

CATERER

A LACA PUBLICATION



MEDIA PACK 2018



SCHOOL CATERER

Since its launch in 2010, LACA School Caterer has been designed to inform and update LACA Members, stakeholders and other interested parties about LACA activities, events and key issues that affect the feeding of children in schools. After the introduction of Universal Infant

Free School Meals in 2014, the Education Sector continues to go from strength to strength with food, drink, catering equipment and software system suppliers producing innovative products and solutions to the market place.

The school catering market is a hugely vibrant, talked about and exciting sector. Over the last few years it has been through fundamental change which has brought school catering to the fore. With these changes come challenges and never before has it been so important for caterers, suppliers and manufacturers to come together to help navigate them whether it be legislative or operational.

School Caterer magazine plays a key role in helping bring all school caterers together and, as a manufacturer aiming to support caterers, it provides a means where our communications meets the needs of the audience

James Allred, Channel Marketing Manager, Unilever Foodsolutions

ABOUT LACA



Since inception in 1989, LACA has set out to inform, develop, represent and support its members through a range of initiatives and services. The Association became a company limited by guarantee in 2009.

The Association represents the school food industry and membership is open to all parties who make a contribution to this market sector - providers (public and private sector) client officers, consultants, suppliers and manufacturers. Individual schools may become members of the Association.

There are twelve regions; the English regions are based upon the government regional geographic structures and additionally there is a region in Wales, Scotland and Northern Ireland. (The Northern Ireland region is currently dormant.) Some regions join together to run as one; these are currently London & South East Region and North East and Scotland Region.

The organisation draws on the strengths of its membership nationally, and is managed through its members on a voluntary basis. Each region elects a representative to sit on the LACA Board and to become a Director of LACA Ltd. The Directors of LACA Ltd have overall responsibility for decisions made by the Association.

There is a continuing need for all involved in the industry to work together to maintain high standards in the school catering service, and thus make a major contribution to the health of future generations.

Additionally by attracting as many customers as possible and providing an additional learning opportunity within schools - an important public service should be maintained resulting in assured employment for the many thousands of staff, a vibrant supply industry in both food and equipment streams as well as the main improving public health target...

LACA Mission Statement:

Together, We Achieve Excellence in School Food

School Caterer is the definitive voice of the education catering sector and is always bang up to date with trends and issues. We consider it to be a crucial part of our communications plan as being part of the wider LACA community offers so many opportunities for us as a business.

Anthony Wilkinson, PastaKing

MEDIA INFORMATION

Frequency: Quarterly

Size: A4

Pagination: 68 pages

Paper: 130 gsm text paper
and 180 gsm cover

Ed/Ad ratio: 65/35 (approximately)

Circulation

Who	How many
LACA Members	1,058
Key Government Officials	75
Key Contract Catering Staff	127
Academy Business Managers	302
Digital circulation	4,100
Approximate total	5662

Advertising and Sponsorship

Advertising opportunities are limited and on offer to LACA Business Partners first. Packages and single advertisements are available:

Package / Execution	Who	Price
Full page in 4 issues and DPS supplier profile	LACA Partners only	£3,700
Half page in 4 issues and DPS supplier profile	LACA Partners only	£2,500
Full page	LACA Partner	£800
	Associate Member	£950
	Other	£1,200
Half page	LACA Partner	£400
	Associate Member	£525
	Other	£660
Quarter page	LACA Partner	£200
	Associate Member	£289
	Other	£363

For further information contact **0845 000 2500** or email info@dewberryredpoint.co.uk



SCHOOL CATERER

Forward Features 2018

WINTER

- Breakfast Clubs
- Hot Beverages
- Potato Products
- School Catering Technology
- Warewashing

SPRING

- Ask the Education Experts
- Free From
- Soft Drinks
- Refrigeration
- Dairy

SUMMER

- Accelerated Cooking
- Payment Technology
- Sandwiches & Wraps
- Desserts & Ice Cream
- LACA 2018 Official Show Guide

AUTUMN

- Baking & Ingredients
- Healthier Options
- Combi Ovens
- Stocks & Sauces

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Feature information
 These features will include new products that are aimed at the education sector or are practical for this market, new and interesting case studies, plus any market data and trends that are relevant to the sector.

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 Quarterly