

CATERER AND HOTELKEEPER

Print Advertising Rates 2011

Number of insertions

Size	x1	x3	x6	x12	x24	x36	x51
DPS	£5965	£5795	£5620	£5455	£5075	£4770	£4430
Full page A4	£3975	£3855	£3740	£3580	£3345	£3060	£2785
Half page A4	£2655	£2495	£2495	£2385	£2225	£2010	£1855
Quarter page A4	£1590	£1545	£1495	£1435	£1340	£1225	£1120
Technology Directory	£450	£430	£410	£390			

Special positions + 15%

Loose inserts

Up to 20 grams in weight = £85 per '000

Any additional weight = an extra £1.85 per gram per '000

Minimum order = £995

Other creative options*

Bellyband	= £5,680
Attached Bellyband	= £6,437+ space cost
Gate Fold	= £7,515
False Front Cover	= £10,765
Tip on (under 20g)	= £3,316 + space cost

Events

Cateys	= £30,000
Hotel Cateys	= £15,000
Web Awards (Headline)	= £5,000
Web Awards (Category)	= £1,500
Chef Eats Out	= £7,500
Round tables	= £7,500
A5 32 page supplement	= £25,000

* Please note these are media costs and do not include production costs.
Quotes for production available on request.

Call us now to make a
booking or for more information.

Rob Adam T: 0208 652 3814
Ben Adlington T: 0208 652 3789
Sammy-Jo Clayton T: 020 8652 4799

CATERERSEARCH.COM

The complete information source for hospitality

Online and E-Marketing Rates 2011

Online Rates

	CPM rate	Typical Example
Button	£25 per 000	50,000 ad impressions over 4 weeks = £1,250
Leaderboard	£45 per 000	50,000 ad impressions over 4 weeks = £2,250
Skyscraper	£55 per 000	50,000 ad impressions over 4 weeks = £2,750
MPU's	£65 per 000	50,000 ad impressions over 4 weeks = £3,250
Page Peel	£70 per 000	50,000 ad impressions over 4 weeks = £3,500
Site Takeover 1 day	£2,970 (circa 75,000 ad impressions)	
Site Takeover 5 days	£8,910 (circa 375,000 ad impressions)	
Channel Homepage Sponsorship (Restaurants/Hotels/Contract Catering/Pubs & Bars)	£2,000 per month per channel	
Geographic Campaign targeting	£POA	
Bespoke Channel	£15k 6 month, £27k 12 months	
Industry Resources (contextual marketing)	£6,000 12 months, £4,000 6 months	
Video broadcast delivery only	£2,000 per month	
Video broadcast including production	POA	

E-Marketing Rates

Product	Banner	Advertorial	Sky	MPU	Sky	Solus
Monday Briefing	£850	£850	£850	£650	N/A	£1350
Friday Wrap	£850	£850	£850	£650	N/A	£1350
Chef	£950	£950	£950	£750	N/A	£2300

	Top Banner	Slot 1	Slot 2	Slot 3	Slot 4	Sky	Bespoke
E-Update	£650	£750	£650	£550	£400	£550	£1950

From supplied copy. (+£200 for unfinished material)

Call us now to make a
booking or for more information.

Rob Adam T: 0208 652 3814
Ben Adlington T: 0208 652 3789
Sammy-Jo Clayton T: 020 8652 4799