



CARE HOME CATERING MEDIA PACK 2020

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H₂O
Publishing



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Care Home Catering is the only publication in the UK solely dedicated to the provision of food and nutrition for the elderly in this sector.

Each quarterly issue is packed with a wealth of information addressing the challenges faced by this demanding sector.

Editions include the latest industry news, in-depth interviews and case studies, articles on menu planning, meal solutions and much more. Readers will also gain exclusive insight from contributions from key organisations such as the National Association of Care Catering (NACC).

carehome
CATERING



CIRCULATION & AUDIENCE

CARE HOMES HAVE AN ESTIMATED FOOD SPEND OF OVER £500M P/A



PRINT CIRCULATION

TOTAL: 5,319



WEBSITE

MONTHLY VISITORS: 989

MONTHLY PAGE VIEWS: 2,113



DIGITAL CIRCULATION

TOTAL: 10,667



AUDIENCE

Each quarter, a total of 15,986 copies of Care Home Catering are distributed to named senior decision makers across UK care home groups and independents with over 35 beds. Our reach extends to group HQ senior directors, buyers, central catering management contacts and the autonomous group owned sites.

OPERATION TYPES	COMPANIES	CONTACTS
Care Home Group HQ	362	481
Autonomous Independent & Group Owned Sites with 35+ beds	4,533	4,533
Contract Caterers	23	53
Hospices	252	252
PRINT COPIES		5,319
DIGITAL COPIES		10,667
TOTAL		15,986



PRINT THE MAGAZINE



4

ISSUES PER YEAR

CIRCULATION

5,319

CARE HOME CATERING IS THE ONLY PUBLICATION IN THE UK TO FOCUS SOLELY ON THIS KEY ASPECT OF CARE HOME OPERATIONS

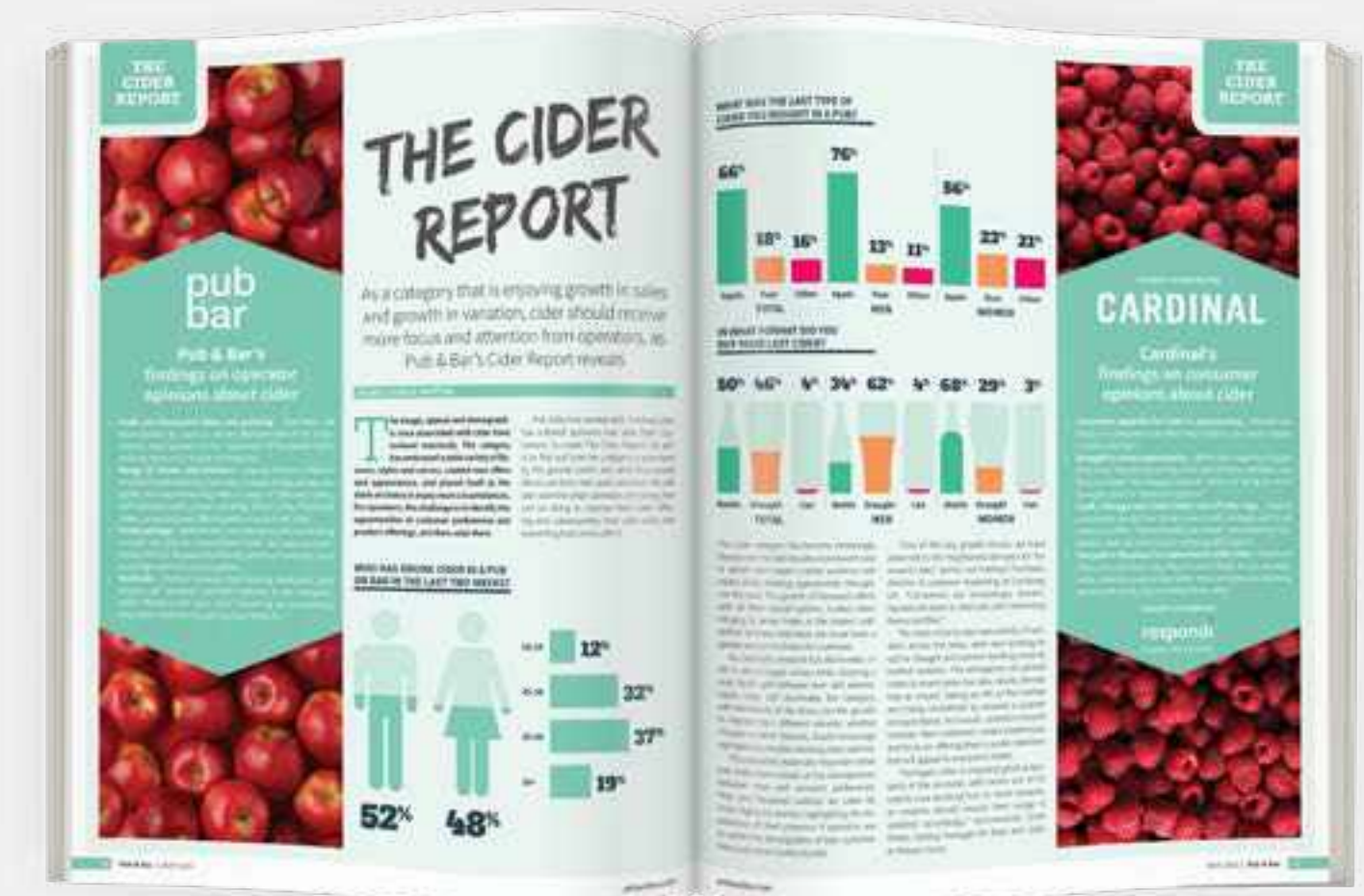
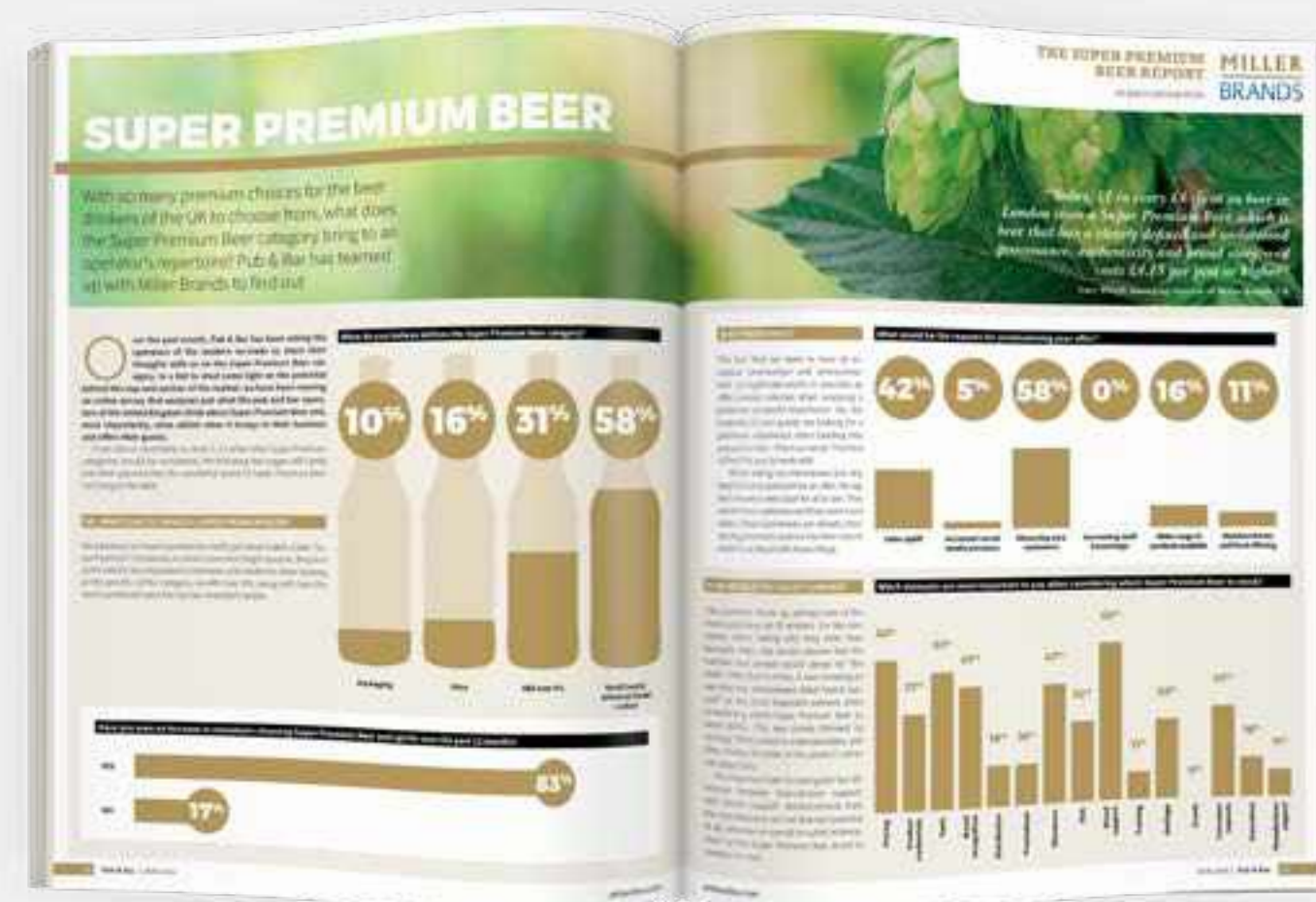


HIGH IMPACT CREATIVES ENHANCING YOUR PRESENCE

FALSE FRONT COVER

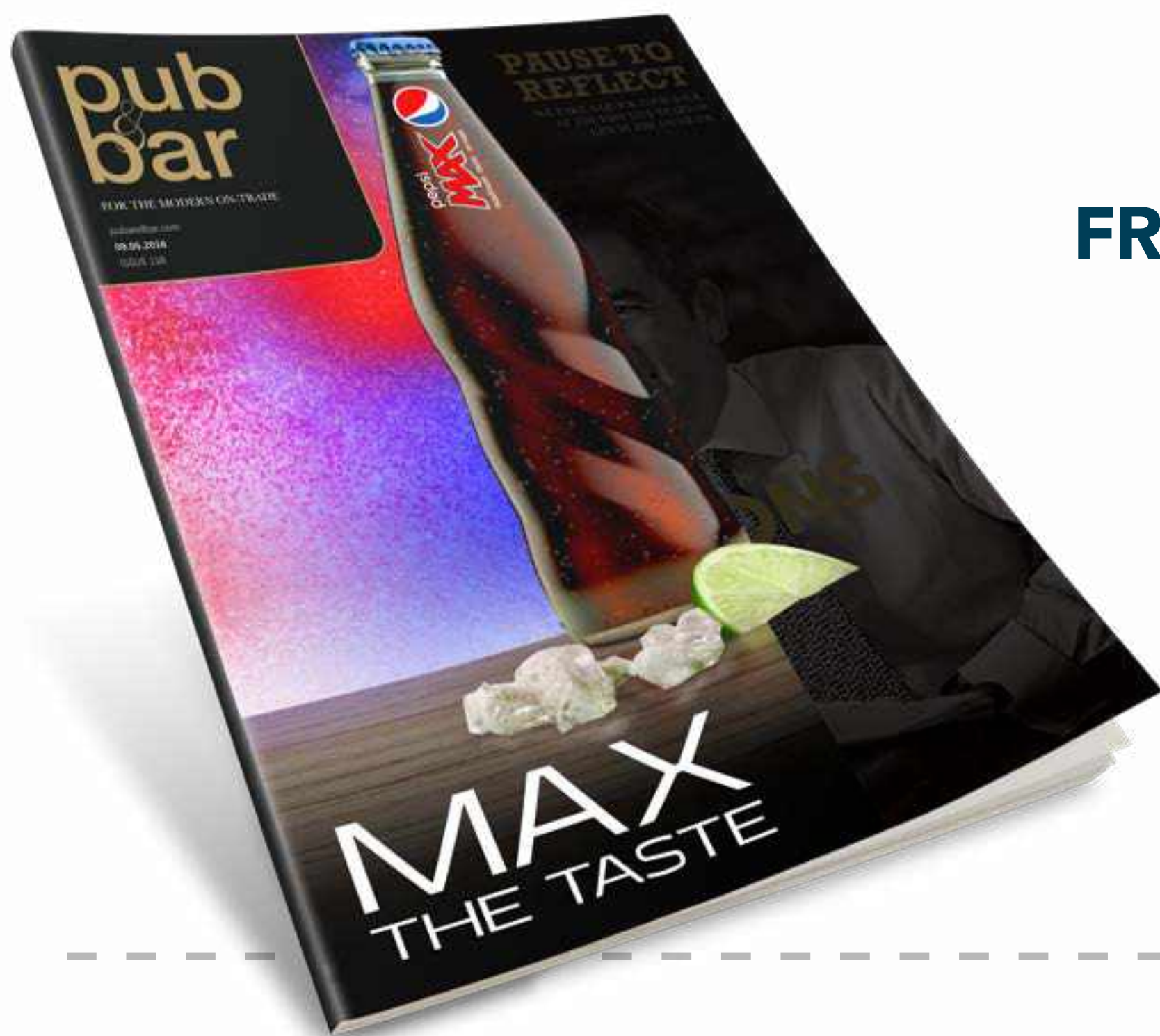


SHARE YOUR INDUSTRY REPORTS - EXAMPLES SHOWN FROM PUB & BAR MAGAZINE





HIGH IMPACT CREATIVES



DIE CUT FRONT COVER



MEGA WRAP

A2 double side wrap. Carries the magazine then folds out into an A2 poster



CARRIER CARD

First thing a reader will see when the magazine is delivered. Holds an A5 advert

BOOK ENDS





HIGH IMPACT CREATIVES

CONTACT US FOR MORE OPTIONS

ADVERTORIALS



ROLL FOLD

FOUR PAGE COVER WRAP

BRANDED POLYWRAP

GATE FOLD

BELLY BAND

BARN DOOR

TIP ON

TEASER STRIP

TEXTURE FOIL FINISHES

BOUND IN PRE-PRINTS



DIGITAL



DIGITAL
CIRCULATION
10,667



www.carehomecatering.co.uk

[@CareHmCatering](https://twitter.com/CareHmCatering)

AVERAGE VISITORS
PER MONTH

989

AVERAGE PAGE VIEWS
PER MONTH

2,113

CURRENT
FOLLOWERS

1,000+





DIRECT MARKETING

DIRECT MAIL

- Anything from a flat mailer to a premium 3D mailer
- Unique enhancements to ensure your mailer is seen and read

PRODUCT SAMPLER

- Put your product in the hands of buyers
- FREE follow up service to measure ROI

MARKET REPORT BUILDER

- Bespoke research to answer your questions
- Broadcast your research across print and digital with an editorial write up in one of our titles
- Email broadcast the report to 5,000 recipients
- You'll receive a PDF report & a printed 8 page report

TELEMARKETING

Generating Appointments

- Generate appointments for face to face buyer meetings
- We'll introduce you with a mailer and then follow up
- Foodservice specialist telemarketers

Telesales

- Introduce simple hook offers and price deals
- We'll work with your key target market
- Successful campaigns have shown 52% conversion rate

Research

- Fast, accurate information with all your questions answered
- A summary report
- Fixed price, guaranteed results

EMAIL MARKETING

- Reach our database of over 10,000 contacts
- Industry-leading broadcast system
- Detailed reporting
- Re-mail service
- FREE design service and advice to increase performance





EVENTS



- The success of the previous Care Home Catering Forums have now expanded into the Healthcare sector. The new Care Home and Hospital Catering Forum provides a day full of insight for care home caterers and hospital caterers across the UK.
- The one-day event shares key knowledge from experts across these sectors through engaging talks, presentations and cooking demonstrations.
- A dedicated exhibition is run alongside the development sessions. This enables suppliers to showcase their latest products to key decision makers across groups and independents.



- The awards will seek to recognise and reward best practice in developing person-centered nutritional care.
- The awards are open to catering managers, chefs and kitchen teams working throughout the residential care sector.
- We invite entries across 4 categories; Independent Care Home Caterer of the Year, Group Care Home Caterer of the Year, Catering team of the Year and The Above & Beyond Special Award.



TESTIMONIALS

ADVERTISERS AND READERS

"It's a really good read. The magazine tells you a lot about what's going on in different care homes in terms of nutrition and hydration, and it's full of best practice hints and tips."

DEAN HAFFENDEN
DINING SERVICES COORDINATOR
SUNRISE OF EASTBOURNE

"Care Home Catering magazine gives me an insight into what's going on in the UK across the care sector. Sharing information is important in this industry, especially to chefs."

OLIVER SMITH
HEAD CHEF
WETHERBY MANOR

"Care Home Catering magazine always includes a mix of relevant and up to date articles about the sector. Featuring latest news and best practices it's an essential read for caterers and care providers alike."

PRESTON WALKER
KITCHEN MANAGER/DIRECTOR
OAK HOUSE RESIDENTIAL CARE HOME

"When we are looking to target the care home sector, Care Home Catering magazine from H2O offers a cost effective and targeted tool to help engage at both head office and at site level."

SUSAN BOLAM
CLIENT SERVICES DIRECTOR
JELLYBEAN CREATIVE

"I really look forward to receiving my copy of Care Home Catering. It's good to see a magazine that concentrates solely on the nutrition side of the care sector, as this is so important for assisting in the promotion of health and well-being of our elderly population. It is a very informative and up to date publication."

SUE CAWTHRAY
CHIEF EXECUTIVE
HARROGATE NEIGHBOURS
HOUSING ASSOCIATION



Care Home Catering Magazine is one of **thirteen** industry leading foodservice titles produced by **H2O Publishing**.

We provide engaging and trusted editorial across a range of key verticals including; education, hospitals, restaurants, contract catering and many more.

As well as publishing and direct marketing, our expertise also lies in creating, promoting and managing a number of significant industry events throughout the year, including; awards ceremonies, forums, exhibitions and conferences.

H2O Publishing is an established authority within the sectors it serves and strives to stay ahead of the curve with the services it provides.



FEATURES LIST

CARE HOME CATERING 2020



WINTER

AD DEADLINE: 09/11/20

PRINT: 16/11/20

Features

- Special Diets
- Afternoon Tea
- Energy Saving Catering Equipment
- Breakfast (Food & Drink)
- Dairy & Dairy Alternatives



RATE CARD

PRINT 2020

FALSE FRONT COVER

£6,500

DOUBLE PAGE SPREAD

£3,950

FULL PAGE

£2,500

HALF PAGE

£1,650

THIRD PAGE

£1,250

QUARTER PAGE

£950

BELLYBAND

£8,000

DIE CUT FALSE FRONT

£9,000

PREMIER SUPPLIERS
PACKAGE

£7,500



RATE CARD

DIGITAL 2020

WEB RATES:

SINGLE BUTTON

SUPER BUTTON/MPU

BANNER

SKYSCRAPER

1 MONTH

£500

£750

£1,000

£1,500

3 MONTHS

£1,000

£1,000

£1,750

£2,500

6 MONTHS

£1,500

£1,500

£2,500

£3,500



TECHNICAL SPECIFICATIONS

MAGAZINE SET TO A4
210mm X 297mm

All page information, including images, EPS and text should be:
SUPPLIED ONLY IN CMYK MODE, NOT RGB.

No Pantone colours or 5th colour specials to be used.

No colour profiles saved within image – i.e. colour management or ICC profiles.



WHOLE PAGE

Bleed: H = 303 mm x W = 216mm

Trim: H = 297 mm x W = 210 mm

Type: H = 268 mm x W = 196 mm

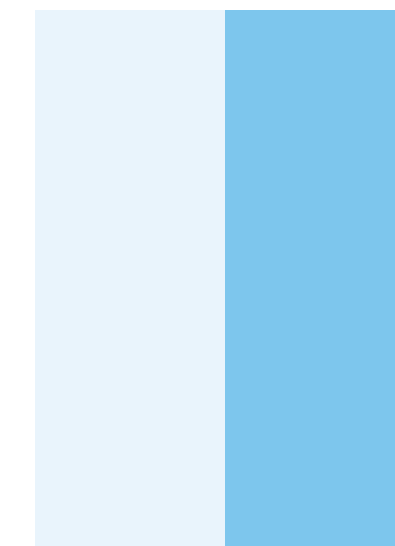


DPS PAGE

Bleed: H = 303 mm x W = 426 mm

Trim: H = 297 mm x W = 420 mm

Type: H = 268 mm x W = 396 mm



1/2 PAGE VERTICAL

Bleed: H = 303 mm x W = 111 mm

Trim: H = 297 mm x W = 105 mm

Type: H = 268 mm x W = 91 mm

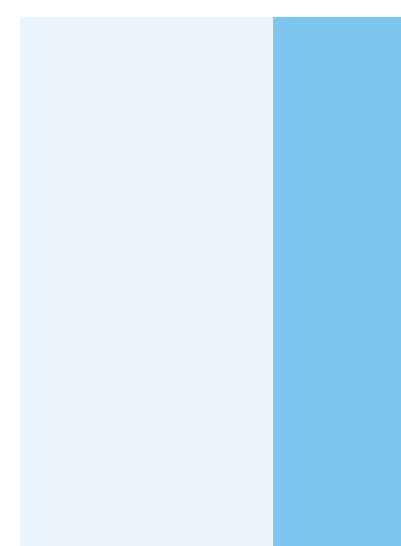


1/2 PAGE HORIZONTAL

Bleed: H = 154.5 mm x W = 216 mm

Trim: H = 148.5 mm x W = 210 mm

Type: H = 134 mm x W = 186 mm

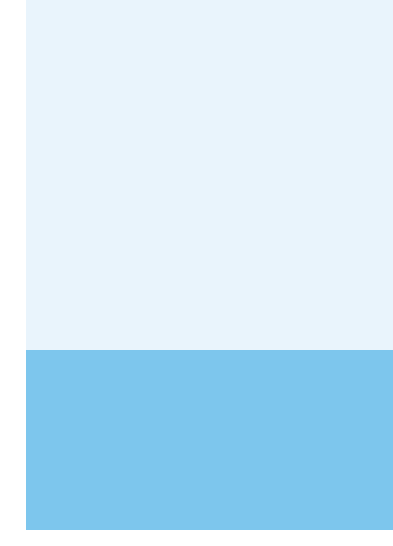


1/3 PAGE VERTICAL

Bleed: H = 303 mm x W = 76 mm

Trim: H = 297 mm x W = 70 mm

Type: H = 287 mm x W = 60 mm

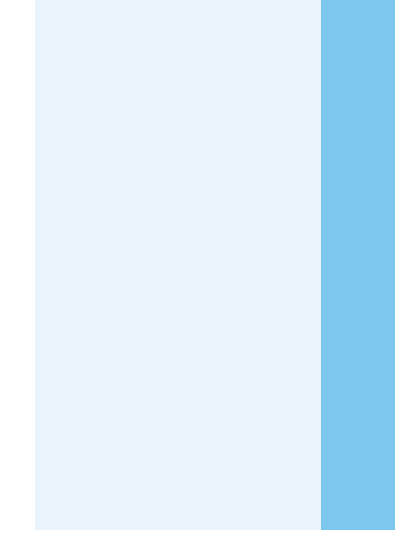


1/3 PAGE HORIZONTAL

Bleed: H = 101 mm x W = 216 mm

Trim: H = 95 mm x W = 210 mm

Type: H = 79 mm x W = 190 mm



1/4 PAGE VERTICAL

Bleed: H = 303 mm x W = 49 mm

Trim: H = 297 mm x W = 43 mm

Type: H = 268 mm x W = 37 mm

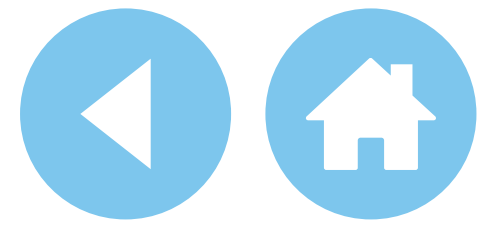


1/4 PAGE HORIZONTAL

Bleed: H = 80 mm x W = 216 mm

Trim: H = 74 mm x W = 210 mm

Type: H = 67 mm x W = 186 mm



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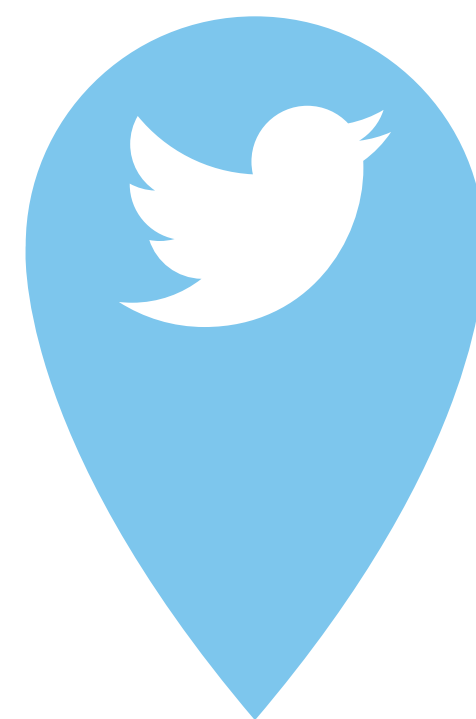
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