

# DINE OUT.

## 2024 MEDIA PACK

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# DINE OUT.



*“Dine Out is the leading national trade title for restaurant operators. Our monthly magazine is brimming with insightful, topical and thought-provoking stories that we hope will inspire our readers, arming them with the tools they need to unleash their full potential. From exclusive research to empowering interviews and in-depth category features, this is the go-to resource for those looking to uncover the what’s what and who’s who of hospitality.”*

**Genna Ash-Brown**, Dine Out Editor



**CLICK TO  
READ THE  
MAGAZINE**




**CLICK TO  
VIEW THE  
WEBSITE**

# KEY HIGHLIGHTS




**Largest**  
print circulation  
in the sector



**42,715**  
Readers monthly




**87%**  
Said the magazine was  
a valuable tool to source  
new products



E-Newsletter sent to  
**17,725**  
Recipients



**11,659**  
social following



**4**  
Key Sector Events

# CIRCULATION & AUDIENCE

LARGEST PRINT CIRCULATION IN THE SECTOR

## TOTAL CIRCULATION

42,715

## PRINT CIRCULATION

5,753

Mailed

19,237

Passed on print copies

Passed on copies are an estimate based on the recent reader research conducted

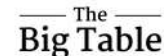
## DIGITAL CIRCULATION

17,725

**£17.8BN**  
ESTIMATED WORTH OF THE RESTAURANT INDUSTRY

## AUDIENCE

A total of 42,715 copies are distributed to named senior contacts within national groups, multiples and independent operators, including those at owner, director, operations, purchasing, food development, brand and marketing levels. Our target audience ranges from innovative individuals to the largest well-known groups and restaurant companies.



# READER RESEARCH

## WHAT DOES THE READER WANT?

At Dine Out, we've always been passionate about print being the backbone of our media platforms, but we wanted to test if our readers felt the same way. We conducted research with readers, asking how they interact with our magazines and what they want from their go-to publications. The results have been very interesting.

## WHERE THEY MAINLY READ THE MAGAZINE

**57%** at work

**11%** commuting

**32%** at home

## HOW THEY READ THE MAGAZINE

**22%** flick through the magazine

**14%** read cover to cover

**64%** start with a specific feature

*"I don't have time to look at it online – I prefer the printed copy and pass onto all of my team"*

**88%**

said they valued a printed copy higher than a digital version

**60%**

said Dine Out was the sector's leading title

**76%**

pass on their copy to an average of 4.4 additional readers

**87%**

said the magazine was a valuable tool to source new products

# THE PRINT MAGAZINE

The UK's leading monthly on-trade publication for restaurant operators

**12** ISSUES PER YEAR

**24,990**  
Total

**5,753**  
Mailed

**19,237**  
Passed on copies



LARGEST PRINT CIRCULATION IN THE SECTOR

# HIGH IMPACT CREATIVES

ADVERTORIALS

BELLY BAND

TIP ON

CONSECUTIVE STRIPS

DISRUPTIVE ADVERTISING

FALSE FRONT COVER

FOUR PAGE COVER WRAP

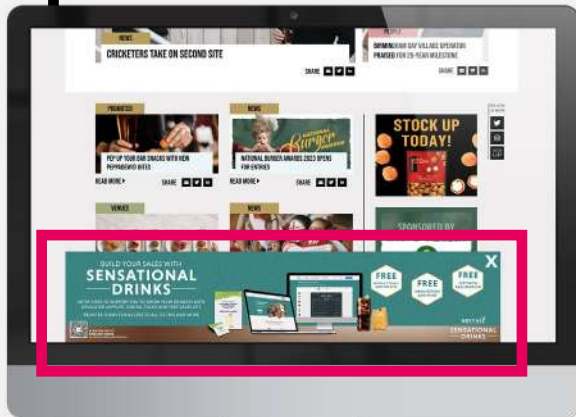
ISSUE TAKE OVER

TEASER STRIPS



# DIGITAL DINEOUTMAGAZINE.CO.UK

Web enhanced options for big visitor impact



ADHESION



EXPANDABLE SKYSCRAPER



WINDOW SHADE

WITH ROI  
REPORTING

ASK FOR  
MORE  
DETAILS



9,314

Average page views per month

6,437

Average visitors per month

17,725

Digital circulation



# LET'S TALK SOCIAL

ASK HOW OUR SOCIALS CAN WORK FOR YOU



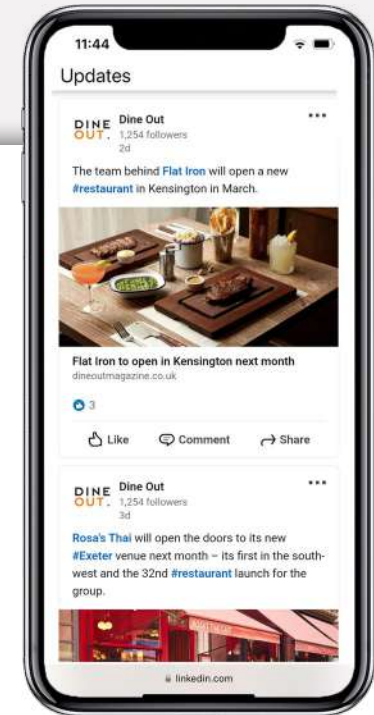
@DineOutMagazine  
Current followers

6,900+



@DineOutMagazine  
Current followers

2,900+



@DineOutMagazine  
Current followers

1,700+

TOTAL REACH 11,659

# E-NEWSLETTERS GROW YOUR BUSINESS

Directly connect with your customers effectively and increase sales with the power of email.

**£825**

solus sponsorship for one supplier

**WITH ROI REPORTING**

**BANNER  
AT THE TOP**

**SPONSORED  
STORY AND LINK**

**DIGITAL  
CIRCULATION**

**17,725**

**HOT OFF THE PASS** **DINE OUT.**

VISIT US ONLINE AND READ THE LATEST ISSUE **READ NOW**

**SERVING UP SOMETHING SENSATIONAL** Garden Gourmet x WHITBREAD

**The Coconut Tree confirms Birmingham restaurant**  
Sri Lankan street food brand The Coconut Tree (TCT) has announced plans to open in Birmingham early next year, bringing its portfolio to nine restaurants nationwide. The new 1,600sq ft two-storey bar and restaurant will be located in a listed building on 22 Gas Street...  
[Read more](#)

**Whitbread partners with Nestlé Professional's plant-based brand GARDEN GOURMET®**  
The hotel, pub and restaurant operator has launched new GARDEN GOURMET meat-free dishes across its estate, which serve over five million customers a month, with the brand highlighted on menus...  
[Read more](#)

**Boparan Restaurant Group goes carbon neutral**  
Boparan Restaurant Group (BRG) has announced that all 10 of its brands are now carbon neutral-certified – a milestone in BRG's long-term commitment to sustainability. The group operates well-known brands Carluccio's, Caffè Carluccio's, Gourmet Burger Kitchen...  
[Read more](#)

**Thai Express Kitchen's 'double decker' seating revealed**  
Thai food specialists Thai Express is launching its first Thai Express Kitchen restaurant in Scotland this week, revealing a first look at the 'double decker' seating ahead of the official opening. With seven multi-level booths, Thai Express Kitchen in Edinburgh's St James Quarter will offer...  
[Read more](#)

**DINE OUT.** EDITORIAL ADVERTISING

To unsubscribe from future Dine Out Magazine newsletters [click here](#)  
This email has been sent to you by H2O Publishing, Media House, 3 Topley Drive, Rochester ME3 8PZ.  
Company registered number: 0988091  
If you have any queries or would like to update any information please email [circulation@h2opublishing.co.uk](mailto:circulation@h2opublishing.co.uk)

# DIRECT MARKETING

We have lots of innovative ways for you to reach readers individually with high impact and lead-generating activities.

**Talk to us about...**

## DIRECT MAILING

Postal mailings have declined hugely over the last 10 years with email marketing taking over. But how do you feel when you receive an unexpected postal item? Especially if it looks interesting!

We have many ways to make your mailer stand out.

From coloured envelopes, unusual sizes, foil & metallic pouches – all very cost effective.

Coupled with your targeted selection of prospects from our database you can also choose to add a telemarketing follow up to your mailer to drive even more response.



## POSTCARD MAILINGS

Our postcard mailing service has brought massive volume and coverage within budget.

Visually appealing to the recipient, the double-sided A5 card has a vibrant, bold design and clear call to action.

Reach 10,000 operators for an all-inclusive cost of £7,930. Just 79p each.

Cost includes design, print, data & postage.

This mechanic is great for awareness, product launch, reformulation announcement, promoting an offer and much more.



# BUYER'S BOX

## OUR BUYERS' BOXES ARE AMAZING!

We have been sending buyers boxes to key buyers across the foodservice & hospitality sector for the last 5 years with consistent lead generating results.

Clients regularly come back for more, with one major food manufacturer trying it once and booking 3 more as soon as they had the results from the first campaign.

## THE PACKAGE INCLUDES:

- **3 whole pages** in any of our titles
- Sending your products to your selection of **100 group buyers**
- A choice of **follow-up methods** to generate your leads

Choose by: availability, product weight, follow-up type and cost

	QUANTITY	MAX WEIGHT	FOLLOW-UP TYPE	AVAILABILITY	AVERAGE ROI	COST
Buyers Box	100	8kg	Call centre bespoke calling	Usually 6 months+	16%	£7,200
Buyers Box - Maxi	100	12kg		Usually 6 months+	16%	£7,800
Sample Sender	100	8kg	Bespoke email, chase email & bespoke landing page	2-4 weeks	9%	£5,800
Sample Sender - Maxi	100	12kg		2-4 weeks	9%	£6,600

Ask your account manager for availability & more information.



# THE ROAD TEST

We have created a winning concept that utilises the operator knowledge and key skills of our industry chefs to give a practical road test of a sponsor's product, putting them through their paces and giving insider tips on their use.

This Road Test is then featured in print, digitally and across our social media platforms to give an uniquely wide reach for your selected sectors to see just how your product performs.

## THE ROAD TEST PACKAGE INCLUDES:

- Filming of your Road Test
- A double-page spread write up of the Road Test results
- A whole page advert in the same issue
- Your Road Test write up featured as a web news story
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your Road Test product & write up
- 2 social media posts to drive awareness of your Road Test write up
- Your video presentation of the Road Test featured throughout, including an interactive upgrade in the digital issue of your chosen title(s) that when the page is turned your video will automatically play and bring the Road Test feature to life

**COST £4,675**



**SEE A ROAD TEST IN ACTION...**



**CLICK TO SEE THE COVERAGE**



**CLICK TO SEE THE VIDEO**

# BARTENDER TRIAL



## BRING YOUR DRINK SERVES TO LIFE

The Bartender Trials are your chance to partner with a leading bartender to promote, develop and market your product to a national on-trade audience.

Whether you want to promote an existing serve, or you want something new stirred up for your brand, The Bartender Trials will help bring your drinks brand to life.

Your chosen bartenders' knowledge and skills help create and showcase drink serves using your products. Your drinks brand demonstration is professionally filmed, before being featured in print and digitally across our social media platforms to give a wide reach into your choice of sectors in this peer-led, unique presentation style.

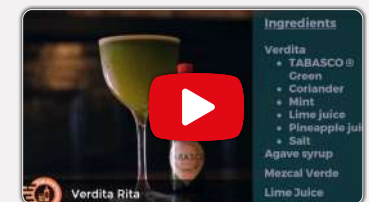


## PACKAGE INCLUDES:

A double-page spread feature write-up on your serves appearing in your chosen title

- A whole page advert in the same issue
- Your session also appearing as a web news story, including the video footage
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your video and feature
- Two social media posts to drive awareness of your video and feature
- Your video presentation featured throughout, including an interactive upgrade in the digital issue of your chosen title which, when the page is turned, will play your video automatically and bring your serve and feature to life
- A copy of the video link for your own use

# COST £4,675



**CLICK TO SEE A TRIAL IN ACTION**

# INDUSTRY EVENTS

## THE NATIONAL BURGER AWARDS



**20 February 2024**

Big Penny Social, London

## THE GREAT BRITISH BBQ BATTLE



**20 May 2024**

Big Penny Social, London

## THE CLASSIC COCKTAILS COMPETITION



**October 2024**



ASK US FOR  
MORE DETAILS  
ON HOW YOU  
CAN BE PART OF  
OUR AMAZING  
EVENTS

# INDUSTRY EVENTS

**THE NATIONAL  
PIZZA AWARDS**



**12 November 2024**

Big Penny Social, London

**SUPPLIER  
INNOVATION  
LIVE!**



**Throughout 2024**



ASK US FOR  
MORE DETAILS  
ON HOW YOU  
CAN BE PART OF  
OUR AMAZING  
EVENTS



# DINE OUT FEATURES LIST 2024

*Dine Out magazine features are subject to change.*

Please contact **Genna Ash-Brown** should you wish to reconfirm.

**Email:** [genna@h2opublishing.co.uk](mailto:genna@h2opublishing.co.uk)

**Tel:** 01474 520260

## JAN / FEB

- **Industry 100**
- Fries & Sides
- Tech & Operations
- Talking Heads: International Women's Day
- Cleaning, Hygiene & Food Safety
- Key Occasions: British Pie Week, International Women's Day, Mother's Day, St. Patrick's Day
- Event Spotlight: Northern Restaurant & Bar Show

## MARCH

- **National Burger Awards Special**
- Summer Serves (Cider, RTDs, Spritzers)
- Outdoor Dining (Furniture, Heating, Covered areas)
- Refrigeration
- Hotel Check-In
- Key Occasions: National Tea Day, Stop Food Waste Day, Easter
- Event Spotlight: HRC

## APRIL

- Carbon Reduction in Restaurants
- Cocktail Menus (incl. RTDs)
- Soft Drinks & Mixers
- Tech & Operations
- Key Occasions: May Bank Holiday, National Vegetarian Week, National Waiter Day

## MAY

- Back Bar Focus (Glassware, Barware, Dispense, Refrigeration)
- Fish & Seafood
- Chef's Pantry (Sauces, Seasonings, Condiments, Ingredients)
- Ovens, Grills & Barbecues
- Key Occasions: Gastronomy Month, Pride, National Fish & Chip Day, Taste of London, Father's Day

## JUNE

- Children's Menus
- Desserts, Shakes & Ice Cream
- Microwaves & Light Catering Equipment
- Takeaways & Deliveries
- Talking Heads: Welfare & Inclusion
- Key Occasions: School Holidays, National Ice Cream Day, National Tequila Day

## JULY

- Morning Trading
- Afternoon Tea
- Inside Dining Out
- Dairy & Non-Dairy
- Key Occasions: International Beer Day, Afternoon Tea Week, National Prosecco Day

## AUGUST

- Americana
- Staff Training & Recruitment
- Carbon Reduction in Restaurants
- Warewashing
- Key Occasions: Organic September, UK Cake Week, Fairtrade Fortnight
- Event Spotlight: Casual Dining Show & Commercial Kitchen Show Previews

## SEPTEMBER

- **Top 100 Most Loved Drinks Brands**
- Free-From Foods
- Wine & Spirits
- Tech & Ops
- Key Occasions: Oktoberfest, World Vegetarian Day, National Curry Week, Halloween

## OCTOBER

- **Exclusive Research: The Festive Report**
- Breads, Buns & Bases
- Talking Heads: Future Trends
- Restaurant & Kitchen Design
- Key Occasions: World Vegan Day, World Sandwich Day, British Pudding Day

## NOVEMBER

- Pan-Asian Cuisine
- Carbon Reduction in Restaurants
- Festive Serves
- Tech & Operations
- The Classic Cocktail Competition Review
- Key Occasions: Christmas, New Year's Eve

## DECEMBER

- **Street Food Championships Special**
- **National Pizza Awards Special**
- Vegan & Plant-Based Food
- Exclusive Research: The Beer Report
- Hot Drinks
- Class of 2024: Products in Review
- Key Occasions: Dry January, Veganuary, Chinese New Year, Burns Night



# RATE CARD PRINT 2024

FALSE FRONT COVER

**£7,150**

DOUBLE PAGE SPREAD

**£4,350**

FULL PAGE

**£2,750**

HALF PAGE

**£1,815**

THIRD PAGE

**£1,375**

QUARTER PAGE

**£1,050**

BELLYBAND INTO DPS

**£12.2k**

4 PAGE WRAP

**£13.3k**

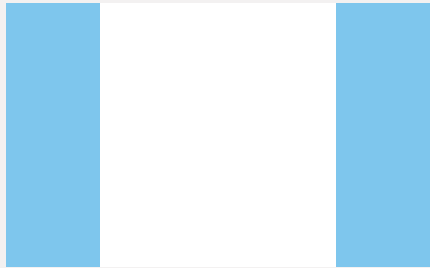
DIE CUT FALSE FRONT

**£15.4k**

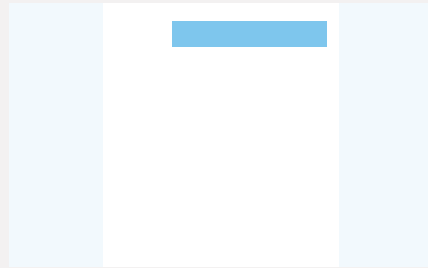
# RATE CARD DIGITAL 2024

Let's get digital - there's a whole range of opportunities available!

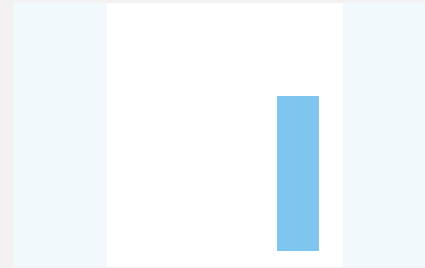
**WALLPAPER  
TAKEOVER**



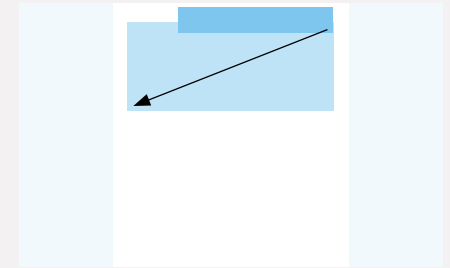
**LEADERBOARD  
BANNER**



**SKYSCRAPER**



**EXPANDABLE  
BANNER**



**Rates:**

2 weeks

1 month

**MPU**

-

£825

**SKYSCRAPER**

£1,600

-

**LEADER BOARD BANNER**

£1,600

-

**EXPANDABLE BANNER**

£2,100

-

**WALLPAPER TAKEOVER**

£2,800

-

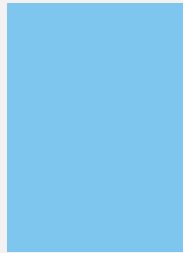
**NEED  
SOMETHING  
DIFFERENT?**  
JUST ASK, WE  
CAN OFFER MANY  
BESPOKE  
OPTIONS

# TECHNICAL SPECIFICATIONS

**ALL OUR MAGAZINES ARE 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



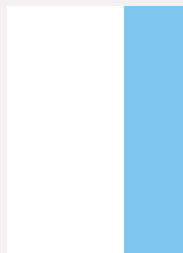
## 1/2 PAGE

### 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



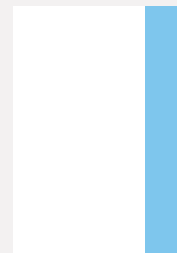
## 1/3 PAGE

### 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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## DINE OUT



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# DINE OUT 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; restaurants, contract catering, healthcare, education and many more.

As well as publishing and direct marketing, H2O Publishing's expertise also lies in creating, promoting and managing a number of significant industry events throughout the year, including; awards ceremonies, forums, exhibitions and conferences.

