information about their company, products, services and promotions to a highly-targeted and active end-user community.

Through our daily news alert, you will be communicating directly to purchasing, procurement and food development personnel who control the purse strings of annual equipment budgets worth millions of pounds.

**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.

**FLEXIBILITY**

Digital artwork can be changed, updated and rotated on a daily, 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 equipment 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 buyers can immediately take advantage of your company’s offers and promotions. With banners, wallpaper and MPU positions available on the website and daily enewsletter, we can help you choose the online medium that best delivers your message.
Foodservice Equipment Journal provides business intelligence for buyers, purchasers and specifiers of commercial catering equipment working for multi-site operators in the UK. The market-leading monthly magazine and online portal, FoodserviceEquipment.com, is the only title specifically created and written for those responsible for procuring kitchen equipment on a group level. In addition to delivering topical news, interviews, comment, analysis, debate and best practice, Foodservice Equipment Journal provides a platform for suppliers, contractors and buyers to promote product innovation and discuss the issues really driving the market place.

PRINT

Advertising in Foodservice Equipment Journal offers numerous commercial benefits:

CREDIBILITY
Foodservice Equipment Journal is published by ITP Promedia Publishing, 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.

INTEGRITY
Like its sister publications in the hospitality sector, Foodservice Equipment Journal is built on an editorial policy that places huge emphasis on the integrity, quality and richness of its content. Our teams work hard to bring the market the information it needs to know, creating a compelling publication that suppliers benefit from being associated with.

FREQUENCY
Foodservice Equipment Journal is published 12 times a year, providing the market with a monthly digest of original news, trends and features. We will work with you to create a campaign that delivers a consistent message and is read by prospective buyers of your equipment 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 group buyers of catering equipment in the UK. Many of these individuals are responsible for hundreds of sites and annual equipment budgets that run into the millions.

In numbers

3,000
Monthly circulation to owners, managing directors, general managers, commercial directors

7,500
Average monthly readers, based on 2.5 readers for each copy

100,000
Number of sites that FEJ’s readership is responsible for in the UK

CIRCULATION BY BUSINESS

- Restaurant Chain/Group: 44%
- Cafes and bars: 19%
- Hotel and leisure: 10%
- Contract caterers: 4%
- Supermarkets: 2%
- Public sector procurement: 2%
2021 FEATURES LIST

JANUARY
- Warewashing
- Induction
- K&E Awards Week

FEBRUARY
- Hot holding
- Kitchen design
- Waste management

MARCH
- Food prep equipment
- Sous vide
- Tech focus

APRIL
- Refrigeration
- Microwaves
- Outdoor dining

MAY
- Combi ovens
- Special report: Equipping delivery kitchens

JUNE
- Service
- Ice machines
- Sector report

JULY
- Prime cooking
- Coffee machines
- FEJ Awards shortlist

AUGUST
- Special report: Buyers’ Guide to innovative foodservice equipment in the UK

SEPTEMBER
- Expanded Edition
- Warewashing
- CK show preview
- HOST show preview

OCTOBER
- Pizza equipment
- Light equipment
- Annual Power List

NOVEMBER
- Refrigeration
- Cooking suites
- State of the Nation report

DECEMBER
- Fryers
- Food safety & hygiene
- Equipment of the Year

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 Foodservice Equipment Journal 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 experts in your sector.

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

NB: The topics in the 2021 feature list provide a guide to the headline features scheduled for 2020. However, each issue of Foodservice Equipment Journal 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.
Foodservice Equipment Journal is distributed to named individuals in purchasing and specifications roles at the UK’s largest foodservice operators, including executive chefs and heads of food development. Our readership is responsible for an annual equipment budget of £700m and in excess of 100,000 sites. Decision-makers who receive the print and digital versions of FEJ represent companies that include:

- Whitbread
- Mitchells & Butlers
- The Restaurant Group
- Casual Dining Group
- Azzurri Group
- Pizza Express
- TGI Fridays
- Nando’s
- Loungers
- McDonald’s
- KFC
- Domino’s
- Papa John’s
- Subway
- Greggs
- Costa Coffee
- Starbucks
- Pret A Manger
- Bill’s Restaurants
- Oakman Inns
- Punch Taverns
- El Group
- Greene King
- Marston’s
- JD Wetherspoon
- Stonegate Pubs
- Fuller’s
- InterContinental Hotels
- Accor Hotels
- Hilton Hotels
- Marriott
- Compass Group
- Sodexo
- Aramark
- Elior
- BaxterStorey
- Tesco
- Sainsbury’s
- Morrison’s
- Merlin Entertainments
- Center Parcs
- SSP Group

Kitchen Excellence Week is a special week-long initiative to highlight best practice and exciting developments in vital areas of commercial kitchens. Over a period of five days at the end of June, FEJ’s daily news alerts feature a focused and editorially-driven collection of online content that aims to inform and educate operators on the latest products, newest technologies and fastest-growing trends. Each day’s content addresses a different area of a professional kitchen, providing kitchen managers and catering equipment buyers with highly valuable and focused content to support them in the decisions they make. This includes cooking platforms, refrigeration, warewashing, kitchen management and energy efficiency.

Kitchen Excellence Week provides a unique opportunity for individual category sponsors to share their insight to the trends shaping the product areas they specialise in and outline how advances in new technology can support the changing needs of the industry. Additionally, the content generated during Kitchen Excellence Week is compiled into a standalone digital report and made available to operators for free.

The Foodservice Equipment Journal Buyers’ Guide - produced in partnership with sister title Catering Insight - provides a compelling insight to the latest and greatest products available on the UK foodservice equipment market for dealers, distributors and national account operators. This comprehensive catalogue, published as both a printed and digital edition, showcases innovations from smallwares, food prep and plug-and-play, to warewashing, refrigeration and heavy duty cooking, as well as everything in between.

As a marketing tool, the Buyers’ Guide allows manufacturers and suppliers to inform existing and prospective customers about the latest solutions on the market and showcase products that can deliver genuine value to commercial kitchens. The guide also serves as a vehicle to celebrate product development and point customers to true innovation.

The FEJ Awards celebrates the achievements of multi-site foodservice operators in the UK and the catering equipment providers that serve them. Held on an annual basis and established to recognise back-of-house innovation, the FEJ Awards culminates in a three-course, sit-down dinner where the winners of each category are revealed. Attended by executive chefs and equipment specifiers from restaurant chains, pubs groups, contract caterers and food-to-go outlets, the awards programme is the only one of its kind in the UK which recognises the role that foodservice equipment plays in site roll-outs, menu development and kitchen efficiency.

Past winners have included Wagamama, Greene King, Marston’s, Loungers, TGI Fridays, Punch Pubs, Las Iguanas, SA Brain & Co and Compass Group, With online and printed promotions beginning six months in advance, of the ceremony, partnering with the FEJ Awards provides extraordinary levels of editorial and marketing exposure and places your business at the forefront of this unique networking event.
## PRINT AND ONLINE ADVERTISING RATES

### RATE CARD FOR FOODSERVICE EQUIPMENT JOURNAL

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>SINGLE ISSUE price per insertion</th>
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<tbody>
<tr>
<td><strong>PRIME POSITIONS</strong></td>
<td></td>
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<tr>
<td>Front cover gatefold</td>
<td>406 x 275MM</td>
<td>£6,500</td>
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<tr>
<td>Belly band</td>
<td>500 x 210MM</td>
<td>£5,450</td>
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<tr>
<td>IFC/OBC</td>
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<td>£4,950</td>
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<tr>
<td>Opening double page spread</td>
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<tr>
<td>Double page spread</td>
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<tr>
<td>Roundtable event</td>
<td>Actual event &amp; 4-page write-up</td>
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<tr>
<td><strong>STANDARD ADVERTISING</strong></td>
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<tr>
<td>Full page</td>
<td>205 x 275MM</td>
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<tr>
<td>Half page horizontal</td>
<td>175 x 116MM</td>
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<tr>
<td>Half page vertical</td>
<td>85.5 x 222MM</td>
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<tr>
<td>Quarter page</td>
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<tr>
<td>Advertorials</td>
<td>205 x 275MM</td>
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*Discounts available on multiple campaigns*

Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request.

### RATE CARD FOR FEJ.COM

<table>
<thead>
<tr>
<th>POSITION</th>
<th>PRICE</th>
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<tr>
<td><strong>FEJ.COM</strong></td>
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<tr>
<td>leaderboard</td>
<td>£1,750 per month</td>
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<tr>
<td>Tower</td>
<td>£2,000 per month</td>
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<tr>
<td>Button</td>
<td>£750 per month</td>
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<tr>
<td>Wallpaper</td>
<td>£1,250 per week</td>
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<tr>
<td>Exclusive Mobile MPU</td>
<td>£2,500 per month</td>
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<tr>
<td><strong>DAILY NEWS ALERT</strong></td>
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</tr>
<tr>
<td>Top Button</td>
<td>£1,800 per month or £450 per week</td>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Tower</td>
<td>£2,000 per month or £500 per week</td>
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<tr>
<td>Button</td>
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<tr>
<td>Sponsored news stories</td>
<td>£200 per story</td>
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<tr>
<td>Dedicated email shot</td>
<td>£5,000 per email</td>
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</tbody>
</table>

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### CONTACTS

**EDITORIAL CONTACT**
Andrew Seymour
020 3176 4234  
andrew.seymour@itppromedia.com

**COMMERCIAL CONTACT**
Mark Harris
020 3176 4226  
mark.harris@itppromedia.com

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Promedia Publishing Ltd  
16-25 Bastwick Street, London, EC1V 3PS  
020 3176 4228  
www.itppromedia.com