

E-newsletter

▶ E-newsletter content

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

The Pub Caterer 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: 11,221 (Publishers Statement Q1 2012)

Frequency: Monthly

Target audience: The Pub Caterer is delivered to a targeted audience of 11,221 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)

▶ Pub Caterer Newsletter

Reaches people with a job function of:

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

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Reaches people with a primary business of:

- Catering Consultants
- Catering for Education Establishments
- Catering for Leisure/Sport/Entertainment (inc Holiday Camps)
- Contract Catering in Business/Industry & Special Function Caterer
- Education/Training
- Hotel
- Pub/Brewery/Club/Wine Bar
- Restaurant
- Staff Run Canteens in Business/Industry

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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 |
| Solus | | 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:

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Advertorial

Top news:

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Mid Banner 468 x 60px

MPU 300 x 250px

Events:

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Sky
120 x
600px

Supplier News
8 word link