

SOUTHWEST

FOOD & catering Media Pack

Part of the Tindle Newspaper Group of Family owned newspapers.



Circulation

Food and Catering SW covers the counties of Cornwall, Devon, Somerset, Dorset, Avon (Bristol) and Wiltshire i.e. Bristol to the Scilly Isles targeting two distinct reader groups.

Historically Catering South West has been aimed at professional and trade caterers with a strong business to business emphasis. However this vibrant restyled publication has now introduced a new food section designed to appeal to "foodies" throughout the region. Currently distributed to a 5,000 name (decision maker) database, this A4 glossy magazine is now also available from distribution partners such as quality hotels, restaurants and shops plus supported by planned direct distribution at events such as the Tavistock Food and Drink Festival.

With a targeted circulation/distribution of 23,000 copies per month Food and Catering SW can deliver the very best audience for you and your business.

Food and Catering South West "Just got better".

Masterchef Peter Gorton of The Horn of Plenty, Gulworthy near Tavistock said, "I wish Food and Catering South West all the best with the re-launch and look forward to reading the cooking tips!".

Lisa Hair, proprietor for Dukes Catering in Tavistock said, "I've been reading Catering South West for over 20 years and I am very excited about the new format".



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- Rates -

GUARANTEED POSITION

£6.00scc

(A) Full page £627, (C) Half page £325

RUN OF PAPER

£4.50 SCC

(B) Quarter page £122

(C) Half Page £240

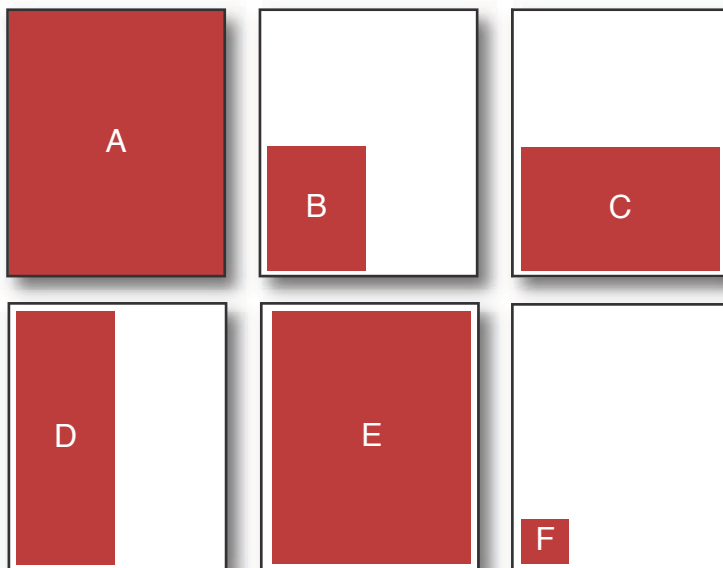
(D) Half Page Vertical £240

(E) Full page £470

CLASSIFIED Business to Business section (B2B) £4.15 SCC

Our B2B directory starts at just £149 per year (3x1 - 12 insertions) (F)

ALL RATES include colour and are exclusive of VAT



Mechanical Data

Magazine size is A4

Column Sizes:	Quarter page	90mm wide x 125mm deep
1 col. = 42.5mm	Half Page (Horizontal)	185mm wide x 125mm deep
2 col. = 90.0mm	Half Page (Vertical)	90mm wide x 254mm deep
3 col. = 137.5mm	Full page	185 mm wide x 254mm deep
4 col. = 185.0mm	Full page (with Bleed)	208 mm wide x 280mm deep

Please send finished artwork as a press ready high resolution PDF by AdFast or email (production@foodandcateringsw.co.uk) or CD to: Food and Catering SW, Tindle Suite, Webb's House, The Parade, Liskeard, Cornwall PL14 6AH.

Images must be at 300 dpi at the size they will be printed, and in CMYK format.

Don't have print-ready artwork?

Don't worry, we will provide a fabulous advert for you FREE of charge. Please send us your copy and images by the 17th of the preceding month.

Publication Days and Deadlines

Publication: Monthly. Copy Deadline: First Tuesday of each month.

Become a Distribution Partner ...

... and receive discount on your advertising and a listing on our web site. We are always on the look out for high quality outlets to stock Food and Catering SW. If you would like to become a distribution partner just call Jeffrey Stackhouse on 07971 739398 or email dist@foodandcateringsw.co.uk

We also publish on the Web

As extra value for your advertising and to further our mission to bring "foodies" from across the South West together, we publish a Carbon Neutral version on our web site at www.foodandcateringsw.co.uk. You can also subscribe to Food and Catering SW for FREE.

If you would like to advertise on our web site we have a prime home page rotating click-through banner space of just £25 per month.

Our mission ...

The objectives of the publication are to remain a trade information point for commercial kitchen operations and to become the best regional "foodie" magazine where we shall work to bring food producers and consumers together. We aim to focus on the increasingly important aspects of food miles and the importance of sourcing local quality food wherever possible. Supporting articles will include chef and kitchen features as well as recipes and kitchen tips.