

Essentially Catering Magazine

The monthly online magazine for all catering professionals



2017 Media Pack

Published by



BATLEYS

Produced by



About EC – HISTORY

THE ORIGINAL PRINTED MAGAZINE - QUARTERLY

Launched in November 2007 by wholesale giant Bestway with a circulation of 50,000 copies, *EC* quickly established itself as the widest circulating business-to-business title serving the UK's diverse catering industry. As a feature-based quarterly magazine, *EC* became an essential read for the growing number of Bestway and Batleys' catering customers across a myriad of foodservice establishments.



THE ONLINE MAGAZINE - MONTHLY

Launched in February 2014 Issue 26

Research with our customer base highlighted that readers valued and respected *EC* but wanted a more frequent publication that included industry news and analysis in addition to features. Readers also favoured a publication that offered them greater interactivity with the opportunity to view whenever and wherever they choose.

As a result, *EC* became a monthly online-only version. The entire catering customer databases of Bestway and Batleys – covering all sectors including cafés, restaurants, takeaways, pubs and clubs – are notified each month via email of the release of the latest issue. In addition, the magazine is available directly via the Batleys, Bestway and Bestway/Batleys Foodservice websites extending its reach to an even greater audience.

Editorially, it is written by the same dedicated team to the highest standards and includes more news-based stories, features and useful product information and offers.

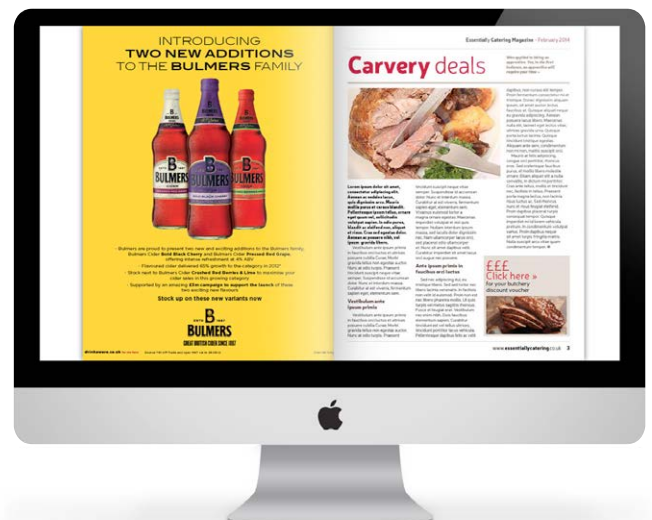


OPPORTUNITIES FOR ADVERTISERS

For advertisers, *EC* offers immense opportunity to engage further with caterers. In addition to weblinks to your website, you can also embed video messages, recipe ideas, serving suggestions etc, into your advertisement. Your ad campaigns can be promoted around certain key activities each month.

Our advertising rates offer great value so please contact our advertising team members with your enquiries.

Rate Card on page 4



About EC – 2017 Forward Features List

We are always happy to receive pitches for features in addition to those listed below. Please email nic@essentiallycatering.co.uk

Editorial deadlines are typically the first Monday of the preceding month, however if you plan to submit copy for a feature, it is helpful to know in advance – thank you.

The full media pack can be found at www.essentiallycatering.co.uk

Each issue is published on the

28th day of each month

Recipients will be notified via email with a direct link to open each issue.

January	February	March	April	May	June
Editorial deadline: 1st Dec 2016 Advertising deadline: 14th Dec 2016	Editorial deadline: 4th Jan 2017 Advertising deadline: 23rd Jan 2017	Editorial deadline: 1st Feb 2017 Advertising deadline: 22nd Feb 2017	Editorial deadline: 1st Mar 2017 Advertising deadline: 21st Mar 2017	Editorial deadline: 4th Apr 2017 Advertising deadline: 21st Apr 2017	Editorial deadline: 2nd May 2017 Advertising deadline: 22nd May 2017
<ul style="list-style-type: none"> • Breakfast • Preparing for Valentine's Day (14 February) 	<ul style="list-style-type: none"> • Pies/Pie Week (6-12 March) • Desserts 	<ul style="list-style-type: none"> • Coffee and Caffe Culture preview • Mothers Day (26 March) and Easter (16 April) 	<ul style="list-style-type: none"> • Fish & Chip shop top tips, winner of Fish & Chip Awards • Tea, National Tea Day (21 April) 	<ul style="list-style-type: none"> • Beers and lagers, Beer Day Britain (15 June) • Al fresco dining, barbecues, ice cream 	<ul style="list-style-type: none"> • Burgers • Summer drinks
July	August	September	October	November	December
Editorial deadline: 1st Jun 2017 Advertising deadline: 22nd Jun 2017	Editorial deadline: 4th Jul 2017 Advertising deadline: 21st Jul 2017	Editorial deadline: 1st Aug 2017 Advertising deadline: 22nd Aug 2017	Editorial deadline: 5th Sep 2017 Advertising deadline: 22nd Sept 2017	Editorial deadline: 3rd Oct 2017 Advertising deadline: 24th Oct 2017	Editorial deadline: 1st Nov 2017 Advertising deadline: 21st Nov 2017
<ul style="list-style-type: none"> • Summer specials – food, drink • Schools out – catering for kids during the holidays 	<ul style="list-style-type: none"> • Spirits, cocktails, stocking up for students' Freshers' Week • Moving into autumn 	<ul style="list-style-type: none"> • Eggs • Baking 	<ul style="list-style-type: none"> • Gearing up for Sausage Week, Curry Week & Chocolate Week • Champagne and Sparkling Wines 	<ul style="list-style-type: none"> • Countdown to Christmas: food, drink, menus, planning, top tips 	<ul style="list-style-type: none"> • Christmas and New Year: food, drink, menus, planning, top tips

Editorial Contacts

Editor: Nic Belfrage
T: 01306 868256 E: nic@essentiallycatering.co.uk

Production: David Cannon
T: 01306 868250 E: david@essentiallycatering.co.uk

Editorial contact address:

Essentially Catering, The Creative Team, Albion House, Wathen Road, Dorking, Surrey RH4 1JU

Rate Card

	Single	x3	x6	x9	x12
Online Magazine - Prices are £ per page					
Exclusive Opening Slideshow	£4,000	£3,750	£3,450	£3,100	£2,700
Embed video	£500 per video. Free of charge on a series of 12 ad insertions				
First Double Page Spread	£4,275	£4,025	£3,695	£3,250	£2,975
Double Page Spread (ROP)	£3,700	£3,425	£3,000	£2,550	£2,300
Inside Front Cover	£2,450	£2,300	£2,100	£1,850	£1,700
1st Right Hand Page	£2,200	£2,050	£1,850	£1,600	£1,450
Full Page	£2,000	£1,850	£1,650	£1,400	£1,250
Half Page	£1,300	£1,200	£1,075	£910	£810
Hyperlink in article	£100 per link				
Website Adverts - Prices are £ per advert					
Top Banner Advert Linking to your website: 616px wide x 90px tall/under 60Kb & as small as possible	£500 per month Highly visual horizontal banner situated at the top of the page. Format: JPEG, GIF, PNG or SWF (Flash)				
Side Banner Advert Linking to your website: 301px wide x 172px tall/under 50Kb & as small as possible	£300 per month Highly visual advert situated on the right hand of the page. To be shown in relation with other advertisers, up to a maximum of 6 participants. Format: JPEG, GIF, PNG or SWF (Flash)				

Artwork Sizes	Type area	Trim	Bleed
Inside Front cover DPS	190 x 277	210 x 297	216 x 303
Back cover	190 x 277	210 x 297	216 x 303
Inside Back cover	190 x 277	210 x 297	216 x 303
Double page spread	400 x 277	420 x 297	426 x 303
Full page	190 x 277	210 x 297	216 x 303
Half page landscape	166 x 107	186 x 127	n/a
Half page portrait	70.5 x 239	90.5 x 259	n/a

Sizes in mm width x height

Advertising Contacts

Bestway/Batleys (BB) suppliers

General enquiries
 Rachel Hartwell
T: 020 8453 8309

Catering grocery
 Rachel Hartwell
T: 020 8453 8309

General grocery & HHB
 Zahir Abdullah
T: 020 8453 8435

Confectionery soft drinks, snacks, crisps
 Haleem Sadiq
T: 020 8453 8333

Alcohol
 Roopinder Toor
T: 020 8453 8332

Chilled Foods
 Helen Munro
T: 020 8453 8366

Non Food
 Altaf Khan
T: 020 8453 8394

Frozen
 Adam Tucker
T: 020 8453 8326

Technical specifications

E-mail	production@essentiallycatering.co.uk If larger than 10Mb, please use a file transfer service such as WeTransfer.com or Hightail.
Disc	CD or DVD. Must be supplied at least 7 days prior to copy date. Send to: Essentially Catering, The Creative Team, Albion House, Wathen Road, Dorking, Surrey, RH4 1JU.
Applications	Preferred format is a High Quality Print PDF but we can also accept artwork in Adobe InDesign, Illustrator, High resolution TIF and JPG formats. All fonts and images must be embedded or supplied. Images in RGB format are acceptable. No responsibility for the final appearance of your ad will be accepted.
For further information please contact our Head of Production David Cannon – 01306 868250	
No liability can be accepted for these advertisements as to layout or reproduction from material supplied.	

Please note: This list is subject to change.