

Caterer

Middle East

About the magazine

Caterer Middle East, the region's leading food and beverage management title, is a must-read among the Middle East's F&B professionals—including executive chefs, F&B directors, brand owners, outlet managers and sommeliers.

Caterer has an BPA Average Qualified Circulation of 7,089 copies per month and is read by more than 28,732* foodservice professionals.

Each month, the magazine serves up news, interviews and industry roundtables along with cutting-edge insights into the latest culinary trends, training techniques and must-have products — all of which assist



readers in staying one step ahead in this competitive marketplace.

As the Middle East strives to build a reputation as a culinary destination, a host of international celebrity chefs and brands are coming onto the scene, while an increasing number of hotels and malls are wowing consumers with destination restaurants and unique new dining concepts.

Thanks to *Caterer Middle East*, the region's foodservice professionals are able to keep up-to-date with precisely the knowledge they need to succeed in this ultra-competitive and fast-paced foodservice environment.



• BPA Average Qualified Circulation of 7089 copies per month (BPA statement Jan-June 2009)
Monthly Readership of 28,732* *publishers own data

www.hoteliermiddleeast.com/f&b

Figures

Read by an audience of 28,732 per month, *Caterer Middle East* has a monthly audited circulation of 7,089 copies.

Key geographic distribution areas include the United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman and Egypt.

Readers include outlet owners and developers, hotel managers, F&B managers, designers, human resource managers and recruitment agencies.

Results from the ITP Business Readership Survey July-December 2008 show more than

90% of readers consider the editorial content to be good or excellent, with more than 37% of subscribers having their copy read by five people or more. The survey showed 81% considered *Caterer Middle East* superior to similar publications within the sector for this region.

90% of readers consider the editorial content to be good or excellent

98% of readers have used the magazine to make purchasing decisions for their outlet

Supplements • Branded events • Market surveys • Industry awards

Testimonials

"*Caterer* magazine has grown to become an essential communication tool within the Middle East food and beverage industry. As a chef and as a hotelier, I find the magazine such a great informative package, connecting hoteliers, chefs, F&B individuals and suppliers all together. The magazine is yet a great support factor outlining the essence of our industry."

Uwe Micheel, director of kitchens at Radisson Blu Hotel, Dubai Deira Creek and president of the Emirates Culinary Guild

"*Caterer Middle East* fulfills an essential function of communication in the region. As a train-

ing provider, I believe it is essential that the profile of the catering industry is raised as often as possible — and in a quality format which serves to enthuse those young people coming into the business. *Caterer* not only accomplishes this, but also provides the latest information on a vast array of topics and serves as an essential reference guide to many caterers."

Robert MacLean, principle, National Hospitality Institute, Oman

"As a relatively new hotelier in Dubai, it was essential for me to get connected to the hospitality industry quickly and effectively. *Caterer* is a

quality magazine that delivers on this and has earned my trust since I began reading it."

Kevin Wills, director of F&B, JW Marriott Dubai

"*Caterer* is a reliable resource for the F&B industry in the Middle East. The reporting is always up-to-date and on relevant topics, plus the magazine is not afraid to share constructive criticism of the industry, as well as praise for heroes of our profession. Furthermore, the *Caterer* homepage acts as my daily resource for hospitality news updates."

Felix Hartmann, outlet manager — Al Iwan Restaurant and Sahn Eddar Lounge, Burj Al Arab

Caterer Middle East is part of the ITP Business Hospitality and Leisure Group

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Editorial calendar

	January	February	March	April	May	June
Roundtable	Suppliers	Chain outlets	Menu development	Staff training	Health & safety	Recruitment
Industry insight	Brand plans/expansion	Gulfood	Food costs	Al fresco dining	Hotel F&B	Health food
Ingredient	Frozen foods	Meat	Seafood	Bakery & pastry	Middle Eastern cuisine	Pork
F&B essentials	Buffetware	Cleaning supplies	Staff uniforms	Outdoor furniture	Bakery equipment	Fridges & freezers
Product showcase	Bar equipment	Ordering systems	Crockery	Barbeque equipment	Blending equipment	Coffee machines
<i>Special focus</i>		<i>Gulfood issue</i>		<i>Outdoor issue</i>	<i>Hotel Show issue</i>	

	July	August	September	October	November	December
Roundtable	Competitions	Beverages	Restaurant design	Marketing	Customer service	Sommelier
Industry insight	Gastro-art	Ramadan	Refurbishments	Dining décor	Festive food	Catering for kids
Ingredient	Dairy	Chocolate	Fruit & veg	Organic	Exotic meats	Desserts
F&B essentials	Events catering equipment	Tea & coffee	Indoor furniture	Hygiene	Tableware	Lighting
Product showcase	Cutlery	Linens	Lighting	Knives	Ovens	Chefs' festive wish-list
<i>Special focus</i>			<i>Interiors issue</i>			

Magazine advertising rates

Position	Specifications	Single issue price (per insertion)	Six series (10% discount) (per insertion)	Twelve series (15% discount) (per insertion)
Inside front cover	205 x 275 mm	AED 24,230	AED 21,800	AED 20,500
Inside back cover	205 x 275 mm	AED 22,610	AED 20,350	AED 19,200
Outside back cover	205 x 275 mm	AED 27,000	AED 24,300	AED 23,000
Full Page ROP	205 x 275 mm	AED 19,990	AED 17,990	AED 16,500
Full Page 1 st RH	205 x 275 mm	AED 26,250	AED 23,600	AED 22,250
Double page spread	410 x 275 mm	AED 34,700	AED 31,260	AED 29,000
Half Page Horizontal	180 x 115 mm	AED 12,800	AED 11,500	AED 10,900
1/4 Page	180 x 57 mm	AED 10,200	AED 9,150	AED 8,600

Creative options including False Front Cover, Tailored Supplements, Magazine Wraps (Belly Bands) and Front Cover Gate Folds available on request.

eNewsletter

Name	Format	Dimensions	File size	Single issue (Per insertion)	Six series (Per insertion)	Twelve series (Per insertion)	Twenty four series (Per insertion)
Sponsorship Banner	GIF, JPEG	645px X 200px	40 KB	AED 12,852	AED 11,570	AED 10,925	AED 9,640
Marquee Banner	GIF, JPEG	468px X 60px	20 KB	AED 7,344	AED 6,610	AED 6,245	AED 5,510
Square Button	GIF, JPEG	120px X 120px	15 KB	AED 3,672	AED 4,960	AED 4,685	AED 4,135
Vertical Banner	GIF, JPEG	120px X 240px	25 KB	AED 4,590	AED 4,131	AED 3,915	AED 3,455
Emailshots	GIF, JPEG	Up to 750px	100 KB	AED 995 CPM			

HotellerMiddleEast.com Advertising rates on request

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About ITP Business

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