

E-newsletter

▶ E-newsletter content

The Friday Wrap has been designed to keep business professionals updated with industry news and hot topics written by award winning journalists.

The Friday Wrap offers you a unique platform to generate high quality sales leads, drive traffic to your website and raise your brand awareness.

▶ Market reach and frequency

Circulation: 11,511 (Publishers Statement Q1 2012)

Frequency: Weekly (Friday)

Target audience: The Friday Wrap is delivered to a targeted audience of 11,511 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)

▶ The Friday Wrap

Reaches people with a purchasing responsibility of:

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

▶ The Friday Wrap

Reaches people with the 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
- Hotel
- Pub/Brewery/Club/Wine Bar
- Restaurant
- Staff Run Canteens in Business/Industry

