

## SERVING THE REGION'S CATERING PROFESSIONALS



*Middle East*  
**Caterer**

**MEDIA PACK 2017**

*Stat attack*

5,655

BPA Average  
Qualified Circulation  
(Jan-June 2016)

6,483\*

Total Circulation

23,227\*

Print & Digital  
Readership

400

*Caterer Middle  
East Awards 2016  
attendees*

*print advertising*



**C**aterer Middle East is the region's flagship food and beverage management title, and an essential read for industry professionals, including executive chefs, F&B directors, brand owners, outlet managers, sommeliers and F&B franchisees.

Each monthly issue serves up the best news, interviews, analysis and insights into the latest F&B trends, training techniques and products. The magazine features casual standalone outlets, hotel-managed outlets and catering businesses alongside fine dining hotel operations located across the Middle East.

Caterer Middle East helps readers stay ahead in a fiercely competitive marketplace, focusing on best practice and championing core industry issues. The magazine generates exclusive content through the Caterer Middle East Head Chef Survey and roundtables, and keeps its readers up-to-date on industry developments.

## \* PRINT BENEFITS

Advertising in *Caterer Middle East* magazine offers numerous benefits:

### *Targeted audience*

*Caterer Middle East* is the only BPA-audited publication in the food & beverage industry in the Middle East. As a subscription-only magazine, it reaches key influencers such as F&B directors, executive chefs, independent restaurateurs, and vice-presidents of hotels' F&B, responsible for purchasing or recommending services and products.

### *Measurable results*

97% of our readers have at some point used *Caterer Middle East* to make purchasing decisions based on its editorial and advertising content.

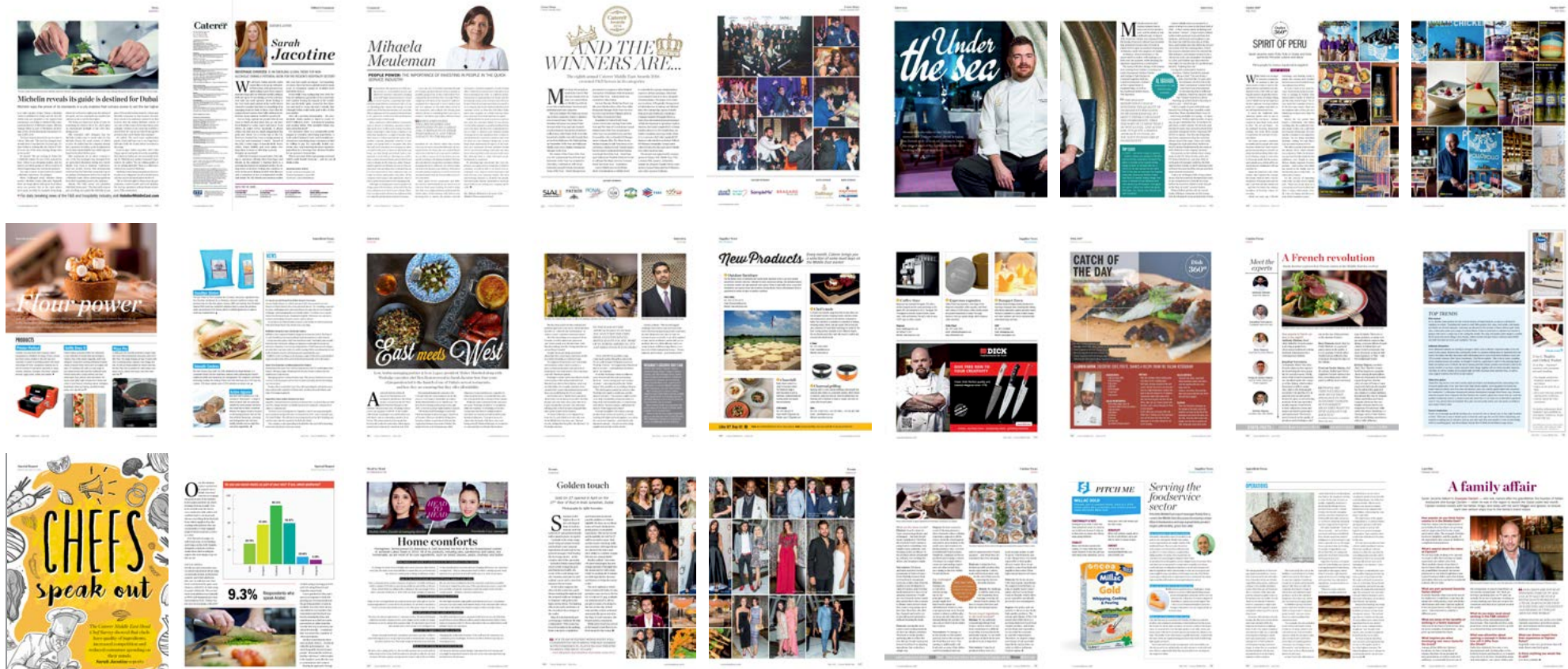
### *Portfolio opportunities*

*Caterer Middle East* offers a suite of high quality focused content platforms, which includes a monthly magazine, a well-established website, a sector-specific conference and an annual awards event.

### *Advertising Flexibility*

Advertisers are offered tailored packages with flexible options; choose between standard product adverts, or our newly launched "Brand View" advertising. Other avenues of exposure are also available, such as sponsorship, advertorials, bespoke reprints, insertions, and managed events.





CONTENTS

# Caterer Middle East FEATURES THE FOLLOWING IN EACH ISSUE

- NEWS**

Breaking news, industry exclusives and news analysis are covered at the front. A separate news section for supply-side companies is also featured in the title.
- COMMENT**

Single page opinion pieces, which are written by key voices in the regional F&B industry, discuss current and topical issues and are informative in nature.
- INTERVIEW**

In-depth and revealing interviews with chefs, F&B directors, restaurant managers, bartenders, owners and more are featured in the magazine every month.
- BURNING ISSUE**

In-depth analysis on an issue/trend on the F&B industry in the region is talking about – from special diets to food safety, from sustainability to rising food costs.
- CUISINE FOCUS**

Focus on a specific type of cuisine, which details its popularity in the region, its trends, supplier issues, challenges faced, future prospects and more.
- OUTLET 360°**

Outstanding restaurant designs showcased with both the FoH and BoH covered. Outlets featured are either new or have been recently refurbished.
- DISH 360°**

Chefs reveal recipes for their favourite dishes, detailing the ingredients used and their suppliers, with breathtaking photography for the dish of the month.
- INGREDIENTS**

A detailed report on the ingredient of the month. Chefs will learn about the latest industry news and how to deal with operational challenges with the products.
- CAREERS**

Announcing new appointments in the F&B industry, and highlighting one new hire every month to find out what he/she plans to do in their new position.
- PRODUCTS**

Showcasing new product launches every month, plus a special focus on a particular product type, for example knives, ovens, flatware and more.

*Stat attack*

**505,059**

BPA average page impressions per month (Jan-June 2016)

**136,816**

Average unique users per month (Jan-June 2016)

**01:58**

Average user session duration (Jan-June 2016)

**177,969**

Average user sessions per month (Jan-June 2016)

**11,957**

eNewsletter recipients

*online advertising*

The screenshot shows the HotellerMiddleEast.com website interface. At the top, there's a navigation bar with categories like 'FOR YOU', 'F&B', 'LEISURE', 'BUSINESS', 'PEOPLE', 'OPINION', 'SUPPLIERS', 'PROMOTIONS', 'PHOTOS', 'VIDEOS', 'REPORTS', and 'Hoteller'. Below the navigation, there are several news articles with images and headlines. For example, 'Chefs call on Michelin to award stars in Dubai', 'Standardised hotel water consumption tool debuts', 'Qatar Airways increases flights to Riyadh by 40%', 'Dubai Festival City Mail undergoes US invasion', 'Dubai Tourism launches new UK marketing campaign', 'Hyatt Regency Dubai Creek Heights donates US\$1,000', and 'Hoteller Middle East Housing Report 2016'. There are also sections for 'EDITOR'S CHOICE' and 'REPORTS'.

**H**otellerMiddleEast.com is the region's first dedicated hospitality industry web portal, with a dedicated section targeting the food & beverage industry. This is updated daily with news about the industry, ranging from new openings, appointments in the region, signings, F&B supplier updates and more. By advertising on the website and the bi-weekly *Caterer Middle East*-branded eNewsletter, organisations can communicate information about their company, products, services and promotions to highly-targeted F&B industry professionals working in the Middle East.

As online advertising continues to grow, why not combine your marketing between print and online?

**\* ONLINE BENEFITS**

Advertising on *HotellerMiddleEast.com* offers numerous benefits:

*Credibility*

*HotellerMiddleEast.com* is the region's most respected hospitality website. Over the past six years it has become a trusted source of news for hospitality industry professionals with an average of nearly 137,000 unique users and more than 500,000 pages views monthly.

*Targeting*

Guaranteed reach to a niche audience due to the website's sector-specific nature and the controlled eNewsletters' circulation. The site also offers the opportunity for contextual targeting and geo-targeting.

*Measurability*

Digital advertising includes performance reports of how visitors are responding to campaigns, along with optimisation opportunities.

*Creative executions*

Artwork can be rich and innovative, resulting in a high impact. Micro-sites and lead generation options via competitions and special offers can also be created with data capture and results generation.

*Interactivity*

Online campaigns take place in real-time and allow visitors to interact with your brand and take advantage of your company's offers and promotions.

# READERSHIP BREAKDOWN & FEATURES LIST 2017

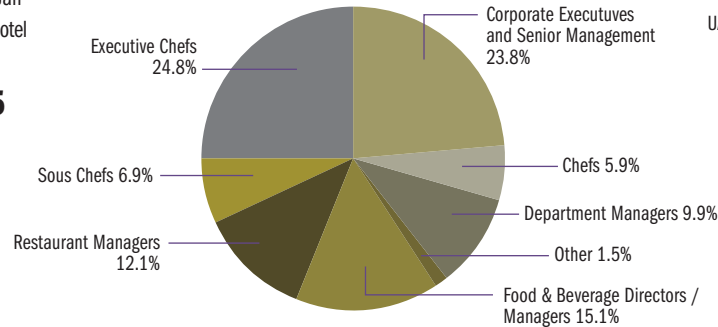
Read by an audience of **23,227**, *Caterer Middle East* has a BPA Average Qualified Circulation of **5,655 copies per month** (BPA statement Jan-June 2016) going directly to the following fields: hotels, resorts, catering firms, hotel suppliers, restaurants and bars, and property management.

**BPA Average Qualified Circulation of 5,655 copies per month** (BPA statement Jan-June 2016)

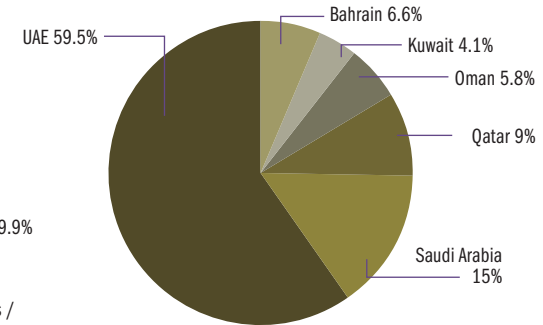
Monthly readership (Print & Digital) of **23,227**



BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION – MAY 2016 ISSUE



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION – MAY 2016 ISSUE



	January	February	March	April	May	June
SPECIAL REPORT		Gulfood preview		· Caterer Food & Business Conference review · Gulfood review	Caterer Middle East Awards shortlist	<i>Caterer Middle East Salary Survey</i>
CUISINE FOCUS	Chinese	MENA	Italian	Japanese	Steak	French
INGREDIENT FOCUS	Cheese	Meat and poultry	Coffee	Pastry	Chocolate	Tea
PRODUCT FOCUS	Frozen foods	Uniforms	Fridge/freezers	Tableware	Outdoor furniture	Cutlery
IN SEASON	Carrots/artichokes	Strawberries/pumpkins	Eggplant/peppers	Watermelon/cauliflower	Sour plums/cherries	Apricots/asparagus
SUPPLEMENT				Annual tableware supplement		
CONFERENCES/SHOWS/EVENTS		Gulfood	· Caterer Middle East: Food & Business Conference		Caterer Middle East Awards	
	July	August	September	October	November	December
SPECIAL REPORT	Caterer Middle East Awards Winners		<i>Caterer Middle East Head Chef Survey</i>			Power List
CUISINE FOCUS	American	Thai	Mexican	Indian	African	British
INGREDIENT FOCUS	Bakery	Water	Desserts	Dairy	Fish and seafood	Biscuits/nibbles
PRODUCT FOCUS	Sauces, syrups and stocks	Refrigeration	Ovens	Kitchen Gadgets	Bar equipment	Tableware/linens
IN SEASON	Mangoes/Zucchini	Figs/peaches/tomatoes	Pomegranates/plums	Olives/sweet potatoes/mussels	Oranges/beetroot/mushrooms	Clementines/avocados
SUPPLEMENT	Annual coffee supplement		Annual kitchen supplement			Annual DRINK Supplement
CONFERENCES/SHOWS/EVENTS			· Hotelier Great GM Debate · Dubai International Hospitality Week: The Hotel Show, SFF, Seafex, Yummex, Future Food Live	· Hotelier Middle East Awards · Host Milano 2017	· Gulfood Manufacturing · To The Table MEA	· SIAL Middle East

EVERY ISSUE: New openings, Outlet360, Dish360, appointments, case studies, industry interviews and analysis, beverage news, supplier news, new products

*This features list is subject to change at the editor's discretion.*



**RATE CARD**



# PRINT AND ONLINE ADVERTISING RATES

**RATE CARD FOR CATERER MIDDLE EAST**

(3.672 AED = US \$1)

POSITION	SPECIFICATIONS	SINGLE ISSUE price per insertion	SIX SERIES (10% discount) per insertion	TWELVE SERIES (15% discount) per insertion
<b>PRIME POSITIONS</b>				
Inside Front Cover	205 X 275 MM	AED 33,651 (US\$9,169)	AED 26,328 (US\$7,170)	AED 28,600 (US\$7,793)
Inside Back Cover	205 X 275 MM	AED 31,345 (US\$8,541)	AED 24,532 (US\$6,681)	AED 26,632 (US\$7,256)
Outside Back Cover	205 X 275 MM	AED 37,463 (US\$10,208)	AED 29,324 (US\$7,986)	AED 31,830 (US\$8,673)
Double Page Spread	410 X 275 MM	AED 48,270 (US\$13,152)	AED 37,770 (US\$10,286)	AED 41,032 (US\$11,180)
1/2 page DPS	410 X 115 MM	AED 22,967 (US\$6,258)	AED 17,768 (US\$4,838)	AED 19,521 (US\$5,319)
<b>STANDARD ADVERTISING</b>				
Full Page ROP	205 X 275 MM	AED 27,751 (US\$7,561)	AED 24,981 (US\$6,806)	AED 23,575 (US\$6,423)
Full Page 1st RHP	205 X 275 MM	AED 36,421 (US\$9,924)	AED 32,777 (US\$8,931)	AED 30,956 (US\$8,435)
Half Page Horizontal	180 X 115 MM	AED 17,773 (US\$4,842)	AED 15,999 (US\$4,359)	AED 15,100 (US\$4,114)
Half Page Vertical	88 X 255 MM	AED 17,773 (US\$4,842)	AED 15,999 (US\$4,359)	AED 15,100 (US\$4,114)
Quarter Page Horizontal	180 X 57 MM	AED 12,891 (US\$3,512)	AED 11,603 (US\$3,161)	AED 10,949 (US\$2,983)
Quarter Page Vertical	44 X 255 MM	AED 12,891 (US\$3,512)	AED 11,603 (US\$3,161)	AED 10,949 (US\$2,983)
Quarter Page Regular	88 X 128 MM	AED 12,891 (US\$3,512)	AED 11,603 (US\$3,161)	AED 10,949 (US\$2,983)

Creative options including cover flaps, tailored supplements, magazine wraps, bookmarks and front cover gate folds are available on request

**RATE CARD FOR WWW.HOTELIERMIDDLEEAST.COM**

NAME	DIMENSIONS	FILE SIZE	CPM	RATE CARD
Leaderboard	728 x 90px	50 KB	AED 422	(US\$115)
MPU (Medium Rectangle)	300 x 250px	50 KB	AED 401	(US\$109)
Whitespace Banner (Verticle Rectangle)*	220 x 550px	50 KB	AED 422	(US\$115)
Half Page	300 x 600px	50 KB	AED 464	(US\$126)
Fixed Button	300 x 100px	50 KB	AED 50,673	(US\$13,807)
Overlay (Eyeblander)	450(w) x 450(h) px - this is the maximum. Include a close button functionality	50 KB	AED 633	(US\$172)
Interstitial	Full Screen - 750 x 450px	100 KB	AED 633	(US\$172)
Content Push	Leaderboard(728x90px) White Space Banner (220x550px) Content Push (Video Streaming, 632 x 356px)	As above except Content Push, 50 KB	AED 633	(US\$172)
Page Peel	Minimised area - 90 x 90px. Final Image Dimensions: 700(w) x 400 (h) px, JPG/GIF. There is no FLASH.	100 KB	AED 633	(US\$172)
Catfish	1004 x 60px	40 KB	AED 633	(US\$172)
Home Page Roadblock	220 x 550px, 728 x 90px, 300 x 250px	As above	AED 42,228	(US\$11,506)
Branded Backgrounds	1652(w) x 770(h) px	50 KB	Upon application	
Smart Links	Keyword can be of any length; banner size is 200 x 200px max	N/A	AED 42,228	(US\$11,506)
Microsites	220 x 550px, 728 x 90px, 300 x 250px	As above	AED 105,570	(US\$28,765)
Surveys	220 x 550px, 728 x 90px, 300 x 250px	As above	AED 126,684	(US\$34,518)
Special Operations	Upon application			Upon application
Sponsorships / Special Reports	220 x 550px, 728 x 90px, 300 x 250px	As above		Upon application

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