

stockpot


THE OFFICIAL MAGAZINE OF THE CRAFT GUILD OF CHEFS

MEDIA PACK 2019



www.craftguildofchefs.org





STOCKPOT IS THE OFFICIAL PUBLICATION OF THE CRAFT GUILD OF CHEFS,
a membership body representing professionals at the culinary heart of the kitchen.

Published quarterly, Stockpot provides chefs across the UK with all the latest news and views from the culinary world. The publication ensures that members are kept up to date with the issues that matter. The information provided allows them to respond, create and compete in this continually evolving environment.

The Craft Guild of Chefs uses Stockpot magazine as its key medium to communicate with its members.

EDITORIAL COVERAGE INCLUDES:

- Chef profiles
- Focus features covering ingredients, training, legislative issues, and master classes
- The Pass – CGC news & events
- Culinary competition updates
- Event reviews
- CGC Business partner news

BACKGROUND

The Craft Guild of Chefs is a professional membership body, established in 1965. Today, the Guild has developed into the leading chefs' association in the UK and has many members worldwide.

The members come from all sectors from within foodservice and hospitality undertaking roles in a wide variety of positions, from students and trainees to top level management.

The Guild represents the interests of chefs and aims to increase the standards through education, training and greater awareness. The Guild encourages its members to strive for excellence whilst showing commitment to their talents and achievements through all levels of craft skills competitions in the UK and throughout the world. Gaining greater recognition for chefs and their profession as well as assisting member career development are also key responsibilities of the Guild.





CIRCULATION

Each print and digital issue is sent to all Craft Guild of Chefs members and to a highly selected additional database from individual specialist sectors including:

- Hotels
- Restaurants
- Pubs
- Contract caterers
- Education
- Healthcare
- Care
- Universities

PRINT COPIES

- Craft Guild of Chefs Members 1,150
- Business partners 130
- Craft Guild of Chefs copies 200

- **Total print copies 1,480**
- **Total digital copies 5,000**

Overall Total Circulation 6,480



FEATURES LIST 2019

Spring

Professional Kitchen Show: Salon Results
Commercial Kitchen Preview
FutureChef Results
Major Series Updates
Wessex Salon Culinaire Preview
Food, Drink & Equipment – Combi Ovens;
Creative Culinary Concepts

Summer

CGOC Awards; Report
TUCO Competitions Results
Major Series Results
NCOTY/YNCOTY launch
Restaurant Show Preview
CGOC AGM Report
Universal Cookery & Food Festival (UCFF) Preview
Wessex Salon Culinaire Report
Food, Drink & Equipment – Warewashing; Fish & Seafood

Autumn

Graduate Awards Results
NCOTY/YNCOTY; Report & Results
Skills for Chefs Report
UCFF Report
Food, Drink & Equipment – Meat & Poultry; Prime Cooking;
Stocks and Sauces

Winter

Exercise Joint Caterer: Results & Report
Business Partners Lunch
CGOC Christmas Lunch
Food, Drink & Equipment – Herbs & Spices; Refrigeration;
Patisserie & Desserts

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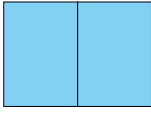
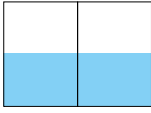




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WEBSITE TAKEOVER (skins (ROS), home page, banners and MPUs)	£6750



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Website / Newsletter Banner

File format

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jpg, png, or animated gif (web only)



Website / Newsletter MPU

File format

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