

# THE CATERER



Launch partners:



## Check in to hospitality

The Caterer Careers Guide 2014



## Check in to hospitality

The British hospitality industry is dynamic, exciting – and growing by the day. It employs an estimated 10% of our national workforce, equating to some 2.7 million jobs across the country. The Caterer's new careers guide, *Check in to Hospitality*, will showcase career opportunities in the hospitality industry, and provide a unique chance to put your brand in front of tomorrow's hospitality professionals.

*Check in to Hospitality* will offer a comprehensive guide to jobseekers looking to carve out a fulfilling career in this fast-growing industry; and to industry professionals eyeing the next step on the career ladder.

Published as a print magazine and accompanying digital version, the guide will target schools, colleges and universities, as well as a range of careers influencers, nationwide.







## Content overview

Check in to Hospitality 2014 will publish in September 2014 in a key period for young people considering their career and education options, and will cover the following types of subjects:

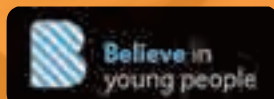
- **Industry trend information**, detailing the hospitality's sector's anticipated expansion and its importance to the UK economy
- **Sector by sector guide** to career opportunities in hotels, restaurants, foodservice, pubs and bars, leisure and retail, including pros and cons, and salary benchmarks
- **Advice on working abroad**
- **Comprehensive look** at the qualifications landscape, including profiles of the major professional bodies
- **Learning on the job**: apprenticeships, internships and graduate schemes
- **Advice from employers** on what they look for in candidates
- **Practical guidance** on how to maintain an impressive online profile, how to draft a winning CV, and how to dazzle in an interview
- **Details on colleges** and all **courses** available
- **Employer showcases** and showcases
- **Tips** on how to make your next move and mapping out a successful career path
- **Direction** on which awards to enter to boost your CV

## Circulation Breakdown

Working with key industry partners – the Association of Colleges, the Professional Association for Catering Education, Believe in Young People and Springboard – we will circulate Check in to Hospitality to schools, colleges and branches of Job Centre Plus.

Potential audience reach via industry partners and The Caterer's databases:

- **5000+ lecturers, teachers and careers influencers**
- **6000+ schools, colleges and universities**
- **300,000+ students**
- **50,000+ jobseekers**



If you're  
interested in  
advertising, call  
**020 7881 4833**



## Sponsorship opportunities

Check in to Hospitality 2014 offers a range of commercial opportunities. A limited number of launch partner packages are available. Other options include full-, half- and quarter-page advertising; and inclusion in a more in-depth Operator Showcase section of double-page advertisement features.

## Advertising rates

### Launch partner

Logo on front cover, 150-word opinion article and double-page advert or advertorial

**Price:** £4,000

### Featured recruiter

Double-page advertorial within templated design (price includes copy editing and layout)

**Price:** £2,750

### Advertisement Rates

**Full-page:** £1,500

**Half-page:** £1,000

## Contact us:

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