

CSC

COST SECTOR CATERING - SERVING THE FOODSERVICE INDUSTRY



MEDIA PACK 2019

INTRODUCTION



David Foad
Editor in Chief

Cost Sector Catering

Cost Sector Catering is the only dedicated publication covering public sector and workplace catering within UK foodservice.

It is an industry-leading monthly magazine and has been reporting on the sector since 1993, providing insight and analysis for caterers, chefs and managers.

For those who need their information right now, we also offer the Cost Sector Catering website, which is updated daily with news and features. Sign up to get a daily newsletter emailed directly to you highlighting the best of the day's content.

We also help the catering industry celebrate through our sell-out Cost Sector Catering Awards each year, which since 1995 have been helping to highlight the tremendous work being carried out by caterers that would otherwise go unrecognised.

With a deserved reputation for excellence which has been built up over the years, Cost Sector Catering gains added insight into the industry thanks to strong relations built up with key organisations such as:

Lead Association for CATERing in Education (LACA)
Hospital Caterers Association (HCA)
National Association of Care Catering (NACC)
National Offender Management Services (prison caterers)
The University Caterers Organisation (TUCO)
MoD Defence Logistics (military catering)

"The team at Cost Sector Catering always take the time to understand our needs before making a considered media recommendation. Their willingness to try new and different media executions make them the perfect partner for Premier Foods. We have seen a tangible return on investment where the aim of our campaigns have been to raise the profile of Premier Foods amongst the key target audiences that Cost Sector Catering serves."

Mark Taylor, Foodservice Customer Controller, Premier Foods

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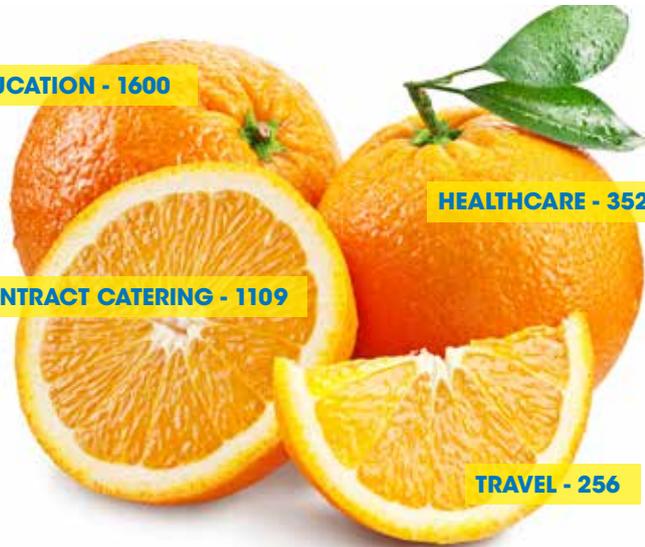
CIRCULATION & READERSHIP

EDUCATION - 1600

HEALTHCARE - 3526

CONTRACT CATERING - 1109

TRAVEL - 256



Print circulation - 6,500

Frequency: 12 issues a year

Digital Circulation - 16,000

Each copy is also sent to over 16,000 caterers, influencers and decision makers

CSC's readership is by far the biggest spending readership in the hospitality sector, the precisely targeted circulation delivers a unique audience with spending power unequalled by any other competitive media brand.

The contract catering segment covers a multitude of buying points including business & industry (B&I), education and healthcare where the caterer has the decision making power over the products and services used to deliver the service for their client.

The circulation covers the key job titles from each of the segments targeted by the magazine, and includes;

Unit managers
Catering Managers
Purchasing Managers
Facilities Managers
Directors

Importantly the CSC readership, circulation and content is supported by key industry associations; LACA, HMP, HCA, NACC, TUCO and the MoD.

DIGITAL COVERAGE

Digital Circulation - 16,000

Website: www.costsectorcatering.co.uk

Average page views per month - 16,000

Average unique visitors per month - 6,178



Twitter: @CSCMag

Current followers - 4,400+

Average monthly impressions - 87,133

Average monthly profile visits - 1,842

Daily Newsletter

Distributed 5 days per week

to 10,000+ contacts



THE MAGAZINE

Editorial content reflects the current trends and issues in public sector catering.

News & analysis – news stories that have a common resonance across the industry with comment and analysis by journalists, sector experts and industry leaders.

Lead Features – headline stories that require in-depth investigation because of their importance and interest to the reader. These can be market trends, reports, legislation or issue-based that are at the top of the agenda for leaders in cost sector catering.

Sector Specific – over the course of a year we look at news and features from the seven core sectors;

- Education (including colleges and universities)
- Contractors
- B&I
- Healthcare
- Care Catering
- Government (including military and prisons)
- Travel & Leisure – on-board, travel locations, stadia and leisure venues

Product Focus – looking at key drivers across product development in food, drink, equipment and software.

Plus...

Editorially led core sections reference the key food, drink and software suppliers to the sector;

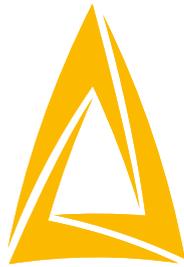
1. Day in the life of...

2. The team...

3. My kitchen...



EVENTS



COST SECTOR CATERING
AWARDS 2019

Cost Sector Catering Awards

25th April 2019
Hilton Edgware Road, London

850+ attendees
www.cscawards.co.uk

Celebrating the successes
of the companies and people
who make the cost sector
catering industry tick



LACA Main Event & Education Catering Exhibition

10-12th July 2019
Hilton Birmingham Metropole

1,300+ visitors & delegates
www.laca.co.uk

A highlight of the education
catering calendar and a
must attend event for anyone
involved in the provision of
school meals



HCA Leadership & Development Forum

11-12th April 2019
Celtic Manor Hotel, Newport

400+ attendees
www.hcaforum.co.uk

The annual event is the most
important event in the hospital
caterers year, bringing
together organisations and
colleagues to discuss the key
issues across the sector



Public Sector Catering 100

Helping to unite
public sector caterers

Launched in 2011, the PSC100 group comprises caterers, dietitians, politicians, healthy eating campaigners and suppliers who operate in the public sector and use their collective 'clout' to drive government legislation and action towards helping people adopt healthier lifestyles through catering and education initiatives.

Our aim is to influence the public feeding agenda in the UK for years to come.

BESPOKE SOLUTIONS

Lead Generation & Appointment Setting

- In-house team fluent in foodservice generating appointments and leads for your team
- Follow up on direct marketing activities, samples or events

Research & Fact Finding

- Bespoke research activities tailored to your requirements
- Qualitative and quantitative findings
- Highly targeted data
- Full reporting and analysis

Email Marketing

- Reach our Cost Sector database of over 25,000 contacts, selectable by individual sector
- Detailed reporting
- One off emails or fully automated engagement campaigns
- Full design service available

Roundtables

- Venue & facilitation of a face to face discussion with a senior panel of industry guests including representatives from your company
- Results published in 4 pages of editorial coverage post event
- Double Page Spread advertisement within the relevant issue
- Results and findings distributed via email to the relevant readers



"As a major supplier to the foodservice industry, the media is vitally important to Bidfood. I have read CSC for many years and the newest format is simply the best. CSC is very much a "cannot miss" publication."

Andy Kemp, Group Sales Director, Bidfood

RATE CARD - PRINT

PRINT	PER MONTH
FALSE FRONT COVER	£5,500
DOUBLE PAGE SPREAD	£5,130
FULL PAGE	£2,850
HALF PAGE	£1,567
QUARTER PAGE	£862
QUARTER STRIP	£940
BELLYBAND INTO DPS	POA
INSERTS	POA
TIP ON	POA
ADVERTORIALS	POA
CLASSIFIED	
SINGLE SHOWCASE	£330
DOUBLE SHOWCASE	£600
TOP SUPPLIER (PER ANNUM)	£750

Discounted rates for series bookings, contact us for more details.

RATE CARD - ONLINE

ONLINE	PER MONTH
MPU / BANNER	£750
EXPANDABLE MPU / BANNER	£1,000
SKINS (Run of site)	£5,000
WEBSITE TAKEOVER (Home page banners and MPUs)	£1750
WEBSITE TAKEOVER (skins (ROS), home page, banners and MPUs)	£6750
	PER MONTH
DAILY NEWSLETTER BANNER SPONSORSHIP	£250

EDITORIAL SCHEDULE

MONTH	ISSUE	EVENT UPDATE	SPECIAL REPORT
January	Breakfast	Foodservice Show Professional Kitchen Show	Healthy Eating
February	Allergen-Free	Casual Dining Show	Wholesale Cash & Carry
March	Refrigeration	IFE preview	Hospital Food
April	Soft Drinks	HCA preview	Purchasing Consortia
May	Combi Ovens	Commercial Kitchen Show HCA Review	Grab & Go
June	Warewashing	TUCO preview	School Meals
July	Accelerated Cooking & Microwaves	LACA preview	Frozen vs Fresh
August	Hot Beverages	LACA review	Vegan & Vegetarian
September	Back to School	NACC preview Lunch! preview TUCO review	Branded Food Concepts
October	Ask the Experts	CESA conference preview National Meals on Wheels Week	Beverage Equipment
November	Energy-Saving	National School Meals Week	Food Trends
December	Oriental Cuisine & Chinese New Year	PMSI Top 20	Contract Catering

In addition to the above, foodservice suppliers will also have the opportunity to produce a content marketing piece. This could be on any relevant subject geared to the target audience and would consist of a 3x page editorial plus full page advertisement. Costs apply.



“Whether we are advertising in the magazine or sponsoring the awards, Cost Sector Catering always delivers the right results.”

Guy Truman, Sales Director, Pasta King

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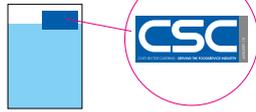
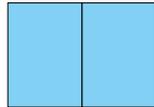
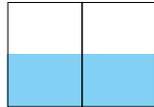
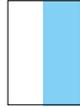
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MECHANICAL DATA

	TYPE	TRIM	BLEED	
False Front Cover			263 x 216mm	
DPS	270 x 396mm	297 x 420mm	303 x 426mm	
Half DPS	113 x 388mm	145 x 420mm	148 x 426mm	
Page	270 x 186mm	297 x 210mm	303 x 216mm	
Half Vertical	270 x 91mm	297 x 105mm	303 x 111mm	
Half Horizontal	134 x 186mm	148 x 210mm	154 x 216mm	
Quarter	134 x 90mm			

DIGITAL SPEC

Website / Newsletter Banner

File format

w728 pixels x h90 pixels

jpg, png, or animated gif (web only)



Website / Newsletter MPU

File format

w300 pixels x h250 pixels

jpg, png, or animated gif (web only)

