

## E-newsletter

### ▶ E-newsletter content

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

The Monday Briefing 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:** 11,383 (Publishers Statement Q1 2012)

**Frequency:** Weekly (Monday)

**Target audience:** The Monday Briefing is delivered to a targeted audience of 11,383 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 Monday Briefing

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

### ▶ The Monday Briefing

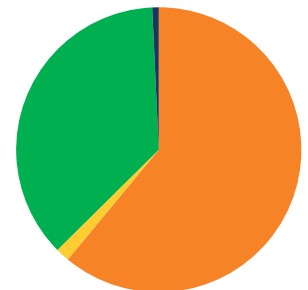
Reaches people with a purchasing responsibility of:

- 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 Monday Briefing

#### Job Status Demographic Breakdown

- Owner/Proprietor/Partner/Landlord/Tenant
- General Manager
- Chief Exec./Chairman/ Board Director/M.D./Co. Secretary
- Overall Head of Catering Operation



Sample Size: 1777

## E-newsletter

### Advertising opportunities

Ad unit	Size	£ per insertion
Top Banner	(468 x 60px)	850
Skyscraper	(120 x 600px)	850
Supplier News	See below	149
Advertorial	See below	850
Mid Banners	(468 x 60px)	650
MPU	(300 x 250px)	650
Solus		1,650

Advertisement Design / Campaign Optimisation = £250

### Advertising opportunities

Advertisements and/or copy must be submitted to [enewsletters.copy@rbi.co.uk](mailto:enewsletters.copy@rbi.co.uk) at least five business days before scheduled sponsorship

- GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted
- File size should not exceed 40k
- All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (maximum 200 characters)
- Supplier News: Text only 8 word link (each E-newsletter will carry 3 supplier news links)
- Advertorial: Text only profiles: up to 8 words in the headline, 50 words in the body text and an 8 word link to your website (each E-newsletter will carry only 1 advertorial slot)

The Monday  
**BRIEFING**

**CATERER**  
AND HOTELKEEPER

#### Top Banner 468 x 60px

##### Story of the week:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisl.

##### The latest news:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisl. Class aptent taciti sociosqu ad litora torquent per conubia.

**Advertorial**

##### Top news:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisl. Class aptent taciti sociosqu ad litora torquent per conubia.

#### Mid Banner 468 x 60px

**MPU**  
300 x 250px

##### Events:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet

**Sky**  
120 x  
600px

**Supplier News**  
8 word link

##### Events: