

CLH

CATERER LICENSEE HOTELIER
NEWS

CLH

CATERER LICENSEE HOTELIER
DIGITAL

It's not what we do...

...it's what we can do for you.

MEDIA PACK



CLH News a one-stop trade press and digital publication for the independent and small chain groups sector for the hospitality industry.

For over 23 years we have recognised the specific needs and requirements of hospitality businesses and busy hands-on operators, offering:

- ✓ Industry news and practical advice
- ✓ In-depth professional comment
- ✓ A range of suppliers, products and services to enable operators to increase profitability and efficiency
- ✓ Market insight and current trends
- ✓ In-depth tailored features
- ✓ In fact, everything to help a busy operator manage and grow their business!



20,000

copies distributed

bi-monthly
and

24,500

distributed each week

digitally

to

BUYERS

in the independent,
multi-outlet licensed and
catering trade

Including

Managing Directors

Business Owners

Purchasing Managers

including

**ALL MAJOR
central purchasing
departments**

of the UK's

leading pub companies

We put you, your brand, your products and your services in front of sector relevant buyers through multiple routes to market:



DIRECT-MAIL PRESS ADVERTISING



WEEKLY DIGITAL EDITION



WEBSITE ADVERTISING



EMAIL MARKETING



SOCIAL MEDIA MARKETING



TRADE EVENTS

Our aim is to help you by using cross-media marketing to put your clients in front of as many potential buyers as possible.



THE POWER OF PRINT

Print media works! It is still the most trusted advertising medium of all.*
Print media allows for high-level target marketing.

- Advertising in print builds brand, and increases over all campaign effectiveness - it can increase return on investment by up to 3x times, and increase overall effectiveness of an advertising campaign by over five times.
- Print media builds up loyal and long-standing readership, helping to enforce an advertiser's message.
- Print media holds readers attention

*Benchmarking for Newsworks.



“A man who stops advertising to save money is like a man who stops a clock to save time.”

Henry Ford

THE POWER OF DIGITAL

Digital media is an effective way of marketing your business in a highly accessible platform.



WEEKLY DIGITAL EDITION

Distributed to a database of 24,500 opt in industry professional recipients, **CLH Digital** is the only weekly digital title for the hospitality sector.

- ✓ Latest industry news
- ✓ In-depth thought led articles from industry professionals and organisations
- ✓ Comprehensive selection of products and services

...every week



WEBSITE

Our website www.CatererLicensee.com is a dedicated portal for the busy hospitality/licensed trade industry and is updated with news, views, products and professional comment throughout the day, each day.

Businesses can also be listed in our Products & Services section.

DIGITAL NEWSLETTER

Our digital newsletter is emailed out twice weekly to a database of 10,000 opt-in recipients.

Including highlights of all the latest news, products and developments as featured on our website.



EMAIL MARKETING

CLH News can utilise email marketing on your behalf to retain customers and drive repeat business.

We collaborate with you to develop business offers, specials, updates and deals to keep the potential buyer interested and coming back.



SOCIAL MEDIA

We use multiple platforms of social media to keep content frequently updated and respond and engage with consumers on behalf of your business to strengthen the current customer relationship, and to solidify potential ones who want to do business with you.



On average*, each month
our website attracts:-
a total of

147,782

visits
with over

1,335,339

page impressions

equating to each visitor reading

9

pages

Our digital newsletter is
distributed twice-weekly
to approximately:-

24,500

subscribers

*Figures from March 2024 - August 2024

FEATURES



Caterer, Licensee & Hotelier News includes a number of regular editorial features, in addition to informative news items relevant to the industry.

For advertisers we aim to ensure that your message is delivered within the relevant editorial section to ensure the best possible response from our readers.

- CHEFS' BUYERS GUIDE • CLEANING, HYGIENE AND SAFETY • DESIGN AND REFIT • DRINKS • HOSPITALITY TECHNOLOGY
- KITCHEN DESIGN & EQUIPMENT • OUTDOOR SPACES • PRODUCTS & SERVICES • PROPERTY AND PROFESSIONAL

In addition, we also run specialist features focusing on particular areas. The upcoming features are as follows:

FEBRUARY / MARCH 2025

BEVERAGE SYSTEMS
CRAFT BEERS
ENERGY SOLUTIONS
LAUNDRY SOLUTIONS
MICROWAVE, COMBI, AND
CONVECTION OVENS
SPIRITS, COCKTAILS &
MIXERS

APRIL / MAY 2025

BREAKFAST IDEAS
DRINKS DISPENSE
FOOD SAFETY &
TEMPERATURE MONITORING
GUEST ROOM SUPPLIES
SNACK & CONVENIENCE
FOODS
UNIFORMS & WORKWEAR
WAREWASHING

JUNE / JULY 2025

AFTERNOON TEA WEEK
BAR & CELLAR EQUIPMENT
CIDER REPORT
FISH & SEAFOOD
SOFT DRINKS, MIXERS &
MINERAL WATERS
WASTE MANAGEMENT &
GREASE MANAGEMENT

AUGUST / SEPTEMBER 2025

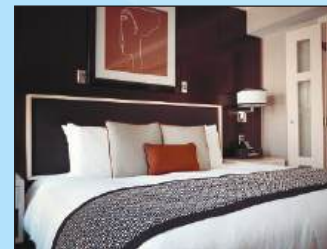
EDUCATION & TRAINING
FOOD SAFETY &
TEMPERATURE MONITORING
LAUNDRY SOLUTIONS
PREMIUM BEERS & LAGERS
REFRIGERATION
WASHROOM HYGIENE

OCTOBER / NOVEMBER 2025

BAR & CELLAR EQUIPMENT
ENERGY SOLUTIONS
FESTIVE ORDERING
HALLOWEEN & BONFIRE
NIGHT
HOSPITALITY TV
SPIRITS, COCKTAILS & MIXER

DECEMBER 2025 / JANUARY 2026

COMMERCIAL INSURANCE
DRINKS DISPENSE
DRY JANUARY
EDUCATION & TRAINING
FOOD SAFETY &
TEMPERATURE MONITORING
UNIFORMS & WORKWEAR



PRINT & DIGITAL EDITION ADVERTISING RATES

| | |
|---|-------|
| Full page (274mm wide x 370mm tall) | £2200 |
| Half page (274mm wide x 170mm tall or 135mm wide x 370mm tall) | £1220 |
| Quarter page (135mm wide x 170mm tall) | £630 |
| Advertorial charge (100-250 words) | £150 |

Series discount: 10% off on 6 insertions

Options including tailored supplements, wraps and spreads are available on request

INSERT RATES

Price per Thousand on Application

- All inserts will be weighed prior to insertion.
- Inserts must be supplied folded, to a maximum size of A4.
- Payment may be requested in advance (Subject to RBC's discretion).
- Inserts can be distributed to single areas if required.



VAT: All prices exclude VAT at standard rate

WEB ADVERTISING RATES

| | |
|---|--|
| Banner on Front Page of Website (580px wide x 80px tall) | £450 for 3 months £900 for 6 months £1600 for 12 months |
| Button Advert on sidebar on every page of website (125px square) | £450 for 3 months £900 for 6 months £1600 for 12 months |
| Sidebar advert on every page of website (300px wide x 125px tall) | £800 for 3 months £1500 for 6 months £2500 for 12 months |
| Product and Services News Entry | £300 for 3 months £500 for 6 months £900 for 12 months |

E-NEWSLETTER ADVERTISING

Costs quoted are for a four week period, sending 2 e-newsletters a week (8 in total) to approx 20,000 subscribers

| | |
|--|------|
| Banner (80px high x 580px wide) | £500 |
| Button Advert (125px square) | £400 |
| Product News entry, linking to full entry on website | £300 |

COMBINED ADVERTISING

(4 week period on both website and newsletter)

| | |
|---------------------------------|------|
| Banner (80px high x 580px wide) | £650 |
| Button Advert (125px square) | £500 |

DEDICATED E-SHOT

Sending to approx 20,000 subscribers.

Price on Application

CONTACTS

EDITOR: Peter Adams
editor@catererlicensee.com

SALES EXECUTIVES: Guy Stephenson
guy@catererlicensee.com
David Bartlett
dave@catererlicensee.com

PRODUCTION MANAGER: Matthew Noades
production@catererlicensee.com

PUBLISHED BY

RBC Publishing Ltd
3 Carlton Mount
2 Cranborne Road
Bournemouth
Dorset BH2 5BR

TELEPHONE: 01202 552333

EMAIL: sales@catererlicensee.com

WEBSITE: www.catererlicensee.com



Follow us on Twitter:
@CLHNews



Follow us on Facebook:
CLHNews



Follow us on Instagram:
CLHNews