

E-newsletter

▶ E-newsletter content

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

The Chef Newsletter 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: 11,364 (Publishers Statement Q1 2012)

Frequency: Fortnightly

Target audience: The Chef Newsletter is delivered to a targeted audience of 11,364 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)

▶ Chef Newsletter

Reaches people with a primary business of:

- Bar/Pub/Club Management
- Buying/Purchasing
- Catering Manager/Officer
- CEO/Board Director/MD
- Finance
- Chef/ Food Preparation
- Front of House/Reception
- IT
- Operations Manager
- Manager
- Owner/Proprietor/Landlord
- Restaurant Manager
- Sales/Marketing
- Student
- Training
- Waiting Staff
- Back of House (eg. Housekeeping/Admin)

▶ Chef Newsletter

Reaches people with a job function 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

E-newsletter

Advertising opportunities

Ad unit	Size	£ per insertion
Top Banner	(468 x 60px)	950
Skyscraper	(120 x 600px)	950
Supplier News	See below	149
Advertorial	See below	950
Mid Banners	(468 x 60px)	750
MPU	(300 x 250px)	750
Bespoke		2,300

Advertisement Design / Campaign Optimisation = £250

Advertising opportunities

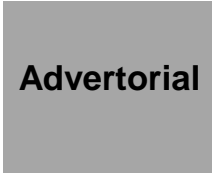
Advertisements and/or copy must be submitted to enewsletters.copy@rbi.co.uk at least five business days before scheduled sponsorship

- 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)

Top Banner 468 x 60px

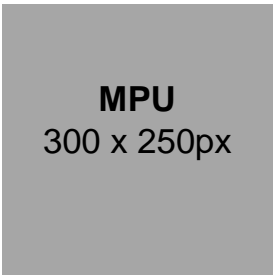
Story of the week:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum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



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



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