

E-update

E-update content

Caterer and Hotelkeeper E-updates provide a unique platform for suppliers to communicate their targeted marketing message to hospitality professionals.

Market reach and frequency

Circulation: 17,677 (Publishers Statement Q1 2012)

Frequency: 3 per week

Target audience: Caterer and Hotelkeeper E-update is delivered to a targeted audience of 17,677 opted-in subscribers. We send to an active only database, resulting in market leading open and click through rates. In return this helps to raise your profile and generate new quality sales leads for your business.

Our recent research shows:

- 77% of respondents are managerial level or above and spend an average of 8 minutes reading the E-newsletters
- 78% are involved in purchasing decisions on behalf of their organisations
- 88% of Caterer and Hotelkeeper E-newsletter subscribers have clicked on E-newsletter advertising

(Based on 193 respondents)

Caterer and Hotelkeeper E-update

Reaches people with a primary business of:





- Catering Consultants
- Catering for Education Establishments
- Catering for Health Establishments
- Catering for Leisure/Sport/Entertainment (inc Holiday Camps)
- Catering for Public Services/Welfare
- Catering for Travel
- Conference Centres
- Contract Catering in Business/Industry & Special Function Caterer
- Pub/Brewery/Club/Wine Bar
- Restaurant
- Staff Run Canteens in Business/Industry

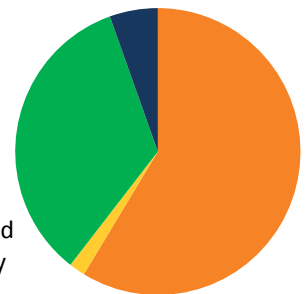
Caterer and Hotelkeeper E-update

Reaches people with a purchasing responsibility of:

- Other Equipment/Services
- Food
- Bar/Beverage/Servery Equipment
- Kitchen Equipment
- Tableware
- Soft Drinks
- Refrigeration
- Bottled Beers/Wine
- Disposable Products
- Spirits
- Workwear/Uniforms
- Technology/Computers
- Sites/Property
- Security
- Buying/Leasing Company Cars/Vans
- Business Travel and Entertainment
- In Room Guest Products
- Training Services, Books and Videos
- Hygiene & Safety

Caterer and Hotelkeeper E-update Job Status Demographic Breakdown

-  Owner/Proprietor/Partner/
Landlord/Tenant
-  General Manager
-  Chief Exec./Chairman/ Board
Director/M.D./Co. Secretary
-  Other Director



Sample Size: 1970

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Advertising opportunities

Bespoke Email & Subject line

- Get maximum impact from your advertising
- Deliver your targeted message in a standalone email
- Align yourself with our market leading brand

Ad unit	£
Bespoke Email	2,450

Advertising delivery requirements

Bespoke Product Update

Clients providing HTML:

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels
- HTML code in a <table> tag structure Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters

Clients unable to provide a HTML file:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

Please note: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40k)

Example of Bespoke Email



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▶ Advertising opportunities

Ad unit		£ per insertion
Slot 1		850
Slot 2		750
Slot 3		650
Slot 4		500
Top Banner	(468 x 60px)	650
Skyscraper	(120 x 600px)	650


Advertisement Design / Campaign Optimisation = £250

▶ Advertising delivery requirements

Standard Supplier Update slots

Clients should provide:

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels and / or one banner image in a GIF or JPEG format at 468 x 60 pixels
- A skyscraper slot (120 x 600 pixels) is also available

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Top Banner 468 x 60px

Slot 1

Slot 2

Slot 3

Slot 4

In this issue:
Advertiser 1 headline
Advertiser 2 headline
Advertiser 3 headline
Advertiser 4 headline

The latest news:
Headline 1
Headline 2
Headline 3

Sky
120 x
600px

Specialist news:
Advertiser 1 headline
Advertiser 2 headline
Advertiser 3 headline
Advertiser 4 headline